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## PROMOTING ALBANIAN CULTURE THROUGH MEDIA TECHNOLOGY: THE CASE OF “ANCIENT ALBANIAN TALES” IN BILINGUAL PUBLICATIONS

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### ABSTRACT

This study aims to examine the importance of bilingualism and the promotion of Albanian culture through the use of media technology, focusing on the platform “Albanian Diaspora” and its bilingual publications of the volume “Ancient Albanian Tales” by author Mitrush Kuteli. In this way, this platform not only promotes a cultural value but also provides an opportunity to encourage bilingualism and raise awareness of Albanian culture among users of different languages. The use of media technology allows these publications to be globally accessible, overcoming geographical boundaries and enabling the connection of the Albanian diaspora community with its native language and culture. This study analyzes the role of media technology in promoting culture through digital platforms and applications that create a stronger cultural connection for Albanians globally. For this, the study employs a combined methodology, which includes qualitative analysis and case studies, to assess this impact. The results of this research show that Kuteli's translated content not only helps in language learning but also fosters a sense of belonging and pride in Albanian culture, especially for Albanians in the diaspora. This study highlights the opportunities provided by technology and media as a bridge between cultures, suggesting the creation of other similar platforms to promote bilingual and intercultural education.

**Keywords:** Cultural promotion, media technology, bilingualism, Albanian diaspora.

### 1. INTRODUCTION

Preservation and Promotion of National Culture Through Modern Means: A Challenge and an Opportunity for Albanians Worldwide. The integration of media technology into cultural promotion offers a unique opportunity to preserve heritage in a globalized world. For many children and adults in the diaspora, the Albanian language becomes an “additional” language rather than necessarily the primary language of communication. By reading traditional Albanian stories in bilingual formats, they create a stronger connection to their cultural roots. This process is crucial for developing a stable

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bilingual identity, helping children see Albanian not just as a secondary language but as an integral part of their heritage. When Albanian children in the diaspora read a story in both the language they were born and raised in and in Albanian, they learn the language in a more intuitive way. Reading stories in bilingual formats helps them recognize new words and expressions, expanding their vocabulary in both languages.

It is important to emphasize that the mission of the Center for Publications for the Diaspora is to preserve the Albanian language and culture in the diaspora (Center for Publications for the Diaspora). Increasingly, cultural groups are recognizing the need to ensure the transmission of their linguistic heritage to the younger members of their communities. The report on improving children's learning from diverse linguistic backgrounds highlights the awareness of the value of preserving the world's languages and cultures by promoting and providing mother tongue-based educational resources for young children (Ball, 2011).

In the case of Albanian culture, the bilingual editions of *Ancient Albanian Tales* by the writer Mitrush Kuteli serve as a testament to the potential of digital platforms in connecting Albanians worldwide. This study aims to explore how bilingual publications, supported by media platforms such as *Diaspora Shqiptare*, foster cultural identity and bilingualism among Albanian communities across the globe. The research examines the role of this platform in promoting Albanian culture and bilingual education, analyzing the benefits of technology as a tool for heritage preservation and cultural awareness

## 2. METHOD

Exploring the Impact of Media Technology on the Promotion of Albanian Culture and Bilingualism. This study employs a combined methodological approach to explore the impact of media technology on the promotion of Albanian culture and bilingualism:

Qualitative analysis examines the content of *Ancient Albanian Tales* to assess its cultural and linguistic value in a bilingual format. The bilingual structure facilitates language acquisition by providing parallel texts in Albanian and another language. Furthermore, bilingual publications of Albanian legends serve as a powerful tool for preserving and disseminating cultural heritage, helping younger generations and the diaspora stay connected to their language and traditions. Kuteli's work is distinguished by its rich storytelling and portrayal of Albanian folklore and traditions. His bilingual publications are valuable resources for language learning and cultural preservation, particularly among the diaspora.

