



Asia in the Eyes of Europe
2nd Methodology Workshop
Tsinghua University, Beijing, PRC



Media Analysis – Preliminary Findings
ITALY

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255 news



- Most watched news TV programme
- State TV Rai

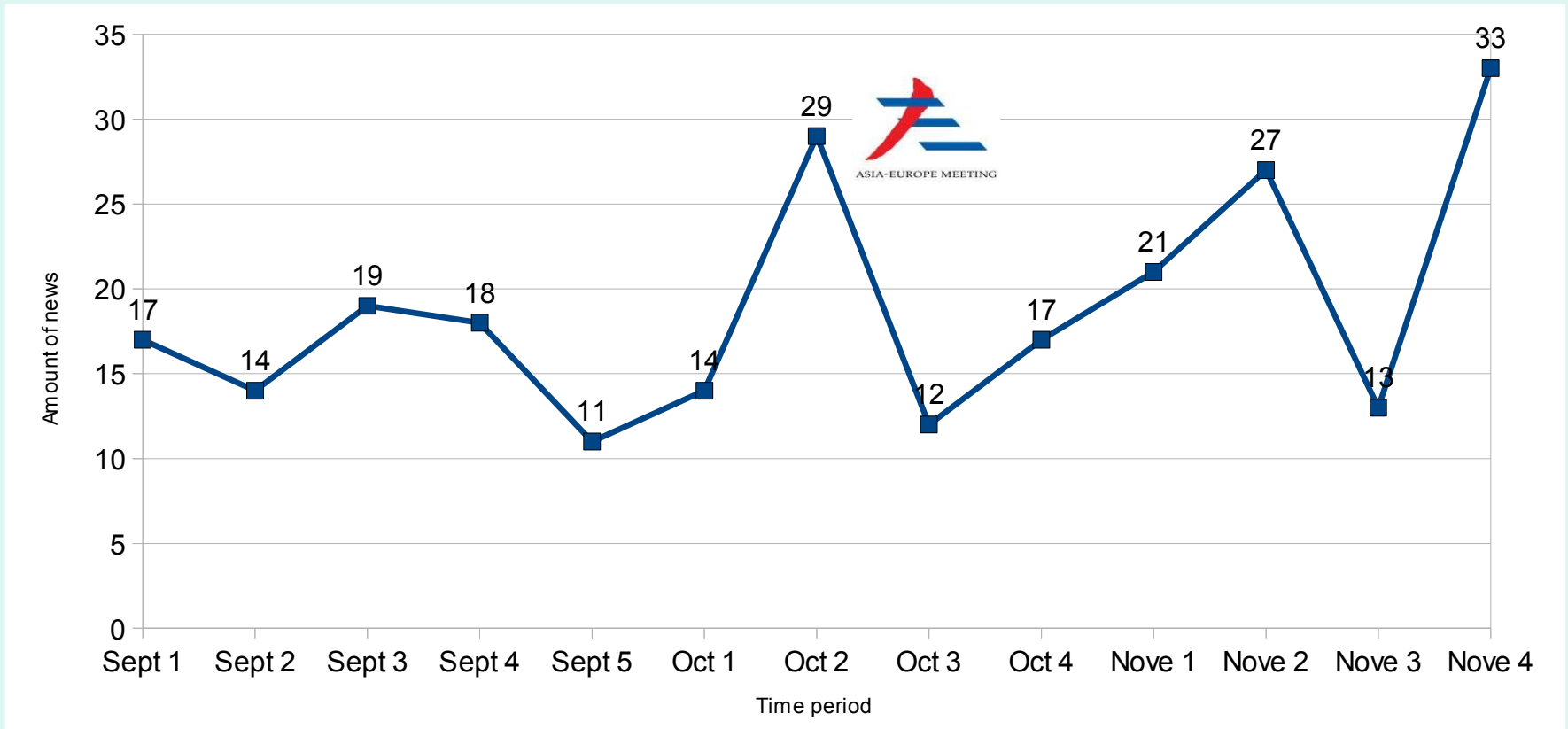


- Most respectable news paper
- Most widespread
- Politically independent



- Widespread tabloid
- Politically centre-right
- Part of Berlusconi's media empire

