



Media Analysis Germany

Data Collection from 1st Sep 2010 – 30th Nov 2010

Research Project „Asia in the Eyes of Europe“

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Media Outlets I

Sueddeutsche Zeitung:

- Quality newspaper (daily Mon-Sat)
- Circulation: 428.266 per day
- Editorial stance is liberal and generally centrist

BILD:

- Tabloid (daily Mon-Sat)
- Circulation: 2.9 Million per day
- Editorial stance differs, right-leaning by trend

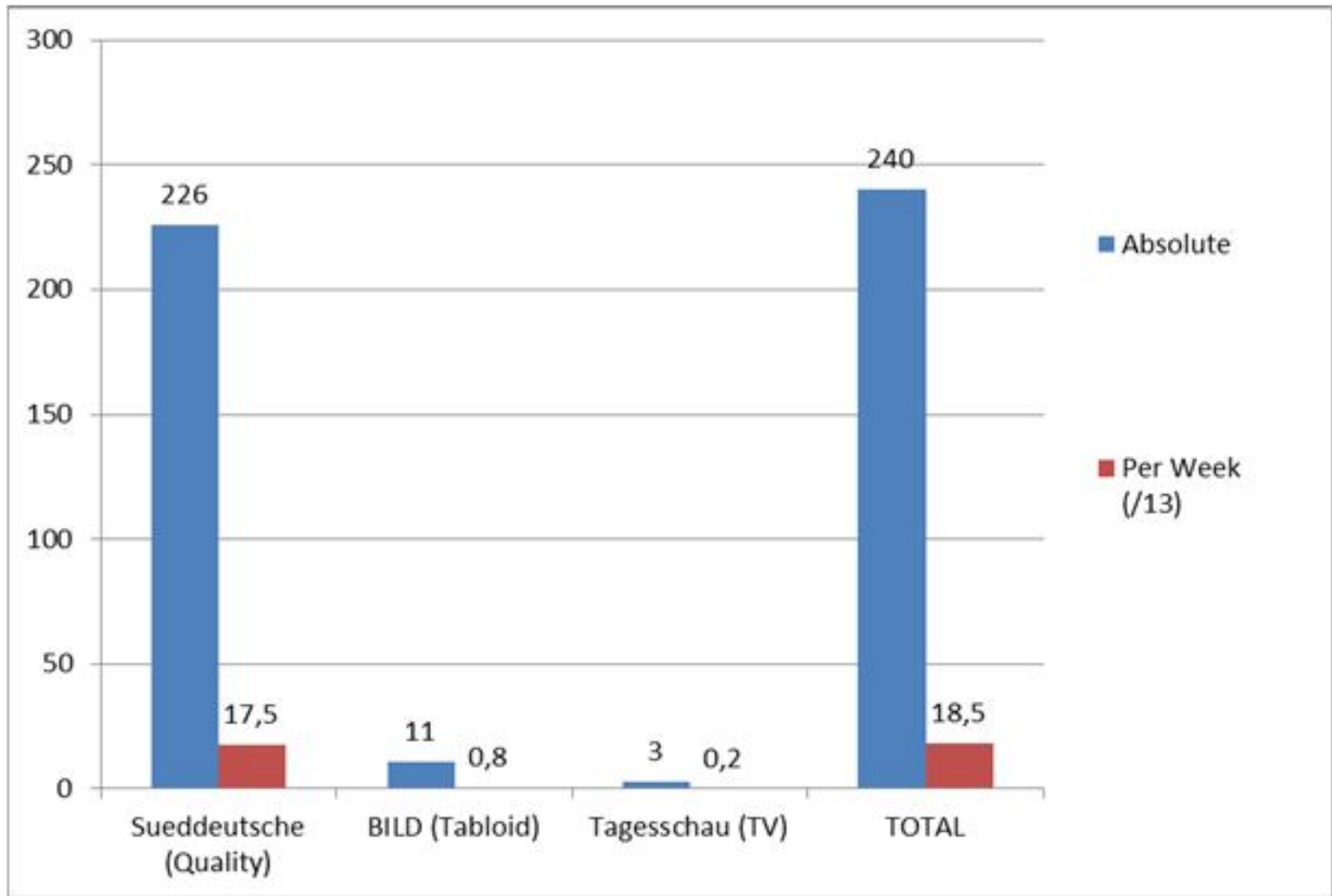


Media Outlets II

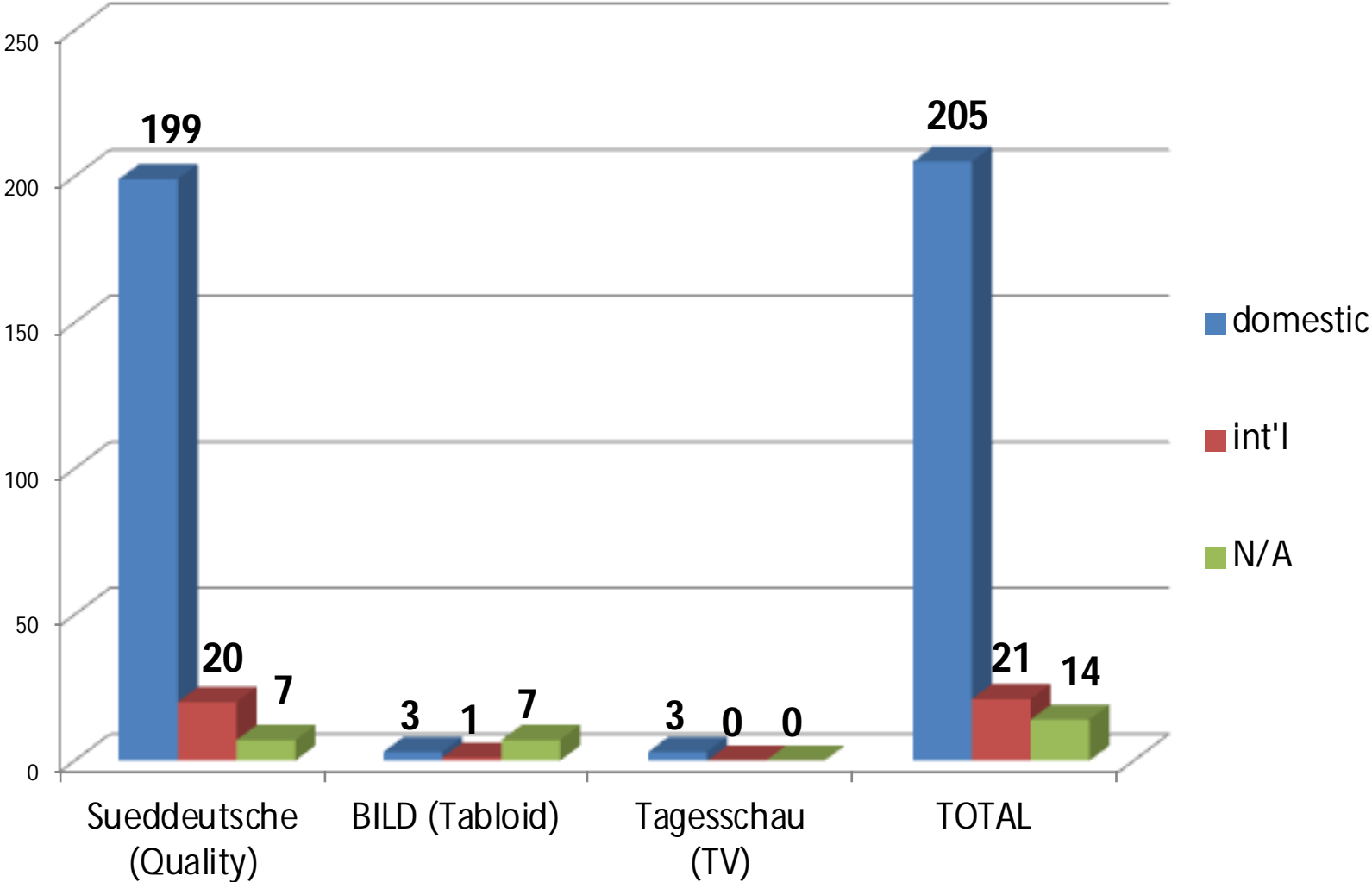
Tagesschau (ARD)

- national and international television news service (daily Mon-Sun)
- the 8pm edition of *Tagesschau* is watched by up to 10 million viewers, equivalent to a 33% audience reach
- High reputation

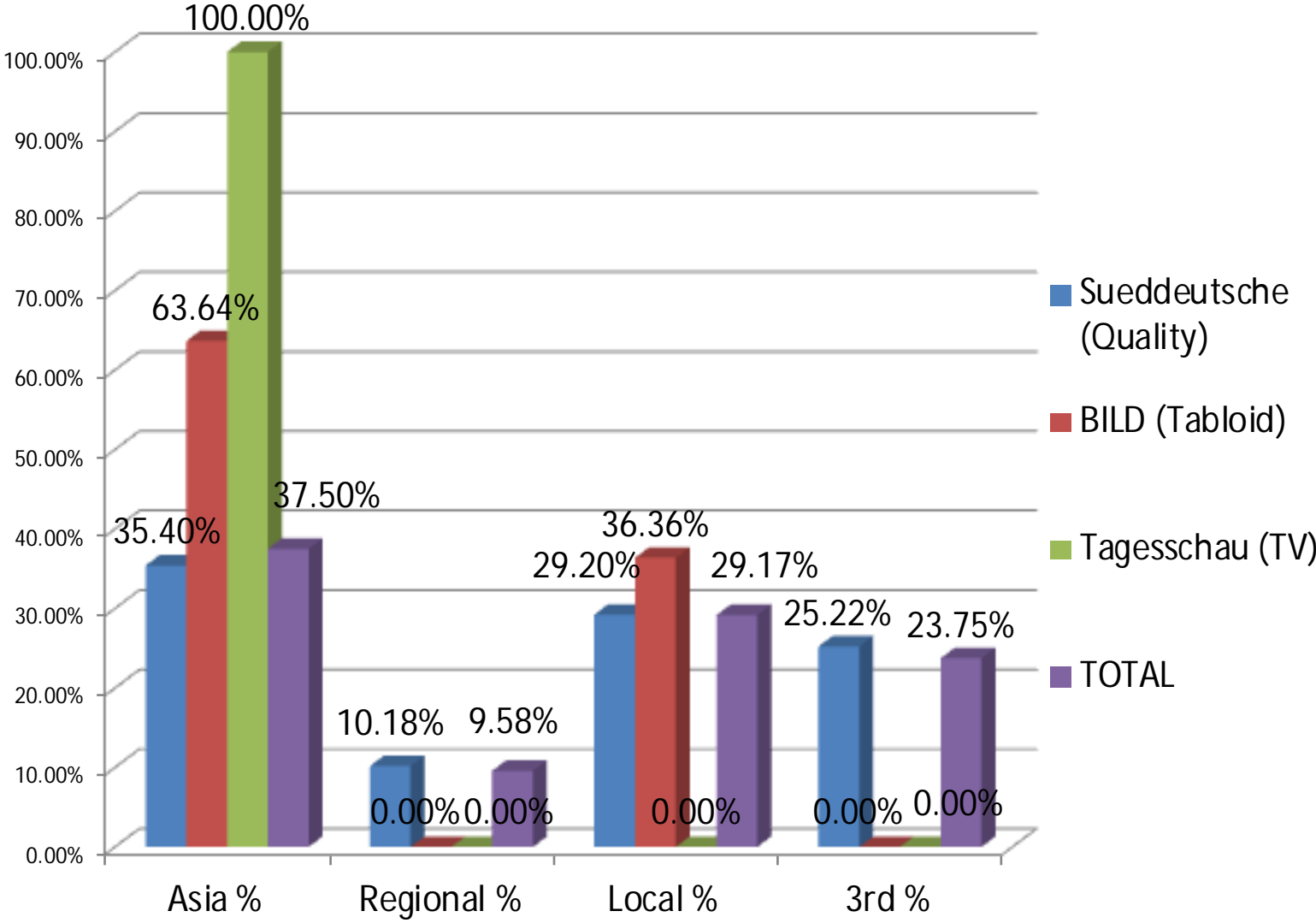
Volume of News



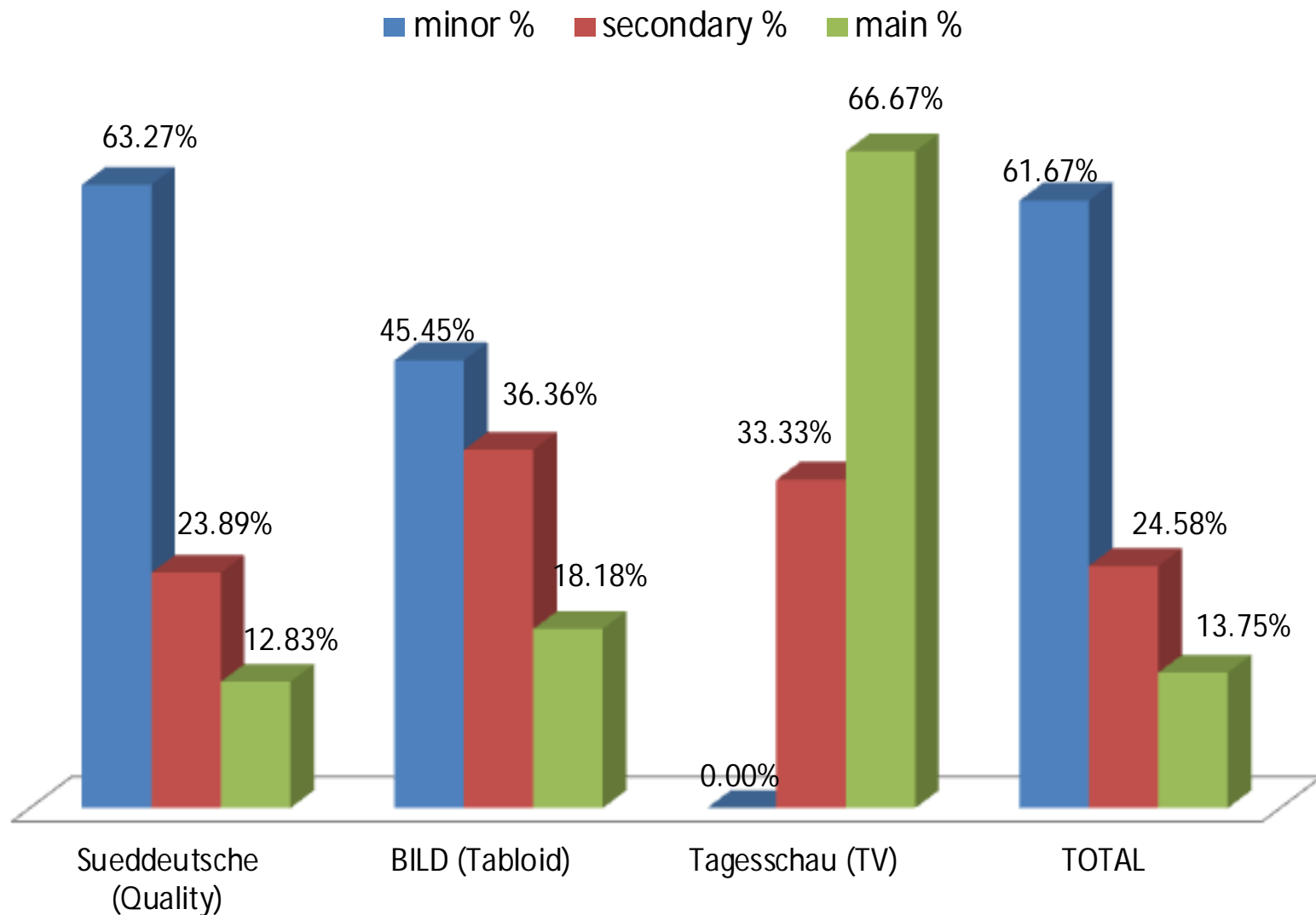
Distribution of Sources – absolute numbers