Case study approach includes observation and practical analysis of the production of *Ancient Albanian Tales*, emphasizing and promoting the role of the *Diaspora Shqiptare* platform in distributing this content to a global audience. The platform has been studied to understand its role in distributing Kuteli's works and engaging the Albanian diaspora, serving as a practical example of using media for cultural promotion. This volume has been selected as supplementary literature for diaspora schools, considering not only its didactic value but, above all, its uniqueness in familiarizing Albanians abroad (and beyond) with their rich folklore heritage. Efforts by Albanian teachers to conduct online lessons during the pandemic further highlight the importance of such materials. Despite the distance, they closely and successfully followed the project on Albanian legends, particularly the *Ancient Albanian Tales* volume, a digitized publication created by students in Italian and Albanian (*Shkolla Shqipe* (Albanian School) Scanderbeg, Parma–Italy, 2021). Additionally, the Albanian language school *Shqiponjat e Mëndafshta* (Le Aquile di Seta) made efforts to stage theatrical performances based

on Ancient Albanian Tales, an activity that contributes to the preservation and promotion of the Albanian language and culture for younger generations and the diaspora (Le Aquile di Seta, 2024).

A particular interest has also been observed at Alba Life Albanian School in New York, where online lessons have been carefully prepared by selecting and adapting all didactic materials and textbooks approved by the respective Ministries of Albania and Kosovo. Observations from the school's 13 classes show enthusiasm and engagement in discussions related to various research projects. Additionally, the home reading and class discussions of Ancient Albanian Tales made available online by the Center for Publications for the Diaspora were particularly engaging for students at the second level. This experience was also reflected in parents' appreciation of their children's education, preparing them to recognize their ancestral roots, homeland, and glorious history. Through narration, explanation, demonstration, virtual videos, and repetition, students have developed linguistic skills and proficiency (Zylo, 2021). This type of material increases the chances of Albanian culture surviving in modern times by making it accessible to a broader audience. Through this format, children can strengthen their knowledge of Albanian while simultaneously improving their proficiency in another language.

### 3. LITERATURE REVIEW

Research has explored the role of bilingual education in preserving cultural identity among diaspora communities. Scholars emphasize that bilingual publications not only support language acquisition but also foster a deeper connection with cultural heritage and promote intercultural understanding (Cummins, 2001). According to Amal (2023), bilingualism has become an increasingly common phenomenon in today's globalized world, with many children growing up exposed to two or more languages. Several studies have confirmed that bilingualism can have a positive effect on children's cognitive development, particularly in areas such as attention control, working memory, and cognitive flexibility. Bilingualism has a profound impact on the cognitive, linguistic, and identity development of Albanian children growing up in the diaspora. Studies show that the ability to use two languages positively influences cognitive flexibility, memory, and metalinguistic awareness. Additionally, the use of technology, such as interactive platforms and bilingual books, helps preserve the Albanian language and cultural identity. In an interview, Amantina Pervizaj, an expert in Cognitive Neuroscience and Linguistics, highlights the impact of bilingualism on children's neurocognitive development and the role of technology in this process. She emphasizes that language plays a key role in cognitive development and that technological factors can influence bilingualism, making it a particularly important issue (Boletini, 2024). Bilingualism has been an underexplored field, and it is only in recent decades that it has begun to develop, primarily for cultural exchange, travel, translation, and science. However, bilingualism has been underutilized for cognitive development and stimulation, a trend that is now gaining global attention. Migration from Albania was significant in the 1990s, and the second or third generation of emigrants is gradually forgetting the language. Their first language becomes the language of the country where they are born and raised, while Albanian, their mother tongue, remains a secondary language. In this context, the Diaspora Shqiptare platform, in addition to offering supplementary texts for learning Albanian, has also launched a bilingual program that facilitates parallel language learning through comparative methods. Meanwhile, the volume *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) has been published in countries with large Albanian emigrant communities and is intended for both children and adults. Bilingualism can be analyzed from several theoretical perspectives that help understand its impact on children and young people in the diaspora: The Psycholinguistic Perspective: This approach examines how individuals in the diaspora process and

learn two languages simultaneously. In the case of the volume *Tregime të Moçme Shqiptare* (Ancient Albanian Tales), Albanian children abroad face the challenge of simultaneously understanding Albanian and the language of the country where they live. Bilingual materials help develop reading and language processing skills, allowing them to better understand and use both languages. At this point, it is important to emphasize that language dominance in a bilingual individual measured in terms of overall language use, general fluency, the domains covered by a language, or a combination of all these factors can change over time. Thus, a person's first language may not always be their dominant language. Therefore, it is crucial to avoid assuming that a person's first or "mother tongue" is automatically their dominant language (Grosjean, 2012). The Sociolinguistic Perspective. This perspective explains how children in the diaspora choose and use Albanian in relation to the majority language. According to Bullock (2018), the sociolinguistics of bilingualism, with its focus on linguistic variation, examines how individuals or groups construct and use different forms to express meaning. The use of traditional stories in a bilingual format helps keep the language and cultural identity alive, as children form emotional connections with narratives from their national heritage. The volume *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) creates a space where children can learn the Albanian language in an engaging and functional way. From a sociolinguistic perspective, the use of the mother tongue in family and community environments is essential for strengthening ties to Albanian culture and traditions. The family is considered the most important institution for children's linguistic education. Communication in Albanian within the family helps children develop a strong sense of identity and belonging (Lila, 2024).