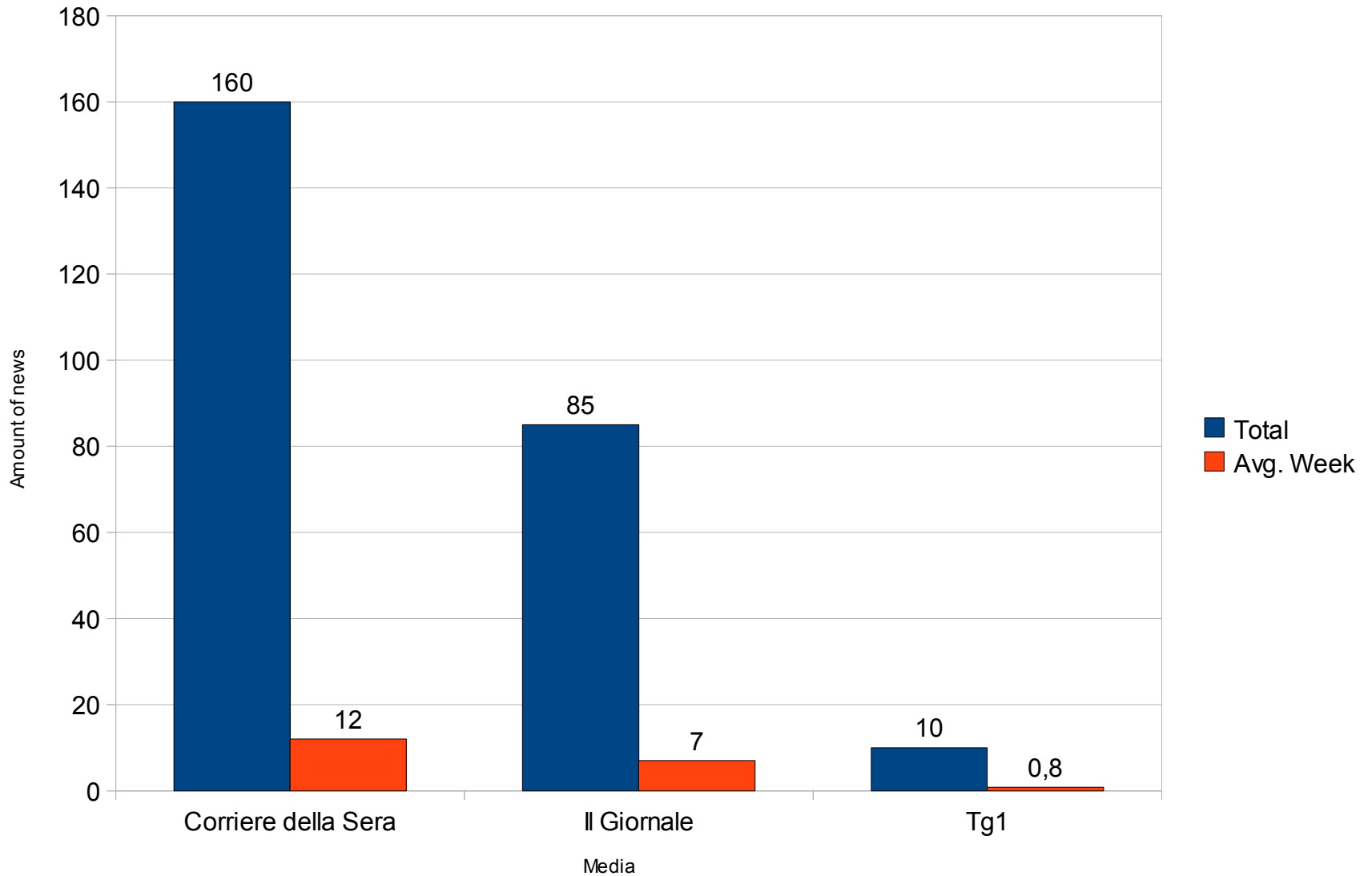
Total volume of news



Highest peak - 4th W November (N=33)

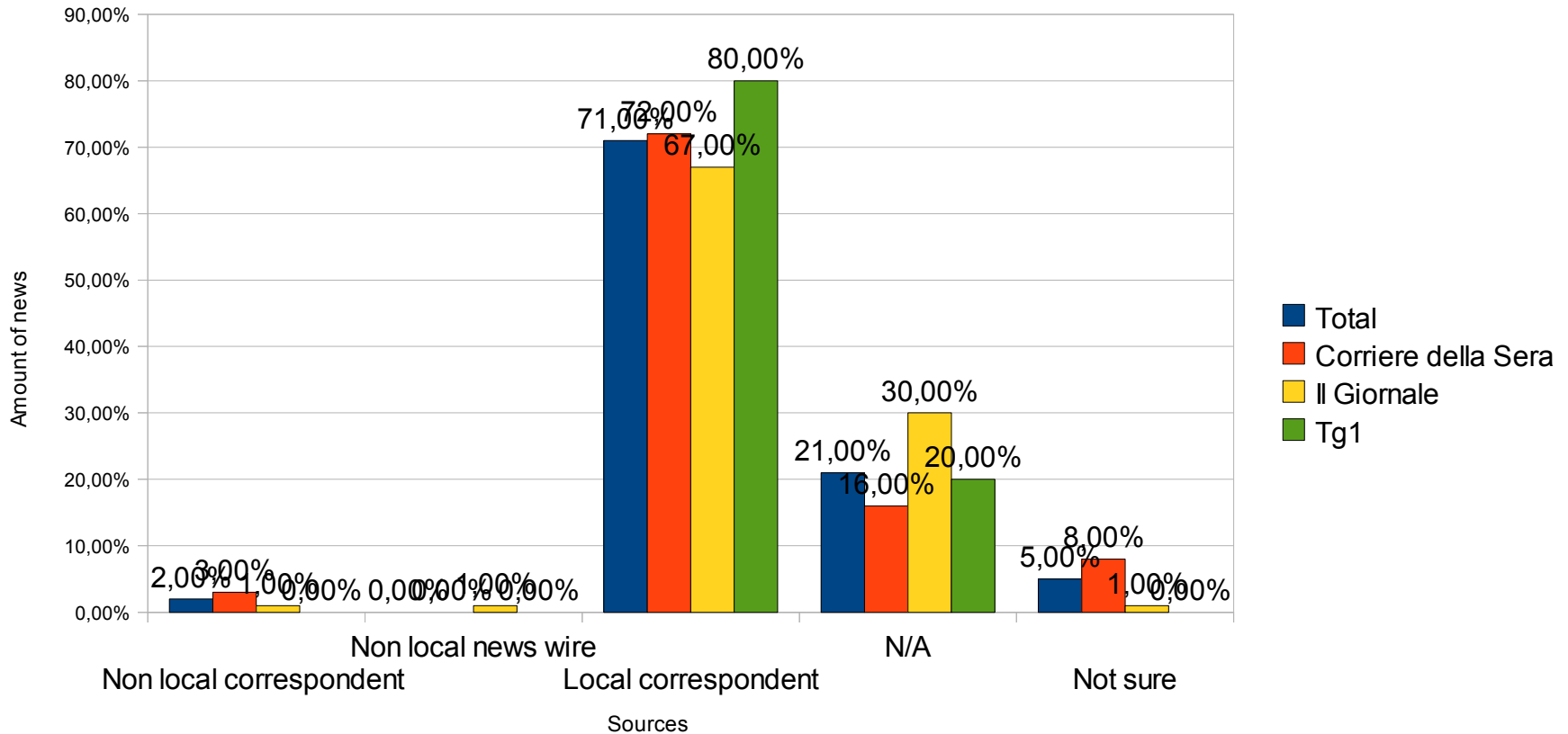
Lowest peak - 5th W September (N=11)

Volume of news (per media)



Volume of news (per media)

