



# The discourse of political elections in Kosovo, political leadership styles and the political election campaign on February 9, 2025. Populism, aggressiveness, and funding are instruments for securing support and manipulating opinion

Selema Allamani<sup>1</sup>, Ferit Hysa<sup>2\*</sup>, Adile Shaqiri<sup>3</sup>, Bajram Ibraj<sup>4</sup>

<sup>1</sup>University College "Dardania", Prishtina, Kosovo

<sup>2</sup>Faculty of Psychology in University College "Dardania" Prishtinë, Kosovo. University of Elbasan "Aleksander Xhuvani", Albania

<sup>3</sup>University College "Dardania", Prishtina, Kosovo

<sup>4</sup>Faculty of Political Science and International Relations in University College "Dardania" Prishtinë, Kosovo

## Abstract

This research is done in the field of political science and aims to describe the various forms that political discourse has taken in accordance with internal and external factors, in accordance with social classes and ethnic groups of society. The methodology of the study is qualitative. The method of the study is the analysis of the discourse of political leaders' speeches during the campaign and the deformations of reality due to victory at all costs through the use of populism and communication in the media and social networks as well as the method of categorization of interviews with political leaders. Data collection was done only during the period of the campaign of the main leaders of political parties. The use of social networks makes it possible for information to be abundant and only insignificant aspects to be perceived by the public. During this study, it is concluded that political parties win not based on the programs or skills of the leadership but through propaganda and populism.

**Keywords:** Political leadership, Electoral campaign, Reality, Political leader, Manipulate opinion

## Introduction

Elections are an important moment in the transfer of power and ensuring a legitimate government supported in a fair and real way by the majority of voters. For this to be achieved, much depends on the style of political leadership of the leaders of political parties.

The correct and fair delegation of the will of the people to the parliament is the main goal of the conduct of elections in any democratic country with a state of law. Political parties participate in elections to represent the people and to fulfill promises. The struggle for power of political parties has caused political parties to conduct an unrealistic populist campaign based not on their political programs but on their populism to obtain as much popular support as possible to gain power and their governance. The prosperity of a country depends greatly on fair and honest elections. Elections should represent the real opinion of voters. In general, it is found that political

parties use populist and ineffective styles of obtaining accurate and real support, but try to manipulate the support and opinion of supporters using a variety of methods.

From the scientific literature, we will examine the styles of political leadership, the models of electoral campaigns according to these styles of political leadership, as well as the advantages and disadvantages that each style of leadership has in the effectiveness and success of electoral campaigns.

General conclusions include the dual importance of contextual factors and political skill in shaping leaders' effectiveness, and the central roles played by leaders' task versus relations orientations and sensitivity to the political context (Keller, 2020) [1].

In this study, we pose these important research questions: How does leadership style affect general elections? The relationship between leadership style and the model of organizing elections?

The application of the authoritarian style of leadership as the easiest instrument to avoid reality and manipulate the opinion of voters?

As well as the use of offensive and denigrating communication to feed supporters and manipulate the realistic opinion of voters?

## Literature Review

Political leadership styles, ranging from authoritarianism to democracy, considerably influence governance and public confidence. Authoritarian leaders can achieve rapid decision-making but often at the cost of ethical integrity and public dissent. Democratic leaders generally promote confidence through transparency. The ethical implications and the effectiveness of these styles vary considerably according to political systems.

Leadership is not a fixed attribute of personality but is a function of the group aims and values, and of the organization and techniques available for reaching a goal. Military organization involves a caste system of domination rather than a free leadership situation, yet the efficiency of operations depends upon true leadership (Gibb, 1947) [2].

## Style of political leadership and electoral campaign

Political leadership styles can vary widely, often influenced by individual personalities, cultural contexts, and the needs of a given society. Here are a few common styles:

**Authoritarian Leadership:** This style demonstrates personal power and everything is done according to his power and his thoughts. This style is characterized by a centralized decision-making process where the leader holds significant power and control. Leaders often make decisions without consulting others and expect strict adherence to their directives. This kind of leader is inefficient in building an effective government according to human rights and rights state. It permits quick decision-making, as only one person decides for the whole group and keeps each decision to themselves until they feel it needs to be shared with the rest of the group. (Lewin et al., 1939) [3].