The Neurolinguistic Perspective. Studies show that bilingual children develop better executive control and cognitive flexibility skills. This occurs because they switch between languages when processing information. The use of parallel-text stories in two languages, in the volume *Tregime të Moçme Shqiptare* (Ancient Albanian Tales), contributes to this process by helping children practice their translation and code-switching abilities. Bilingualism is considered one of the strongest cognitive stimuli in neuroscience. When the brain receives input in the mother tongue, it remains in a relaxed state as information is processed more easily. However, when stimulated in another language, the brain becomes more active. Some may perceive this as cognitive overload, but in reality, it acts as an energy boost and stimulus, enhancing concentration and improving long-term memory. Historically, reading and mental processing were highly valued as ways to keep the brain active, enhance learning abilities, and remain intellectually engaged over time. Recent research indicates that multiple factors influence children's cognitive and neurocognitive development, as well as their emotions and responses (Boletini, 2024). Through these theoretical perspectives, we can better understand how exposure to bilingual stories positively impacts learning abilities, brain development, and the preservation of linguistic and cultural identity. Bilingual Publications of Ancient Albanian Tales by Mitrush Kuteli are structured to balance traditional storytelling with a modern approach, catering to a bilingual audience. These editions help children and young people in the diaspora learn and reinforce their knowledge of both Albanian and a foreign language simultaneously.

The structure typically includes: The original Albanian text written in a rich literary language, it reflects the linguistic and folkloric heritage of Albanian regions. It serves as an authentic document of Albanian traditions and culture. The translation into a foreign language adapted for an international audience, ensuring clarity and appeal for non-Albanian readers while remaining faithful to the original. This translation plays a crucial role in promoting Albanian folklore globally. Parallel text in a foreign language enhances international language skills while allowing readers to connect with their cultural roots and take pride in them, all while improving their linguistic abilities. This is particularly important

for those living in environments where Albanian is not regularly spoken. The translation of *Përrallat e Lashta Shqiptare* (Ancient Albanian Tales), is not merely linguistic but also cultural. An analysis of the translated content reveals that the translation preserves Kuteli's poetic style and narrative rhythm, offering a reading experience comparable to the original. Idioms and stylistic devices are carefully conveyed using culturally equivalent expressions in English. Adaptation for a Global Audience. Simplification of cultural references in some cases, the translation simplifies highly detailed descriptions of specific traditions that may be difficult for international readers to understand. However, this compromise is made without losing the essence of cultural messages: Translation challenges: Certain elements of Albanian language and culture, such as traditional names, customs, and historical references, pose difficulties in translation. Footnotes are often used to provide additional explanations. Cultural and lexical notes: The publications include explanations of terms, phrases, or cultural references that may be unfamiliar to foreign readers, offering deeper context for the stories.

Albanian folktales carry a wealth of cultural messages that reflect the traditions, beliefs, and values of the Albanian people. A closer look at these messages reveals that the stories incorporate essential aspects of Albanian folklore, including; Mythical figures such as Zana and Orët (fairy-like beings) and universal themes like justice, generosity, and the punishment of wrongdoing, reinforcing traditional values and

the spirit of Albanian community life; Blending of reality and fantasy: The folktales often merge realistic and fantastical elements, creating a deep sense of cultural identity. This fusion reflects the Albanian worldview and their strong connection with nature; Universal messages for a global audience: Through translation, the folktales convey universal values such as the importance of family, respect for nature, and reverence for traditions, making them meaningful to readers from different cultural backgrounds; Intercultural dialogue: The bilingual format allows international readers not only to enjoy an Albanian story but also to gain insight into the country's historical and cultural context. The Role of Media Technology in Cultural Preservation: Digital platforms are increasingly recognized for their ability to preserve and disseminate cultural heritage. Research highlights the transformative role of media technology in overcoming geographical and linguistic barriers (Jenkins, 2006). Given the significance of media technology, studies have explored how digital platforms act as cultural bridges for diaspora communities, connecting them to their roots while fostering a shared sense of identity and pride (Castello, 2016).

