

Findings from the Media Analysis in Austria

Asia in the Eyes of Europe

Melanie Pichler

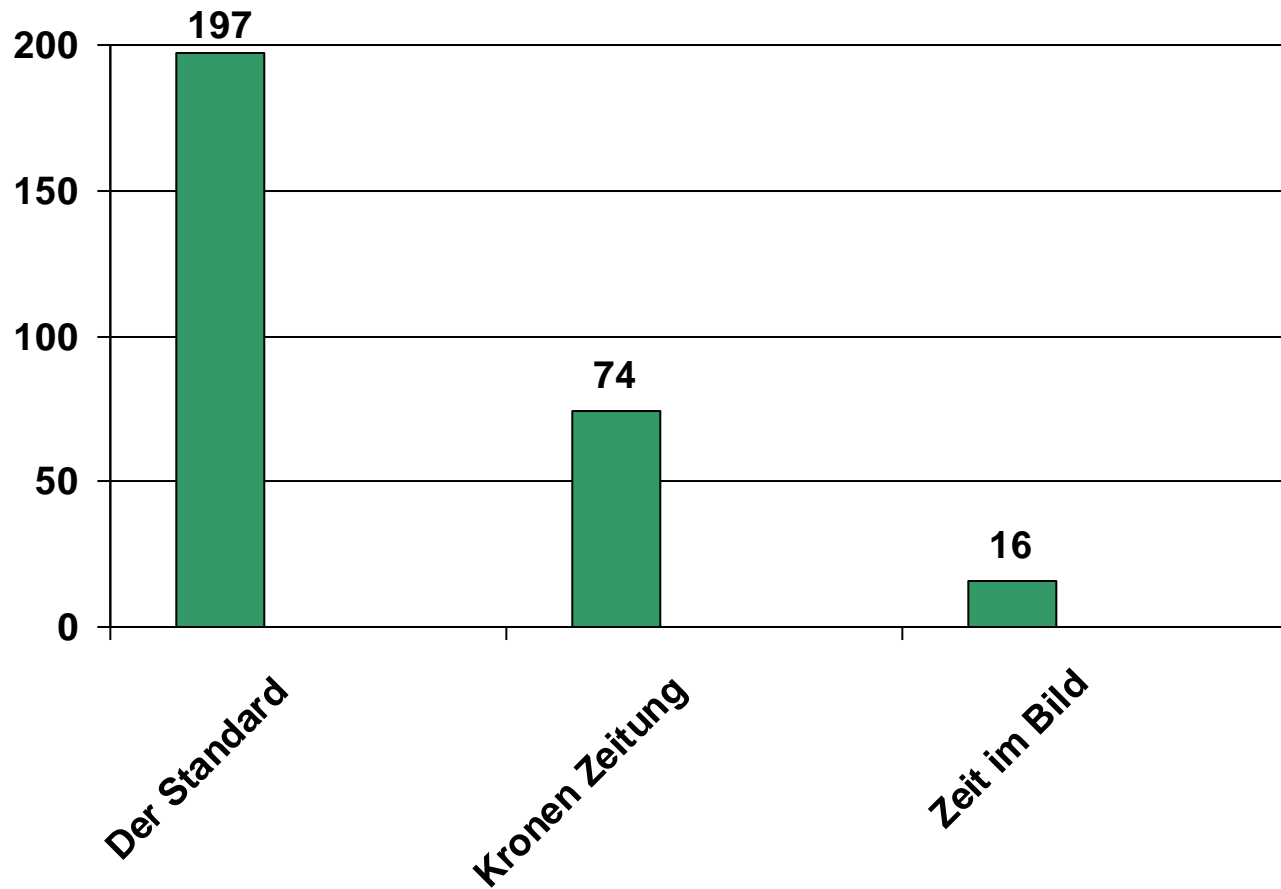
Beijing, 7 March 2011

Part I

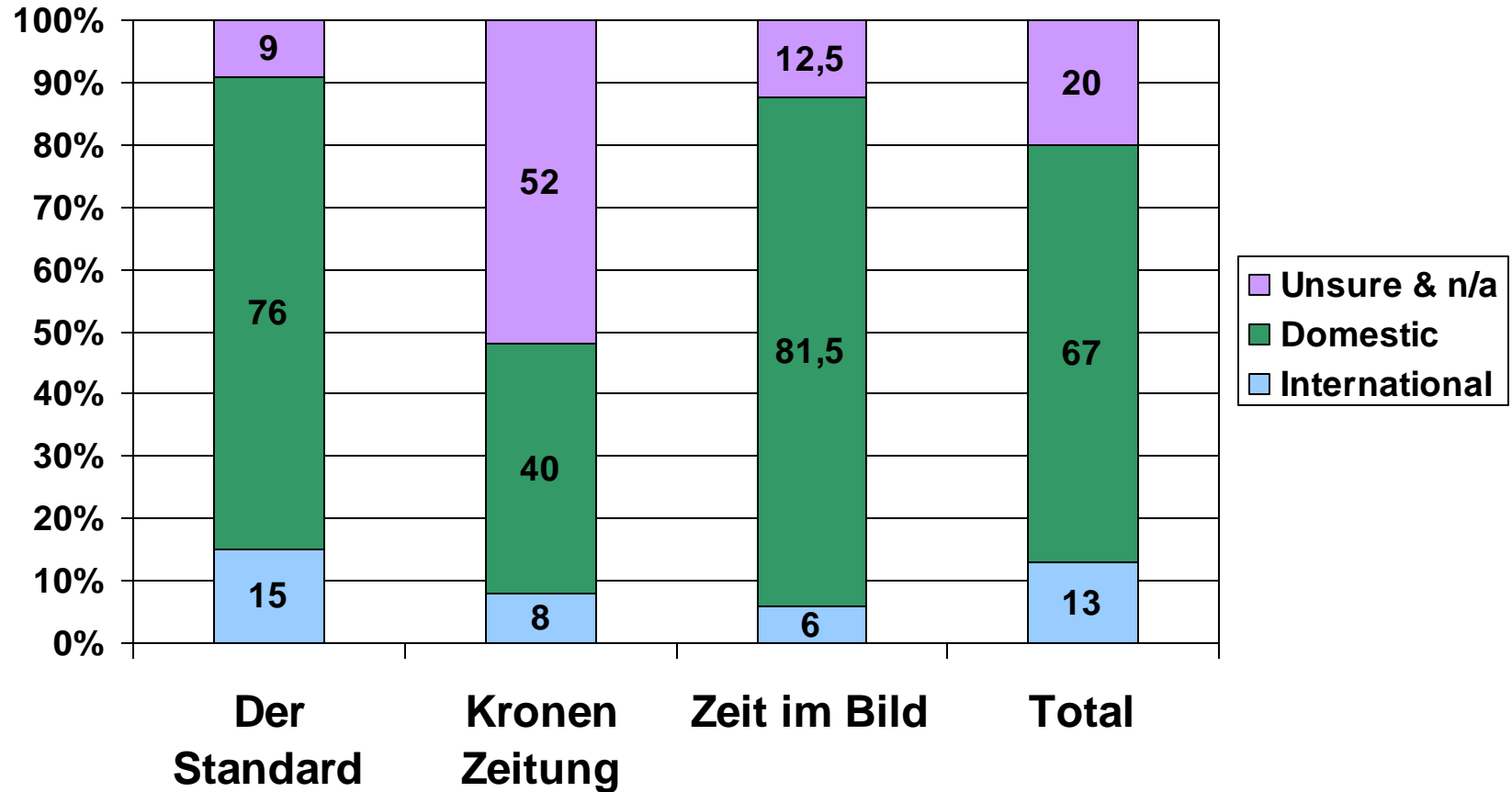
Comparision by Media Outlet

Volume of News

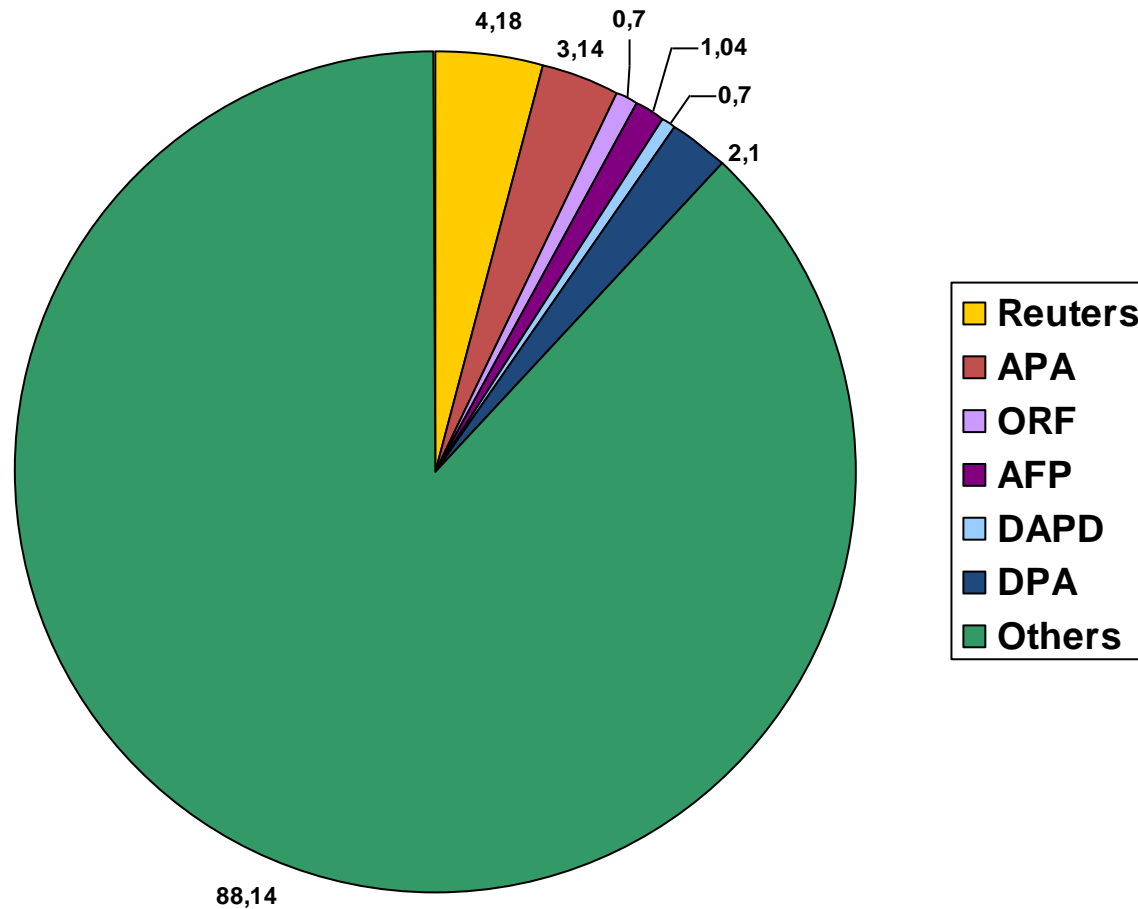
in absolute numbers



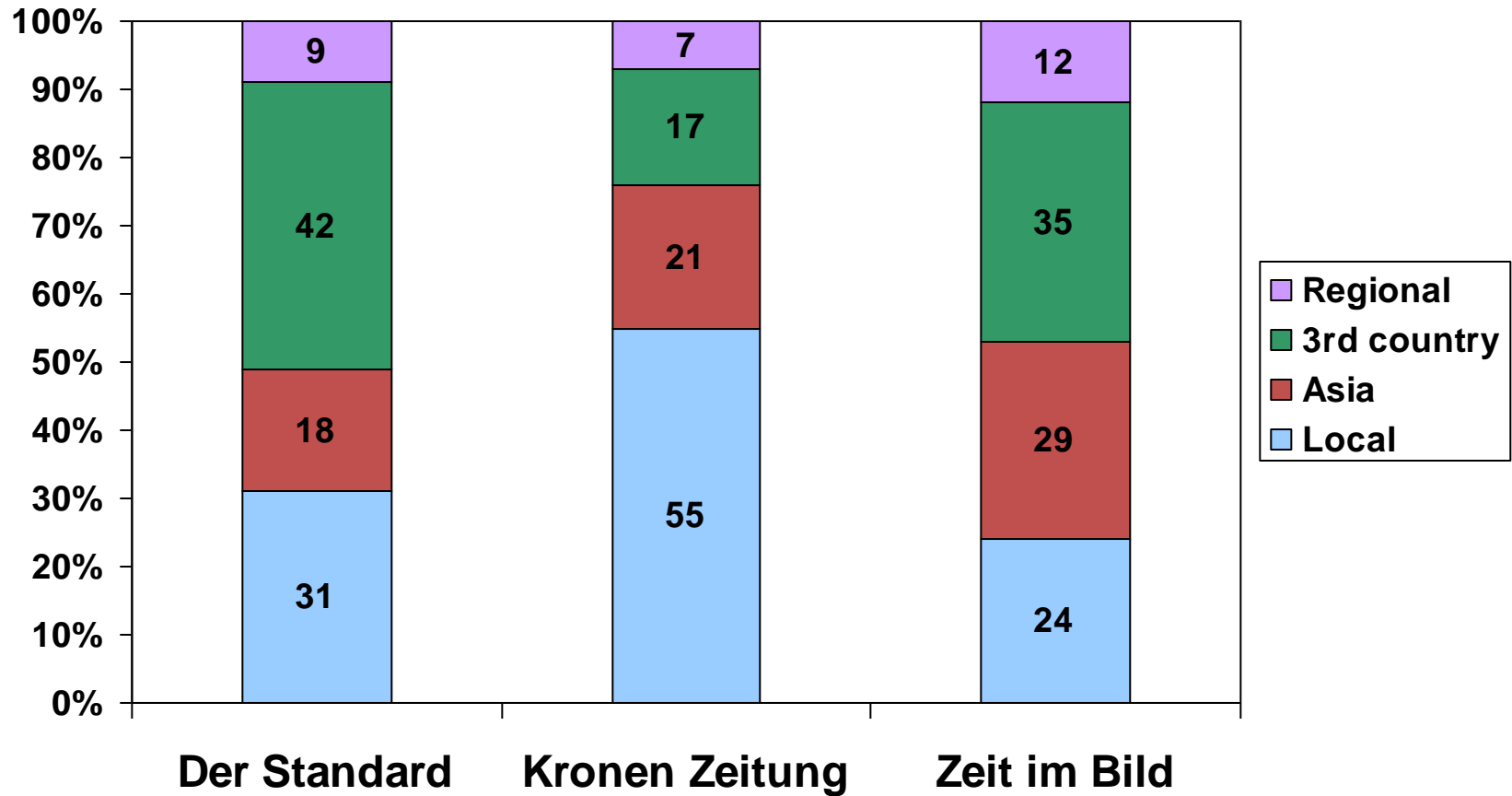