**Democratic Leadership:** This is the style of leadership that makes the future vision determine future perspective. This kind of leadership builds a stable state and good perspective. In this style, leaders make decisions based on the input and consensus of the group. This approach values participation, and collaboration, and considers the opinions and perspectives of others, leading to a more inclusive decision-making process.

**Transformational Leadership:** This is a kind of leadership that requires a person with a good personality and high culture in the fields of society, economics, management, and state history. These leaders inspire and motivate their followers to achieve extraordinary outcomes by providing a vision and encouraging innovation (Bass et al., 2005) [4]. They often focus on creating positive changes within an organization or society. This kind of leadership prepares followers for future leaders. Bernard Bass and colleagues developed the idea of two different types of leadership: transactional leadership which involves the exchange of labor for rewards, and transformational leadership which is based on concern for employees, intellectual stimulation, and providing a group vision (Burns, 1978) [5,21]. The model of transformative leadership underlines and emphasizes the influence of leadership on followers, organizations, and society in the light of charisma (Hysa et al. 2023) [6].

**Transactional Leadership:** It seems like political management, based on exchange values. This approach is based on a system of rewards and punishments. Leaders using this style focus on maintaining the status quo and achieving specific, short-term goals by clearly defining tasks and expectations. The transactional leader (Burns, 1978) [7] is given the power to perform certain tasks and reward or punish the team's performance.

**Charismatic Leadership:** This kind of leadership is based on the personality of leaders, and demonstrates charisma, dynamic actions, and a high desire to reach outcomes. Charismatic leaders rely on their personal charm and persuasive skills to attract and motivate followers. They often inspire strong devotion and loyalty, but this style can sometimes lead to a cult of personality. The leader's charisma is a significant indicator of this leadership (Hysa et al. 2023) [8,22].

**Laissez-faire leadership:** This kind of leadership is typically for banks. Leaders adopting this style take a hands-off approach, allowing individuals or groups to make their own decisions with minimal interference. This style can be effective when followers are highly skilled and self-motivated. They intervene only when there are problems to solve. Leaders delegate many tasks to the team. Subordinates are given the right and power to make decisions to establish goals and work out the problems or hurdles and are given a high degree of independence and freedom to formulate their own objectives and ways to achieve them (Samosudova, 2017) [9].

Leadership style directly affects the lives of citizens and society. Initially, it affects the seizure of power through electoral campaigns. But how does leadership style affect electoral campaigns? How do different leadership styles build electoral campaigns in general elections?

Political leadership styles and electoral campaigns often go hand-in-hand, influencing how leaders engage with their supporters and the broader public. Here's a look at how different leadership styles manifest during electoral campaigns:

### Political leadership styles and their campaign strategies

#### Authoritarian leadership:

**Campaign Strategy:** Ideas, actions, and organization of the campaign is based on the leader and according to the leader. Authoritarian leaders may run highly centralized campaigns, focusing on strict discipline and control over the campaign narrative. They might emphasize law and order, national security, and strong central governance. Leaders do not participate the others in decision-making but only in supporting it.

**Communication:** Direct, often top-down messaging with limited public engagement or debate. They might rely on state media or controlled information outlets.

#### Democratic leadership:

**Campaign Strategy:** These leaders often run inclusive campaigns, encouraging broad participation from

various groups within society. This kind of leadership is open to involvement, participation, and collaboration with others to make the best (Choi, 2007) [10]. They might focus on grassroots mobilization and community engagement. Inclusion and respect the other are more important than goals. Leaders demonstrate their values and lead by influencing others and supporting others.

**Communication:** All levels and groups can take the initiative to make dialogues. There are open dialogue, public forums, debates, and social media interactions to foster transparency and gather diverse opinions. All stakeholders get the same information and are invited to take part in decision-making.

#### Transformational leadership:

**Campaign Strategy:** Transformational leaders inspire and energize their supporters with a compelling vision for the future (Bass et al., 2005) [11,24]. Their campaigns often emphasize change, innovation, and long-term goals.

**Communication:** Motivational speeches, inspiring messages, and storytelling that connect with people's aspirations and values.