Platforms such as *Diaspora Shqiptare* enable global access to cultural content, strengthening the sense of belonging among diaspora communities. Data indicate a high demand for bilingual materials that integrate cultural and educational elements. Moreover, research underscores how media technology contributes to safeguarding oral traditions, folklore, and historical texts in a way that ensures global accessibility (UNESCO initiatives on digital heritage). By utilizing media technology, the *Diaspora Shqiptare* platform makes these publications available and accessible online to the global Albanian community. Additionally, it provides easy access to bilingual books through digital downloads and interactive publications. The platform also creates a space where Albanians in the diaspora can emotionally and linguistically connect with their roots. This effort helps maintain the connection of younger generations with their native language and culture, overcoming the challenges of cultural assimilation.

The promotion of bilingual editions of *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) by Mitrush Kuteli through media technology is still in its early stages, with its official launch dating back to 2021. However, continuous efforts had been made even before this year, with various initiatives indirectly contributing to its promotion. The volume *Tregime të Moçme Shqiptare* (Ancient Albanian



Tales) has been featured in cultural events such as book fairs and award ceremonies, serving as platforms for its recognition. This work was awarded the "Lumo Skëndo" Prize (2017) and is described as a significant contribution to Albanian culture. As a result, it has also been discussed in social media and online portals. The National Bibliophilia Award “Lumo Skëndo” (2017) was presented to the publishing house Kuteli with the motivation: "For the elegant and nostalgic illustrated edition of the collection Tregime të Moçme Shqiptare, one of the most impressive and beloved works of Albanian literature for all ages” (Botimet 55, 2017).

As part of the bilingual publications project undertaken by the Center for Publications for the Diaspora, Tregime të Moçme Shqiptare (Ancient Albanian Tales) is now available online for free, offering translations of some of the most beloved stories in Albanian children's literature by Mitrush Kuteli. The collection includes ten stories translated into five languages: English, Italian, Greek, German, and French. These stories and folktales serve as valuable resources for expanding knowledge, acquiring information, and cultivating the understanding of language, literature, and Albanian culture among students in the diaspora. The publication also functions as a supplementary textbook for schools in the diaspora, aiming to deepen students' familiarity with the Albanian language. The work introduces the younger generation of the diaspora to an important figure in Albanian literature and a rich linguistic heritage, fostering a sense of pride in their Albanian national identity. It provides them with access to the wealth of Albanian folktales and the grandeur of our popular heritage. For this project, experienced and distinguished translators from Albanian into various languages have been engaged: Andrea Grill (German), Evelyne Noygues (French), Eugenio Scalambrino (Italian), Ron Berisha (English), Eleana Zhako (Greek). This initiative serves as a tool to promote national pride and interest in the Albanian language and literature among younger generations abroad. Interviews and various writings, including that of Pandeli Pasko (son of Mitrush Kuteli), emphasize the significance of this publication for preserving the Albanian language and culture in the diaspora. Pandeli Pasko expressed the following about this project: "The book Tregime të Moçme Shqiptare by Mitrush Kuteli achieved its goal: it instilled a love for Albania in entire generations. For this reason, the publication of ten stories from this book in five foreign languages, at a time when hundreds of thousands of Albanian children are living abroad, is truly a commendable act and at the same time an honorable responsibility for the translators." (Pasko, 2021)

#### 4. FINDINGS AND DISCUSSION

##### Case Analysis: Mitrush Kuteli's Bilingual Publications

*Content Description:* The volume Tregime të Moçme Shqiptare (Ancient Albanian Tales) compiles folk stories that reflect the spiritual wealth and traditions of the Albanian people. Mitrush Kuteli has adapted these tales with a distinct artistic style, preserving their folkloric authenticity while simultaneously adding a modern literary approach to storytelling.

*Cultural Elements:* The stories include myths, legends, and historical accounts that embody values such as bravery, loyalty, and love for one's homeland. Traditional linguistic and phraseological expressions have been carefully translated into foreign languages, ensuring that the original essence of the message is preserved.