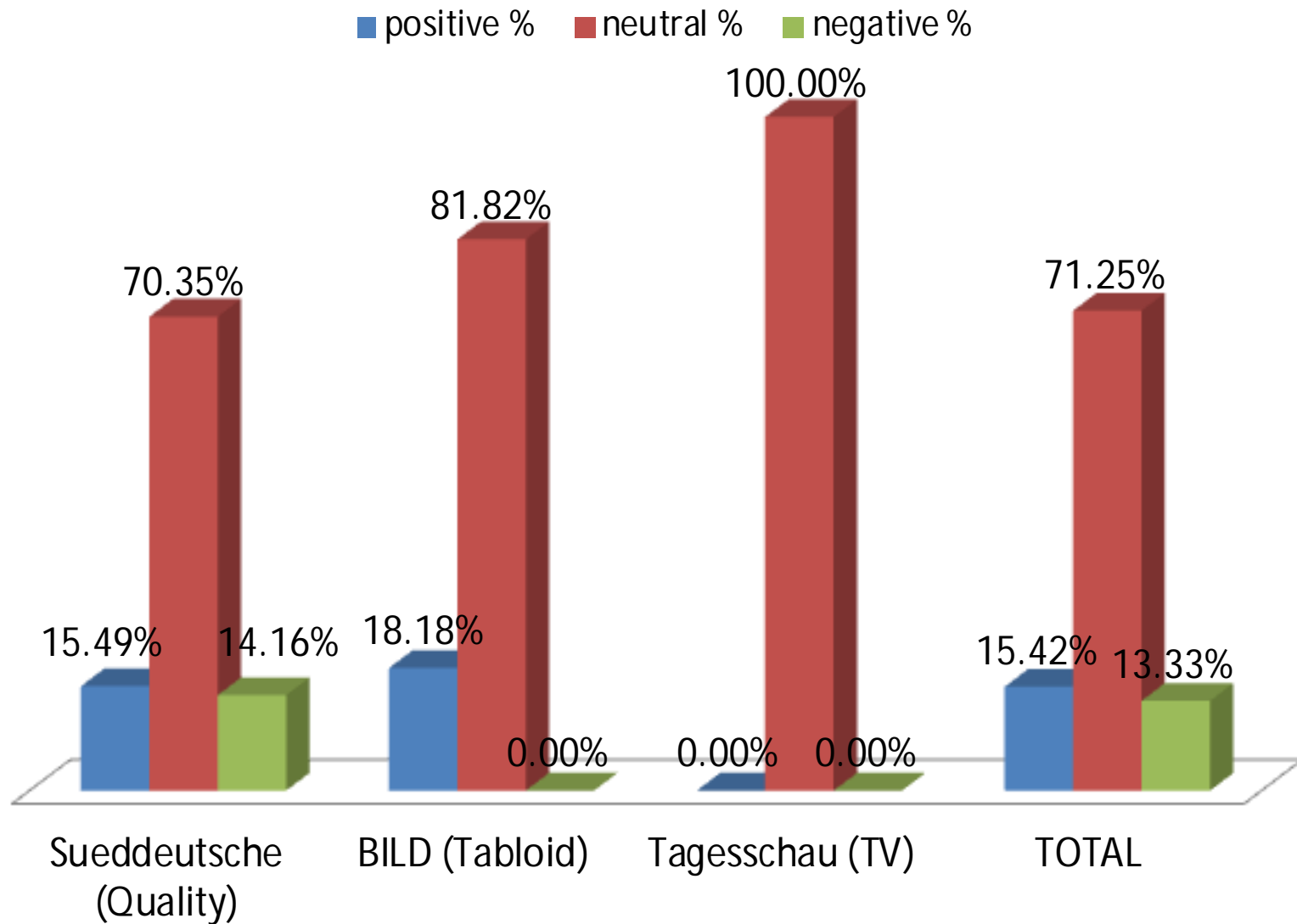
Focus of Domesticity - percent



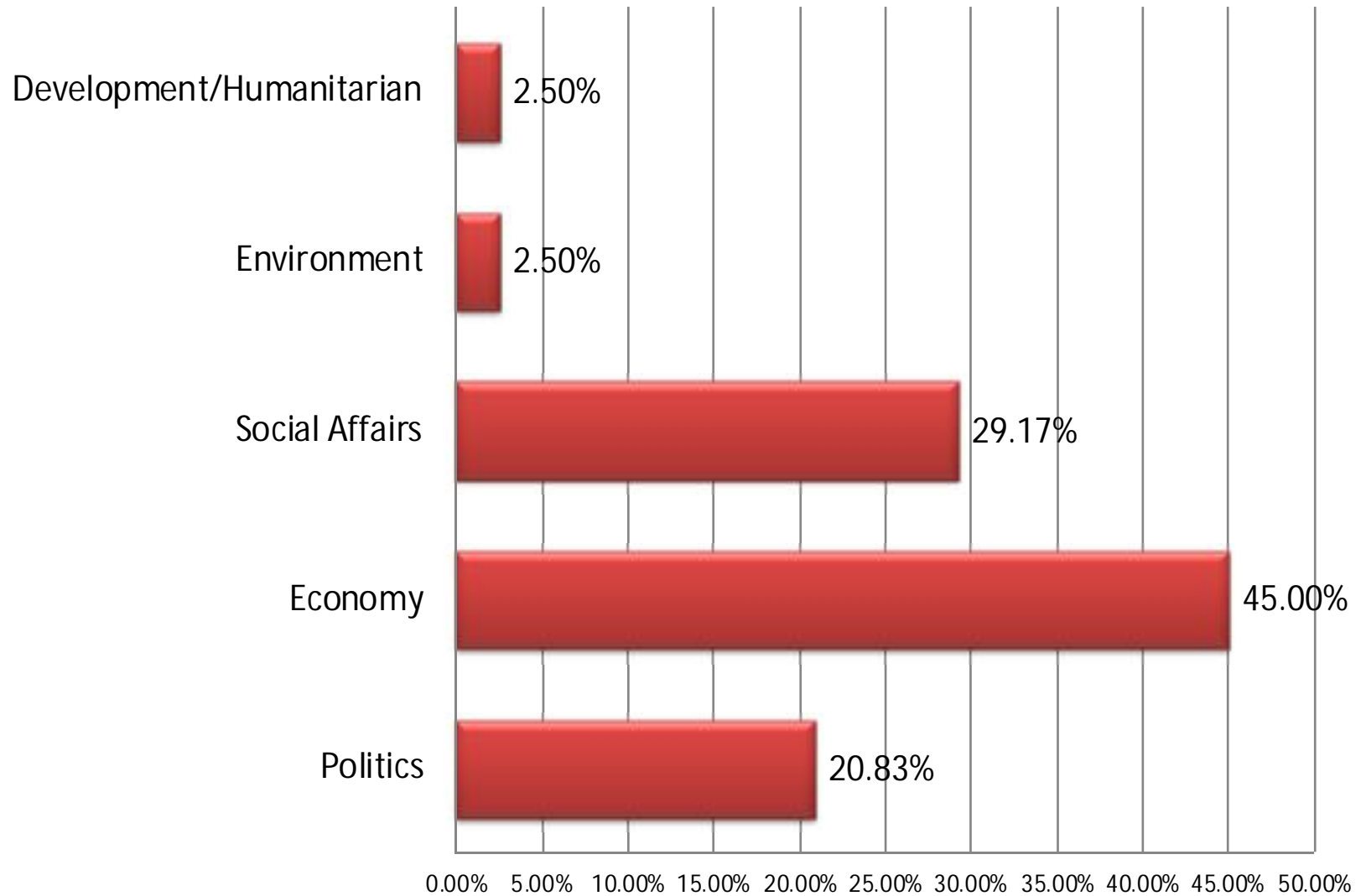
Degree of Centrality - percent



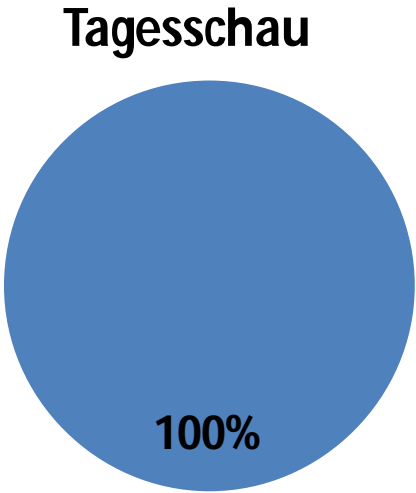
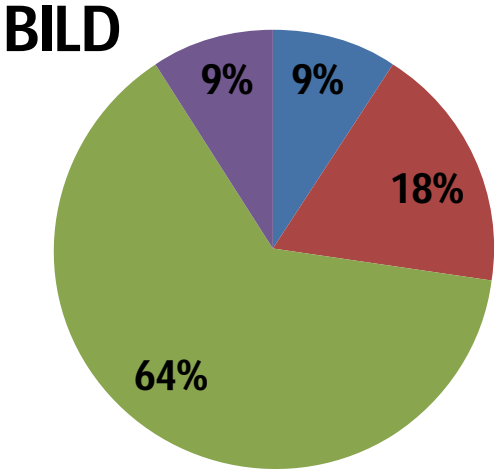
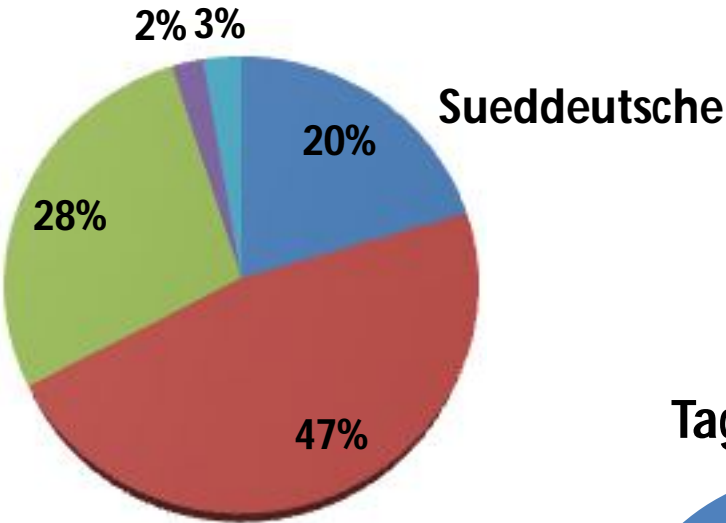
Evaluation - percent