Distribution of Sources



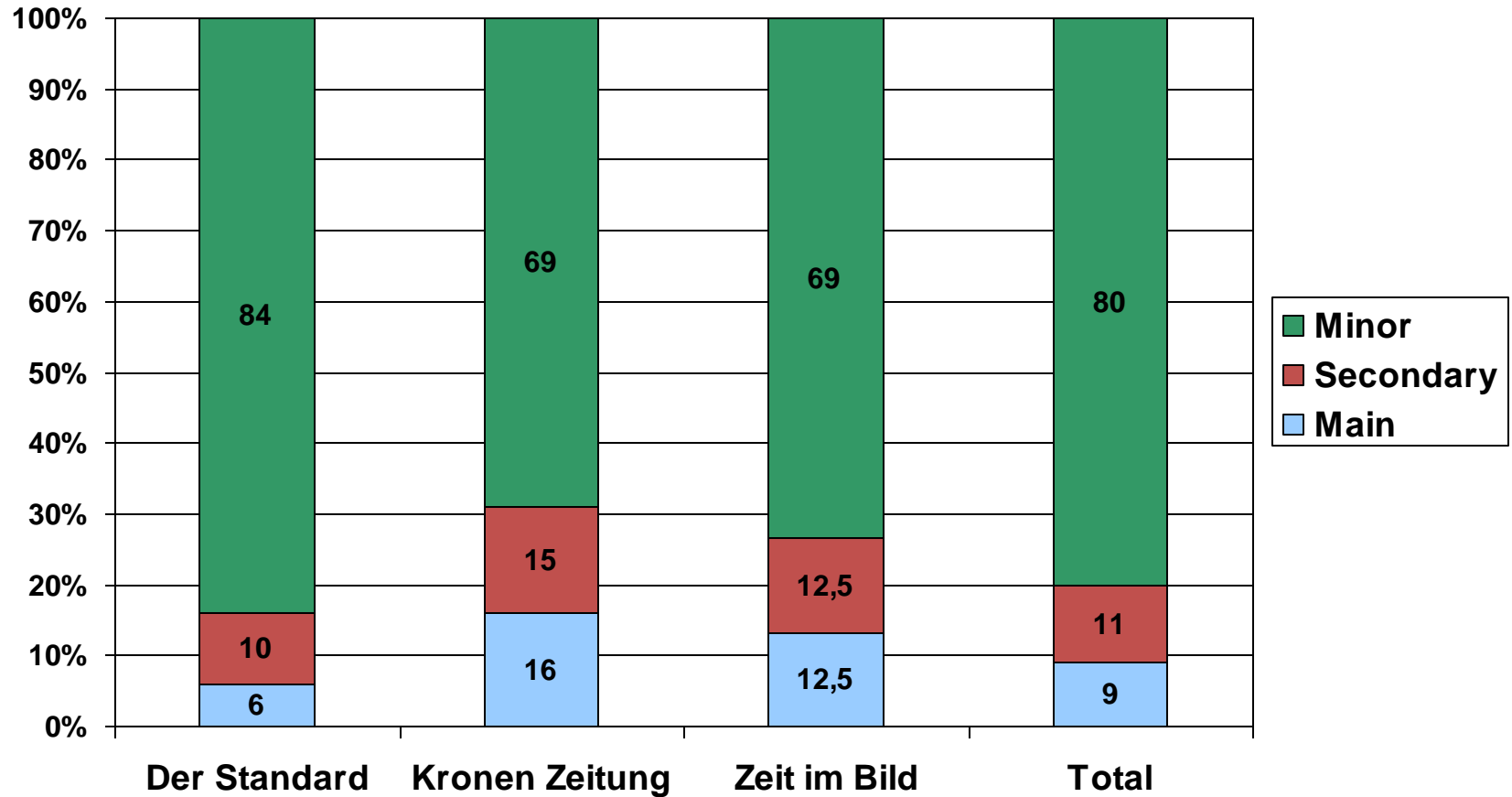
Most Frequent News Agencies



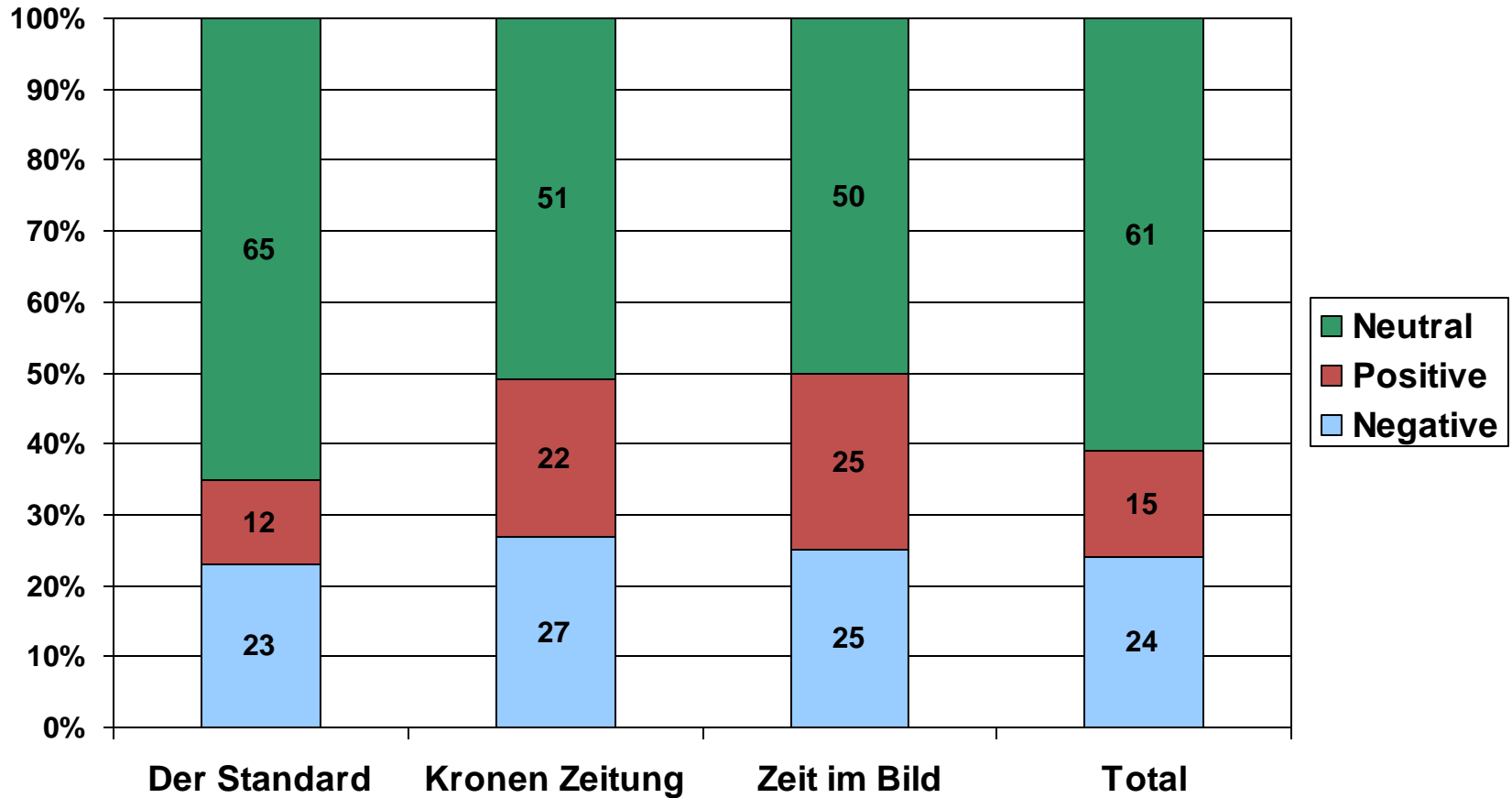
Focus of Domesticity



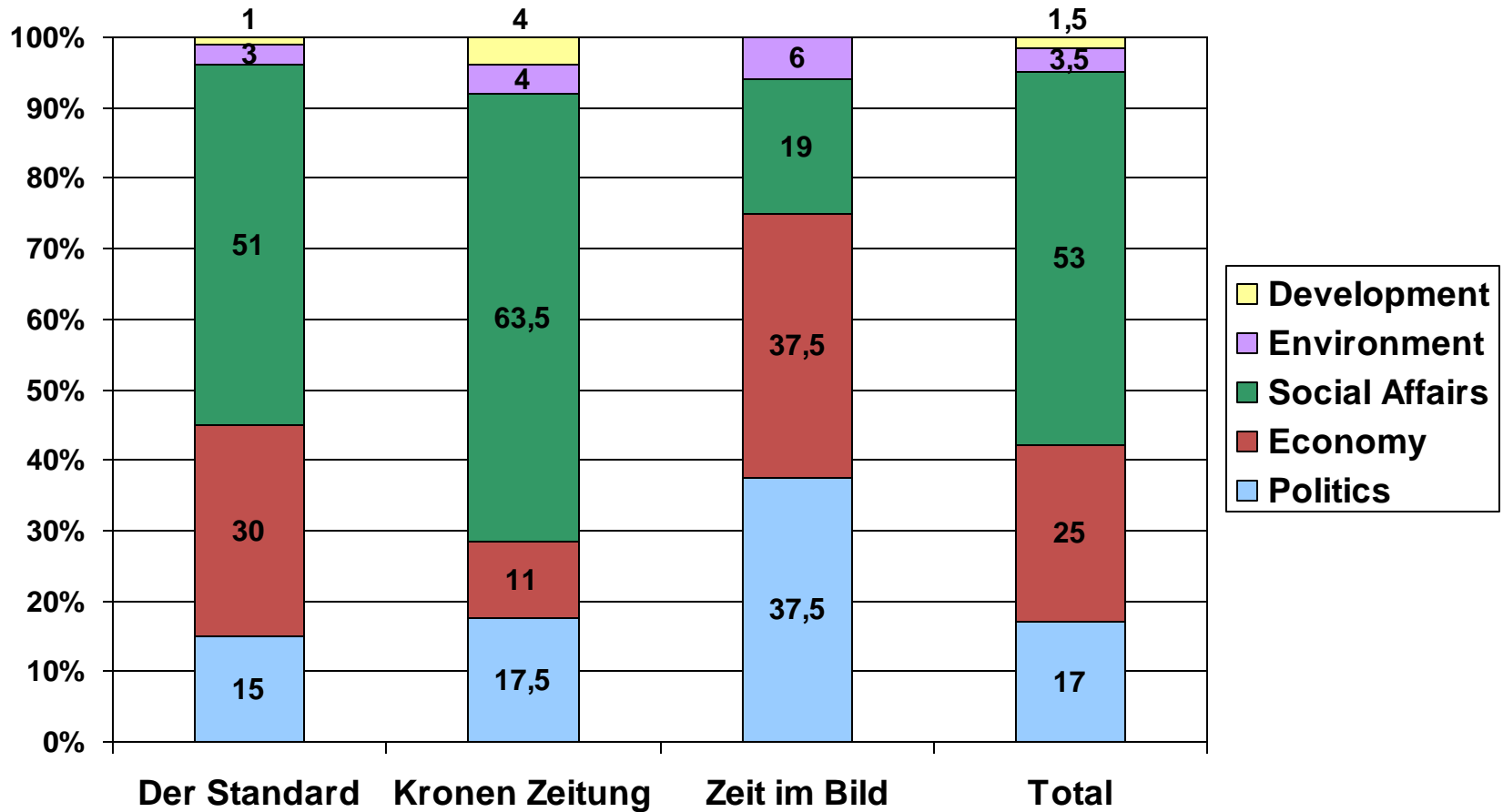
Degree of Centrality



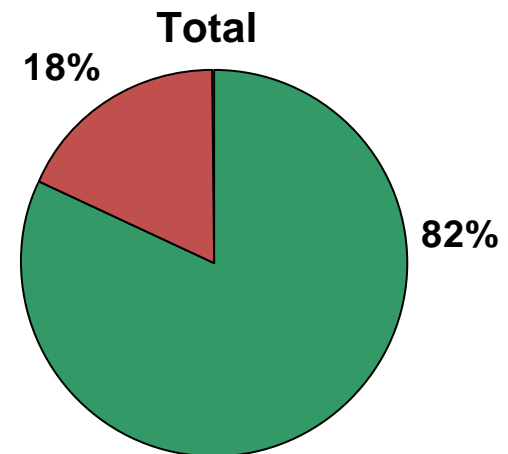
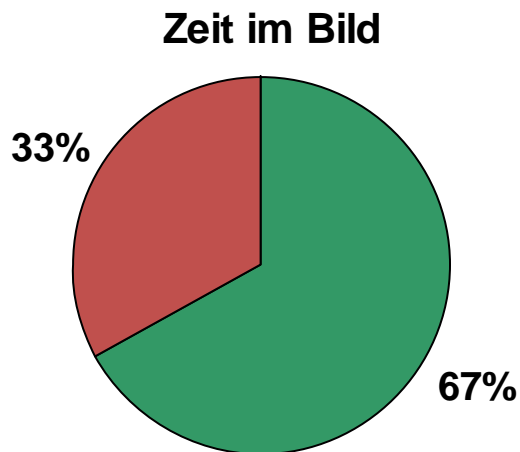
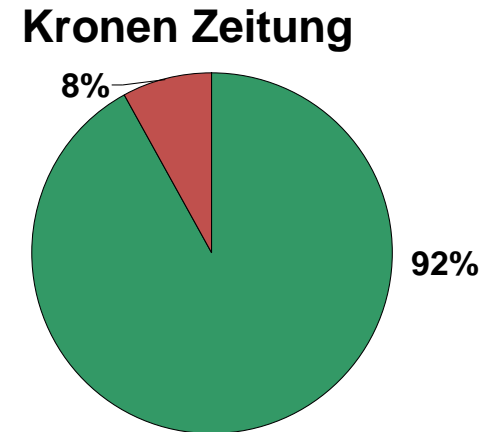