- in percentages -



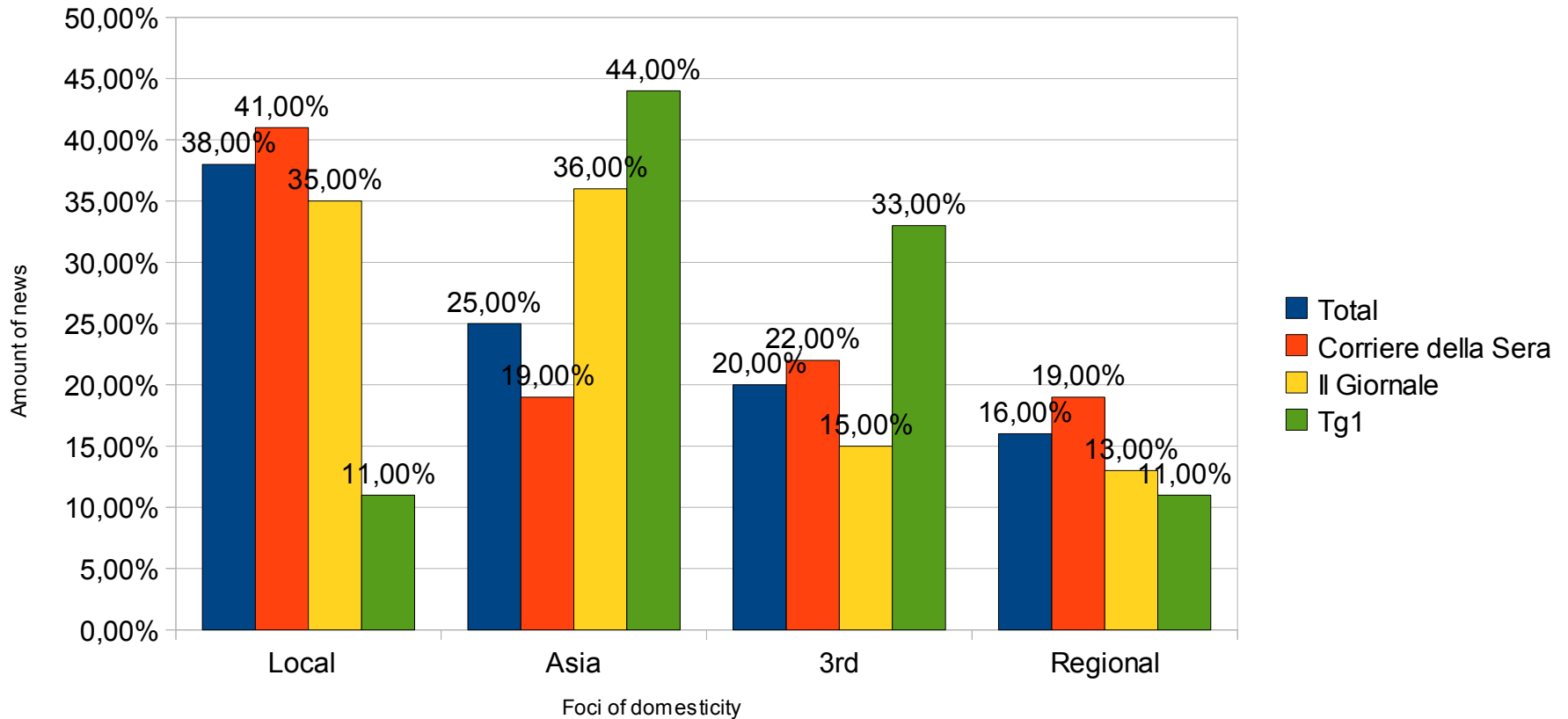
- Tg1 exceptional case (small N)
- Mostly local
- Il Giornale high N/A

Volume of news (per media)

- in absolute values -

	Total	Corriere della Sera	Il Giornale	Tg1
Non local correspondent	6	5	1	0
Non local news wire	2	1	1	0
Local correspondent	180	116	56	8
N/A	53	26	25	2
Not sure	14	13	1	0

Foci of domesticity (per media) - in percentages -



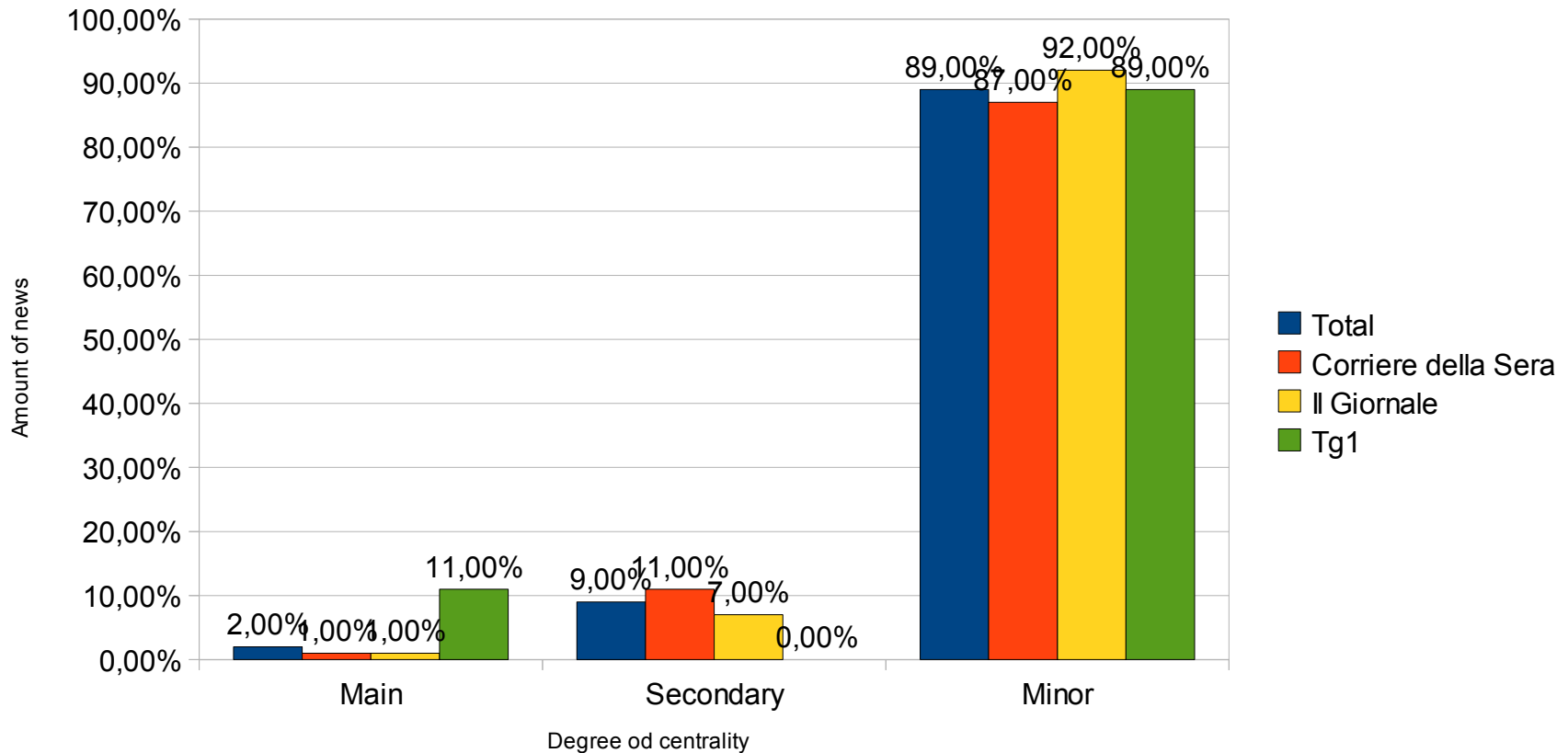
- Corriere della Sera more “Local”, less focus on “Asia”
- Il Giornale “more on “Asia”
- Tg1 focus on “Asia” and “3rd country” (esp. USA), but small N