Framing in total

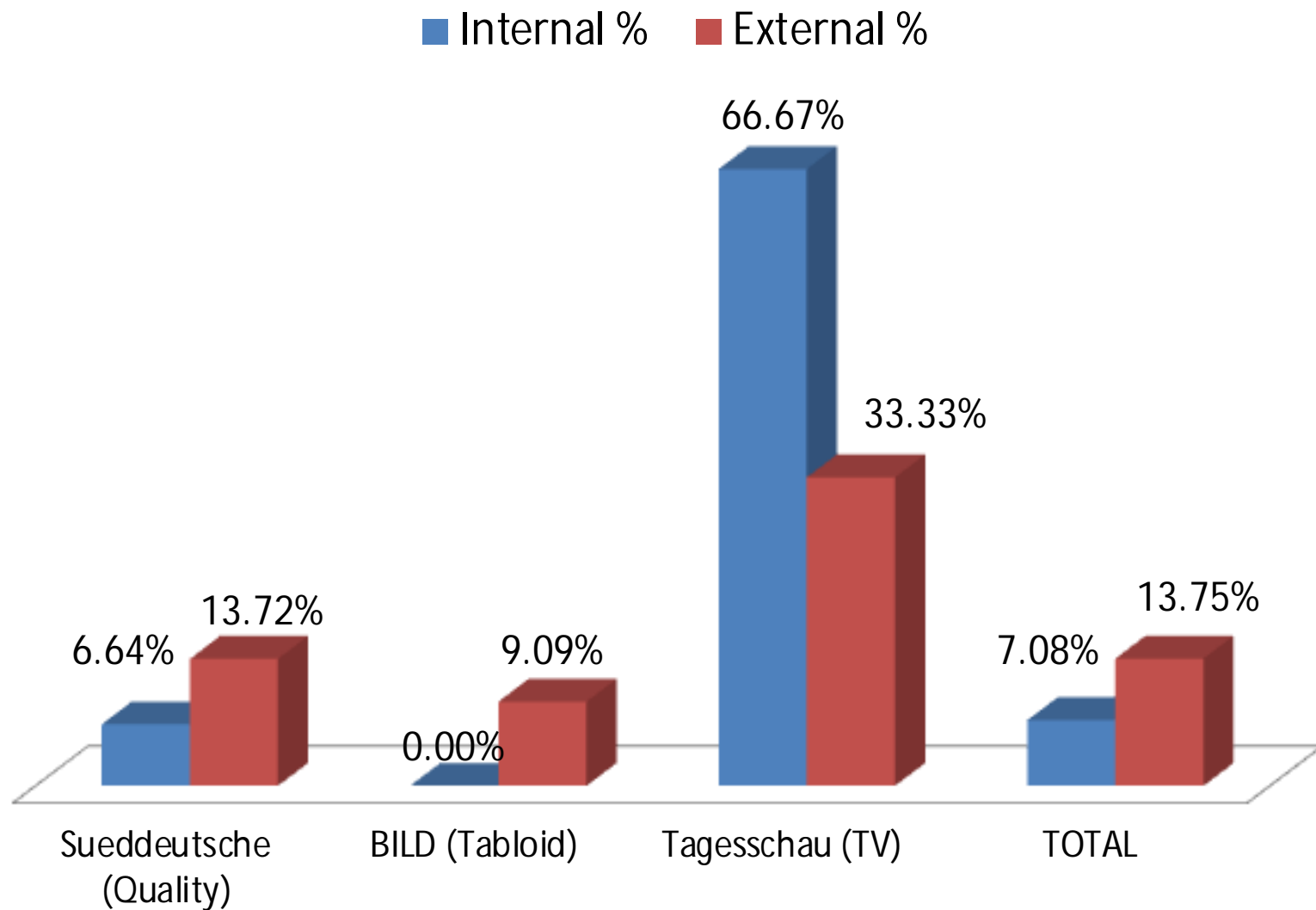


Framing – Comparing Media

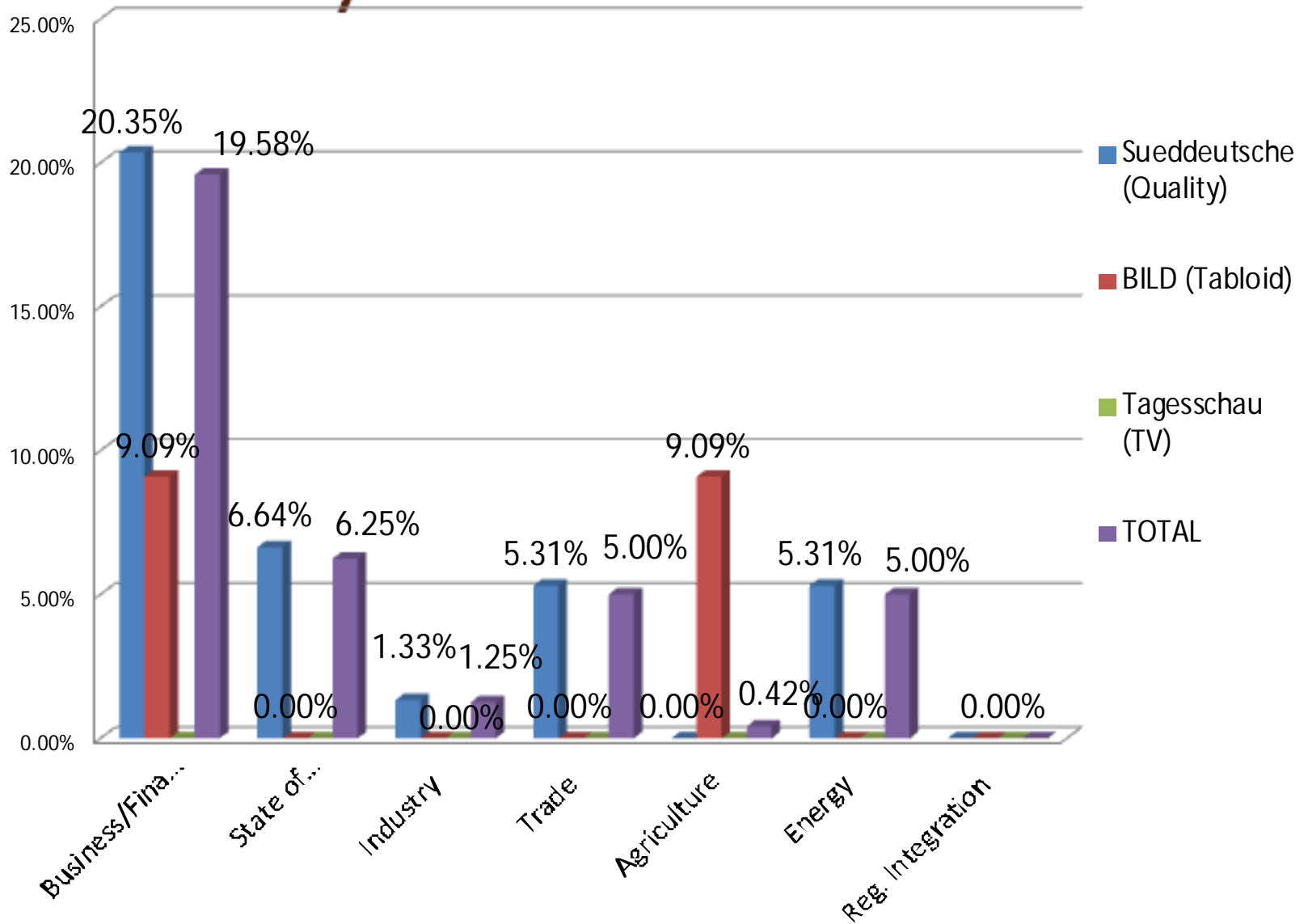


- Politics
- Economy
- Social Affairs
- Environment
- Development/Humanitarian

Sub-Framing per Media Outlet - Politics



Sub-Framing per Media Outlet - Economy



Sub-Framing – Social Affairs

TOTAL	TOTAL %	Migration	Migration %	Welfare	Welfare %	Social Legislation	Social Legislation %
63	27,88%	2	0,88%	0	0,00%	1	0,44%
7	63,64%	0	0,00%	0	0,00%	0	0,00%
0	0,00%	0	0,00%	0	0,00%	0	0,00%
70	29,17%	2	0,83%	0	0,00%	1	0,42%

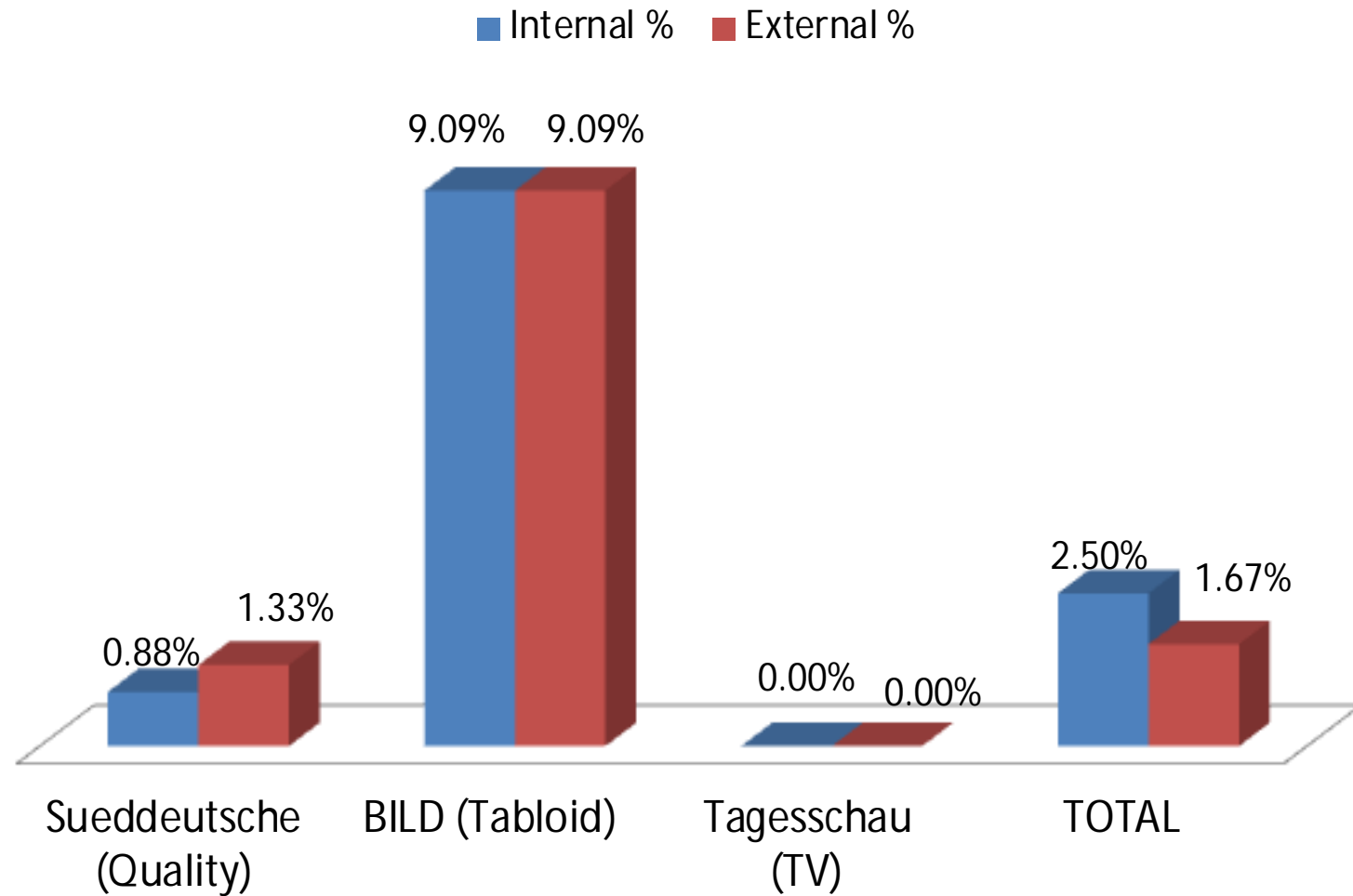
Diversity	Div/Mult. %	Education/Research	Education/Research %	Crime	Crime %	Health Care	Health Care %
1	0,44%	2	0,88%	1	0,44%	3	1,33%
0	0,00%	0	0,00%	0	0,00%	0	0,00%
0	0,00%	0	0,00%	0	0,00%	0	0,00%
1	0,42%	2	0,83%	1	0,42%	3	1,25%

Sub-Framing – Social Affairs II

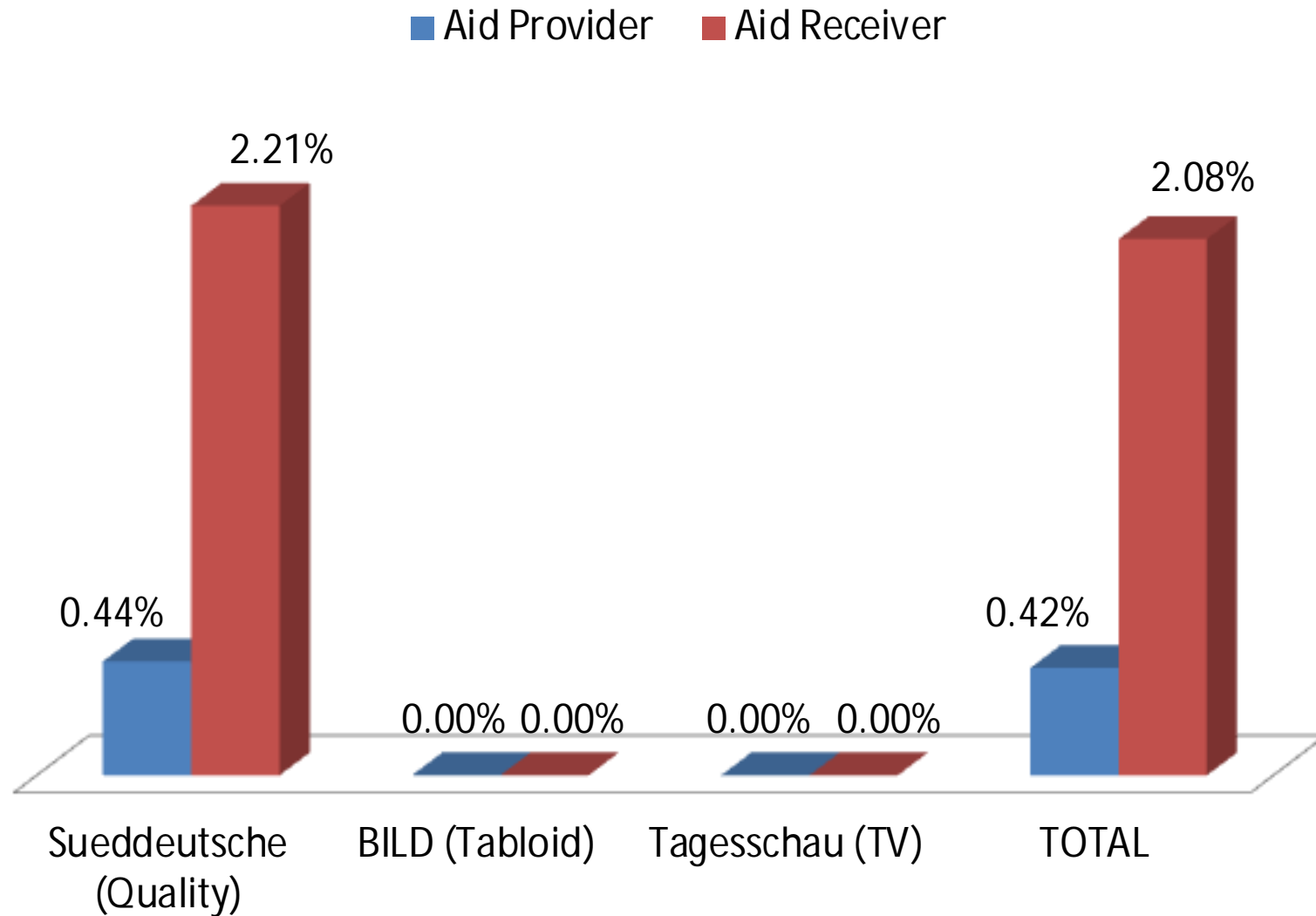
Entertainment	Entertainment %	Sports	Sports %	Demographics	Demographics %	Human Rights	HR %
9	3,98%	19	8,41%	2	0,88%	3	1,33%
2	18,18%	3	27,27%	0	0,00%	0	0,00%
0	0,00%	0	0,00%	0	0,00%	0	0,00%
11	4,58%	22	9,17%	2	0,83%	3	1,25%

Lifestyle	Lifestyle %	Religion	Religion %	Accident/Disaster	Accident/Disaster %
12	5,31%	1	0,44%	3	1,33%
0	0,00%	0	0,00%	1	9,09%
0	0,00%	0	0,00%	0	0,00%
12	5,00%	1	0,42%	4	1,67%