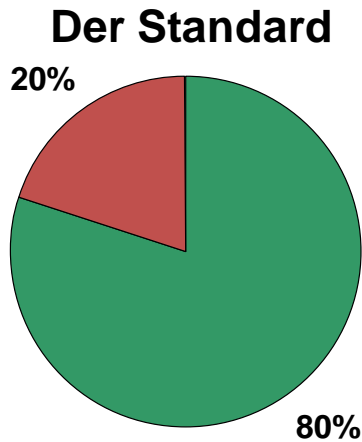
Evaluation of Asia or Asian RO



Overall Framing

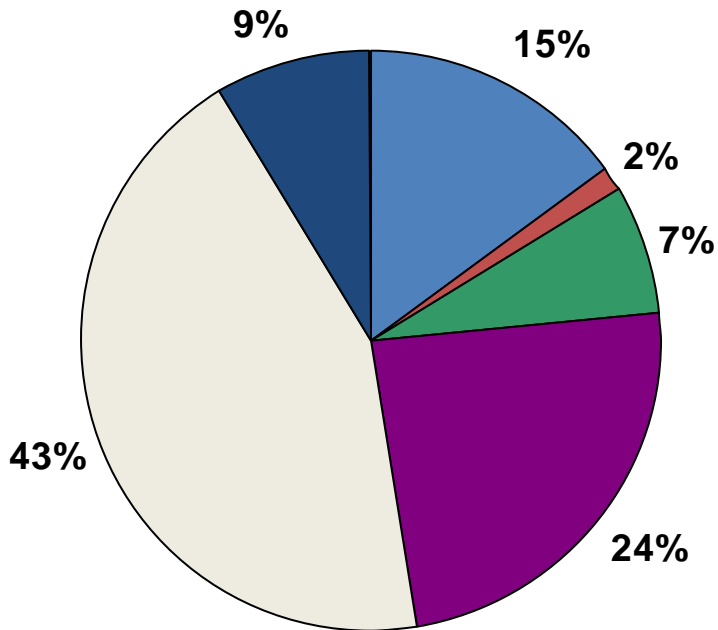


Detailed Framing – Politics

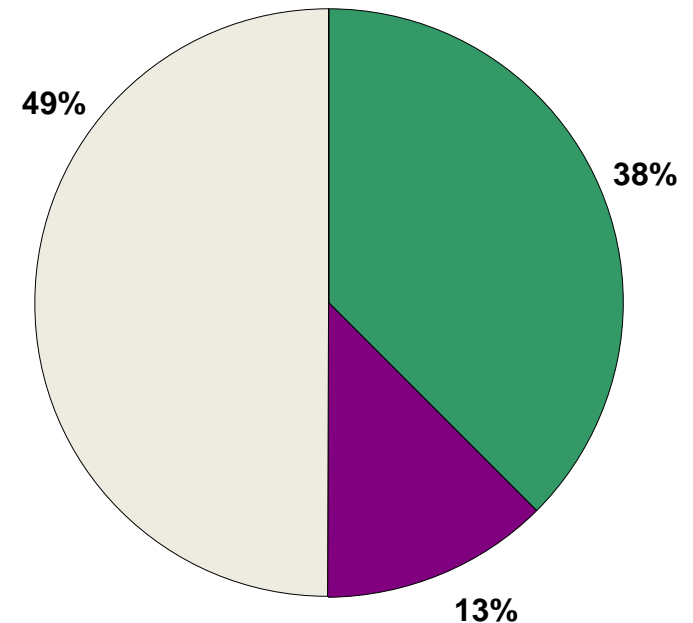


Detailed Framing – Economy

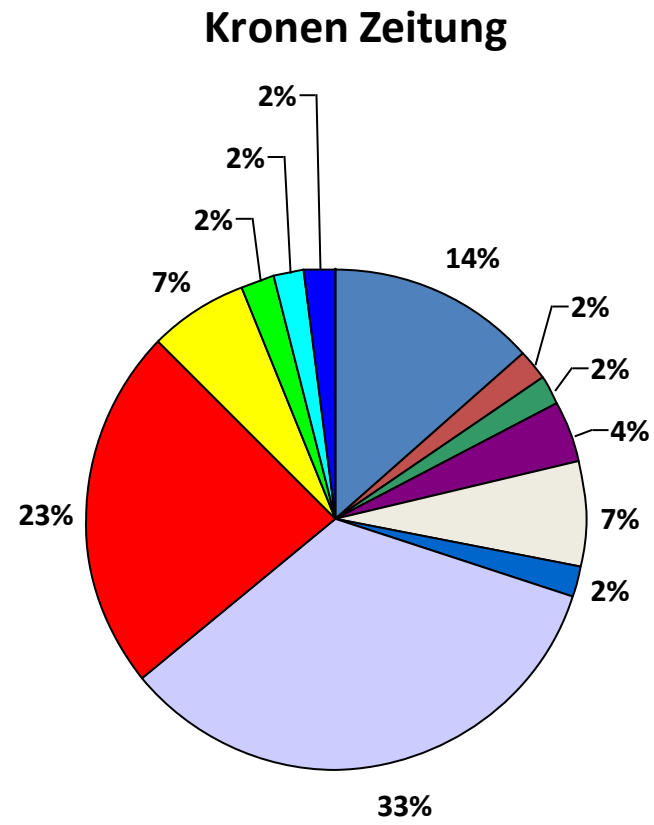
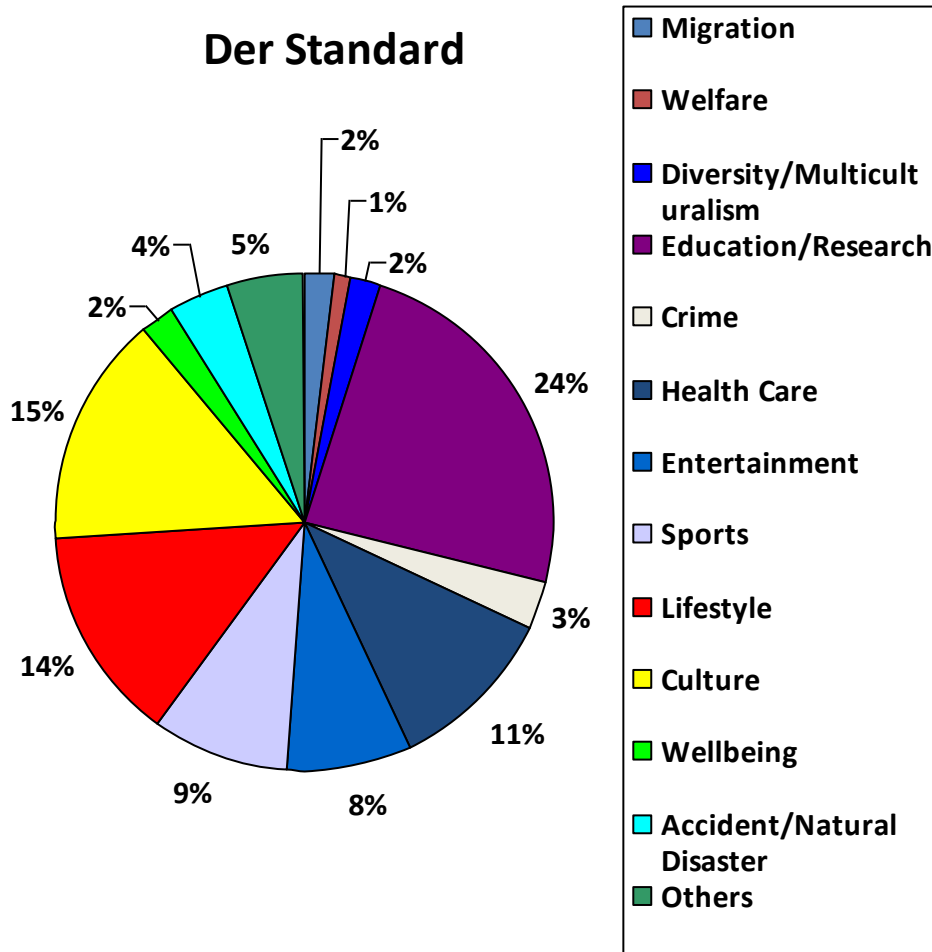
Der Standard



