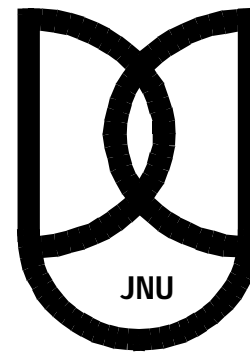


# The EU Through the Eyes of Asia Preliminary Result in India



Shreya Pandey

8-9 January 2010

Connections and Dialogue:

The European Union and the Asia Pacific

Perceptions, Policies, Perspectives

JNU, New Delhi



## Choice of media outlets

Popular daily	Dainik Jagaran
Business daily	The Economic Times
English-language daily	The Times of India
TV news report	DD News

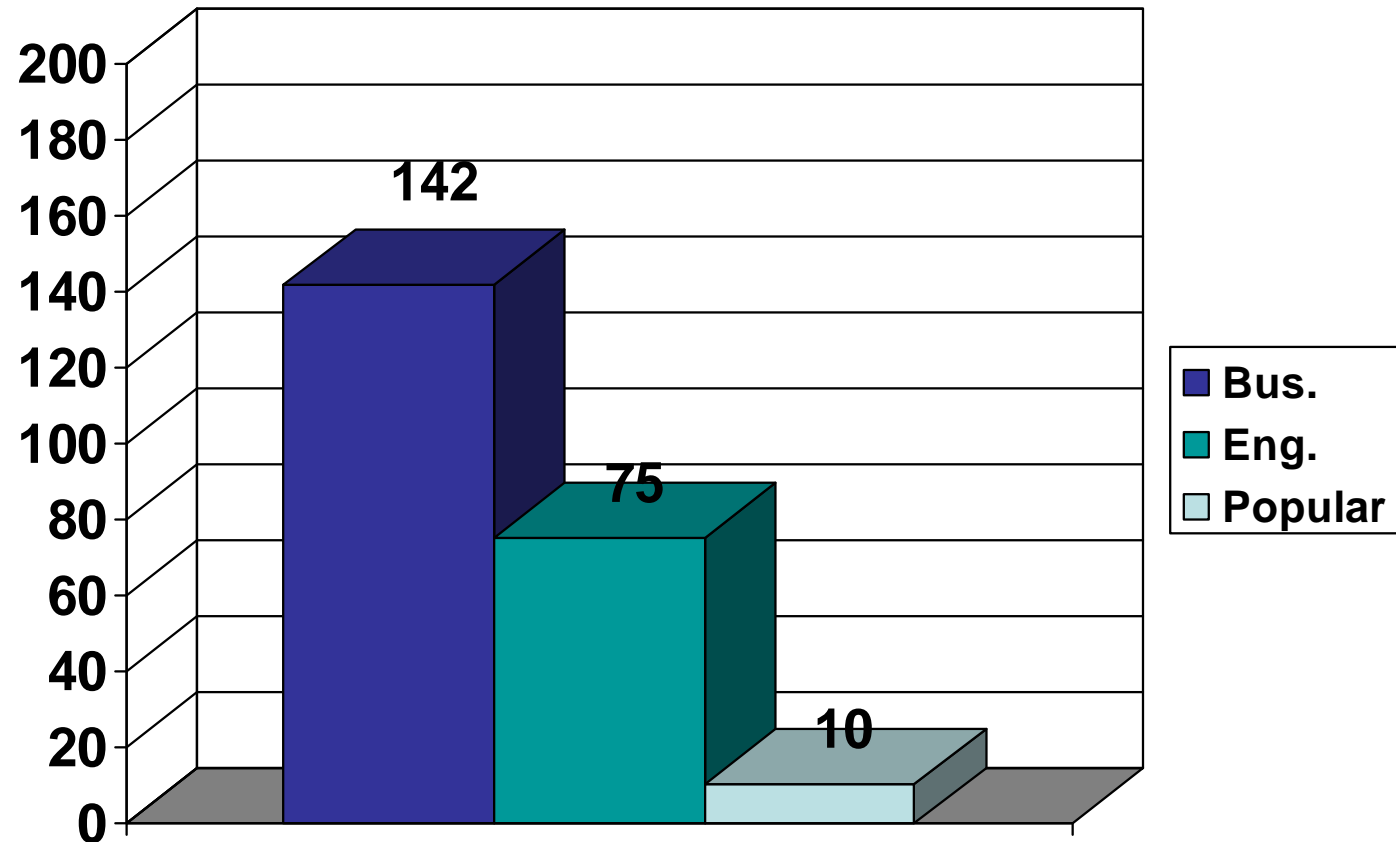


## A Strong and Robust Relationship

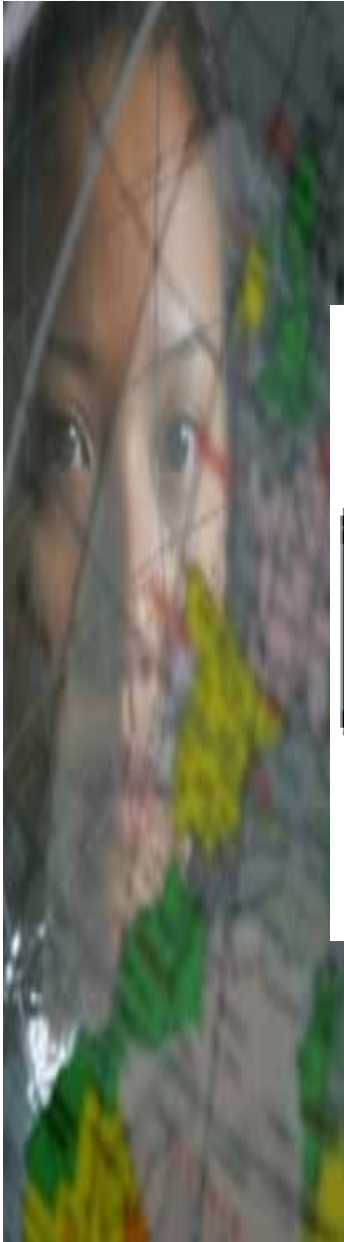
- Regular political parleys
- Dominant economic dimension
- Vibrant security dialogue
- Extensive Cooperation in Science and Technology
- Interaction among the civil society, education and cultural exchange
- Does this bonhomie and close engagement translate into extensive media coverage ?