Foci of domesticity (per media) - in absolute numbers -

	Total	Corriere della Sera	Il Giornale	Tg1
Local	96	65	30	1
Asia	65	30	31	4
3rd	52	35	13	3
Regional	42	30	11	1

Degree of centrality (per media)

- in percentages -



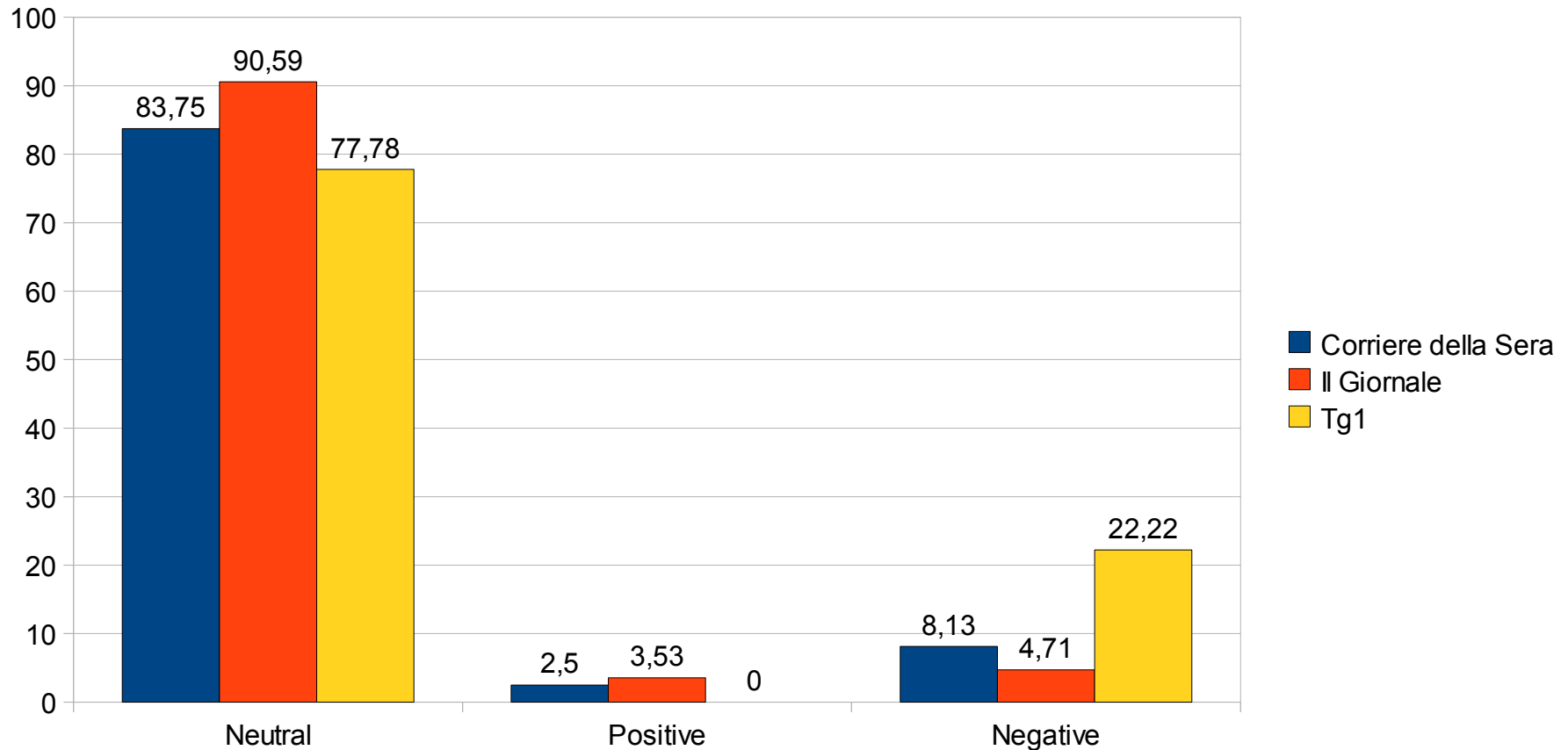
- Massive minor significance;
- Corriere della Sera and Tg1 partial exception (10% secondary) & (11% main)

Degree of centrality (per media)