#### Transactional leadership:

**Campaign Strategy:** It seems like political management, based on exchange values. These leaders focus on practical, short-term goals and often use a quid-pro-quo approach, promising specific benefits or rewards in exchange for support.

**Communication:** Messages are very detailed, clear, and direct to partners and supporters. Benefits and rewards are the basis for communicating and mobilizing supporters to carry out the campaign. Clear and pragmatic messaging, highlighting what they can deliver and the immediate benefits for voters.

#### Charismatic leadership:

**Campaign Strategy:** This kind of leadership is based on the personality of leaders, and demonstrates charisma, dynamic actions, and a high desire to reach outcomes. Charismatic leaders rely on their personal appeal and charm to attract followers. Their campaigns might center around their personality and

ability to connect emotionally with voters (Bass et al., 2006 [11-13]. Communication: The communication of a charismatic leader is plenty of motivation and energy for the public and stakeholders. Dynamic and engaging public appearances, rallies, and media presence, often create a strong emotional bond with the audience. They create participation trust.

### **Laissez-faire leadership:**

**Campaign Strategy:** This kind of leadership is typically for banks. These leaders might take a more hands-off approach, allowing their campaign teams and supporters to drive the campaign efforts. They may focus on empowering others to take initiative.

**Communication:** Minimal direct intervention, relying on decentralized communication channels and grassroots movements. The communication is very correct and messages are clear definitions for the team and the team communicates to others. The tasks of the team and stakeholders are clearly defined.

These are the leadership styles based on leadership theories. In everyday life, we do not have a separate presentation of one leadership or another, but often we have a combination of these leaderships. The purpose of electoral campaigns is to present themselves, to present themselves as they are before the electorate, in which they will demonstrate their knowledge, skills, honesty, and commitments in order for the electorate to be clear and convinced about who to vote for and what to vote for. How campaigns are actually conducted currently poses these research questions: How does the electoral campaign affect the selection of leadership by the electorate? How are the skills, commitments, and programs presented to the voters? And what features of the campaign and its content influence the electorate to choose leadership, skills, commitments, or programs?

### **Methodology and Methods**

The methodology of research is qualitative in which data analysis is made by categorizing interviewing and speech data of political leaders during political election campaigns. The Data are gathered through interviews and speeches presented on TV, social media, and public meetings.

Also is made and Discourse Analysis. This research method is qualitative and is done over speech, conversations, or text analyses. This method explores understanding the meaning, shapes and reflects social realities. Discourse analysis is very important for research in psychology, sociology, communication, media, and cultural studies. The objectives of the Discourse analysis are: a) identify patterns b) understand the context and c) explore power dynamics.

Through this approach, it is possible to know human values. It is an excellent example of this kind of influence on the "truth" (Powers, 2001) [12-14-15-16-17-18-19-20-21].

The gathering of data is through the text of social media or journalists online during the time campaign for the main leaders of political parties involved in the campaign. The research questions of this study are:

How campaigns are actually conducted currently poses these research questions: How does the electoral campaign affect the selection of leadership by the electorate? How are the skills, commitments, and programs presented to the voters? And what features of the campaign and its content influence the electorate to choose leadership, skills, commitments, or programs?

### **Results**

The leadership style of political parties is most evident in the political electoral campaign. This happens because the political struggle for power is becoming increasingly intense, and the amount of monetary expenditure is becoming increasingly expensive.

In this campaign, it is found that the political parties in power have a similar discourse. The Political Party of Self-Determination has organized a completely centralized campaign, the ideas, decisions, and public speeches are made by their leader Mr. Albin Kurti, currently the party in power and the acting Prime Minister of the Republic of Kosovo. In his electoral political speeches, nationalist terms prevail, security, patriotic feelings, poverty, and electoral promises are based on national and patriotic feelings as well as on resistance to external aggression, and incompatibility with the plans of the Serbian state. Strengthening

Kosovo to face possible aggression itself and protecting every inch of Kosovo's land. Governance of Kosovo by political parties that cooperate are influenced or ordered and organized by Serbia. Harsh accusations of traitors, collaboration with the enemy, for selling out the National interests of the opposition parties in collaboration with Serbia. The party in power has defined the discussion of the issue at political meetings and does not accept public discussions or debates in television studios.