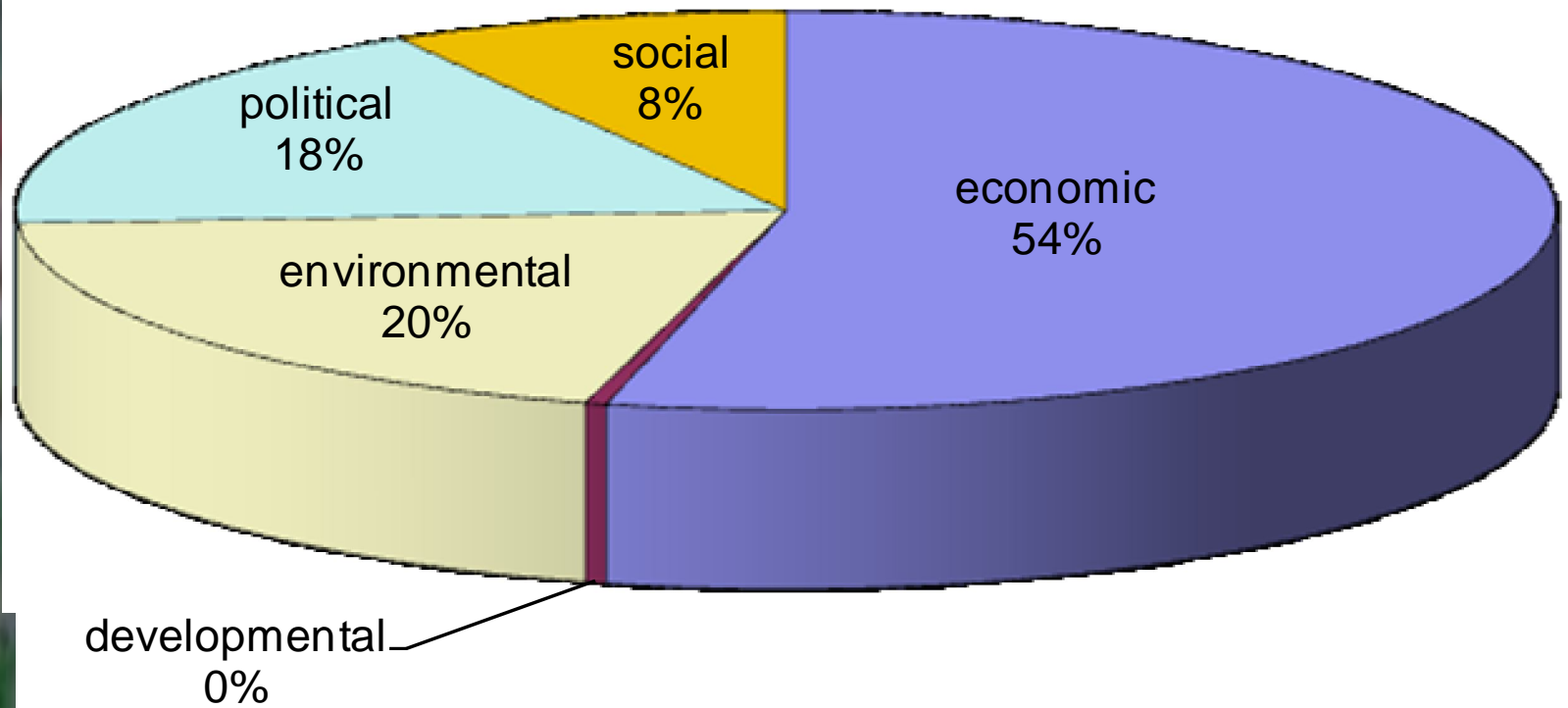
# TOTAL NUMBER OF NEWS



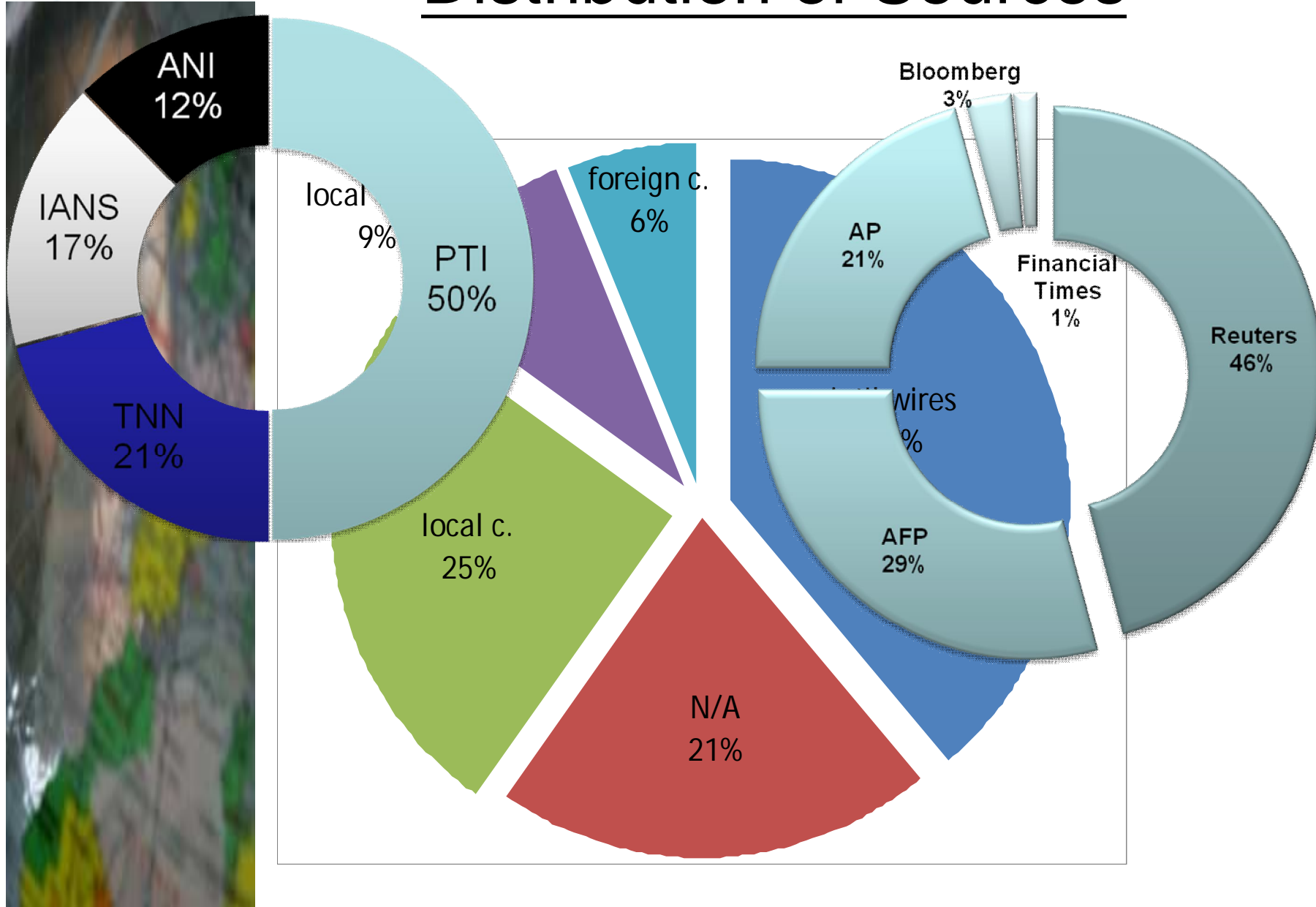
Weekly average/items	5.4	2.9	0.4