- in absolute numbers -

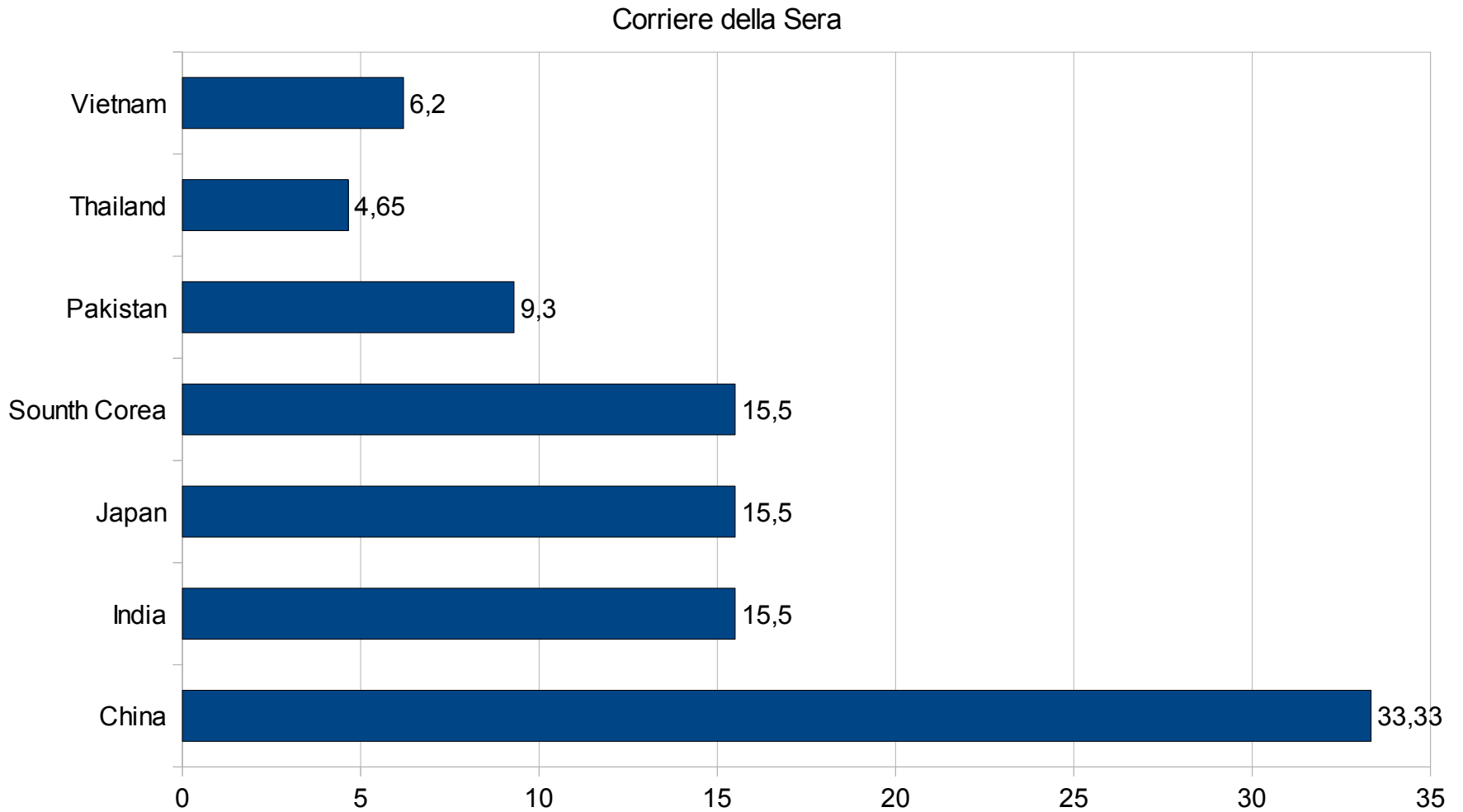
	Total	Corriere della Sera	Il Giornale	Tg1
Main	4	2	1	1
Secondary	24	18	6	0
Minor	227	139	79	8

Neg/Pos/Neu connotation by media - in percentages -

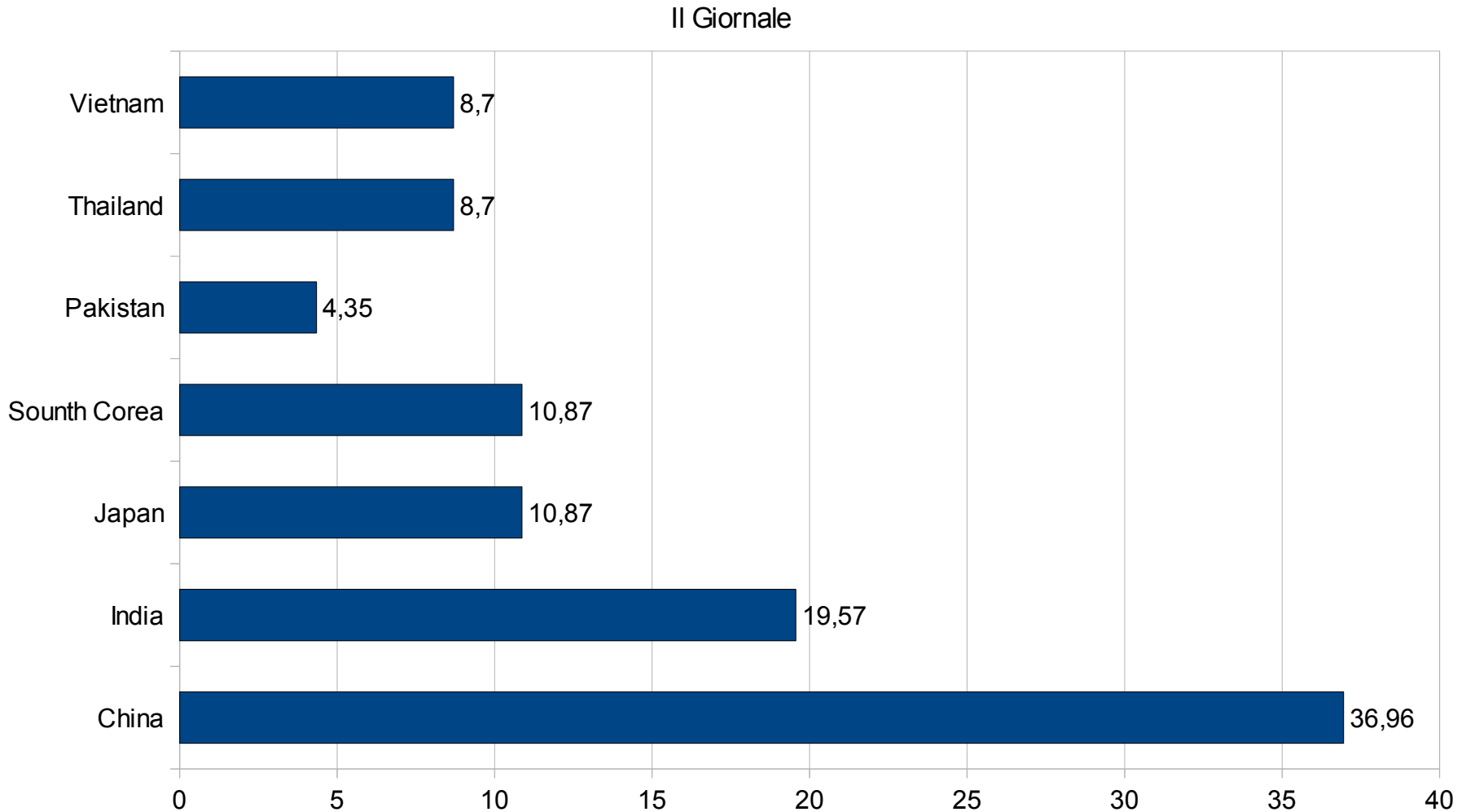


- Massive “neutral” connotation (esp. Il Giornale)
- Tg1 has no “positive” news (22% negative)
- Generally, more negative than positive news