Opposition parties in their political discourse note that: Opposition political parties have increased and intensified criticism against the ruling parties and especially against the movement itself. The decision that it has not advanced with the recognition of Kosovo as a state has weakened the economy, has not respected allies, and has not managed to advance in reaching an agreement with the Serbian state. It is accused of being an agent of Serbia and of working for it. Opposition parties wanted to hold face-to-face meetings between party leaders in television studios, but the ruling party refused.

Some indicators of the election results. The leader of the main party, currently the prime minister, received 222,382 votes, with a distance of approximately 50,000 votes from his followers within the party with 170,895 votes.

The leader of the second party, the candidate for prime minister, received 131,912 votes, followed by the chairman of his party with a distance of 55,000 votes, receiving 75,096 votes.

The leader of the third party, the candidate for prime minister, received 87,051 votes, with a distance of 50,000 votes from his follower with 34,965 votes.

The only political party that has presented a precise and good electoral program of 250 pages is the party that came third with 17% in the general elections. So the impact of the program on the voters has been minimal.

Albin Kurti, leader of the Vetëvendosje Movement and Prime Minister of Kosovo, has used direct and often passionate language during his election campaigns. Some of his most frequently used words and phrases include:

1. "Progress" – He often emphasizes the need to advance and develop the country in terms of economic and social progress.
2. "Freedom" – In the context of Kosovo's independence and autonomy, this term is very important to him.
3. "Power" – Kurti has often criticized past governments for misusing power and has promised that he will be a leader of change.
4. "Justice" – The fight for the rule of law and for social and economic justice has always been at the center of his messages.
5. "Responsibility" – He has emphasized that state institutions must be held accountable for their actions and serve the people.
6. "Reform" – Kurti has promised deep reforms in public administration, health, education and other sectors.
7. "Change" – Another key word in his campaign, used to describe the need to end an outdated system and create new opportunities.
8. "Kosovo" – The use of the name Kosovo is also often present, both in the context of strengthening sovereignty and to foster national sentiments and unity.
9. "Together" – Kurti often speaks of the importance of close cooperation with citizens and institutions, emphasizing that only together can success be achieved.

Furthermore, he uses energetic language, often with critical tones towards political rivals and those he sees as involved in corruption or inefficiency.

The vocabulary used by Bedri Hamza as a candidate for prime minister in the electoral campaign in Kosovo.

During his electoral campaign for prime minister in Kosovo, Bedri Hamza has used a measured and restrained vocabulary. He has avoided the use of vulgar language and insults towards political opponents. For example, he has emphasized that he has not dealt with the vulgar vocabulary of the



previous prime minister, who called opposition leaders "animals".

In his speeches, Hamza has used positive and constructive language, focusing on his program and the opportunities that Kosovo offers. He has emphasized the importance of cooperation and has invited citizens to engage in building a better Kosovo.

Furthermore, Ramiz Lladrovci, mayor of the Municipality of Drenas, has praised Bedri Hamza for his professionalism and integrity, emphasizing that he is a leader who puts his words into action and has all the qualities that Kosovo currently needs.

In general, the vocabulary used by Bedri Hamza during the electoral campaign has been restrained, oriented towards promoting his program and respectful towards political opponents.

The most used words by Bedri Hamza as a candidate for prime minister in the electoral campaign in Kosovo. During his electoral campaign for prime minister in Kosovo, Bedri Hamza often used words and phrases that emphasize his commitment to a better future for the country. Some of the most used words and phrases include:

- **Hope:** Hamza often emphasized that he was starting a "chapter of hope" for Kosovo, inviting citizens to unite for a better future.
- **Unity:** He emphasized the importance of unity and the union of citizens to achieve common goals.
- **Progress:** Hamza often used this word to emphasize his commitment to the development and progress of Kosovo.
- **Work:** He emphasized the importance of work and commitment to achieve the goals of the country.
- **Kosovo can do better:** This was a slogan used by Hamza to encourage citizens to believe in the country's possibilities and to commit to a better future.
- **Dedication:** He emphasized his commitment to working for a better Kosovo and to fulfill his promises.
- **Respect:** Hamza emphasized the importance of

respect for all citizens and his commitment to work with honor and to fulfill his promises.