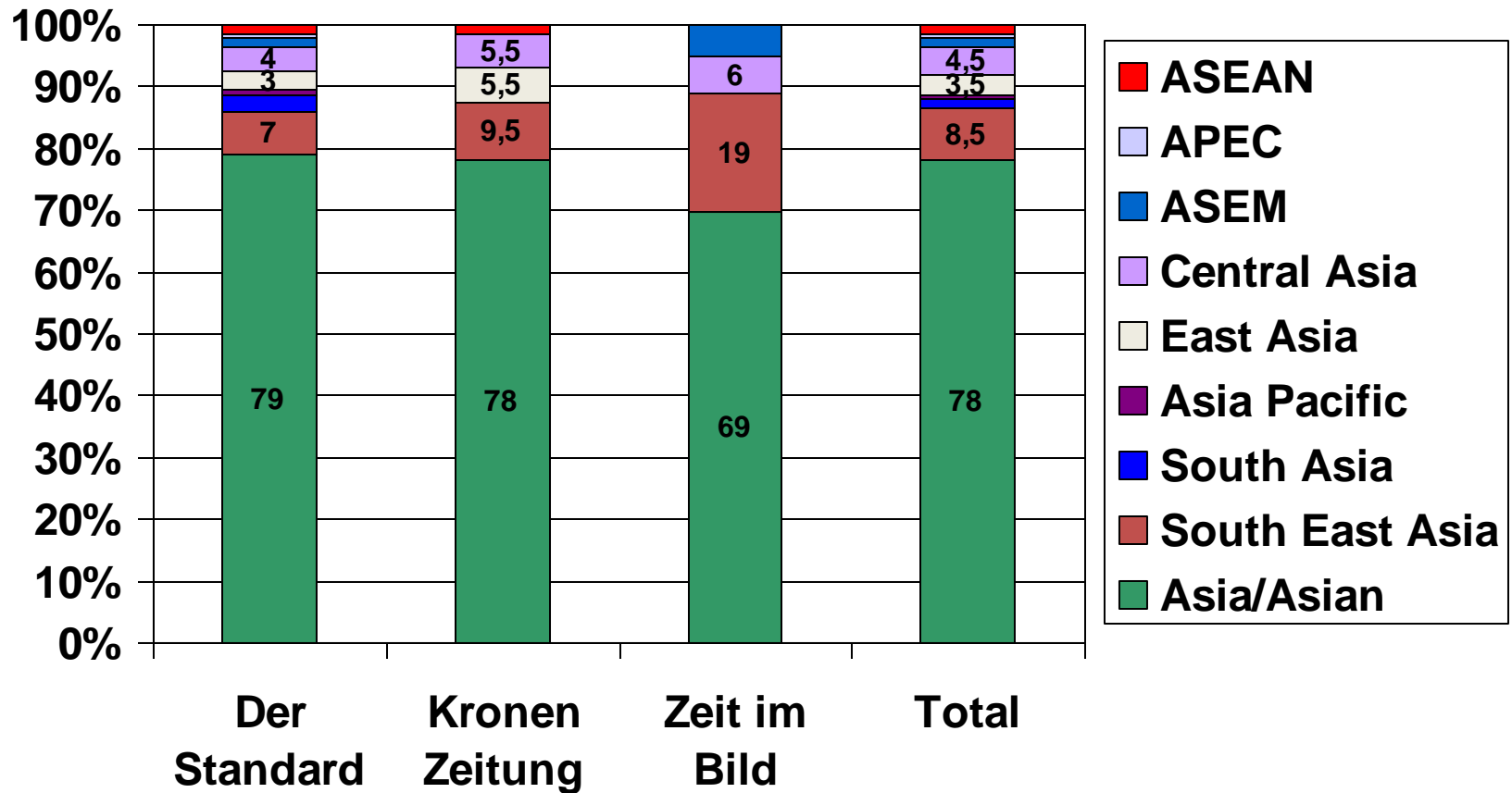
Kronen Zeitung



Detailed Framing – Social Affairs

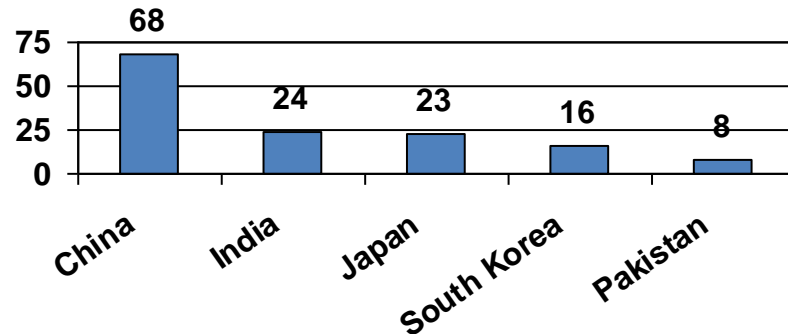


Actor Representation

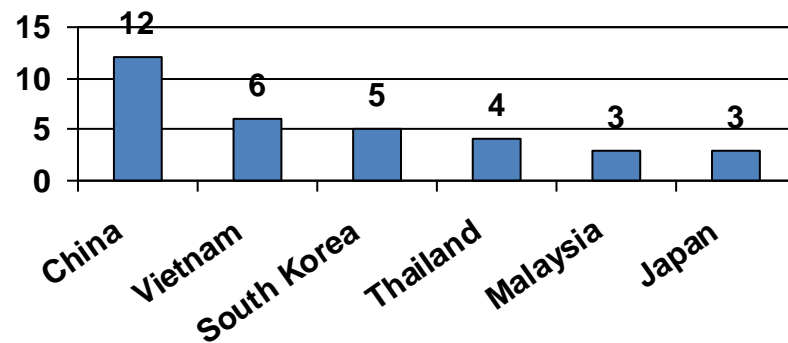


Most Frequent ASEM-Actors

Der Standard



Kronen Zeitung



- Quality Paper:
 - 35% of all articles in mention China
 - India and Japan are mentioned equally in 12% of the articles
- Tabloid:
 - Only 16% of all the articles mention China
 - More balanced distribution of actors

Conceptional Metaphors – Der Standard

Category	Absolute Number	Example
Movement	13	"Kompensiert werden die Rückgänge durch Zuwächse der Autoindustrie in Asien"
War	8	"Die asiatische Mittelklasse fällt friedlich ein , sie macht Europa zu einer Touristendestination."
Stretching Material Substance	6	"(...) analysiert schon seit Jahren die rasante Ausbreitung von Diabetes in asiatischen Ländern."
Competition	5	"so sind sich die Hersteller durchaus der wachsenden Konkurrenz aus Asien bewusst."
Vehicle	5	"Vieles werde illegal nach Asien und Afrika gekarrt , wo die enthaltenen Schadstoffe, von Blei bis Quecksilber, Mensch und Umwelt vergiften."

Conceptual Metaphors – Kronen Zeitung

Category	Absolute Number	Example
Movement	2	"Asien im Vormarsch ."
War	4	"Jetzt, da in der Globalisierungs- Arena der Kampf um die besten Köpfe der Welt (inklusive Asien) längst entbrannt ist, wacht auch Österreich auf."

Der Standard



Der Standard, 29 November 2010

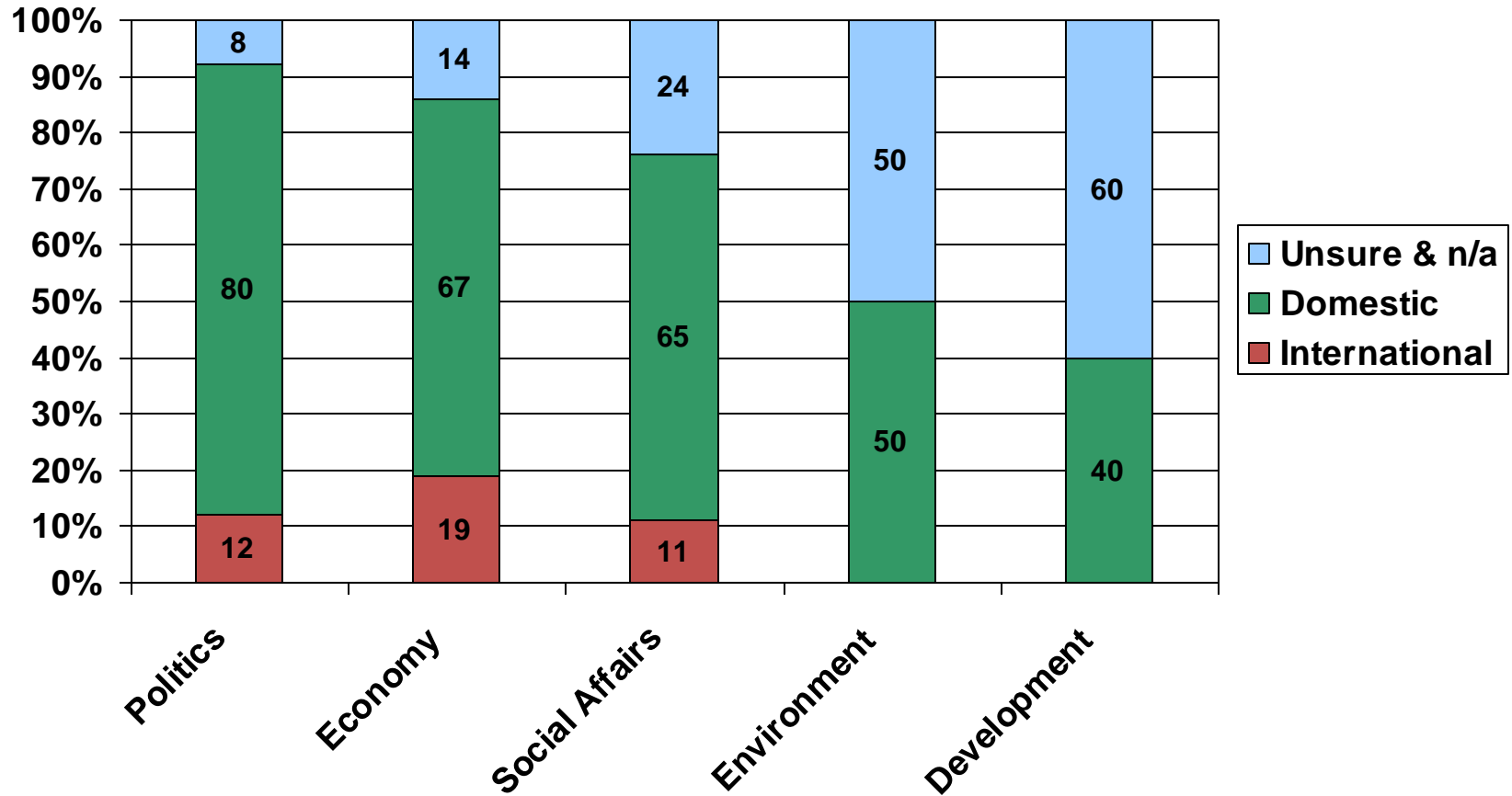
Part II

Comparision by Frame

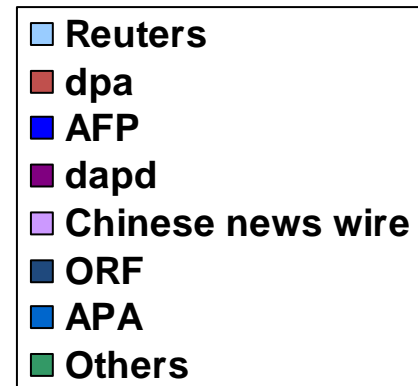
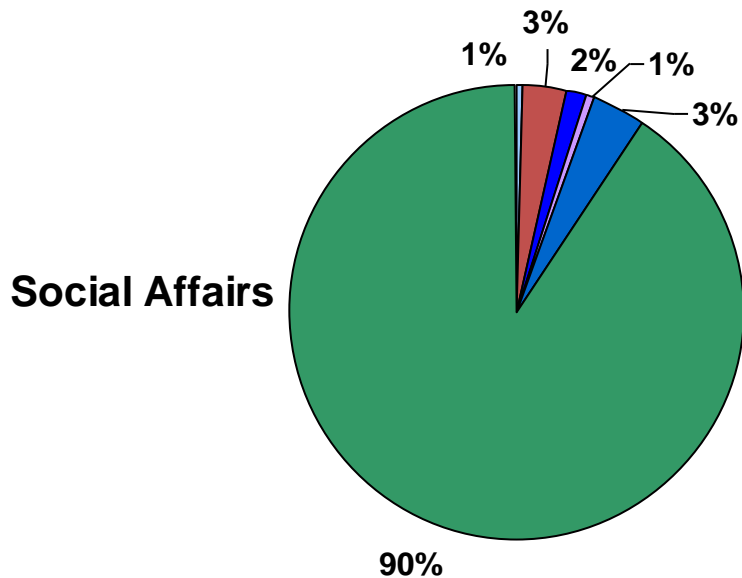
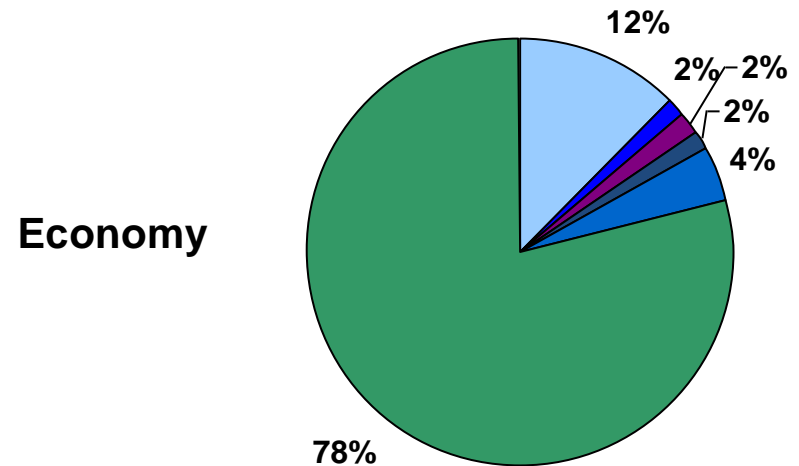
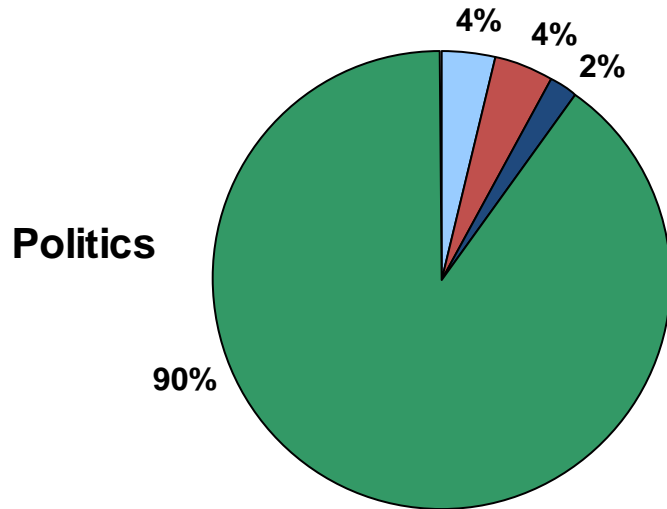
Volume of News