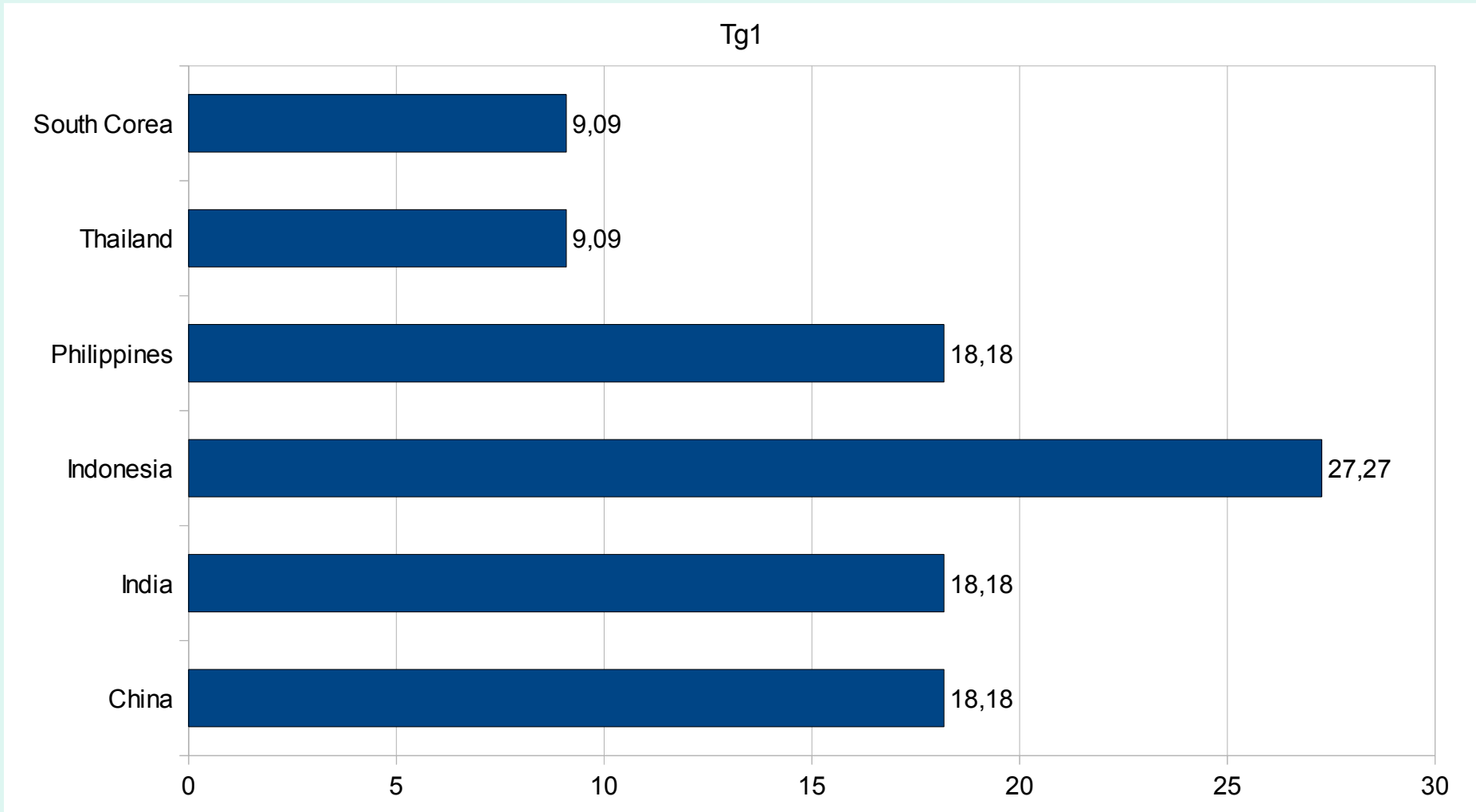
Most mentioned ASEM actors (Corriere della Sera) - in percentages -



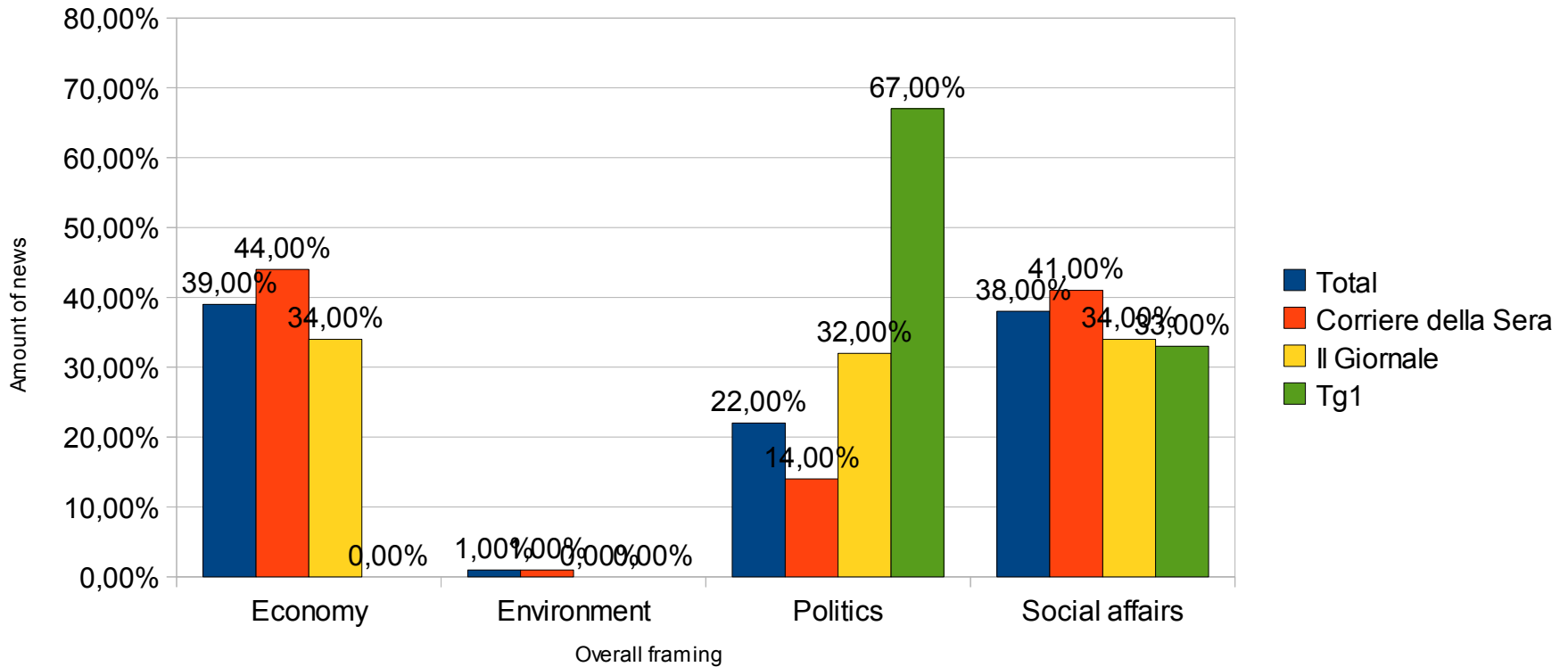
Most mentioned ASEM actors (Il Giornale) - in percentages -