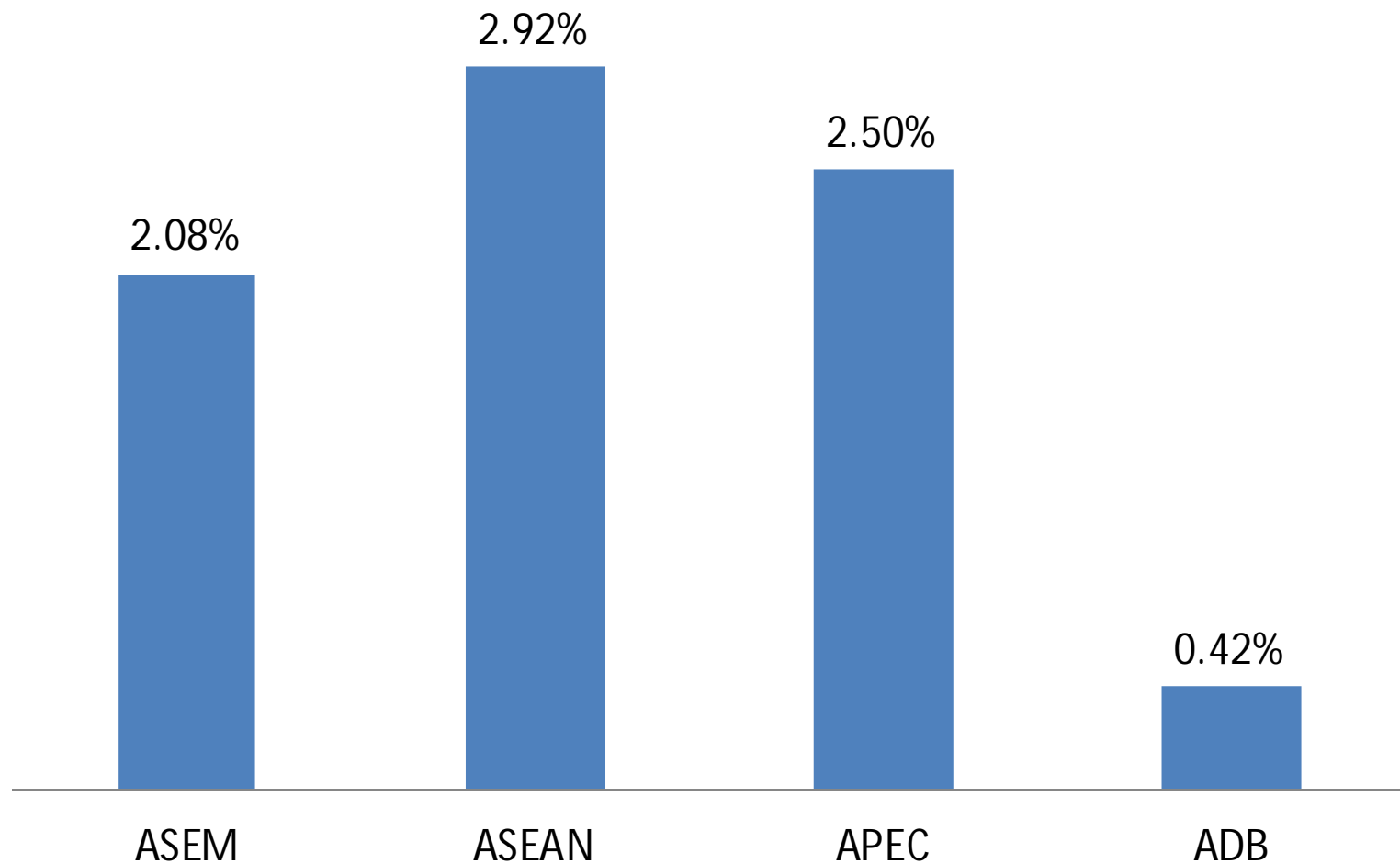
Sub-Framing per Media Outlet - Environment



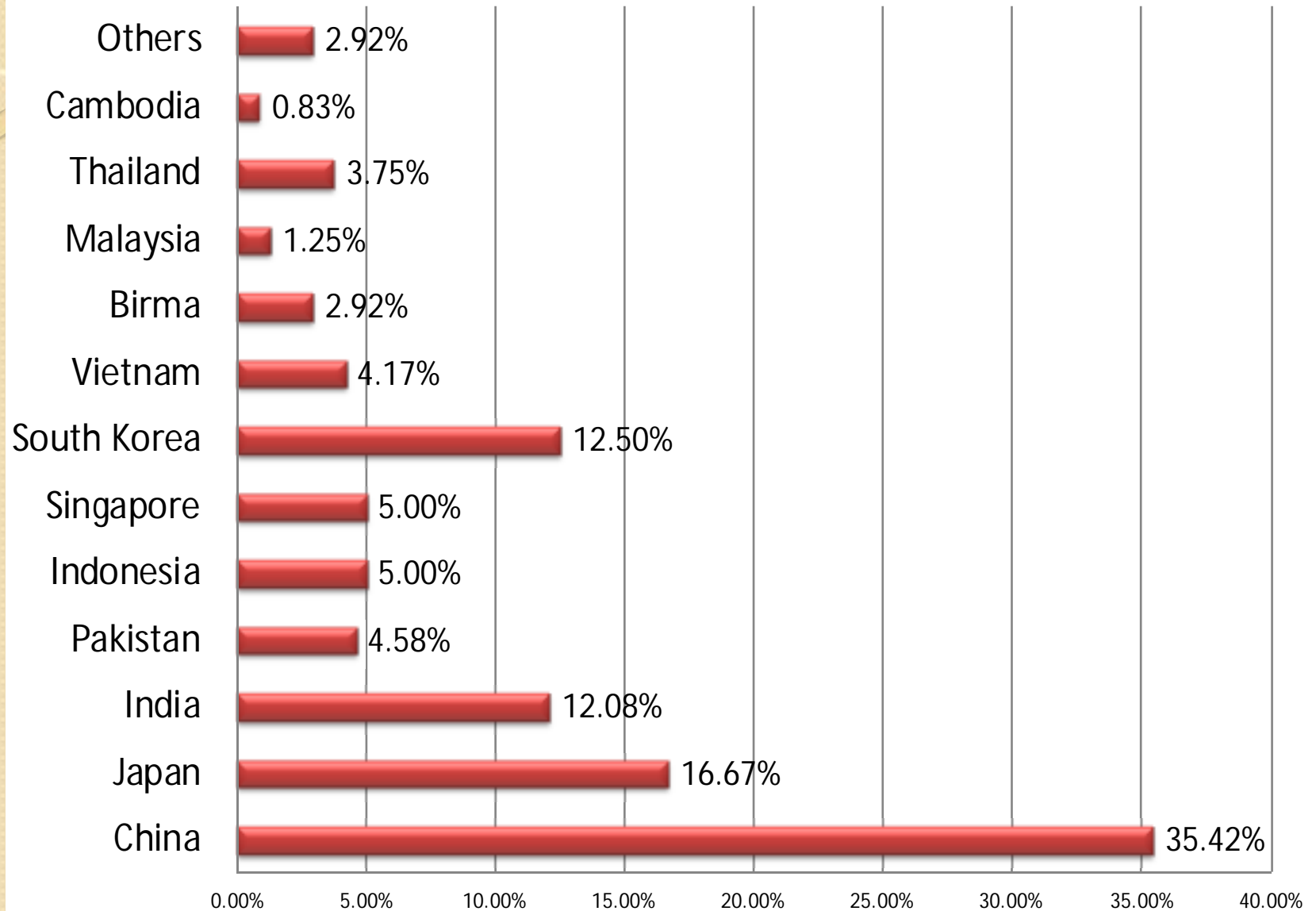
Sub-Framing per Media Outlet-Development



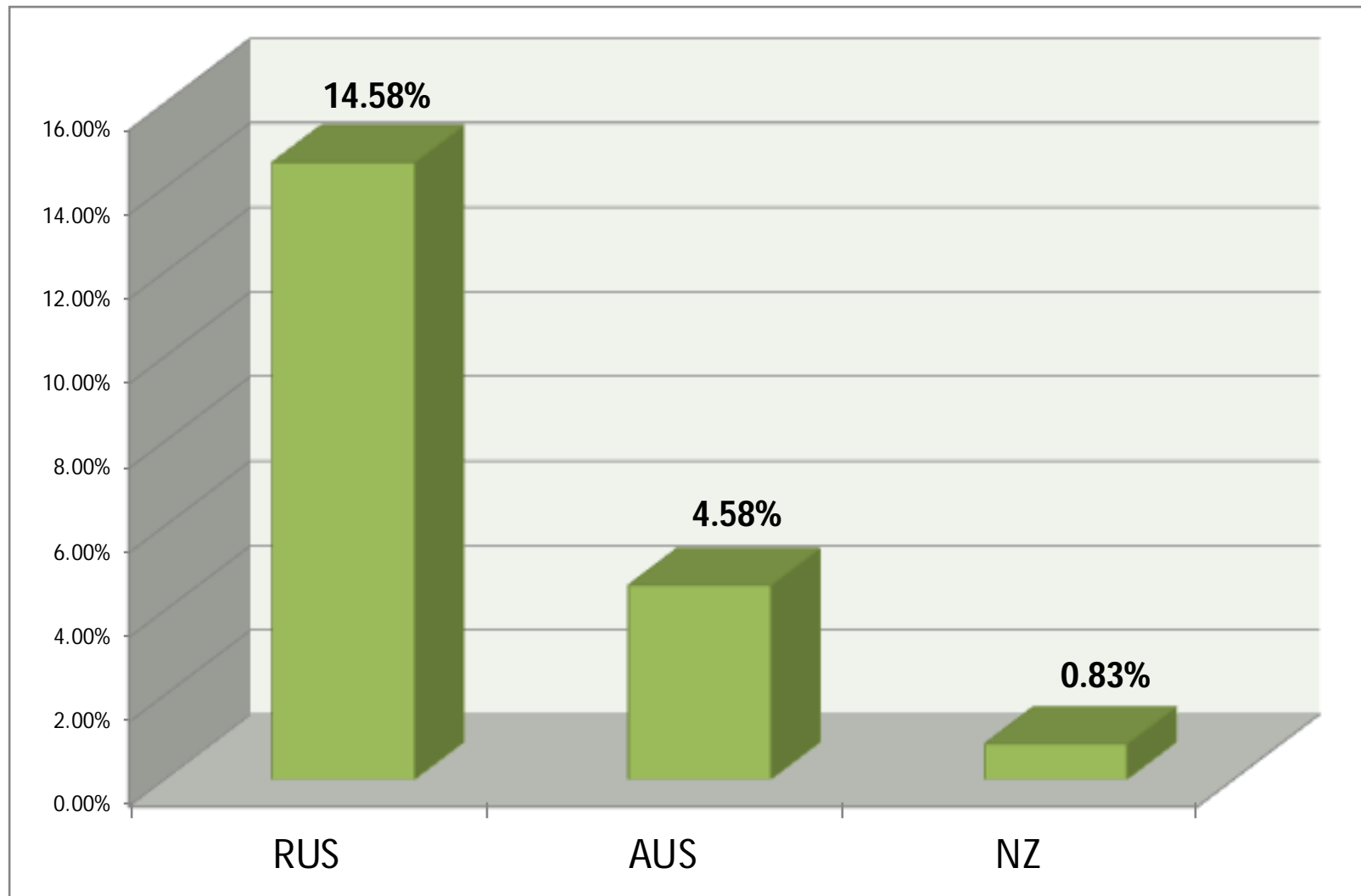
AROs Representation – In Relation



ASEM Actors



„ASEM 3rd“ Actors





European Actors

- Countries: France (5.83 %), UK (5 %), Italy & Turkey (both 2.92 %)
- European Union & Bodies: 12.25 %
- European Officials: Lady Ashton (2.92 %), Manuel Barroso (2.09 %), Jean-Claude Juncker (1.67 %), Herman Van Rompuy (1.25 %)



Metaphores

BILD & Tagesschau: No metaphores

Sueddeutsche:

- Lacking Wholeness
- Movement
- Vehicle
- War
- Growth



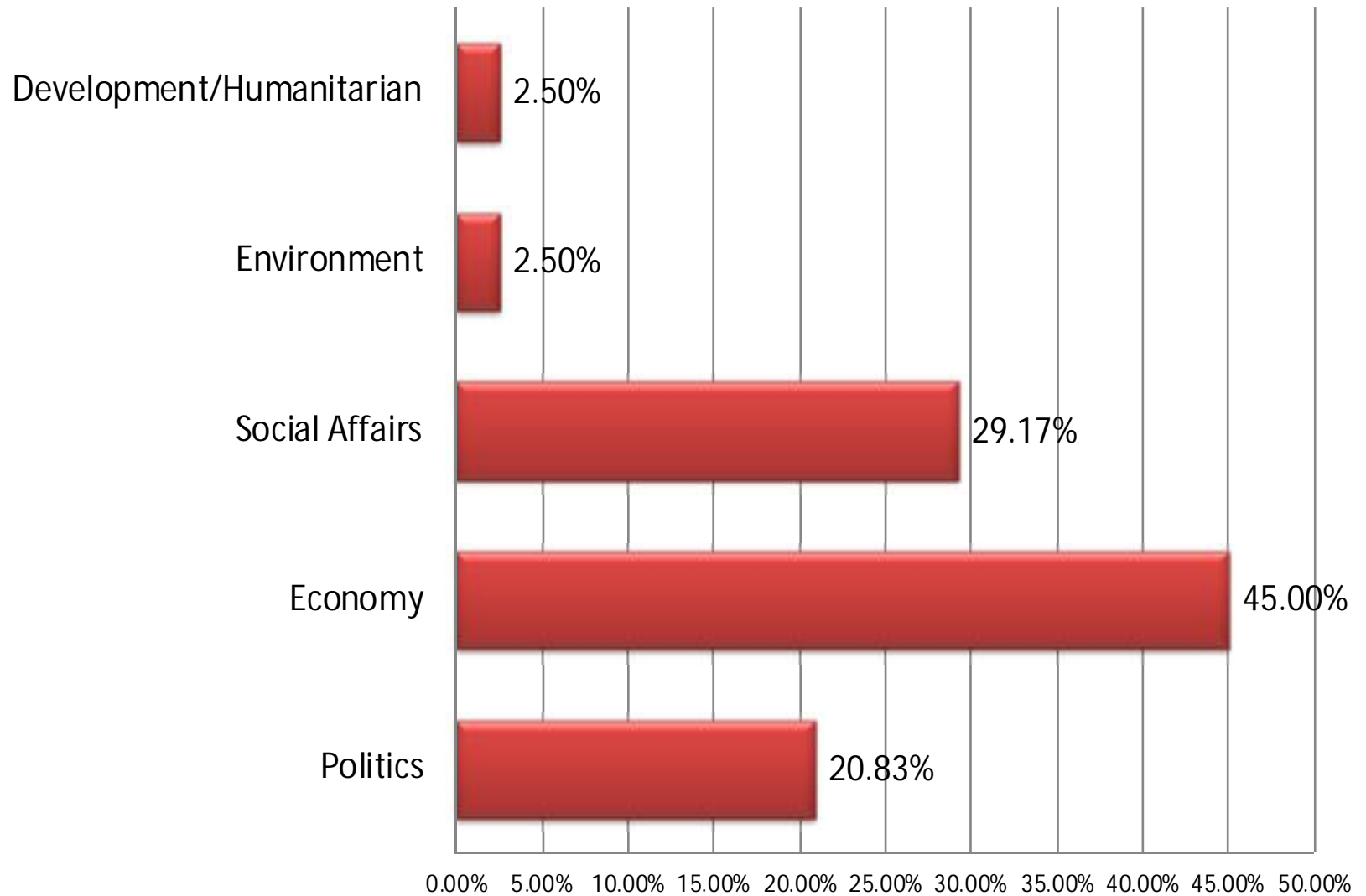
Key findings

- Low visibility of Asia in the German media.
- Very little coverage of Asia on tabloid and TV news.
- Coverage mostly on economic, social and political topics with economics more positively and political news items more negatively.
- Minor centrality in most news items, with most articles with a main and secondary degree of centrality correlating with a Political framing.
- Low visibility of AROs, clustering of coverage around the times of summits.
- Single country actors more important than Asia (or its AROs) as a region.