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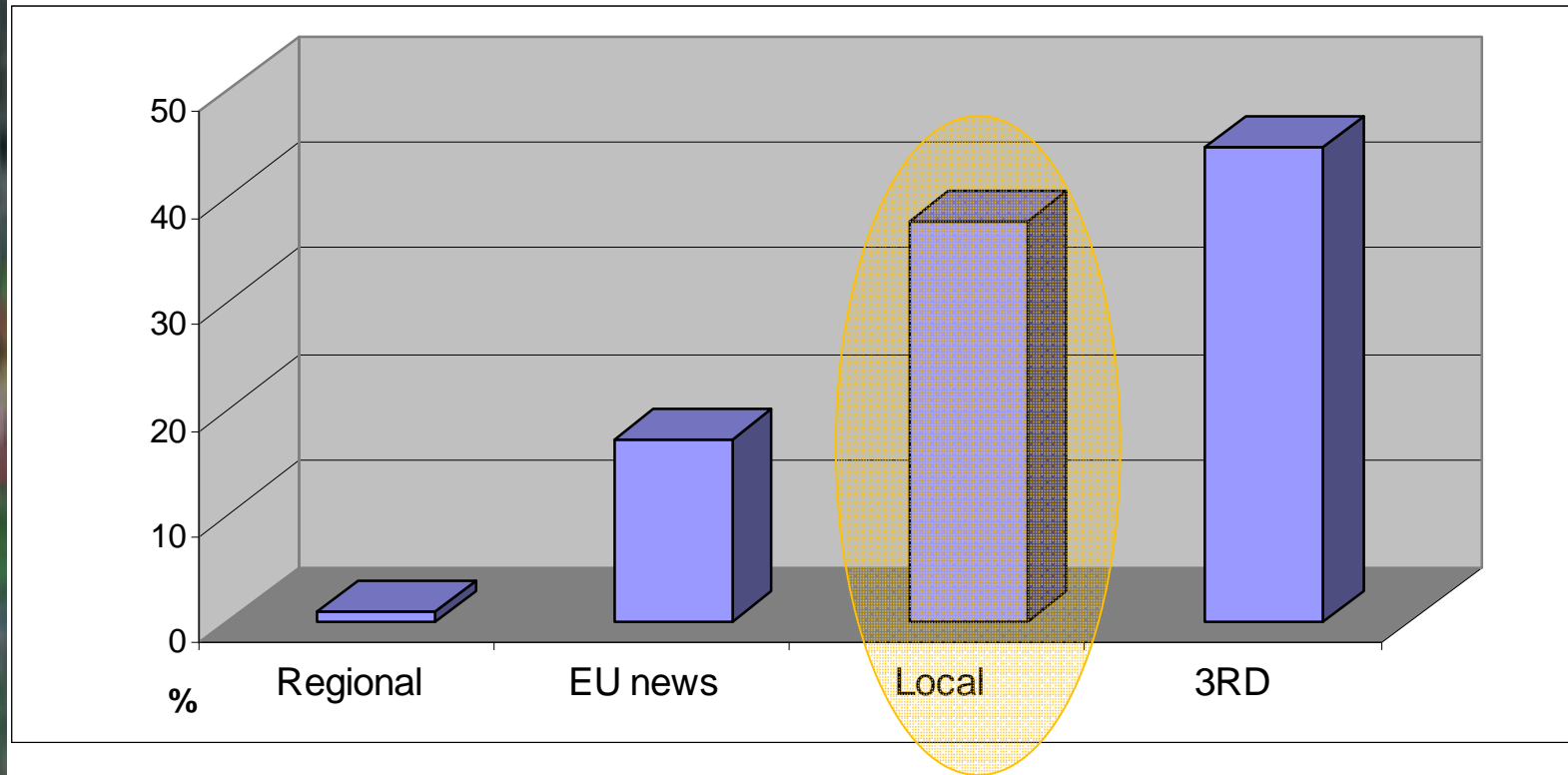
# Overall Framing