Most mentioned ASEM actors (Tg1) - in percentages -



Framing (per media) - in percentages -



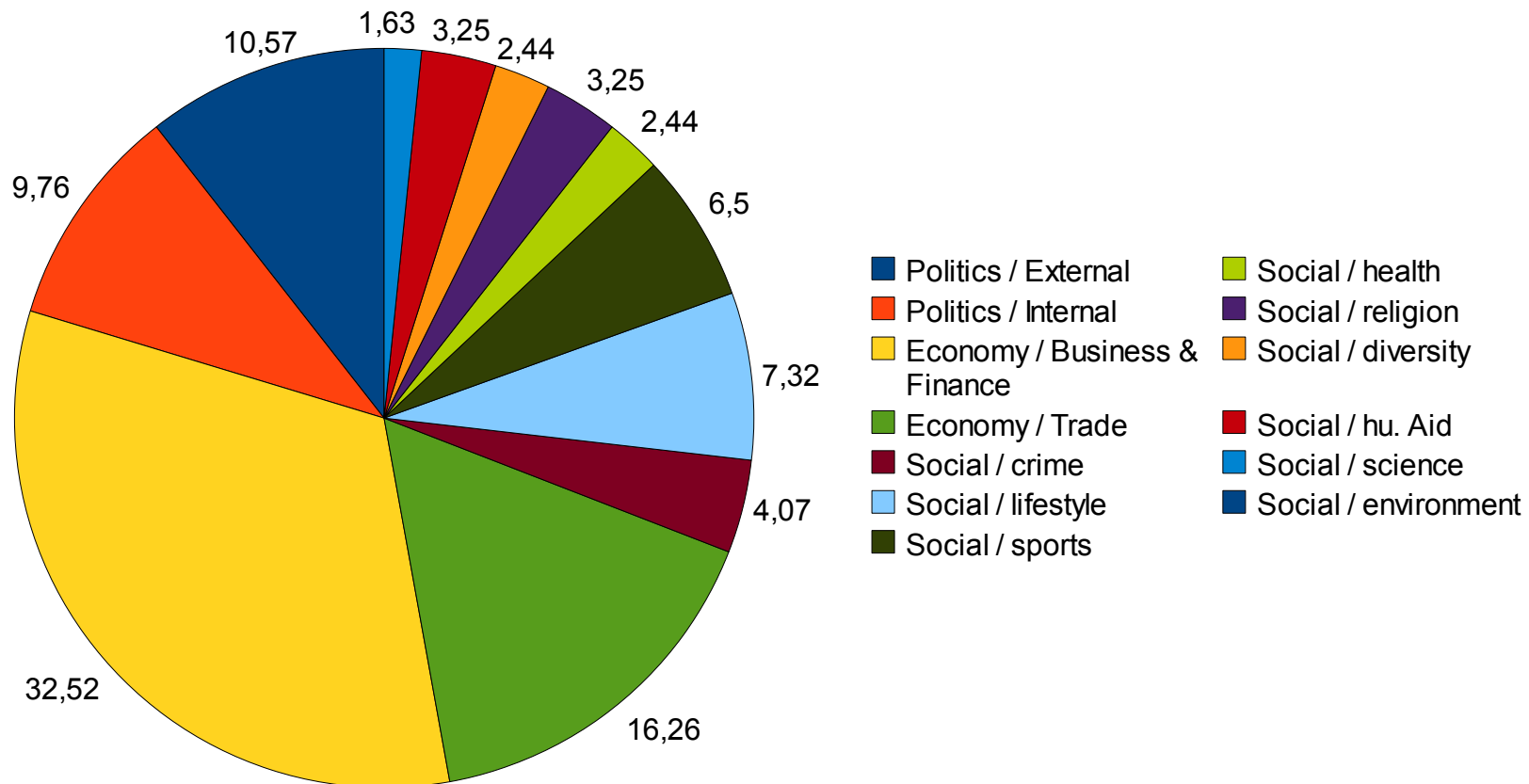
- Environment totally irrelevant
- Economy comes first
- Tg1 exception (politics)
- Corriere very small focus on politics

Framing (per media)