	Absolute numbers
Politics	49
Economy	73
Social Affairs	151
Environment	10
Development	5

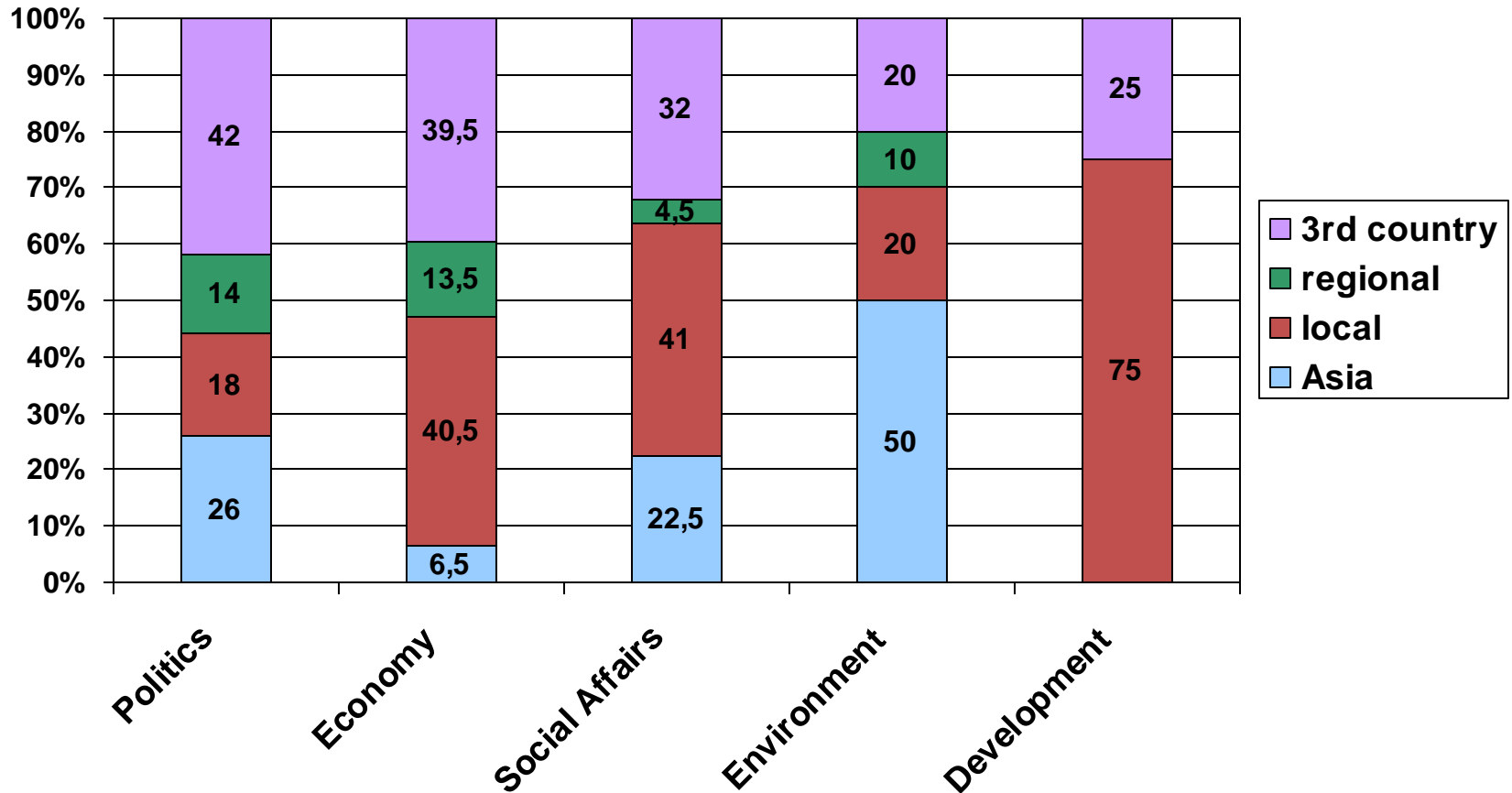
Distribution of Sources



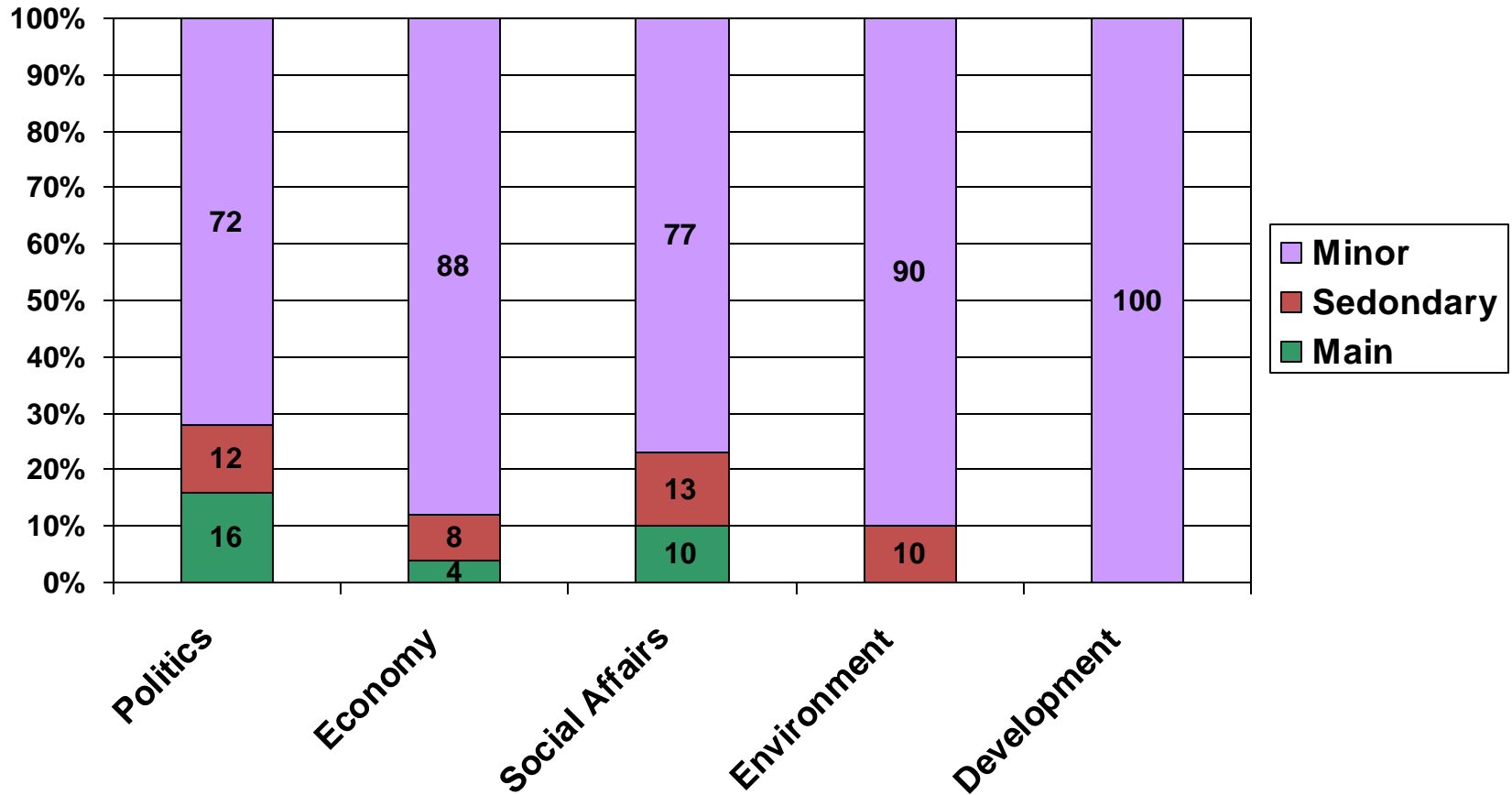
Most Frequent News Agencies



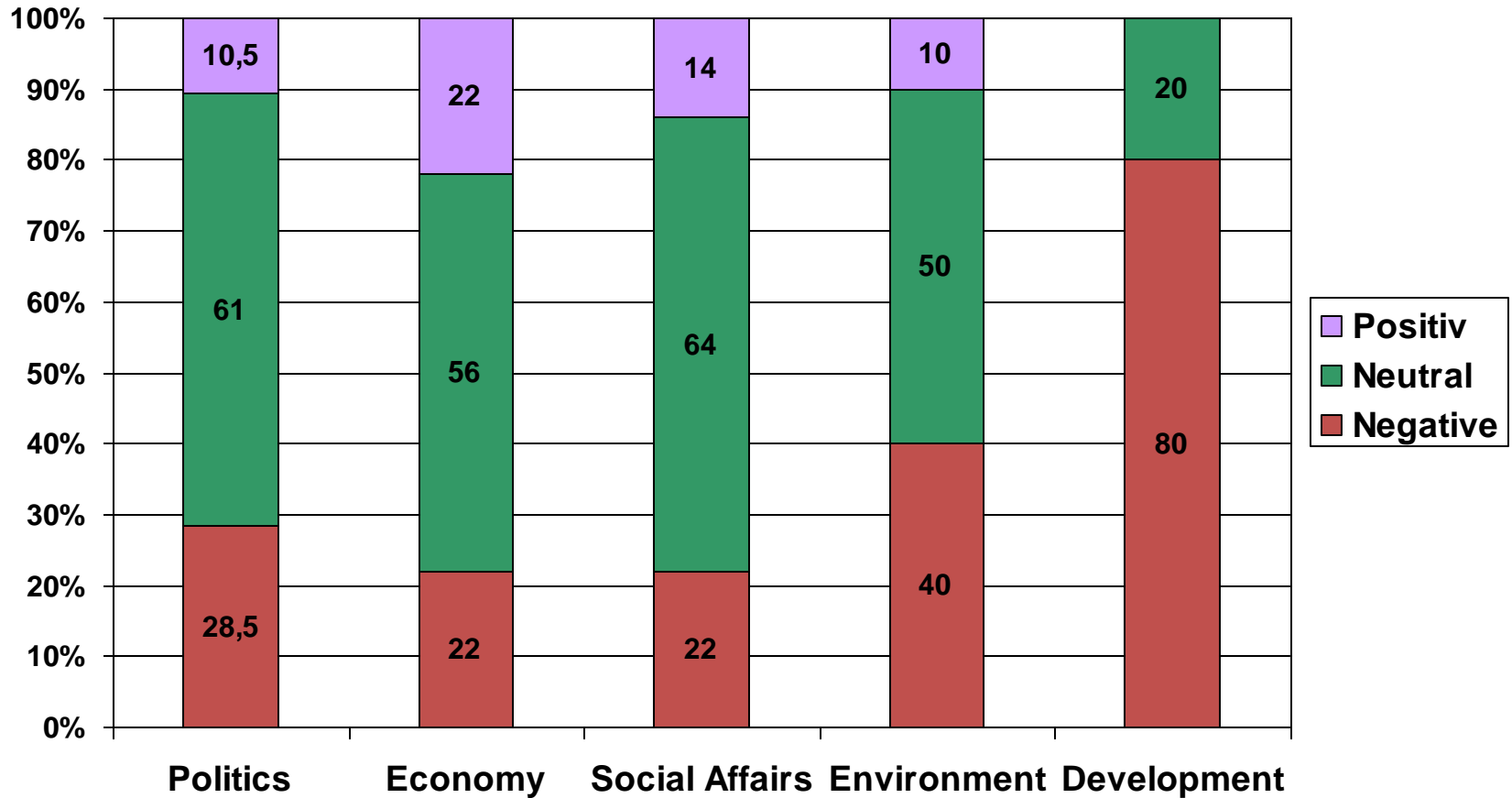
Focus of Domesticity



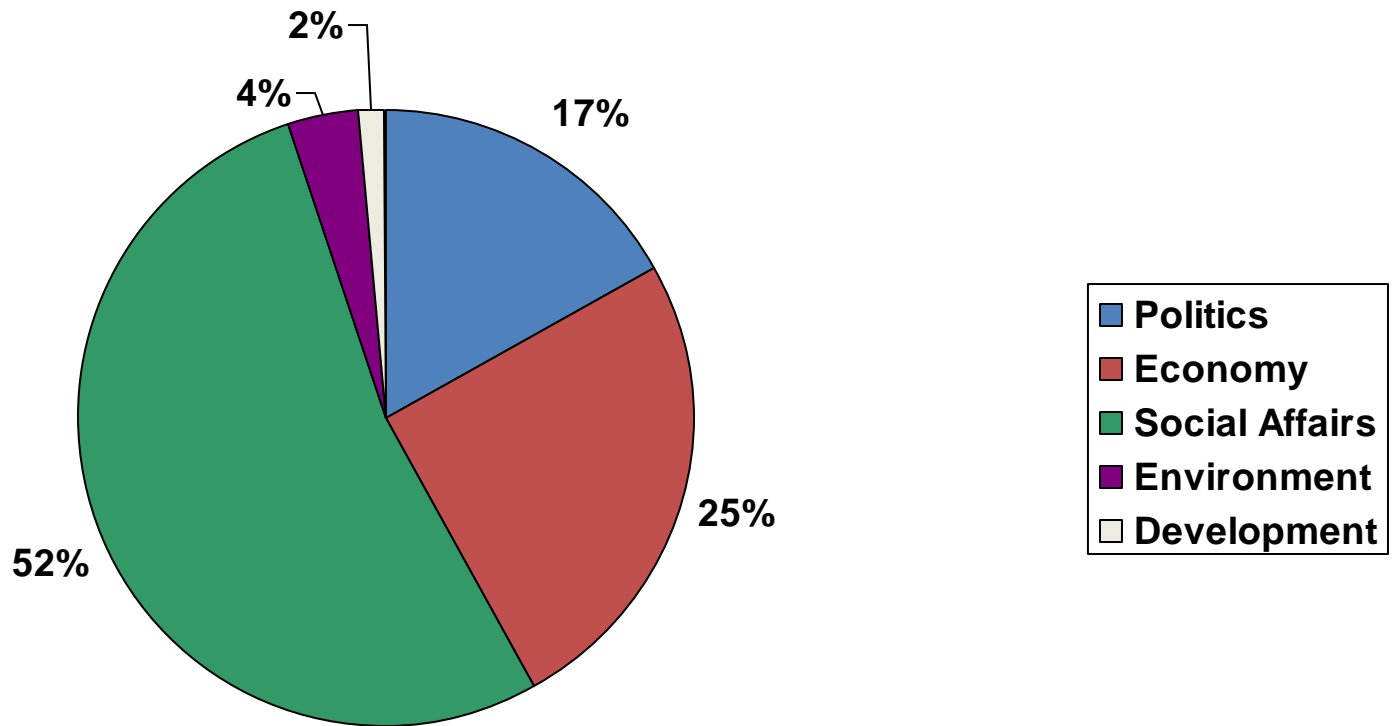
Degree of Centrality