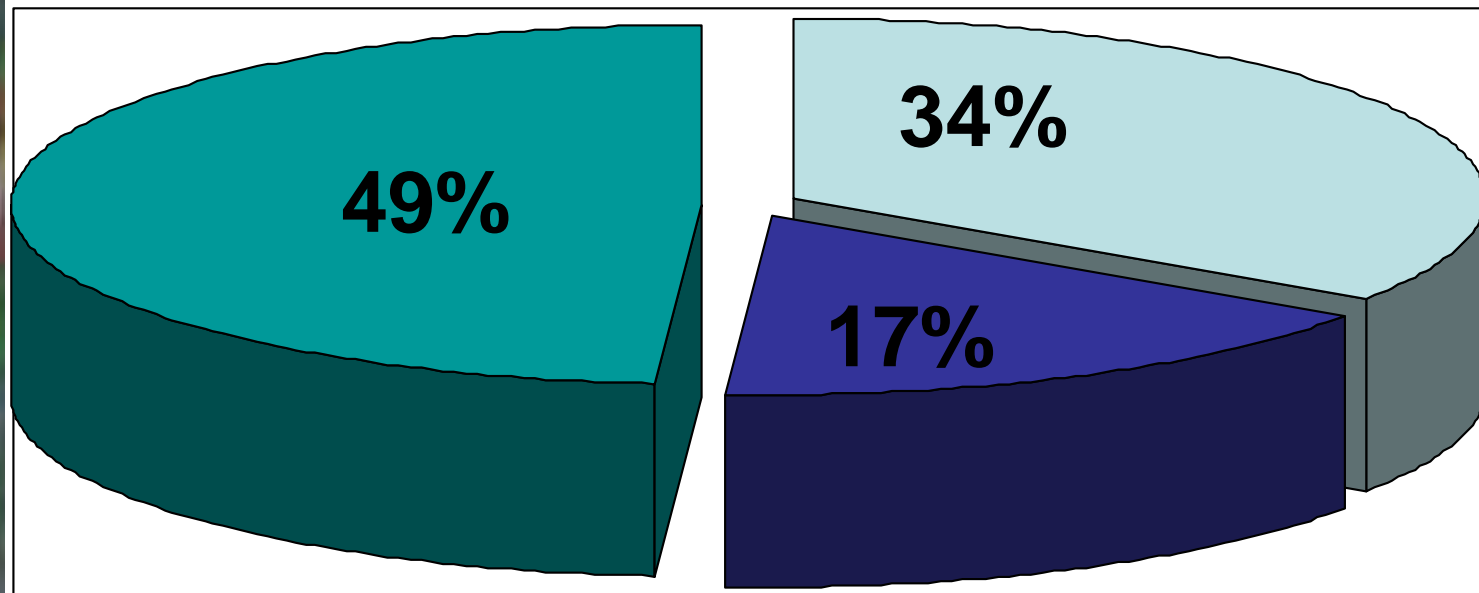
# Distribution of Sources



# Domesticity

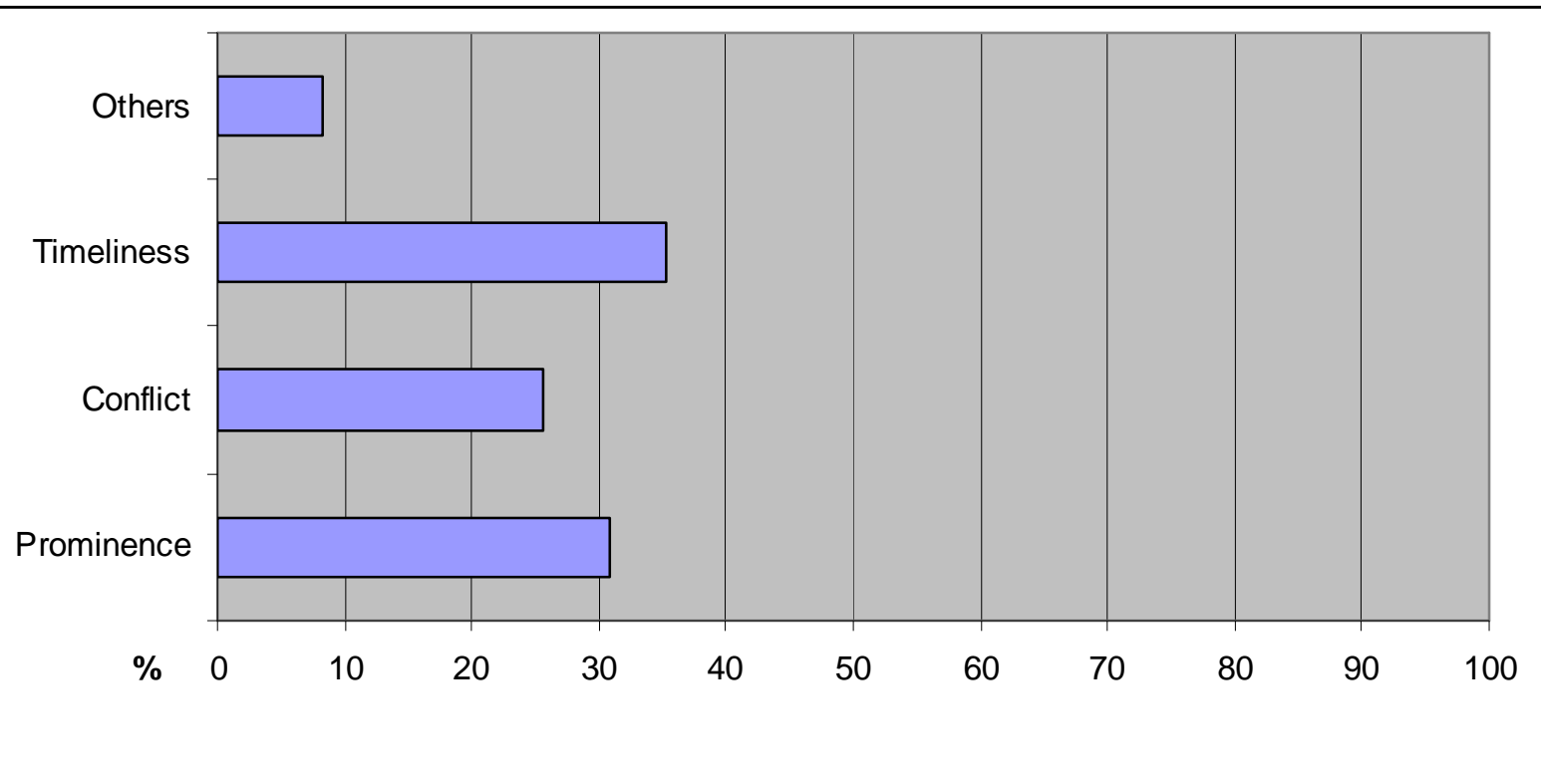


