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

<table>
<thead>
<tr>
<th>Category</th>
<th>Outlet</th>
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<tbody>
<tr>
<td>Popular daily</td>
<td>Dainik Jagaran</td>
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<tr>
<td>Business daily</td>
<td>The Economic Times</td>
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<tr>
<td>English-language daily</td>
<td>The Times of India</td>
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<tr>
<td>TV news report</td>
<td>DD News</td>
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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
Overall Framing

- Economic: 54%
- Environmental: 20%
- Social: 8%
- Political: 18%
- Developmental: 0%
Distribution of Sources

- ANI: 12%
- IANS: 17%
- TNN: 21%
- PTI: 50%
- Local: 9%
- Foreign: 6%
- N/A: 21%

- Reuters: 46%
- AP: 21%
- AFP: 29%
- Financial Times: 1%
- Bloomberg: 3%
- Local wires: 9%
Domesticity

![Bar chart showing the percentage of EU news, Local, and 3RD news categories.]

- EU news: 20%
- Local: 40%
- 3RD: 50%
Distribution of Centrality

- Main: 49%
- Secondary: 17%
- Minor: 34%
Character of the News

- Others
- Timeliness
- Conflict
- Prominence

% 0 10 20 30 40 50 60 70 80 90 100
Evaluation of News

- Positive: 9.69
- Negative: 15.85
- Neutral: 74.44
Most Visible EU Actors

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

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<th>Ashton</th>
<th>Barroso</th>
<th>Trichet</th>
<th>Solana</th>
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<tr>
<td>1st EC</td>
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<td>President</td>
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news items
Most Visible EU member states

**Graph:**
- Britain: 60
- Germany: 50
- France: 40
- Italy: 30
- Netherlands: 20
- Denmark: 10
- EC: 0
- EU Presidency: 0

**Legend:**
- no. of news items
Most Visible Economic Sub-frames

- Trade: 66%
- Business: 21%
- Industry: 13%

Neutral: 66%
Positive: 13%
Negative: 21%
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