- **Unity:** He emphasized the importance of uniting citizens and political forces to achieve common goals.
- **Improvement:** Hamza often used this word to emphasize his commitment to improving living conditions and developing the country.
- **Support:** He emphasized the importance of supporting citizens and his commitment to working for their interests.

These words and expressions reflect Bedri Hamza's commitment to a better future for Kosovo and its citizens.

The most used words by Memli Krasniqi as party leader in the electoral campaign in Kosovo. During the 2025 electoral campaign of the Democratic Party of Kosovo (PDK), Memli Krasniqi frequently used phrases and words that emphasize the party's commitment to a better future for Kosovo. Some of the most used words and phrases include:

- **"Better Kosovo":** Krasniqi often emphasized the PDK's commitment to creating a better and stronger Kosovo.
- **"Vote 131":** This was the number of the PDK list in the elections, and Krasniqi often used it to encourage citizens to vote for the party.
- **"Hope":** He emphasized that the PDK is a source of hope for the citizens of Kosovo.
- **"Victory":** Krasniqi used this word to encourage supporters and express confidence in the PDK's success in the elections.
- **"Bedri Hamza":** He often mentioned the PDK's candidate for prime minister, Bedri Hamza, emphasizing his skills and experience.
- **"Our candidates":** Krasniqi often spoke about the PDK's list of candidates, emphasizing their quality and commitment to the development of Kosovo.
- **"The well-being of citizens":** He emphasized that the PDK's mission is to improve the living conditions of Kosovo's citizens.

- "The future": Krasniqi used this word to describe PDK's vision for a more developed and prosperous Kosovo.
- "Thank you": He often thanked citizens for their support and trust in PDK.
- "Mushtisht": At a rally in Mushtisht, Suhareka, Krasniqi used this word to greet citizens and emphasize PDK's commitment to the development of the region. The use of these words and expressions shows PDK's focus on the development of Kosovo and the improvement of living conditions for citizens. The most used words by Lumir Abdixhiku as party leader in the electoral campaign in Kosovo

#### **In Lumir Abdixhiku's electoral campaign as leader of the Democratic League of Kosovo (LDK), some of the most used words and phrases include:**

- "The New Path": This is the name of the LDK program, compiled by 270 experts, which aims for the development and progress of Kosovo.
- "Kosovo, what have you done to Kosovo like this?!": A call by Abdixhiku during the largest electoral rally in Pristina, expressing concern about the current state of the country and the need for change.
- "Citizens have aligned themselves with the LDK for the big change": A statement emphasizing citizens' support for the LDK and their commitment to positive changes in Kosovo.
- "LDK, the first and last hope of Kosovo": A phrase emphasizing the role of the LDK as a leading force and hope for the future of Kosovo. These expressions reflect the commitment of Abdixhiku and the LDK to a better future and sustainable development of Kosovo.

#### **Insulting words used in the campaign against Albin Kurti**

During the election campaign and other political periods, Albin Kurti has been the subject of many attacks and criticisms from political opponents. Some of the insulting words and epithets that have been used against him include:

1. Autocrat – Due to his style of leadership, he has

often been labeled "autocrat", suggesting that he tends to centralize power and not listen to different opinions.

2. Dictator – Some opponents have called him a "dictator", accusing him of restricting freedom of expression and controlling institutions.

3. Radical – Often used to label him as a person with a radical approach to political issues, citing the way he has handled domestic and foreign issues, such as relations with Serbia.

4. Populist – There have been accusations of using populist speeches to gain support, often portraying opponents as traitors to the interests of the people.

5. Separatist – There have been some accusations of links to the idea of Kosovo autonomy and of supporting actions that could lead to the further division of Kosovo.

6. Disloyal – This term has often been used in the context of agreements he has made or refused to sign, accusing him of being untrustworthy towards international partners.

Of course, these labels depend on the perception and political position of each individual or group, and are often a reflection of political and ideological tensions in Kosovo.