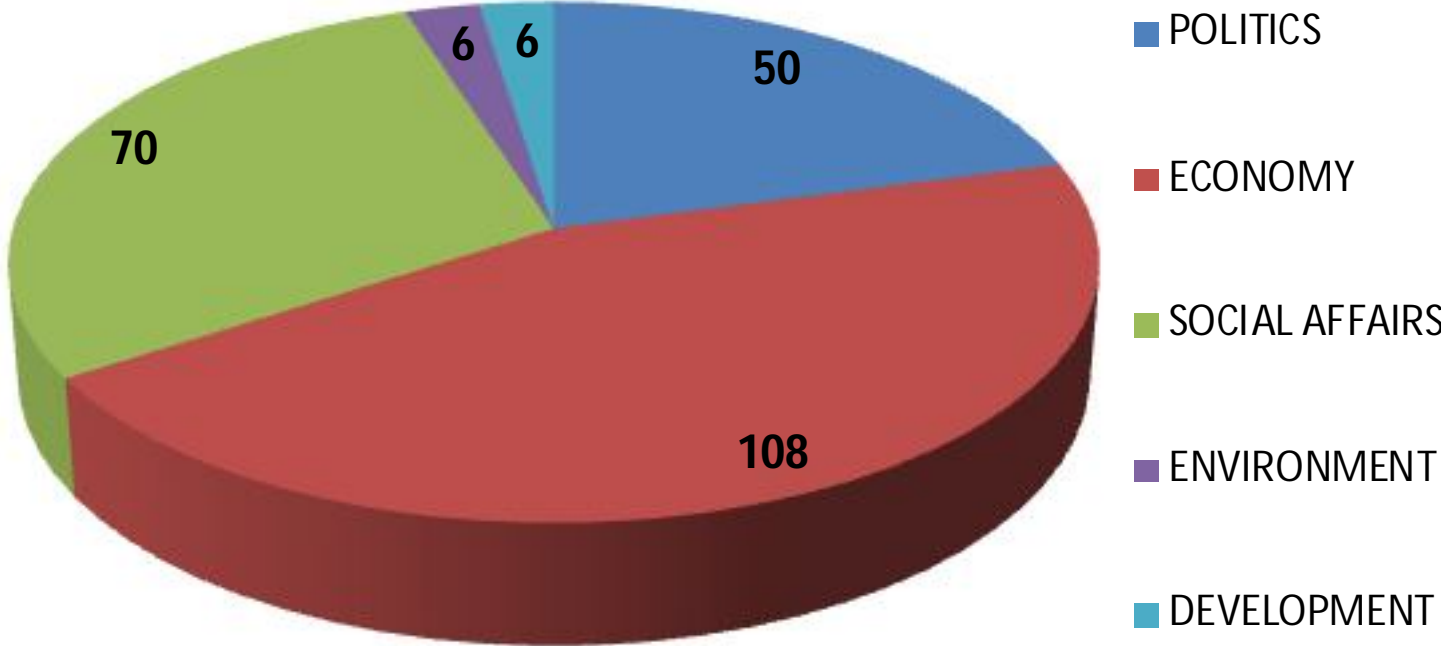


Part II – Comparison by Framing

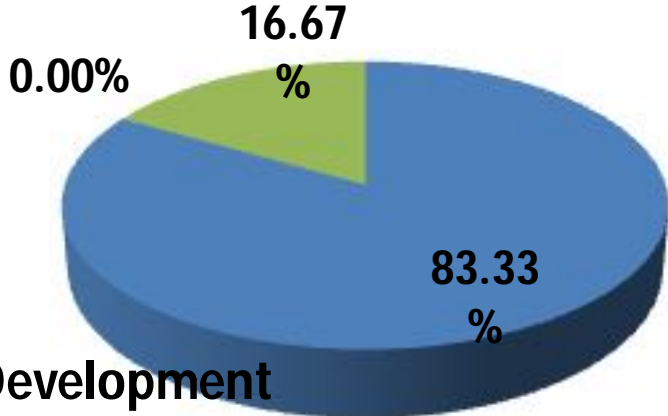
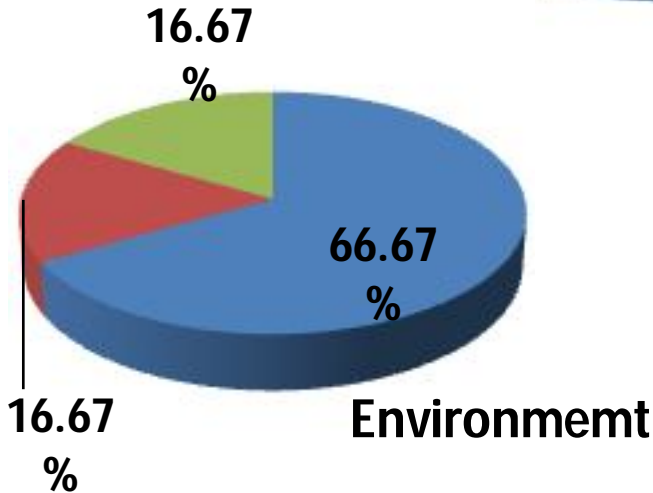
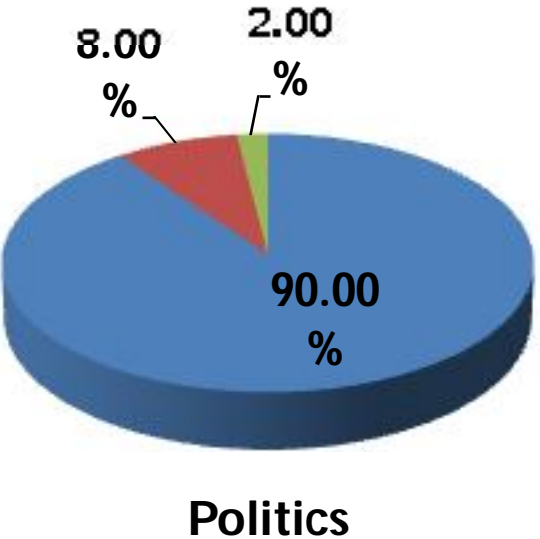
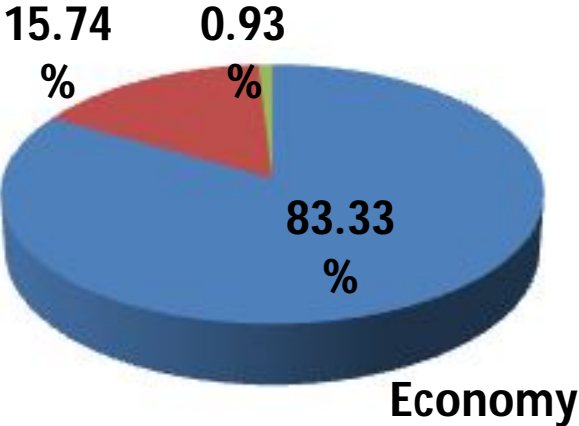
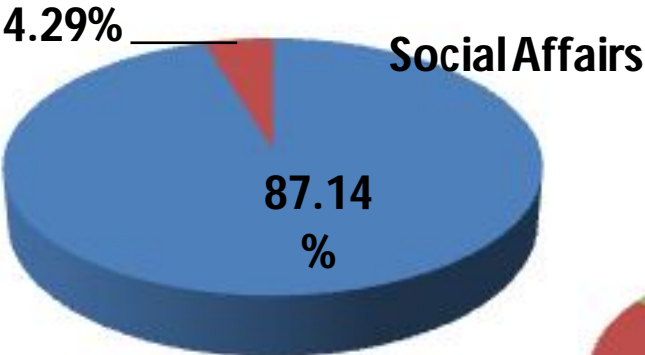
Framing in total



Framing – Distribution of News (absolute)

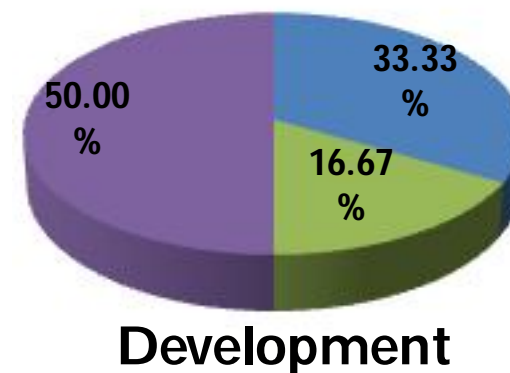
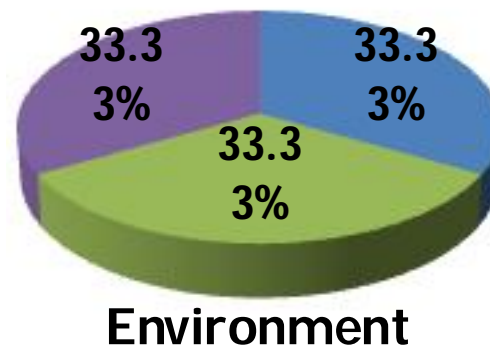
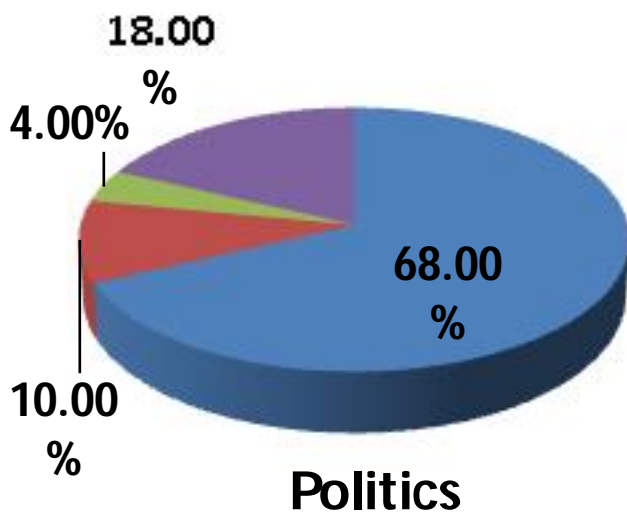
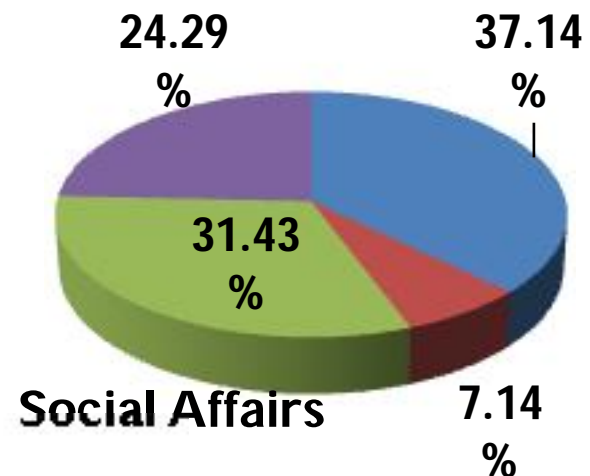
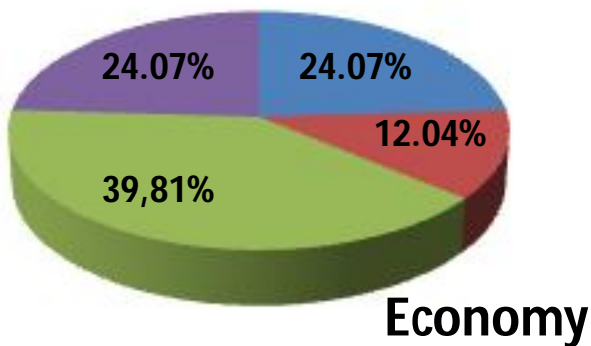