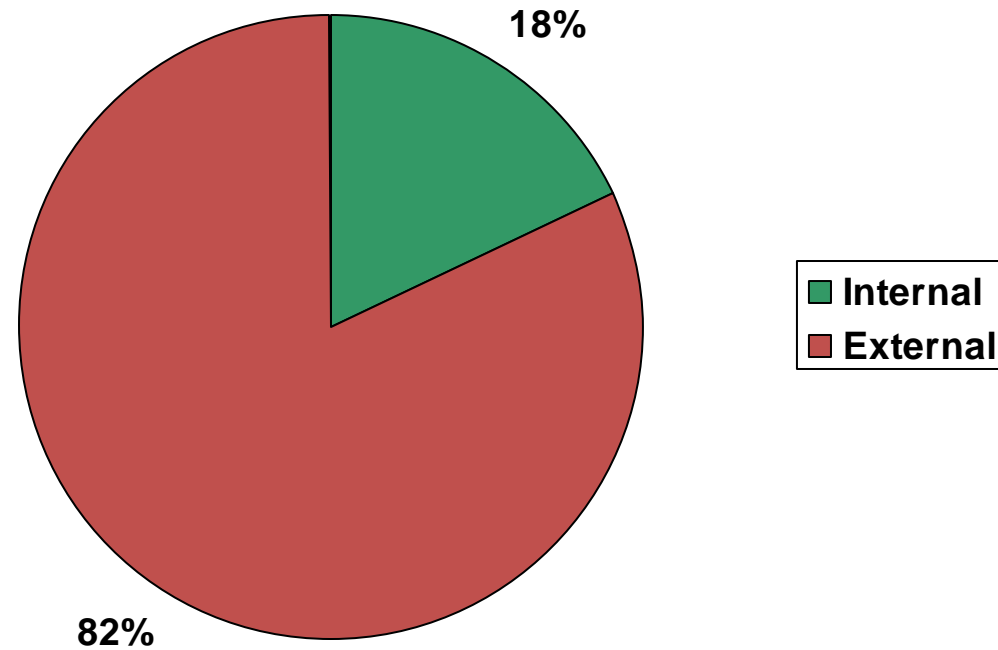
Evaluation



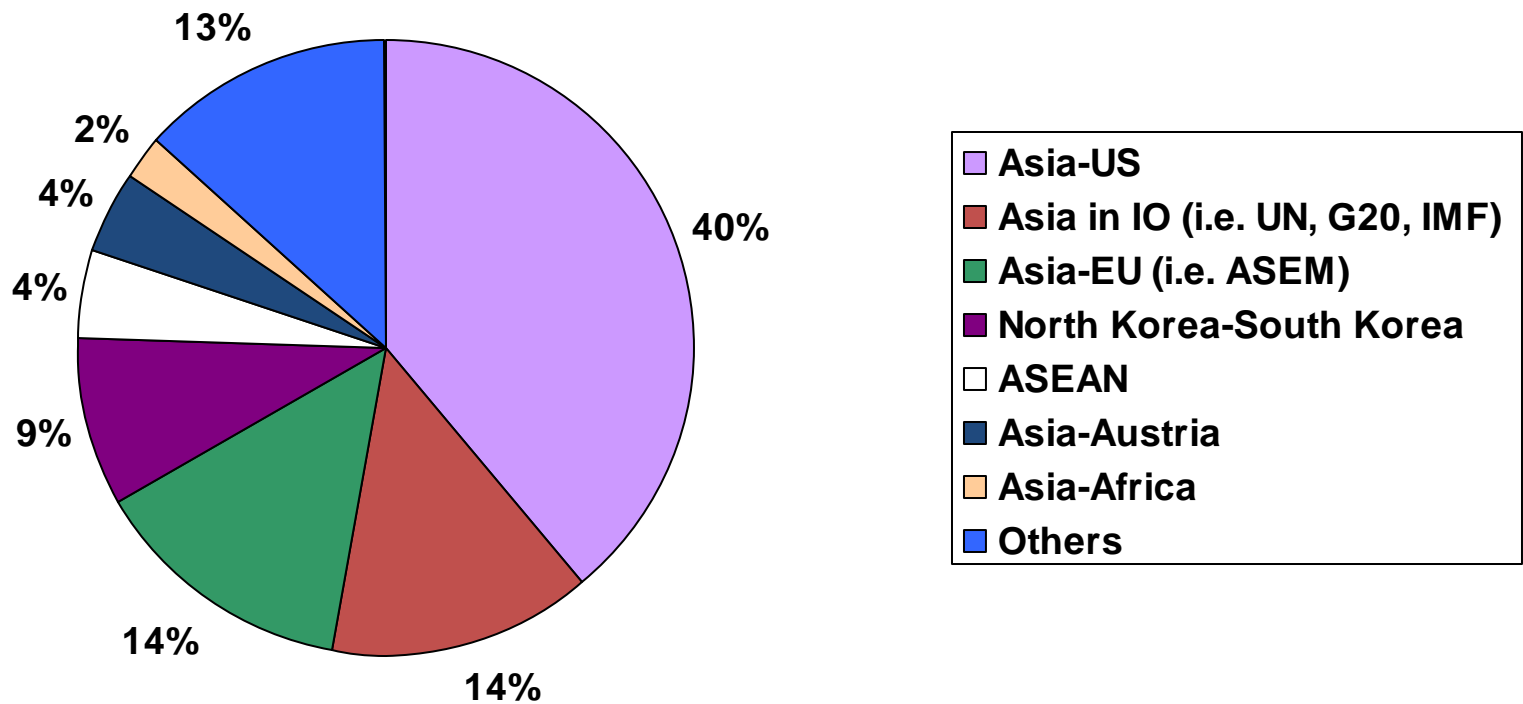
Overall Framing



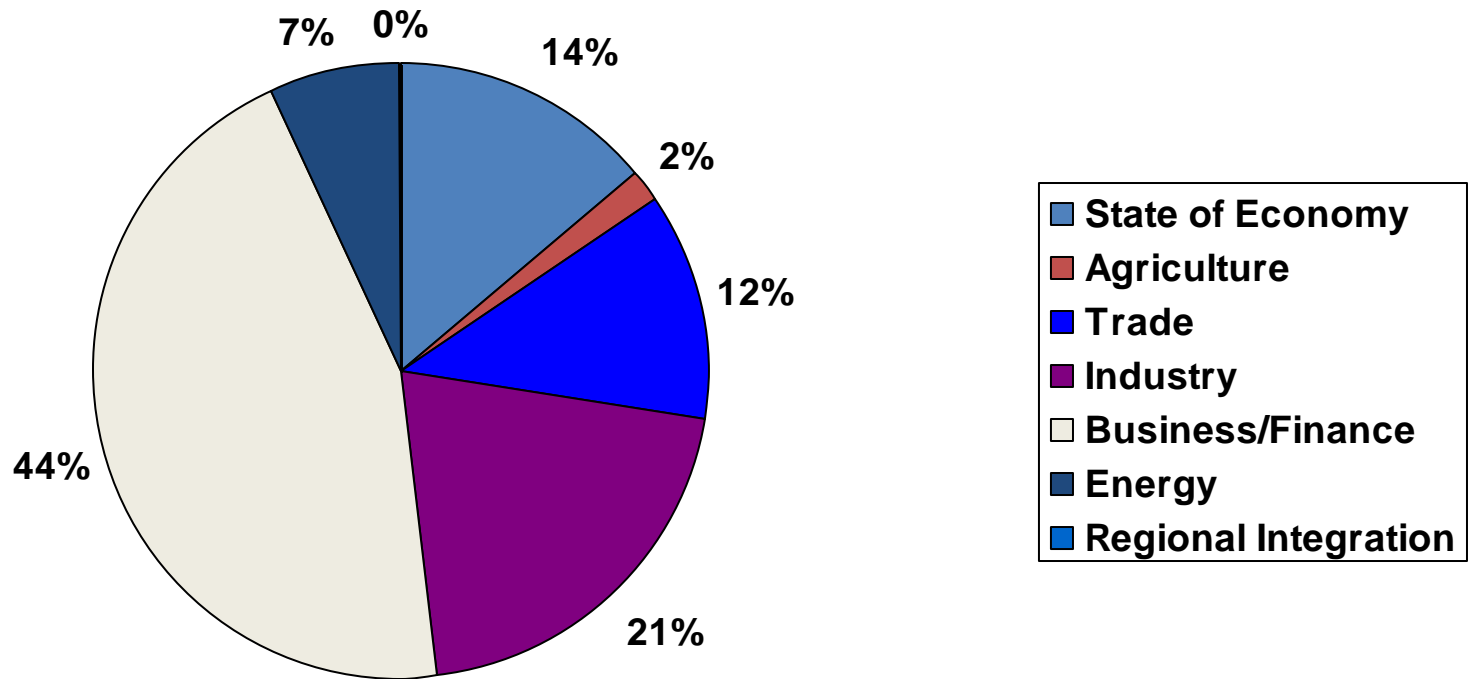
Politics – Sub-frame



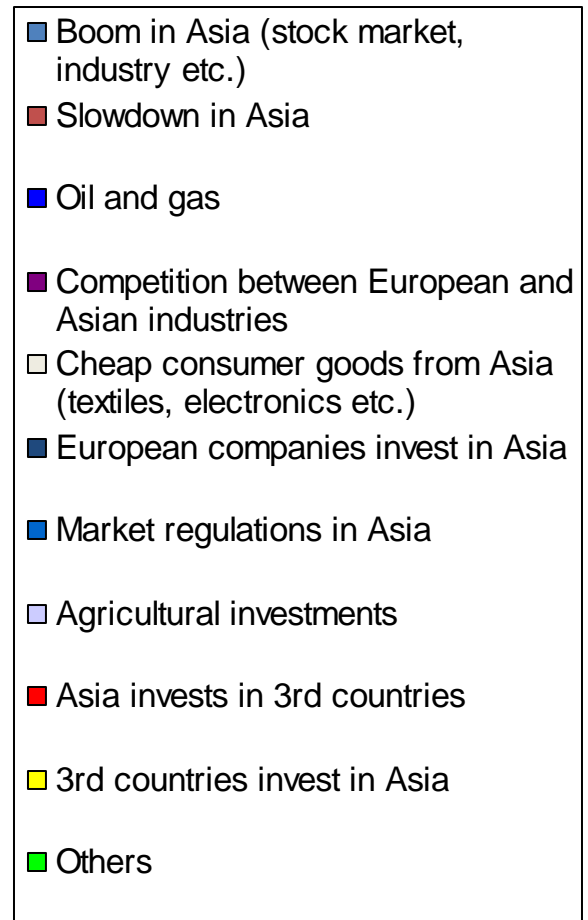
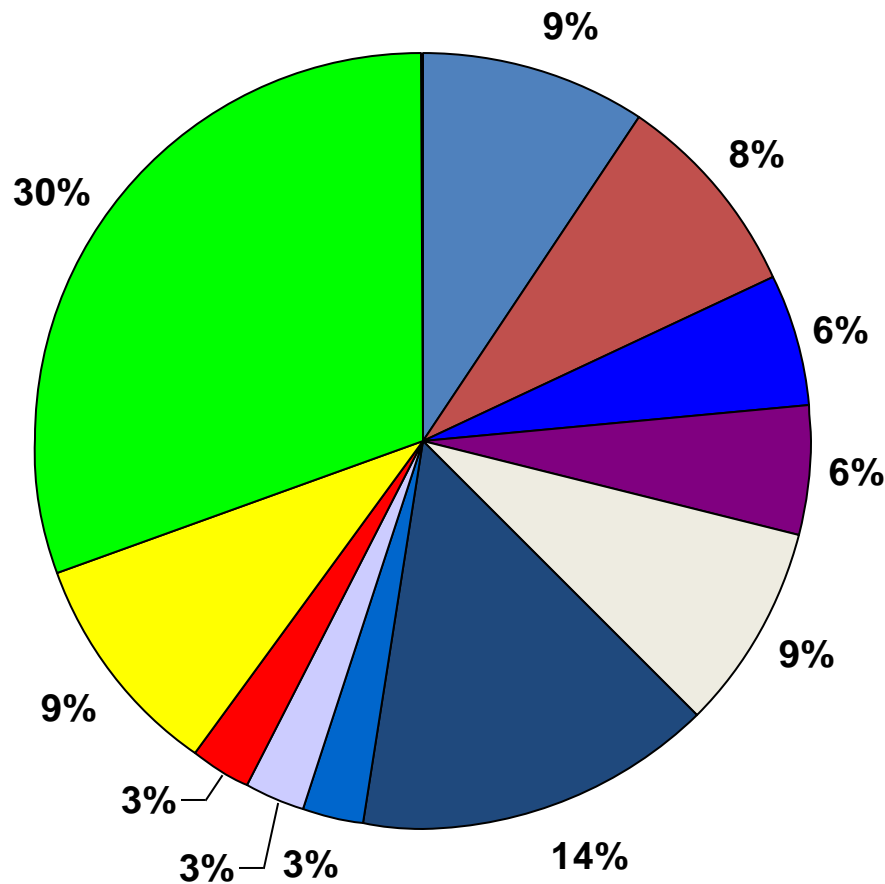
Politics - Sub-sub-frame



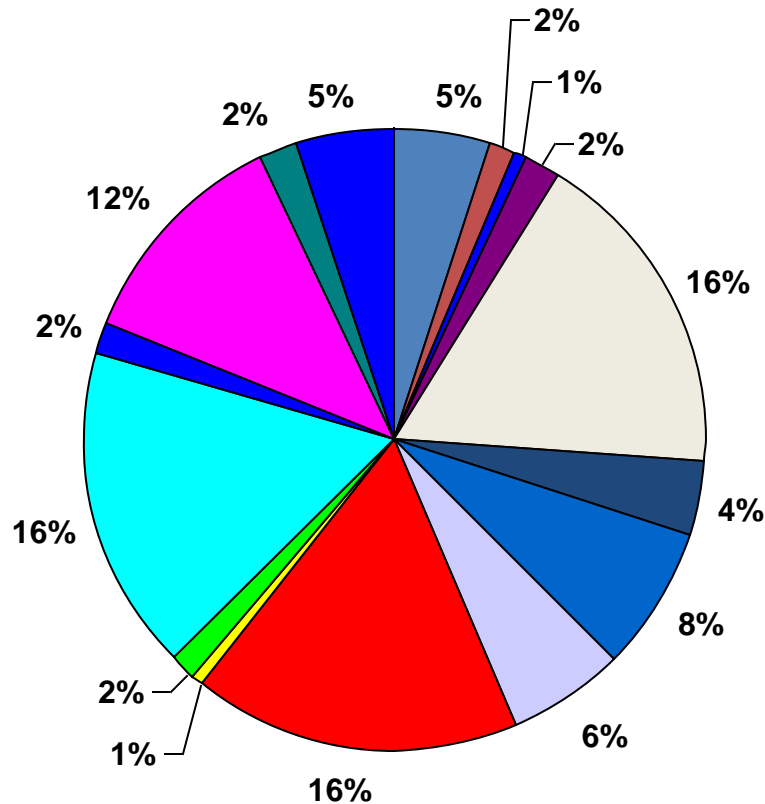
Economy – Sub-frame