#### **Insulting words used in the electoral campaign in Kosovo against Lumir Abdixhiku**

During the electoral campaign in Kosovo, several insulting words and attacks were used against various candidates, including Lumir Abdixhiku. This is a practice that often occurs during electoral campaigns, where political opponents may use harsh language and slander to discredit each other.

Several accusations and insulting words were used against Lumir Abdixhiku, as a candidate of the Democratic League of Kosovo (LDK) party, which included:

1. Accusations of incompetence: His opponents have mentioned that he does not have the ability to lead the country and that he is incapable of making important decisions.

2. Accusations of connections with old political figures: Some have accused him of close ties to other LDK politicians, who are seen as corrupt or linked to the past.

3. Personal insults: In some cases, insults have been used to insult his personal aspect, describing him as a characterless or treacherous politician.

4. Slander and manipulation: Some political opponents may have used slander to incite negative opinions towards him, attributing to him actions and attitudes that may never have occurred.

This type of attack is common in electoral campaigns, but is often harmful to society as a whole, as it contributes to the polarization and division of the political community.

#### **Insulting words used in the electoral campaign in Kosovo against the democratic process of Kosovo**

Electoral campaigns in Kosovo have often included insulting words and various accusations between political parties, including the use of offensive language towards political opponents. This is a common practice, especially in periods of political tension, but it is important to note that the use of offensive language can damage the image of parties and create a polarized atmosphere. Insulting words that are often used include:

1. Accusations of corruption – One of the most commonly used words are accusations made against the opponent's parties of corruption and mismanagement of public funds.
2. "Criminal" – Some politicians have been labeled as "criminals" due to possible links to criminal activities.
3. "Traitor" – The term is used to accuse opponents of betraying the interests of the country or the people.
4. "Mafioso" – Another word often used to describe politicians accused of having ties to criminal groups.
5. "Sold out" – Used to accuse politicians of having sold out the country's interests for personal gain or foreign interests.
6. "Incompetent" – Accusations of incompetence in leading the country are also common.

In many cases, these words are used to belittle opponents and attract support for another party or candidate. This language can contribute to the deterioration of the political climate and can help diffuse tensions between political groups and citizens.

Such campaigns often do not contribute to the development of a constructive debate, but often help create an image of politicians as divided and polarized.

#### **Insulting words used in the Kosovo election campaign against the Democratic League of Kosovo**

Electoral campaigns in Kosovo, as in any other country, are often laden with harsh political rhetoric. Insulting words and personal attacks are a common element during election periods, and are also often directed at rival parties to discredit opponents and gain support from the electorate.

In the case of the election campaign against the Democratic League of Kosovo (LDK), during previous elections, it happened that some parties and political figures used harsh words and accusations that could be considered offensive. The use of such words was a means of highlighting the weaknesses of the LDK and to incite feelings of dissatisfaction towards it.

#### **These could include:**

1. Accusations of incompetence – This could include attacks on LDK leaders for not fulfilling past campaign promises and for incompetence in leading institutions.
2. Labeling as a party of corruption – Using such terms to discredit the LDK, highlighting possible links to past corruption scandals.
3. Harsh words about links to the past government – Such accusations can be used to imply that the LDK is linked to past regimes or is responsible for some of the problems that have arisen in the country after the war.
4. Criticism of the approach to domestic and foreign affairs – This could include accusations of uncertain or unstable policies that harm Kosovo's interests.



Meanwhile, it is important to note that these words and campaigns can vary and change over time and with events taking place in the country. Campaigns often exploit the trends of the moment and the feelings of the electorate to create powerful and emotional messages, which can also include accusations and offensive words.

### Insulting words used in the Kosovo election campaign against the Vetevendosje party

Election campaigns in Kosovo often involve harsh statements and attacks between political parties, including insults and mutual accusations. The use of insults can be a way to discredit opponents and highlight their weaknesses in the eyes of the electorate. The Vetevendosje! Party (LVV), as one of the largest and most popular parties in Kosovo, has often been the subject of various criticisms and attacks, especially from rival parties during election campaign periods.