SOURCES



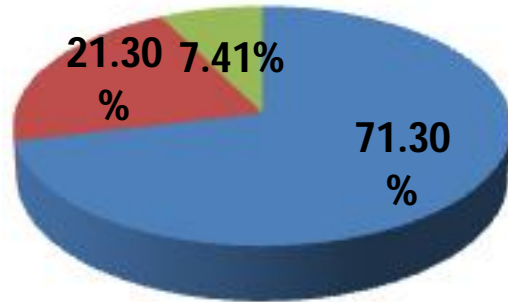
■ domestic % ■ int'l % ■ N/A %

Foci of Domesticity

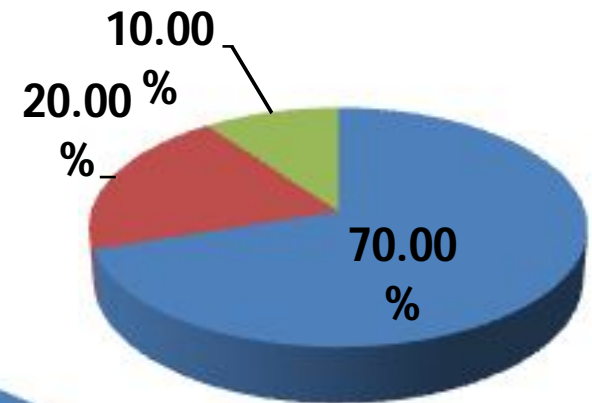


■ Asia % ■ Regional %
■ Local % ■ 3rd %

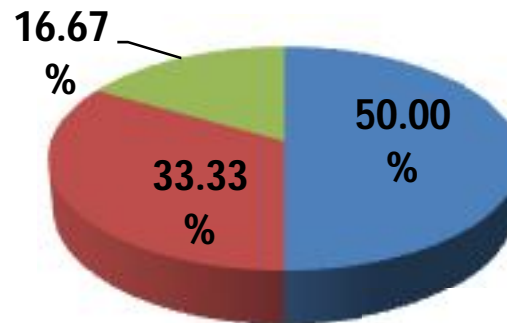
Degree of Centrality



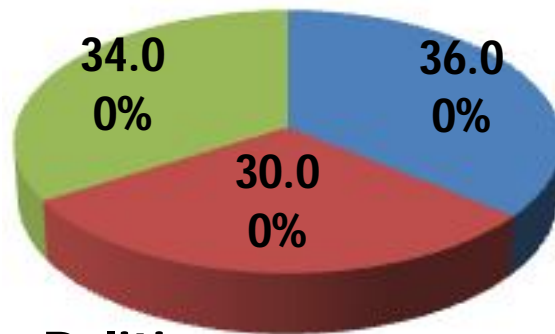
Economy



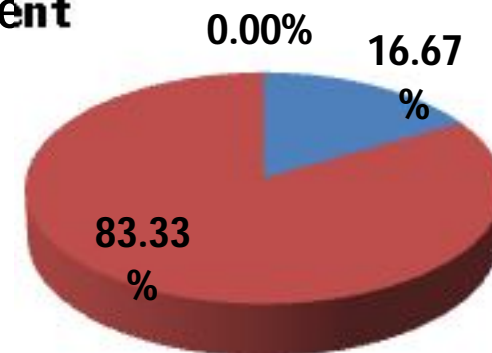
Social Affairs



Environment



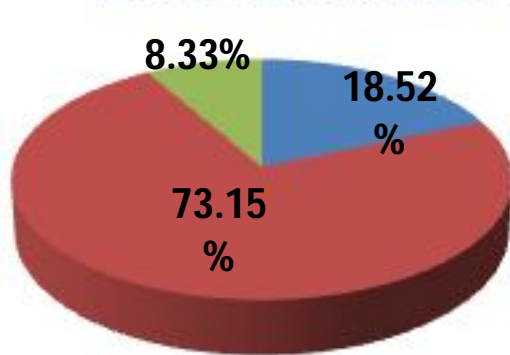
Politics



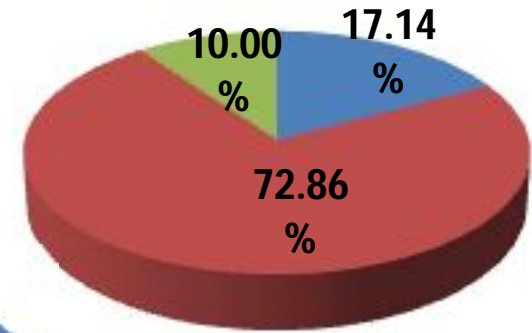
Development

■ minor % ■ secondary %
■ main %

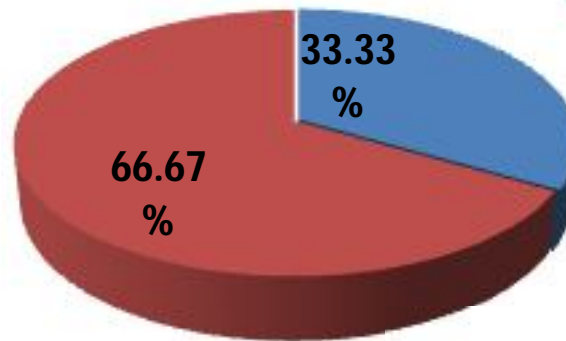
Evaluation



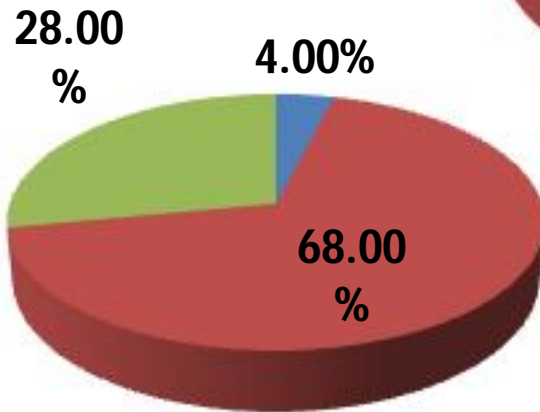
Economics