# Distribution of Centrality



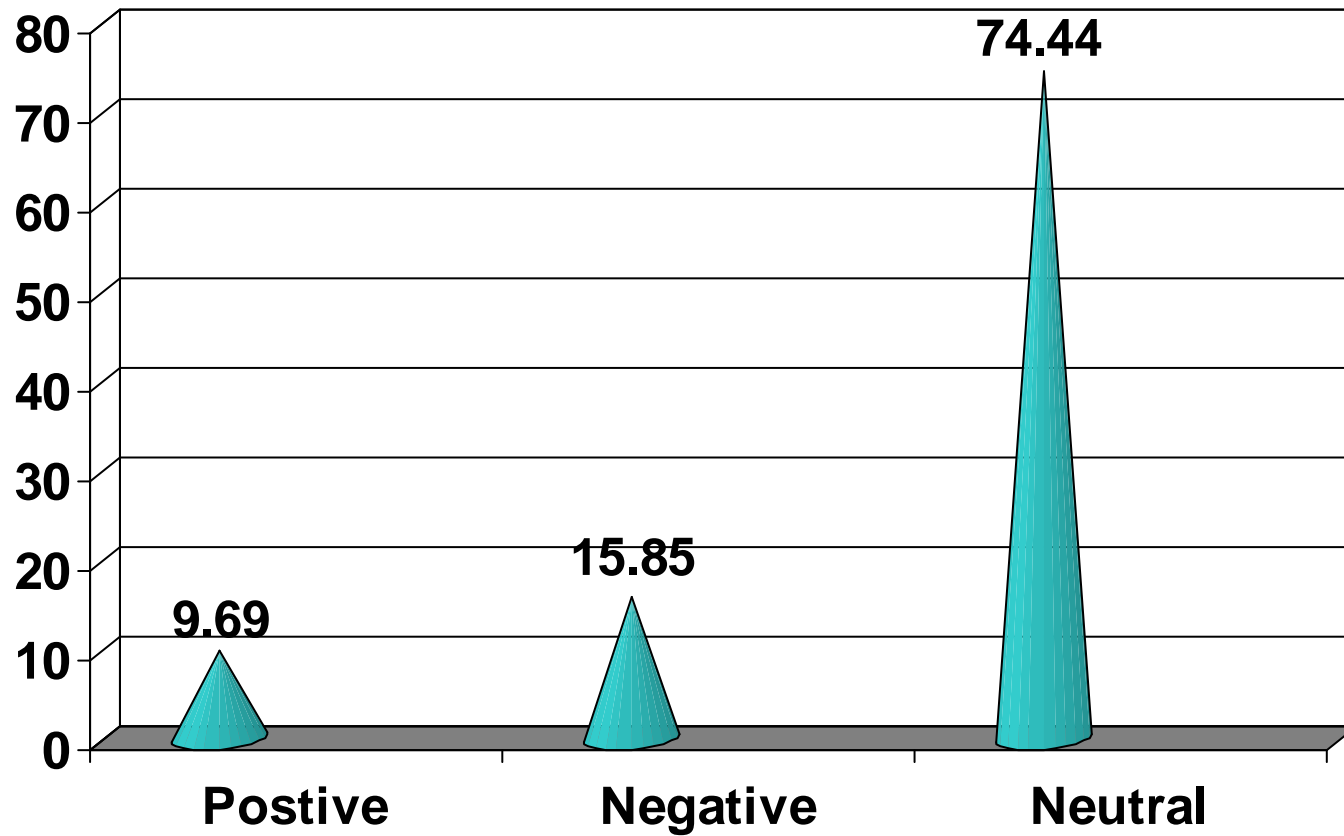


# Character of the News