Economy – Sub-sub-frame

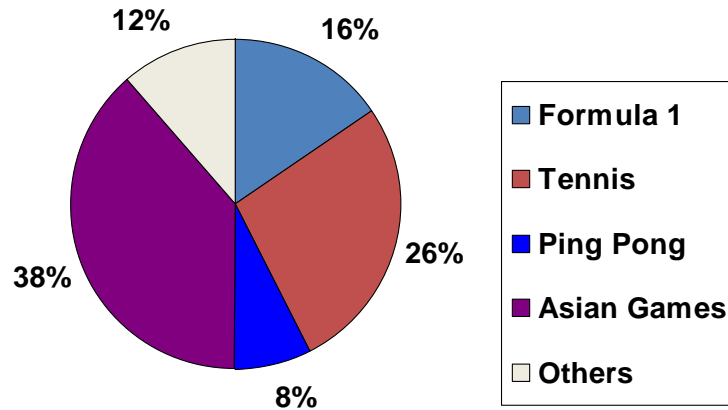


Social Affairs – Sub-frame

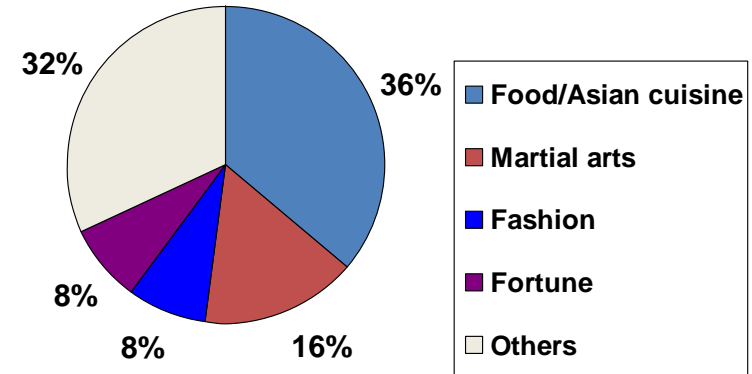


Detailed Framing – Sports

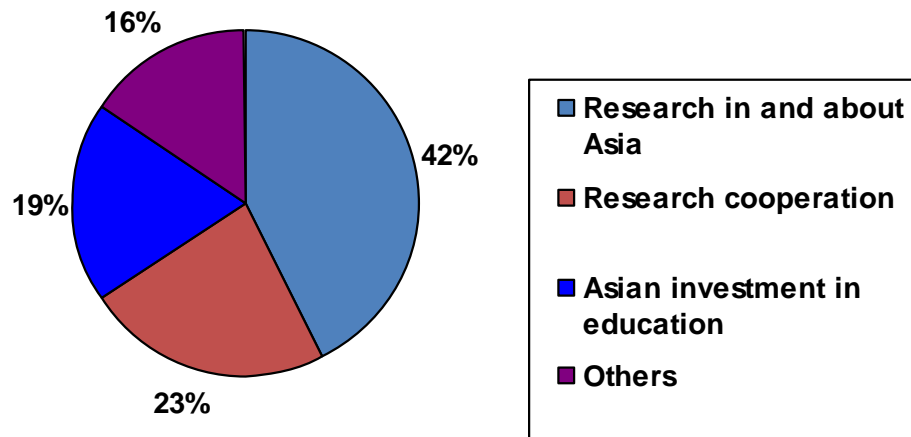
Sports



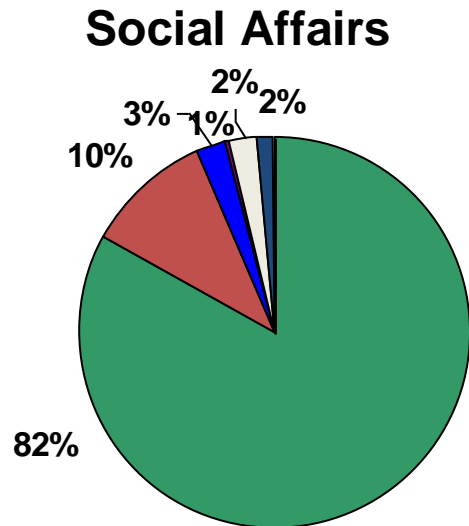
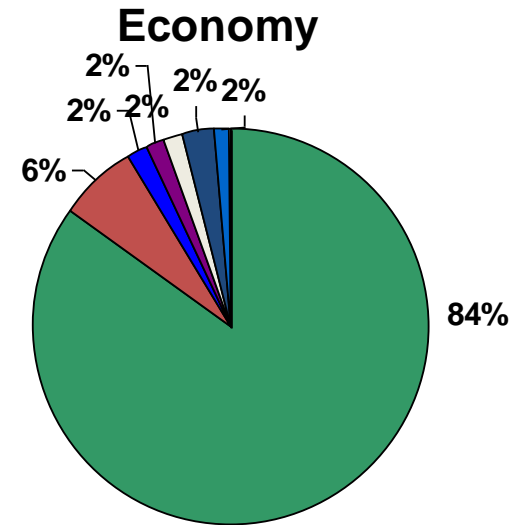
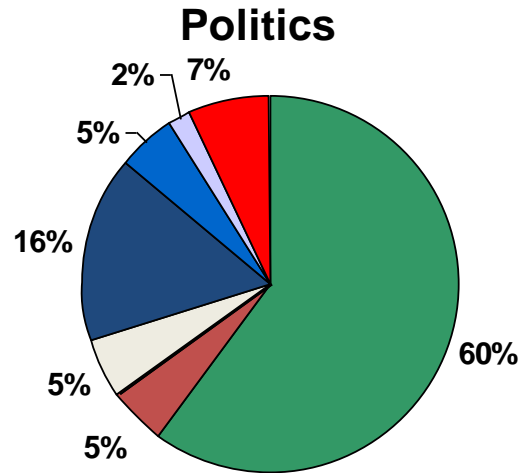
Lifestyle