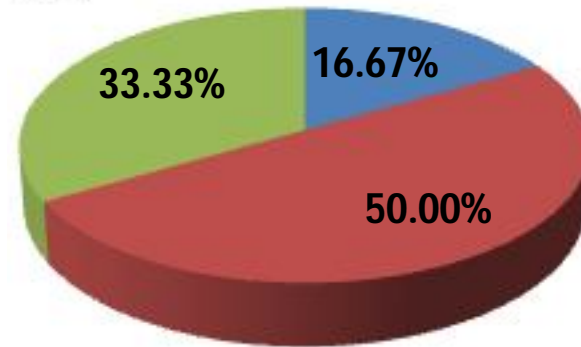
Social Affairs



Environment



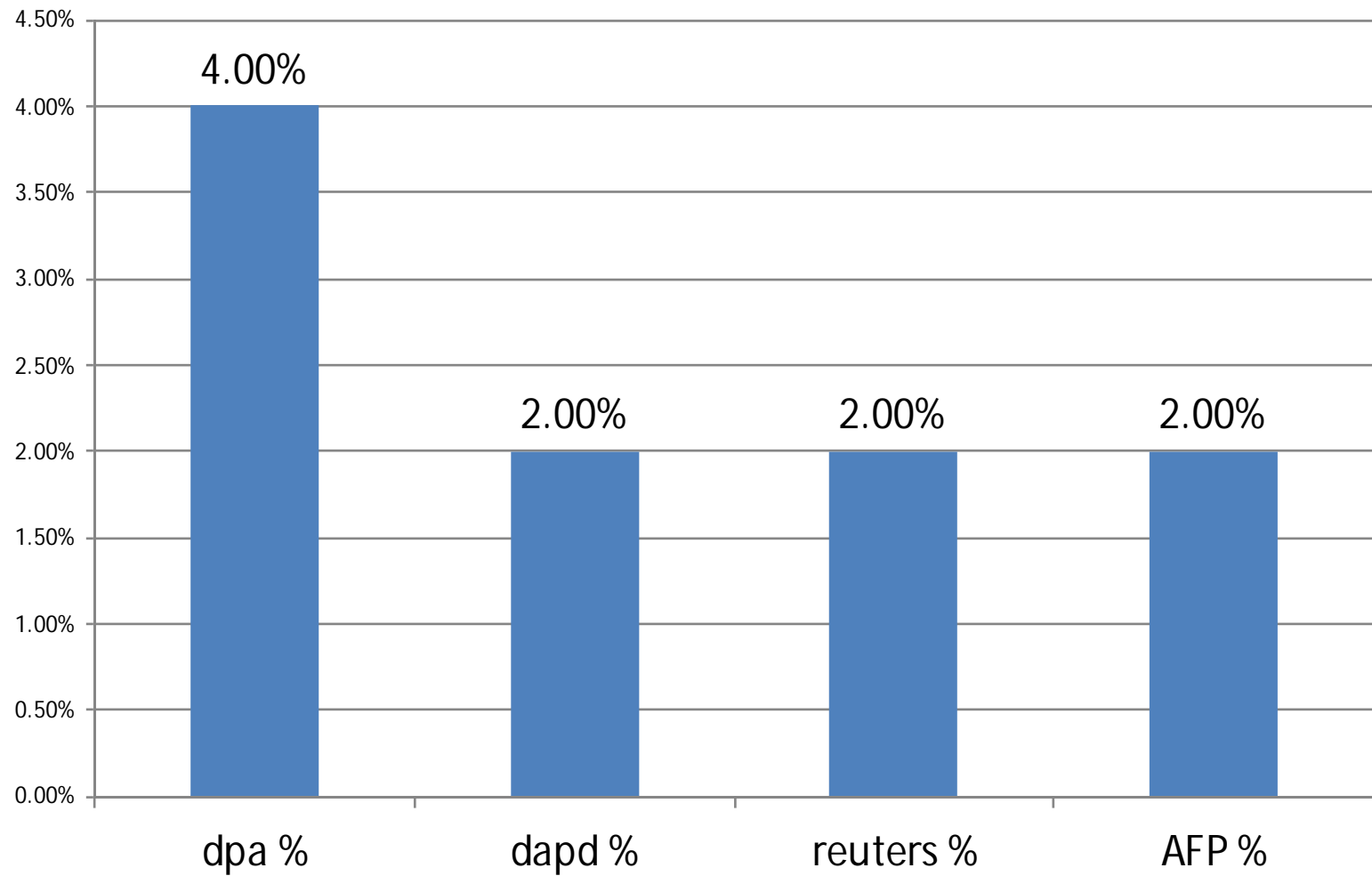
Politics



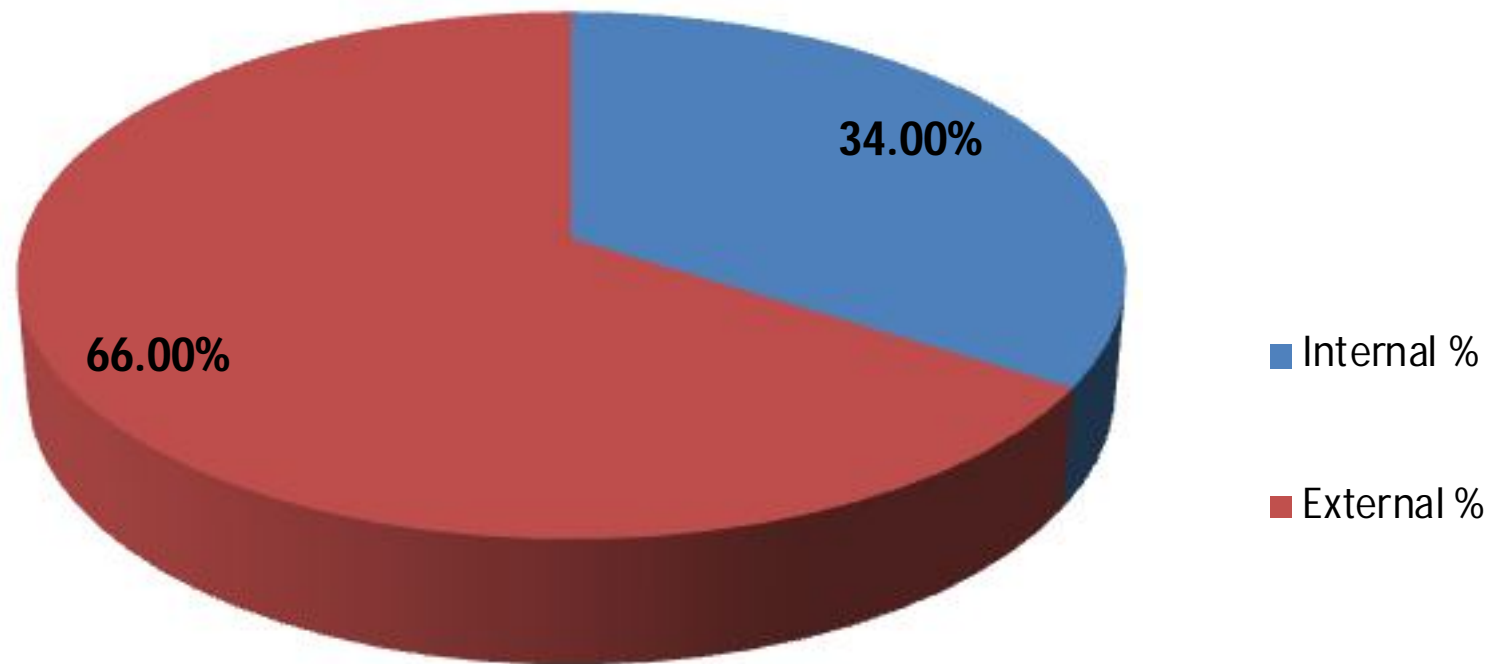
Development

■ positive % ■ neutral %
■ negative %

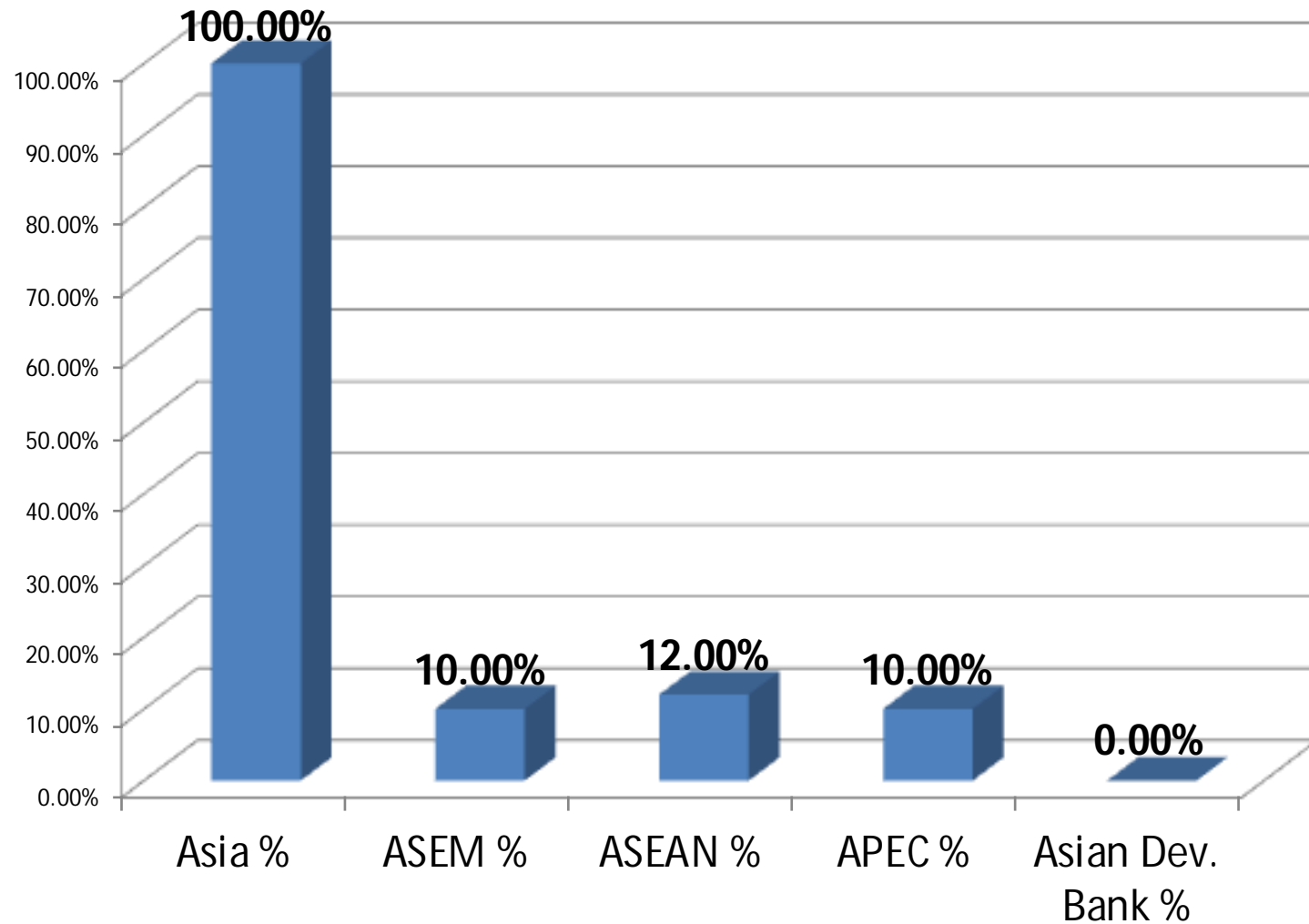
POLITICS – News Agencies



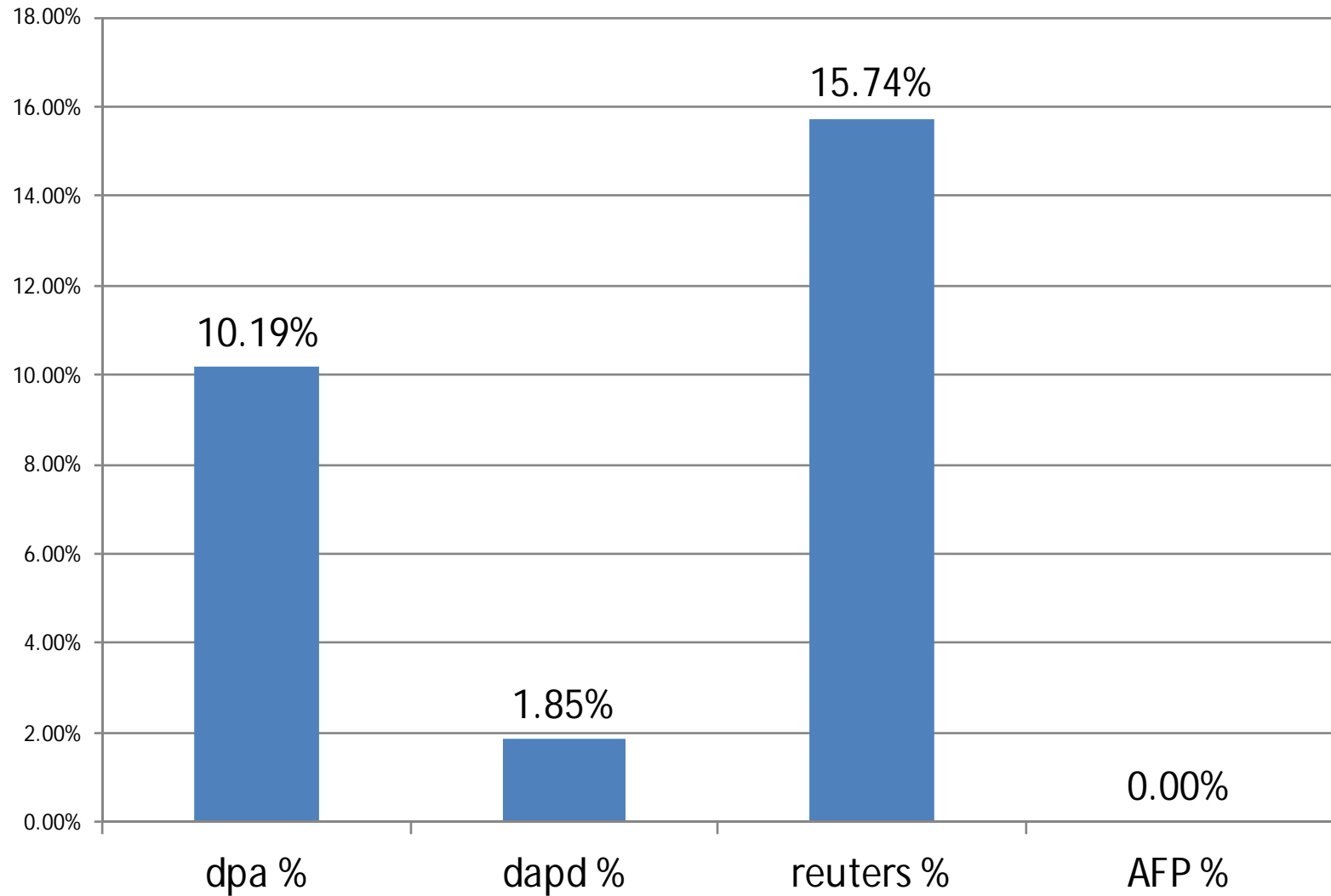
POLITICS – Sub-Frames



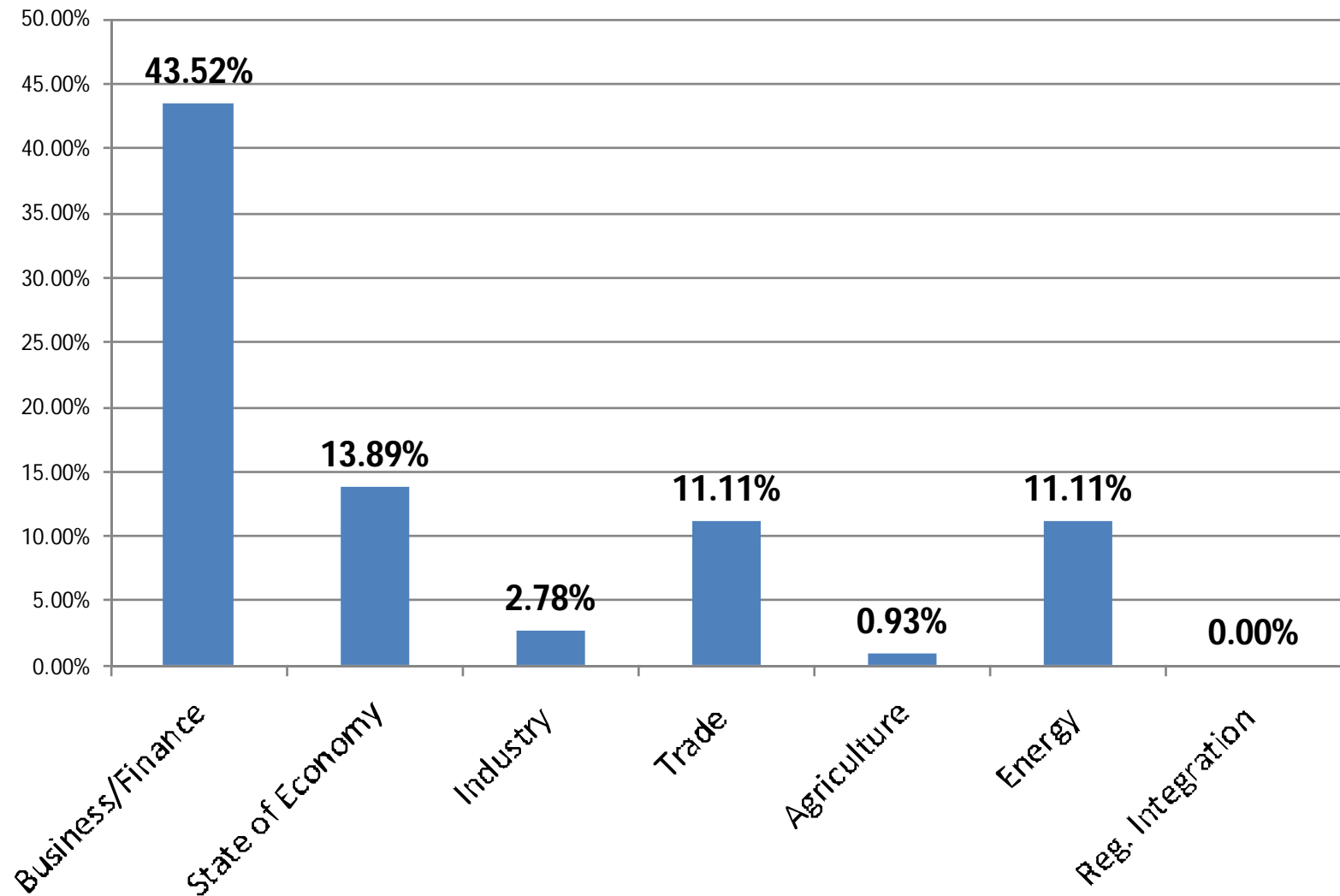
POLITICS - Actors



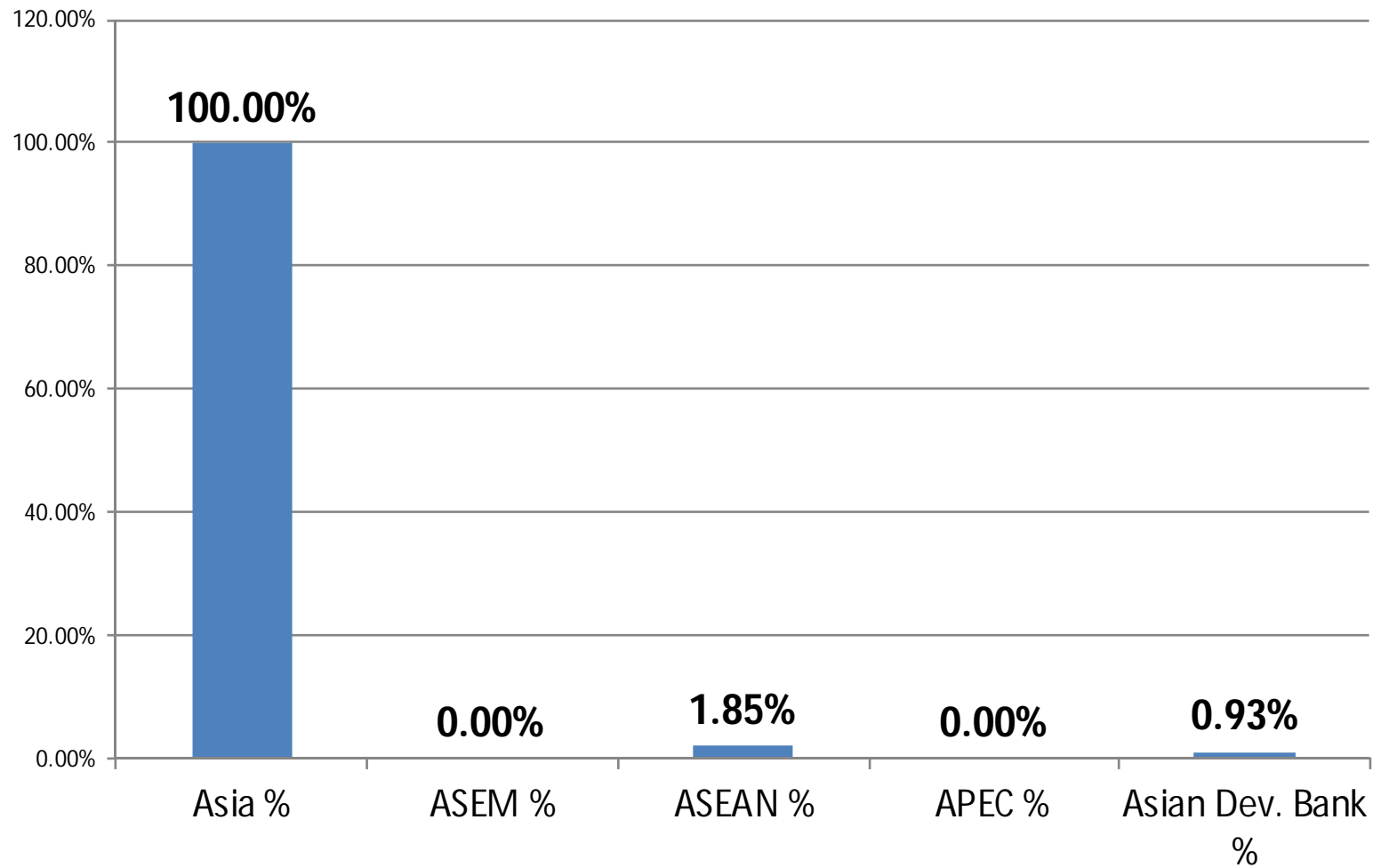
ECONOMY – News Agencies



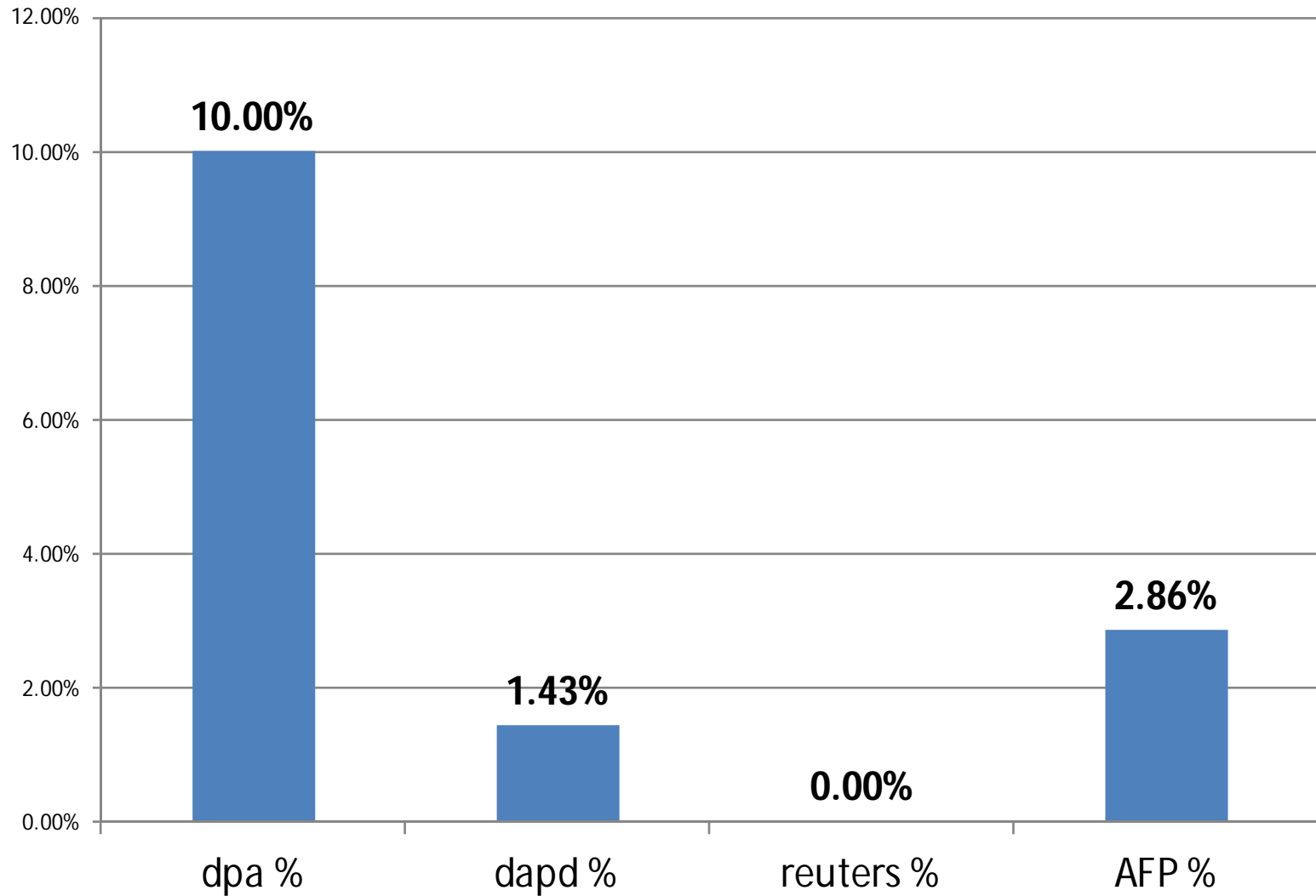
ECONOMY – Sub-Frames



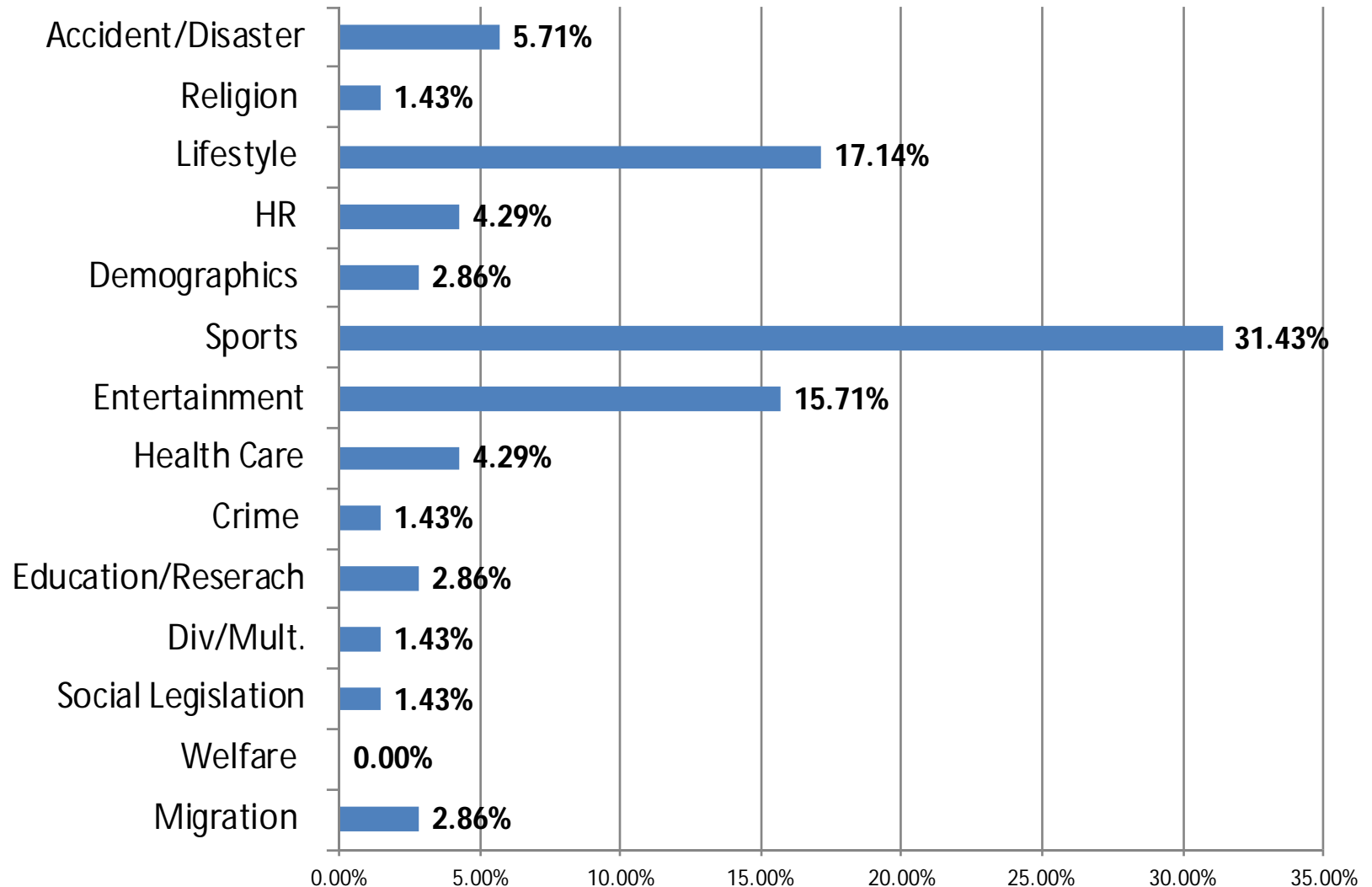
ECONOMY - Actors