*Importance for Younger Generations:* This volume serves as a medium for transmitting cultural heritage to younger generations by merging knowledge of native culture with the ability to communicate in a global language. Cultural heritage, in its broadest definition, comprises three main categories: Tangible

culture, including monuments, buildings, archaeological sites, books, and works of art; Intangible culture such as oral traditions, customs, folklore, language, and lifestyle; Natural heritage including natural sites with cultural significance, such as cultural landscapes and geological formations. The urgent need today is to preserve and promote knowledge of cultural heritage and its values (Memisha & Kanushi, 2023).

Kuteli's works are among the most significant contributions to preserving and promoting Albanian culture, offering readers the essence of folklore and the artistic legacy of the Albanian people's spirit. *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) is enjoyed by both children and adults, remaining a reference model for the adaptation of epics and mythology, the oldest testimony of Albania's national identity. Kuteli's initial goal was modest: to introduce children to the beauty of folklore, encouraging them to read original folk literature once they overcame the dialectal challenges of the language. However, through his talent and dedication, he far exceeded this initial ambition. This work restructures in prose the ballads, legends, and songs of Albania's rich folk treasury. As the author himself has stated, his first inspirations came from stories told in his family hearth, as well as from the Albanian folklore traditions he collected himself. Additionally, his creative approach was influenced by translations of biblical literary texts adapted by Kostandin Kristoforidhi and Fan S. Noli. In *Tregime të Moçme Shqiptare*, the author writes:

*"This work unites in perfect harmony epic and lyric, humor and tragedy, narration and description, dialogue and reflection. It merges the wisdom of the people with a philosophical view of life and death, and above all, embodies bravery and unyielding resistance in times of hardship."* (Kuteli, 2005).

Folkloric tradition, throughout most of Kuteli's prose, has often served as a direct source of inspiration for his artistic creativity not only in fairy tales, short stories, and novellas but also in the collection *Tregime të Moçme Shqiptare* (Ancient Albanian Tales). By reworking and retelling the treasures of popular culture, the writer demonstrates a deep knowledge of this folk heritage, especially in the narrative style and folk storytelling model, themes and artistic details, motifs and characters, descriptions and landscapes, all while adapting them to the psychology of children and young readers.

Kuteli's prose is distinguished by its strong connection to oral tradition, fairy tales, legends, and especially the Southern Albanian ballad, which deeply influenced his creative work. This influence can be seen in the way he presents characters, the unfolding of fantasy and nostalgia, the treatment of motifs and numerous epic and lyrical details, the portrayal of the spiritual world of the characters, the vivid colors and warm tones, the fluidity of language, the subtle humor and irony, and the deep humanism. No other Albanian prose writer has relied so heavily on the rich oral storytelling tradition of the people, the ballad, and the rhapsody. One of the finest results of this masterful reworking of folkloric materials is the volume *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) (1965). From this treasure trove of folk heritage, Kuteli has drawn on legendary and historical epics, the cycle of the Kreshnik warriors, ancient Arbëresh ballads, and events from the Great Era of Skanderbeg, which he retells with great beauty and artistic mastery. Even in cases where ballads or rhapsodies have been transformed from their poetic form into prose, their spirit, poetic details, character traits, mythological elements, setting, actions, and conflicts revive a vast and ancient Albanian world.

The retelling and recreation of folklore in *Tregime të Moçme Shqiptare* (Ancient Albanian Tales) has been widely discussed by literary critics. The author himself, in the preface to this collection, wrote: *"I transformed the songs into prose to make them more immediately comprehensible to children. However, prose can never fully encompass or reflect the grandeur of poetry in all its rhythmic, musical, and*

*emotional magnificence. Attempting to turn a song into a tale is often almost the same as trying to fit the sky into a handkerchief."* (Kuteli, 2005).

Kuteli's stories in this collection are pure inspiration. He was himself enchanted by the beauty of folk poetry and undertook the challenge of converting it into prose, so that young readers could become acquainted with some of the masterpieces of folklore at an earlier stage. His goal was modest he made this sacrifice to encourage children to read the original source material once they overcame the difficulties of dialectal language.

In *Tregime të Moçme Shqiptare* (Ancient Albanian Tales), the purity and richness of language is captivating, drawing the reader word by word, story by story, with its magical charm. The skeletal remains of epic folk songs, enriched by variations from talented singers with poetic sensitivity, have been transformed into a unique composition for each tale, both in the portrayal of characters and the presentation of events. Each story, whether short or long, follows a structured composition with a clear beginning, development, and conclusion, ensuring that both the plot and the characters evolve naturally. Kuteli portrays warriors and heroes with all their moral and spiritual traits, virtues and flaws, love and hatred, set against the picturesque natural beauty of their homeland. They live, fight, and die naturally sometimes tragically or heroically on the battlefield. These heroes experience joys and sorrows like any human being, but almost none die with their head on a pillow. They possess wisdom reflected in their simple yet rich language, serving as a true expression of their sharp and healthy minds.