Research/Education

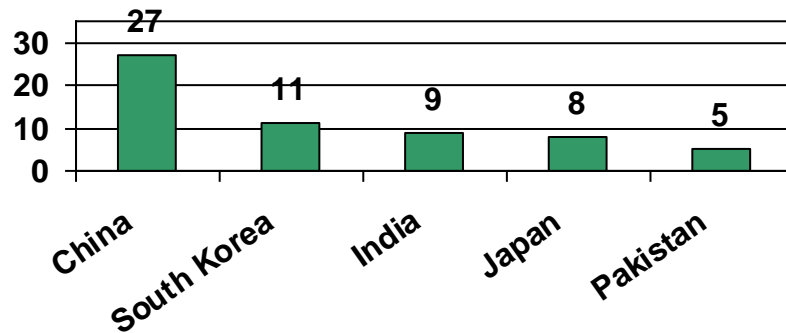


Actor Representation by Frame

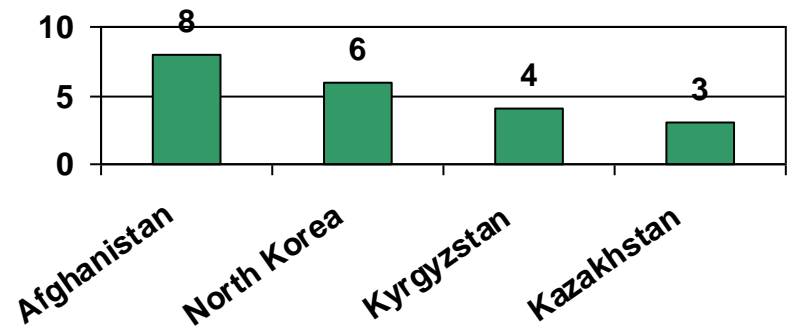


Frequent Actors - Politics

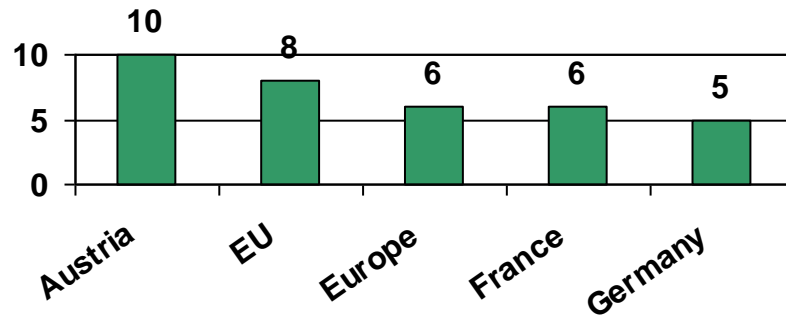
ASEM Actors



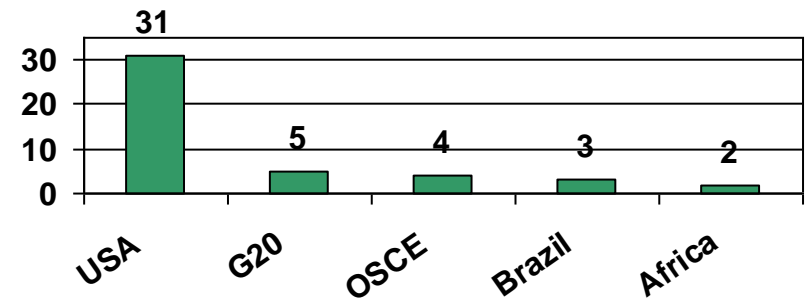
Non-ASEM Actors



European Actors

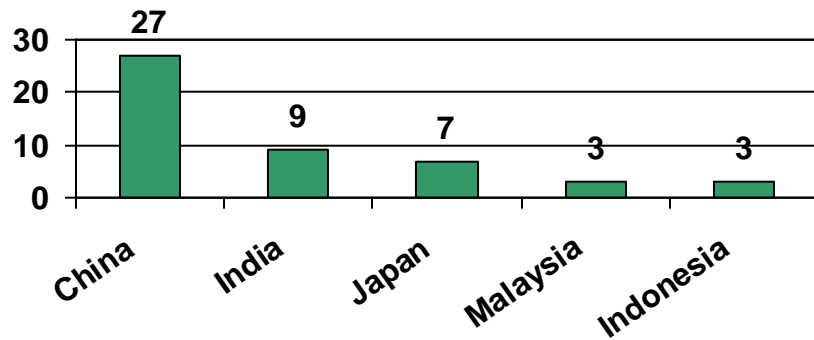


International Actors

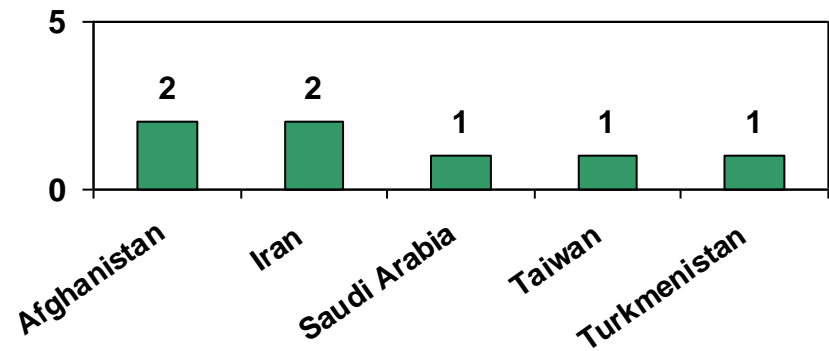


Frequent Actors - Economy

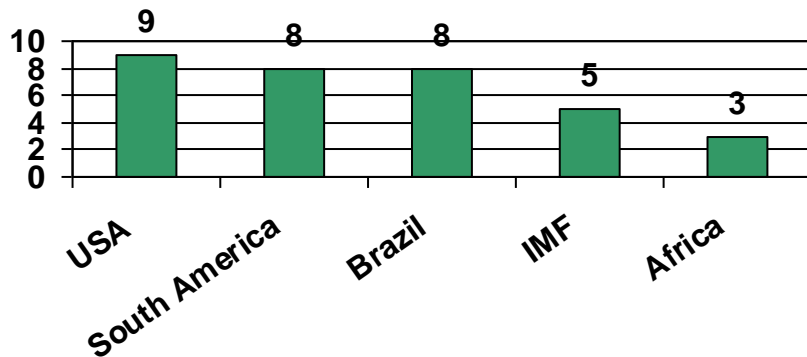
ASEM Actors



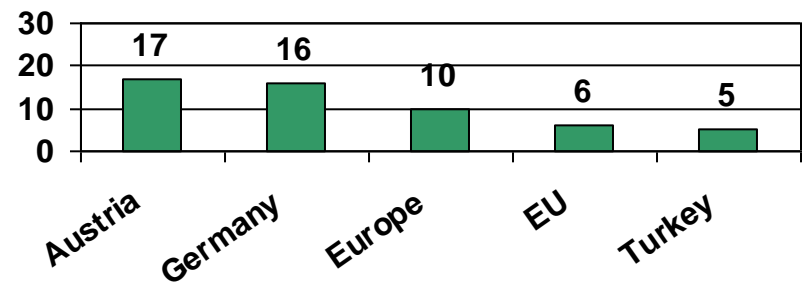
Non-ASEM Actors



International Actors

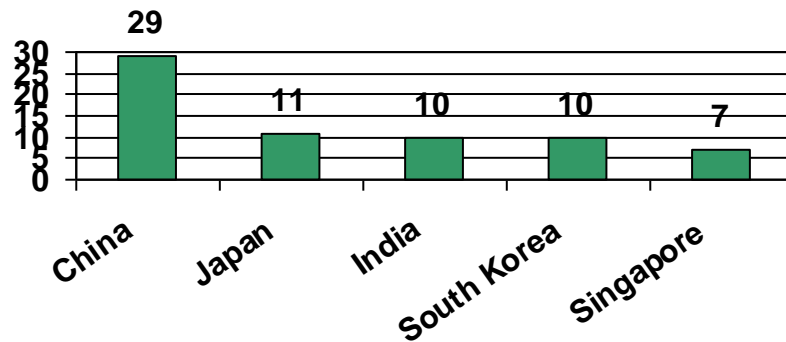


European Actors

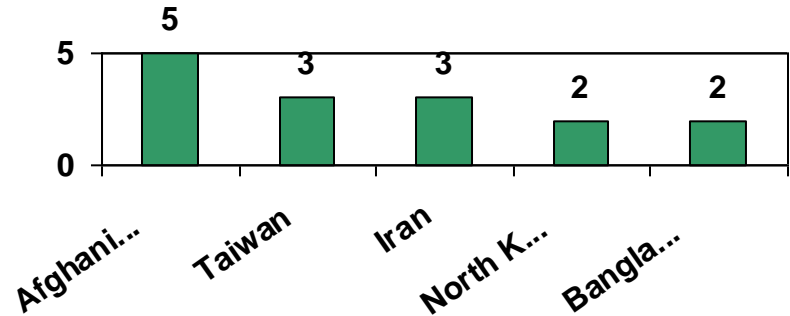


Frequent Actors – Social Affairs

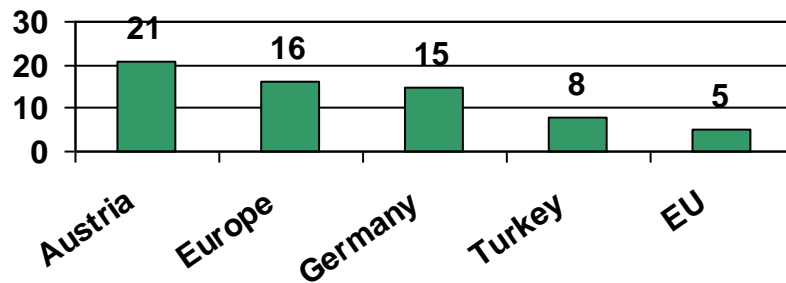
ASEM Actors



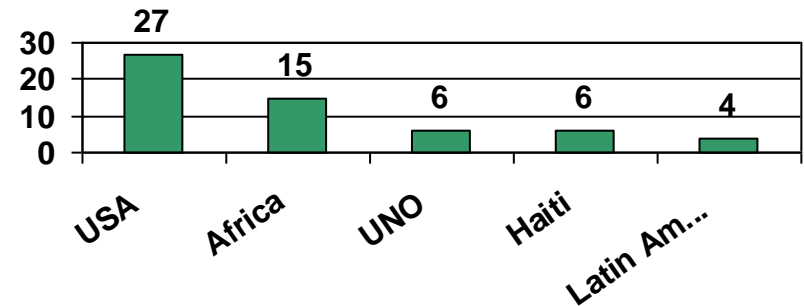
Non-ASEM Actors



European Actors



International Actors



Conceptional Metaphors by Frame

	Category	Absolute Numbers	Example
Politics	War	4	„ Rivalität leistet sich das Reich der Mitte nur mit den USA, die aus Ost-Asien verdrängt werden sollen.“
Economy	Movement	8	"Kompensiert werden die Rückgänge durch Zuwächse der Autoindustrie in Asien"
Social Affairs	Movement	5	"Und es [Österreich] merkt nicht, wie etwa im asiatischen Raum nicht nur die Tiger-Staaten, die wirtschaftlich schon lang den großen Sprung gemacht haben, auf leisen Pfoten zum Bildungssprung ansetzen."
Social Affairs	War	5	"Jetzt, da in der Globalisierungs-Arena der Kampf um die besten Köpfe der Welt (inklusive Asien) längst entbrannt ist, wacht auch Österreich auf."

Visual Imagery – Economy

EU-Asia-Summit



Zeit im Bild, 4 October 2010

Visual Imagery – Politics

North Korean Soldiers



Der Standard, 27 November 2010

Visual Imagery – Social Affairs

Kabaddi at the Asian Games



Der Standard, 23 November 2010

Visual Imagery – Environment

Bering Land Bridge Preserve



Der Standard, 27 November 2010