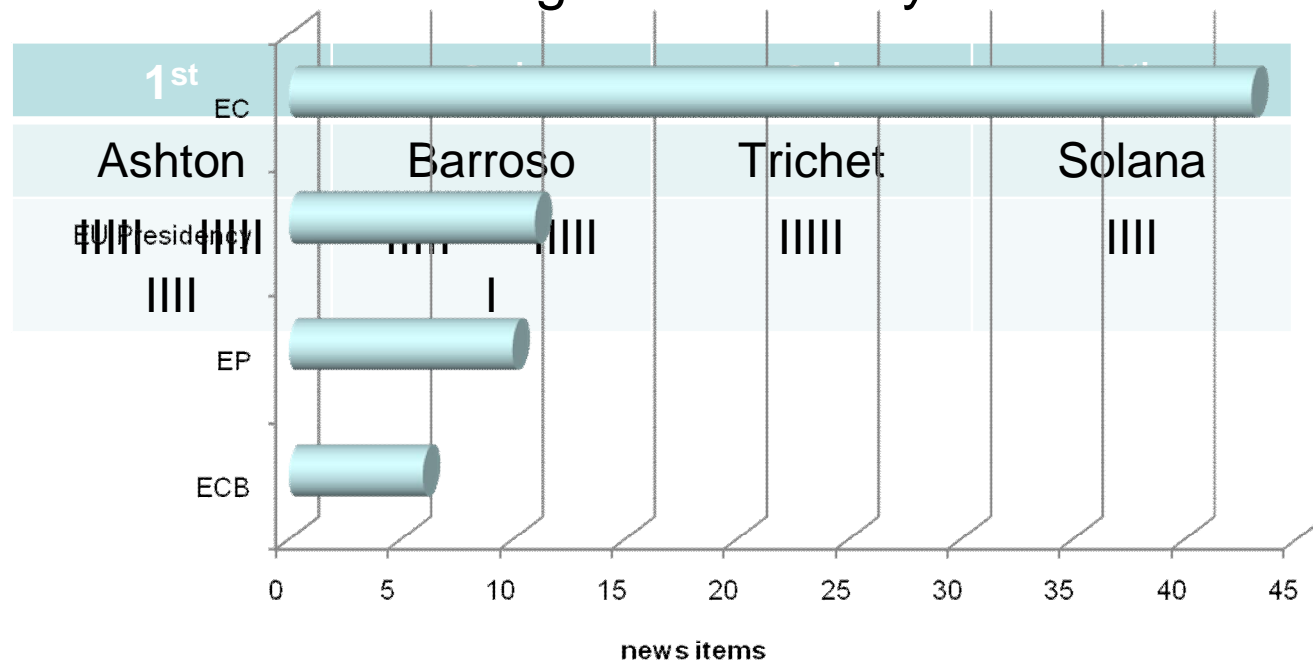
# Evaluation of News





## Most Visible EU Actors

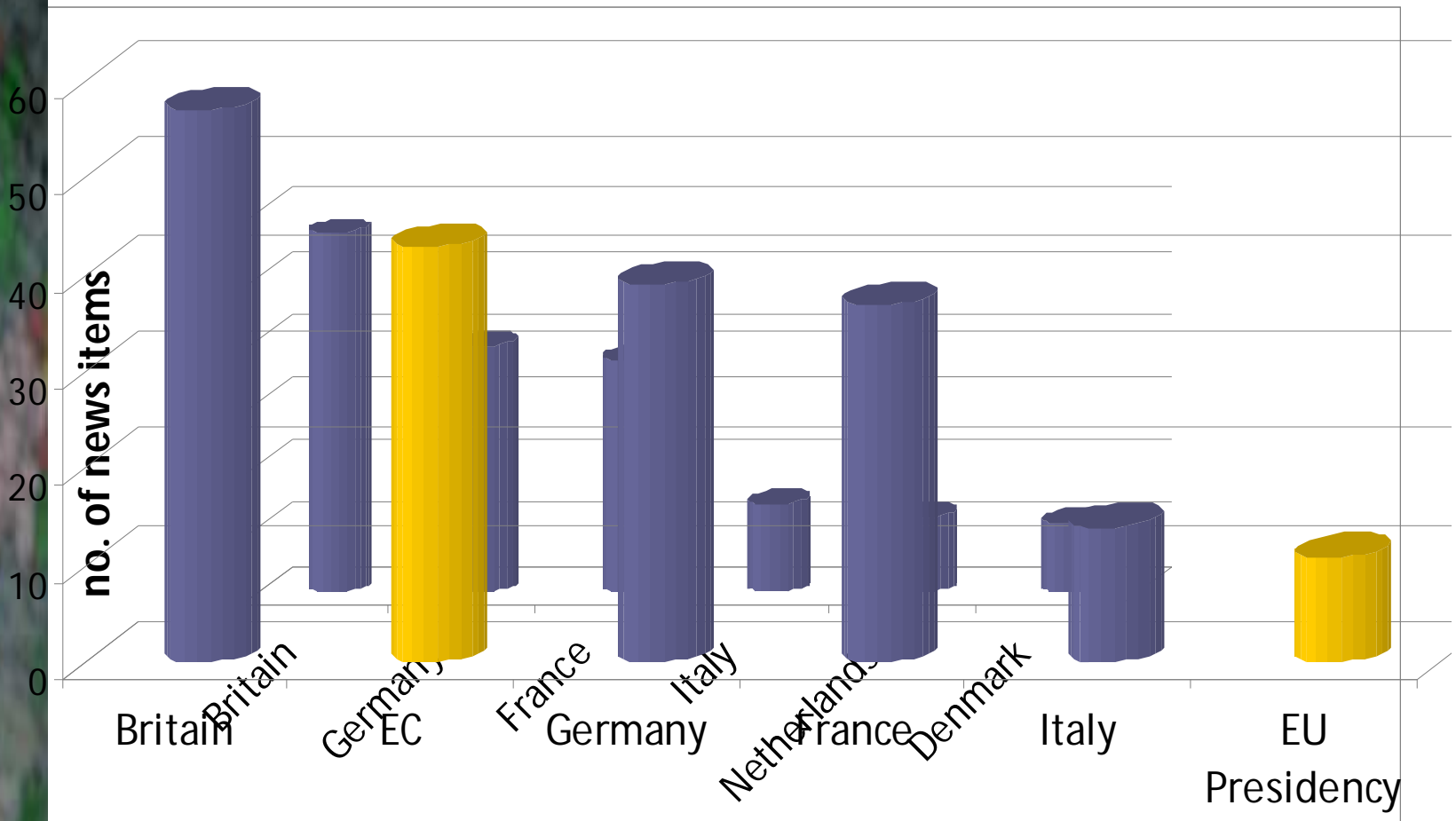
- 31%= 'EU' alone  
(instead of European Union)
- 41%= EU institutions/officials
- \* the EC Delegation is nearly invisible