Mitrush Kuteli enriched our folk epic language significantly. We can say that he has proven himself as an artist of our language, creating neologisms with a rich vocabulary of Albanian, with a rhythm and musicality that, even when reading in silence, make words and sounds flow magically, one after another. His prose Tales of Ancient Albania is so suggestive, so vivid, so captivating, that it creates a spiritual atmosphere, and you as a reader become one of the characters in that multitude of educated, grown people, equipped with knowledge and skills for every life activity in a patriarchal system, where there are no state institutions.

This form of prose by Mitrush Kuteli made Albanian mythology more vivid, more earthly, closer, more graspable, and more attractive to younger generations, who are sweetened with the highest human and national qualities, for the protection of the country (homeland), for the defense of personal honor and the honor of family members. He remained faithful to the song, the rhapsody, or the ballad, rigorously respecting the compositional structure, preserving the sequence of episodes, characters, and their qualities; he never attempted to add anything to the message or idea conveyed by folklore. Yet, his artistic transformation has the color of prose and the taste of poetry. With his experience as a prose writer, he fills the gaps, characteristic shifts of folklore, linking episodes with the logic of the narrative, intervening with necessary passages wherever his artistic intuition dictated. The great richness of language, expressions, knowledge of mythology and history, and the explanations he provides testify to careful and passionate work. As our scholar Naum Prifti evaluates, Tales of Ancient Albania remains one of the best volumes of processing the oral artistic heritage of the people, difficult to surpass and enviable to be surpassed (Jorgaqi, 1988).

This seemingly small book was the result of a great love for the Albanian language, its history, and the real struggles of Kuteli. He could only devote himself to these stories after completing his quota of translations. Thanks to the Publishing Center for the Diaspora, this well-known book in areas around Albania inhabited by Albanians, which Kuteli referred to as "Outer Albania," is expected to cross other borders worldwide, where a large Diaspora now lives, one of the largest in the world compared to the population of Albania.



*I am confident, emphasizes Pandeli Pasko, that these bilingual publications will not only attract young Albanians to learn and enjoy their native language, but they will also spark curiosity among foreign children and audiences. Furthermore, in seeking the roots of these stories, in reading the fascinating Albanian folklore, primarily in the Gheg dialect in which they were born, as Kuteli himself had instructed (Konica, 2021).*

## 5. CONCLUSION

The use of media technology to promote Albanian culture, as seen in the case of *Tales of Ancient Albania*, offers an inspiring model for the preservation and sharing of cultural heritage. The combination of quality content, professional translation, and global access has positively impacted awareness of Albanian culture. Bilingual publications, such as Mitrush Kuteli's *Tales of Ancient Albania*, showcase the great potential of technology and media platforms in conveying cultural heritage to global audiences, connecting Albanian communities with their linguistic and cultural roots. The analysis shows that digital technology not only enables the preservation of Albanian traditions but also creates new spaces for bilingual education. Platforms like the Albanian Diaspora have demonstrated that they can be powerful tools to assist in the global distribution of important works, ensuring that cultural heritage reaches new generations, wherever they are located.

Kuteli's works hold particular significance, as they gather, retell, and modernize the most valuable elements of Albanian folklore. The adaptation of Albanian ballads and legends into prose not only makes these values accessible to younger readers but also creates a bridge between generations and languages. Through these publications, it is possible to combine education with national pride, preserving a lively connection to cultural roots.

Despite the success observed in this regard, we suggest opportunities for improvement in order to enable statistics and data to understand and inform about readability or other media activities. Therefore, it is essential to promote collaborations between cultural institutions and technology developers to create innovative tools for cultural dissemination; or promotion through alternative forms such as audio-books, YouTube, podcasts, etc. By using media technology, the Albanian community can strengthen its cultural identity and encourage greater intercultural understanding worldwide. Studies have also shown that diaspora media examines how diasporic communities have used new communication media to preserve and develop community ties at both local and international levels (Karim, 2003). In this way, the use of technology and bilingual publications serves as an inspiring model for integrating Albanian heritage into an increasingly globalized reality, ensuring that cultural identity remains strong and resilient

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