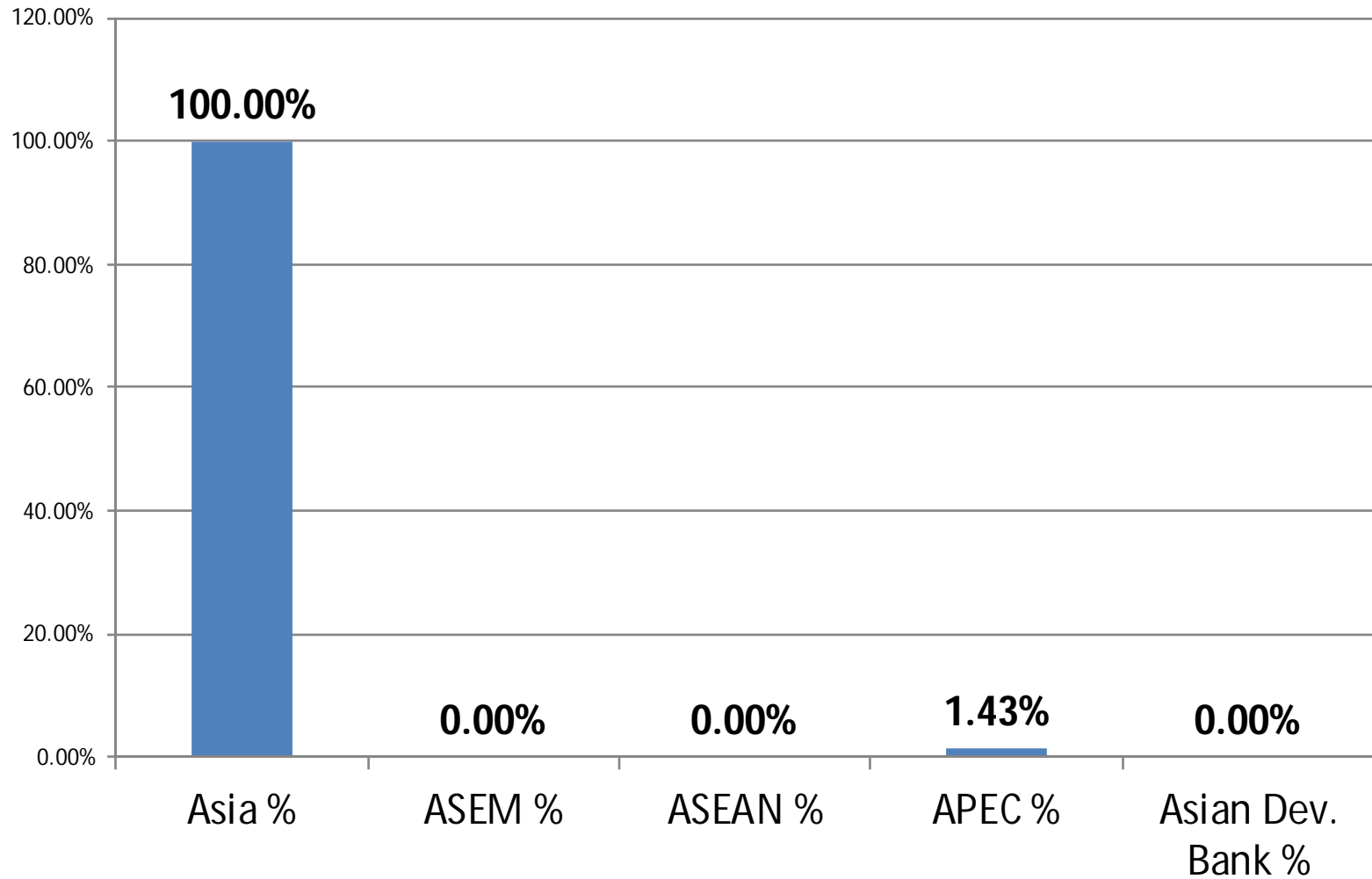
SOCIAL AFFAIRS – News Agencies



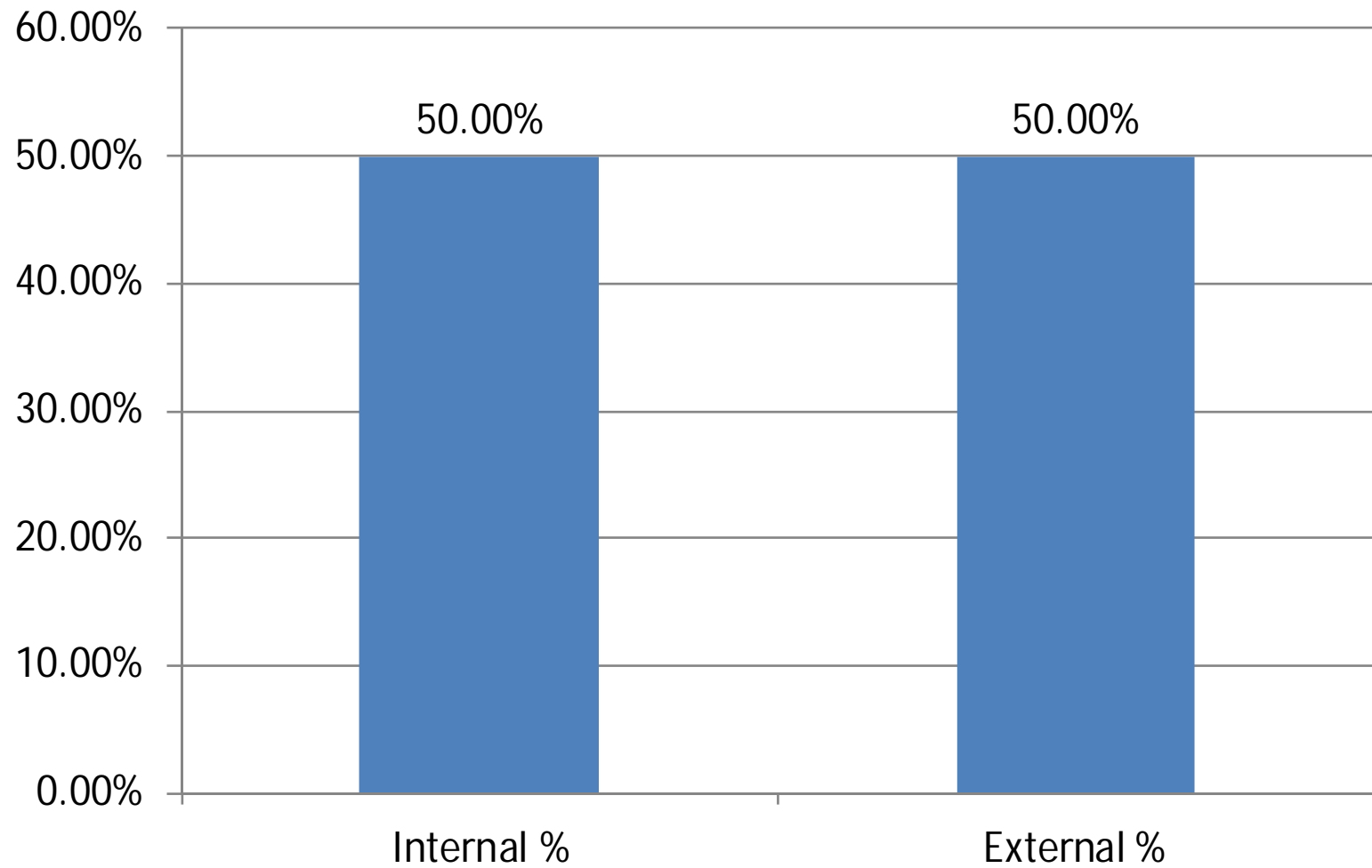
Social Affairs – Sub-Frames



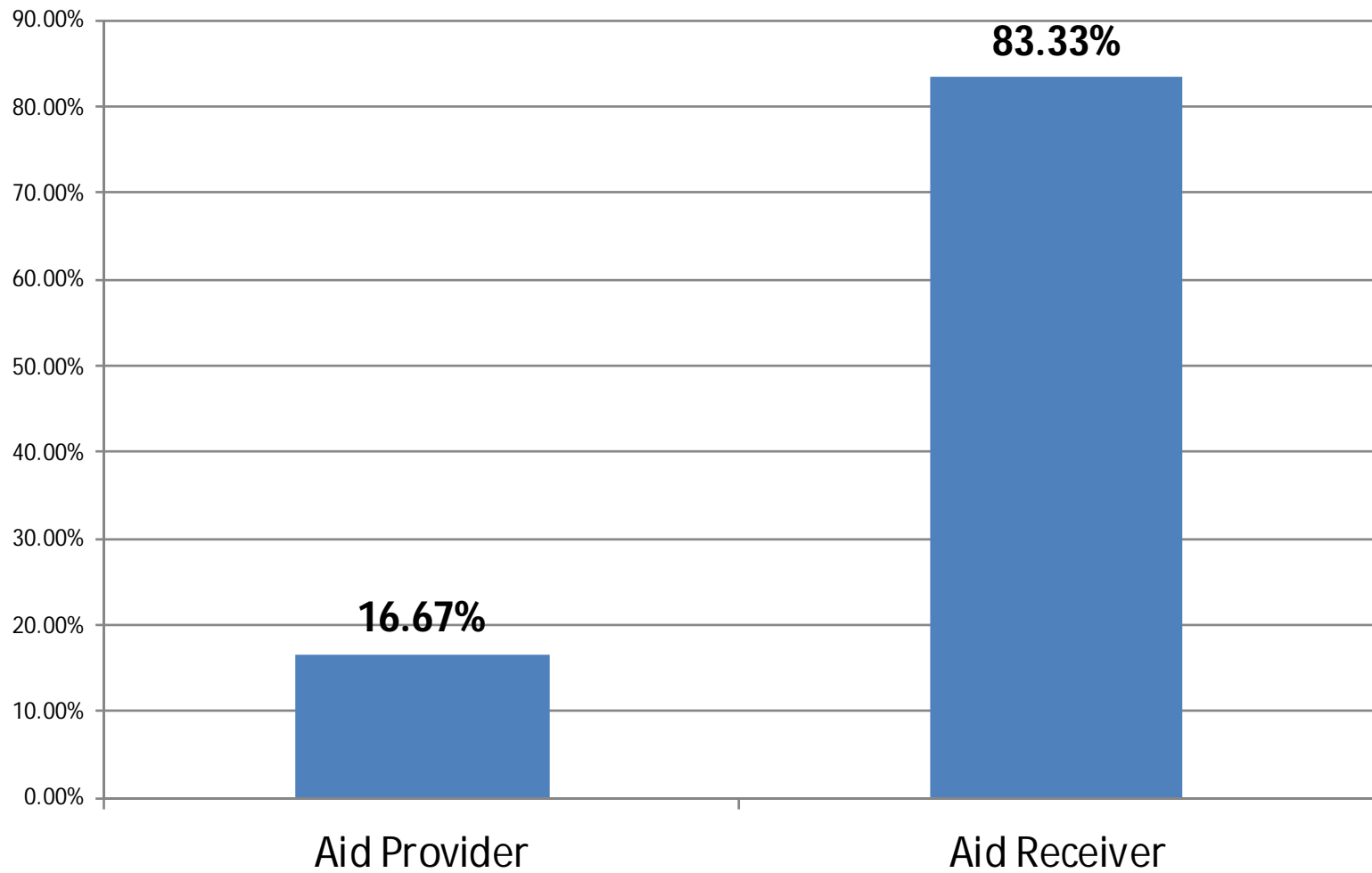
SOCIAL AFFAIRS – Actors



ENVIRONMENT – Sub-Frames



DEVELOPMENT – Sub-Frames





Framing Key Findings

- Frames differ in Degrees of Domesticity, Centrality and Evaluation.
- Most popular Framing is Economy w. Sub-Frames Business/Finance, followed by Social Affairs w. Sports, Lifestyle and Entertainment. Political framing is mostly external to Asia.
- Asia does not seem to be perceived as an important environmental or developmental actor in Germany.