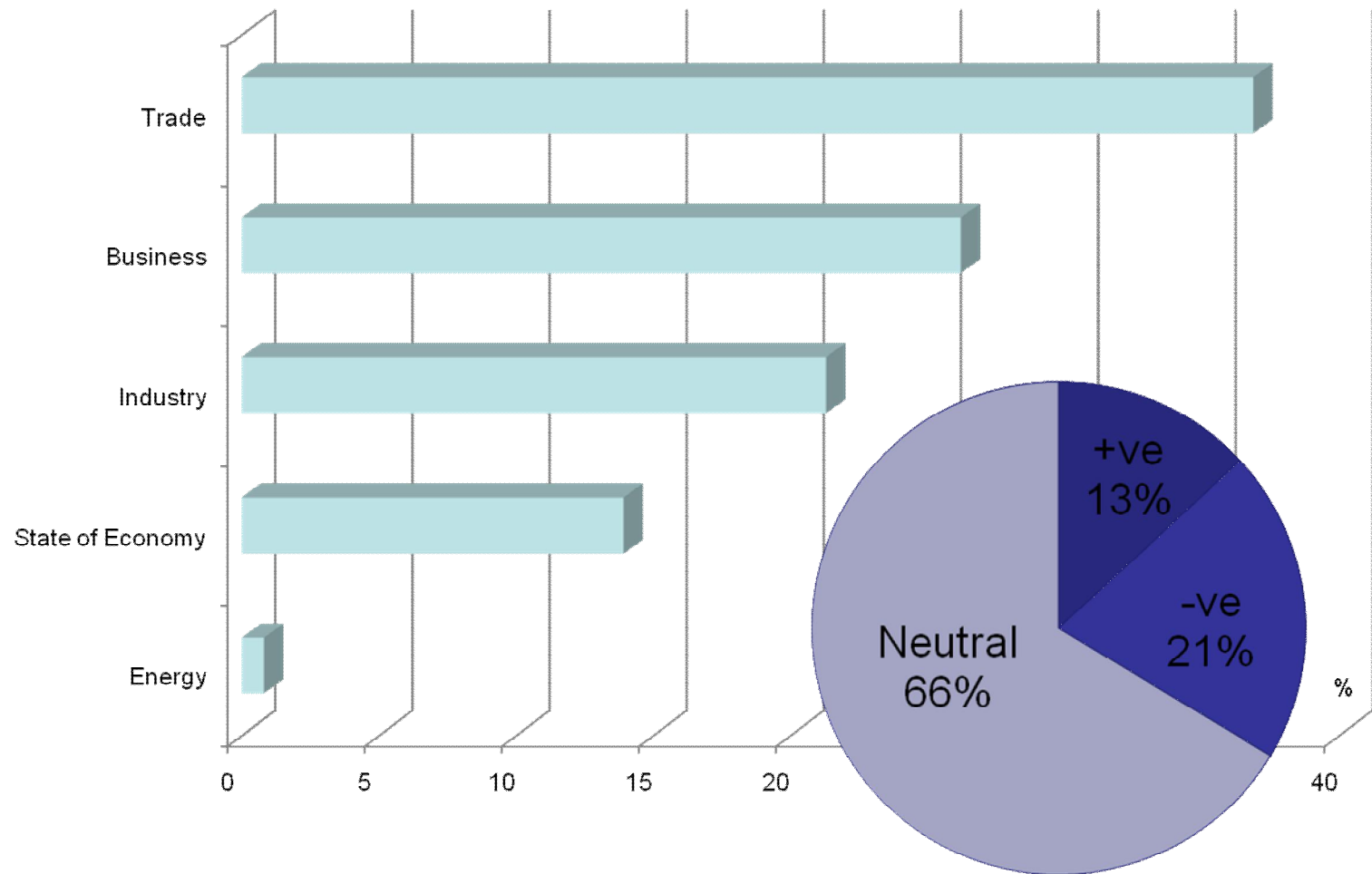
# Most Visible EU member states



no. of news items



# Most Visible Economic Sub-frames





## Conclusions

- Low visibility of EU
- Predominantly an economic actor
- An increasing environmental role
- Development role almost extinct
- No concern for EU role in the region
- UK more visible than the EC



THANK YOU