In general, some of the most common words and accusations used during election campaigns against Vetevendosje have included:

1. Authoritarianism – Political opponents have accused LVV of authoritarian tendencies and of attempting to control power and state institutions unilaterally.
2. Populism – Rival parties have often used this term to criticize Vetëvendosje, saying that it uses populist rhetoric to attract support, without offering real solutions to the country's problems.
3. Corruption – Despite the LVV's commitment to the fight against corruption, rivals have often used accusations that Vetëvendosje itself may be part of the system of corruption or has collaborated with it.
4. Incompetence – Using accusations of "incompetence" is another way to attack parties that have been in power or that are seeking to take it, arguing that the LVV lacks the ability to manage the country.
5. Radicalism – At times, accusations of ideological radicalism or extreme positions of the LVV have been made, especially for possible connections with certain figures in politics or society who have a more

radical approach.

6. Ignoring dialogue – There have also been accusations that Vetëvendosje is willing to ignore dialogue processes with Serbia and international partners, jeopardizing Kosovo's stability and relations with Western countries.

The use of such insults and attacks is a frequent feature of Kosovo's electoral campaigns, but it is also a reflection of the political and ideological tensions between the parties vying for power. Like any other campaign, these attacks are an attempt to instill uncertainty and suspicion among the electorate, and are often linked to strategies to attract support and gain public favor.

Communication messages are carefully constructed based on the problems and emotional feelings of the population, as well as taking into account internal or external influencing factors.

### Discussion of Results

The electoral campaign of political parties is built on an authoritarian style of leadership. The three main parties are hardly distinguishable from each other in the way they build the campaign and display the leadership style in the electoral campaign. To eliminate accountability debates, to eliminate the analysis of problems and to avoid real choices of problems, the authoritarian style is chosen as the simplest and most manipulative for public opinion. This leadership style has a high correlation with the early psychology of the public who love a strong, challenging leader and why not even to confront the political opponent with the worst vocabulary. They feed their supporters with such a way of campaigning and everyone supports the same offensive vocabulary against the rival or political opponent.

Another feature is the inconsistency of the campaign with reality. The authoritarian style of leadership, by excluding staff and supporters from decision-making, not only makes decisions not fair, qualitative, but deviates from reality. To challenge reality, political party leaders build imaginary problems, suspicious situations, slanders that are not proven and can be believed, and supporters vote for a deformed reality.

Therefore, it happens that followers do not vote for

the programs, qualities of the leader or his close staff, but vote because they enjoy the insults or denigration they make of their opponent or rival.

Another aspect of covering up the deviation from reality and imposing the vote on citizens is the extraordinary support with funds from various donors, declared or not, through which they manage to influence support, ensure continuous broadcasts of their lectures and buy media and social networks as well as captured journalists who do their advocacy and not analysis of problem solutions and analysis of choosing the best alternative.

Considering the history of suffering from the Serbian regime and the relatively short time of establishing independence as a state, they play with the feelings of the people by blackmailing certain individuals or groups by labeling them as supporters or collaborators of certain Serbian clans. The suffering of the people of Kosovo from the Serbian regime has been great, leaving consequences in trauma, loss of life and injuries to relatives, and as a result, they are gripped by strong negative emotions of fear, uncertainty and doubts in the election of their representatives.

## Conclusions

The political leadership styles that appear most in the campaign are those of the authoritarian and bureaucratic style that do not take into account the opinion of supporters but only order support.

Even the organization of election campaigns is based on the authoritarian style of leadership with the main feature of top-down communication, avoidance of debate and public analysis, and non-involvement in decision-making.

The instruments used in the campaign aim to manipulate public opinion and this leadership style makes it possible to emotionally influence various interest groups, and special interest ties or manipulate the population with national and historical issues.

The use of offensive and aggressive vocabulary with the aim of avoiding commitment to solving real problems such as economic ones of the moment and of the future.

Manipulation of public opinion through the controlled use of social networks.

Manipulation of public opinion through extraordinary financial support through propaganda and social networks.

The use of offensive, denigrating, and aggressive language towards the opponent or rival and the denial of the possibility of choosing the best alternative or the most capable staff to solve the problems of today and the future.

These distortions of the election for a real representation of the people in government, bring in an incompetent, uncooperative government with consequences for the democratic and economic development of the country.

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