- in absolute numbers -

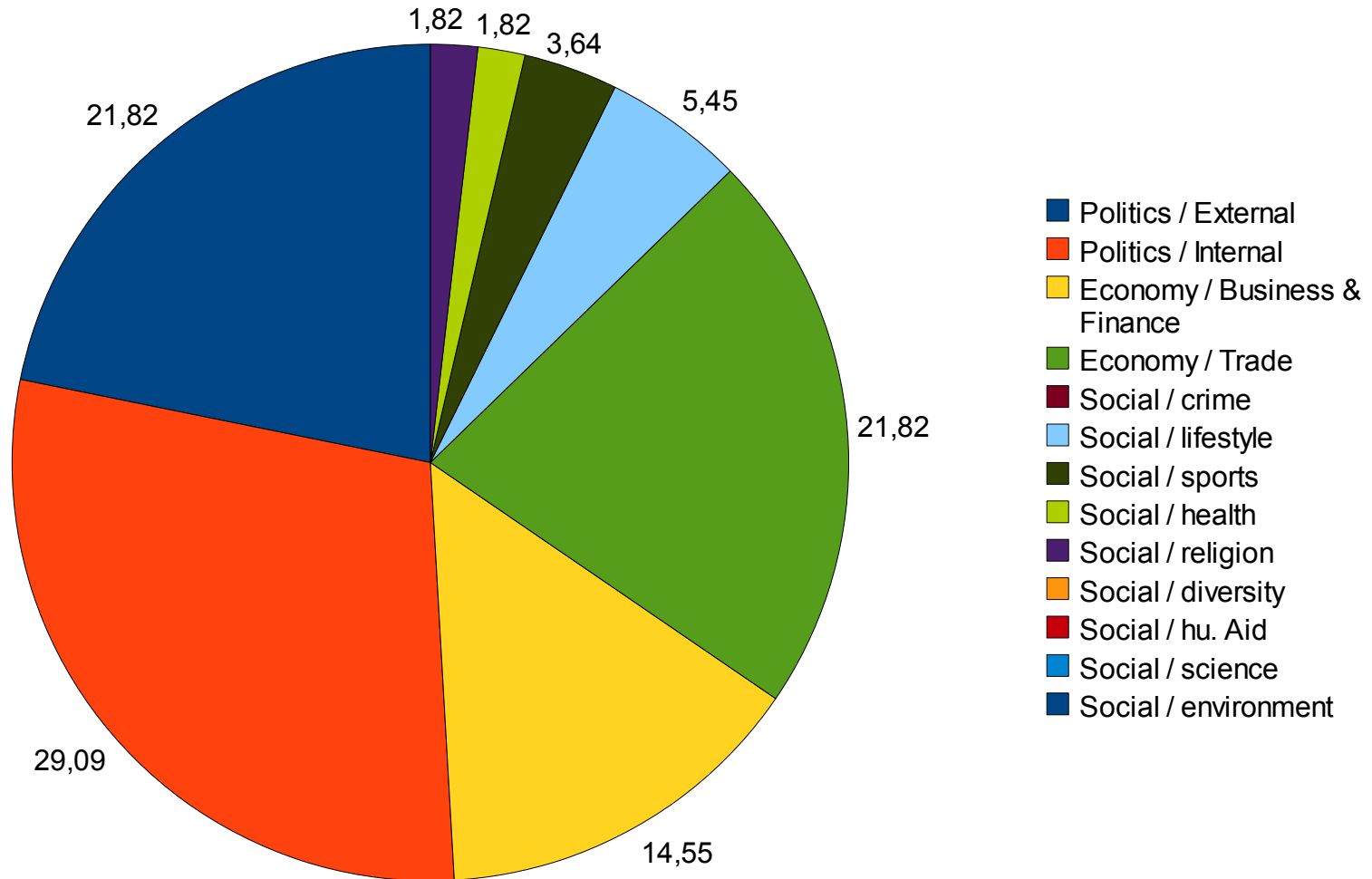
	Total	Corriere della Sera	Il Giornale	Tg1
Economy	99	70	29	0
Environment	2	2	0	0
Politics	56	23	28	6
Social affairs	96	65	29	3

Sub-Frame (Corriere della Sera) - in percentages -



Sub-Frame (Il Giornale)

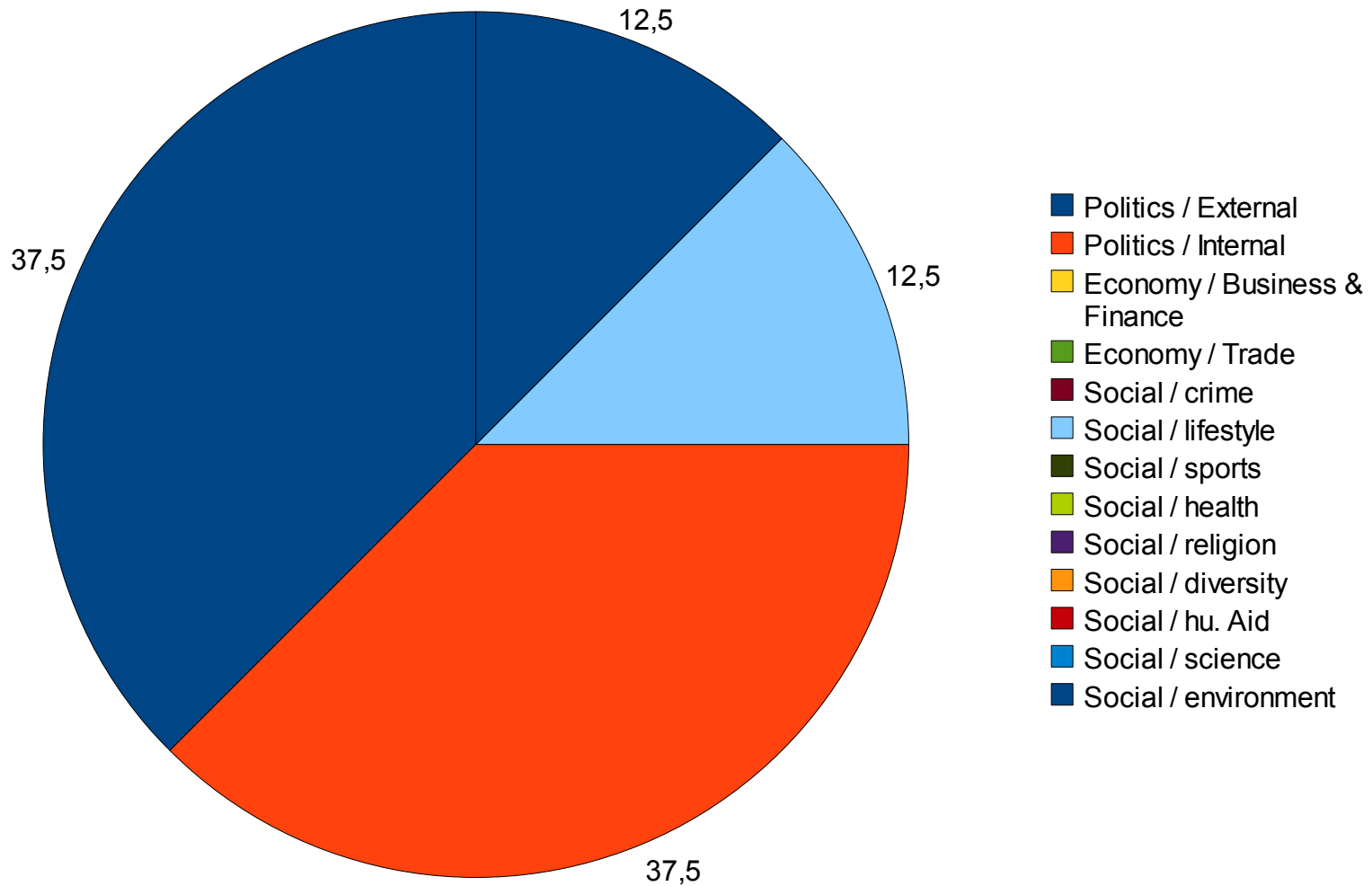
- in percentages -



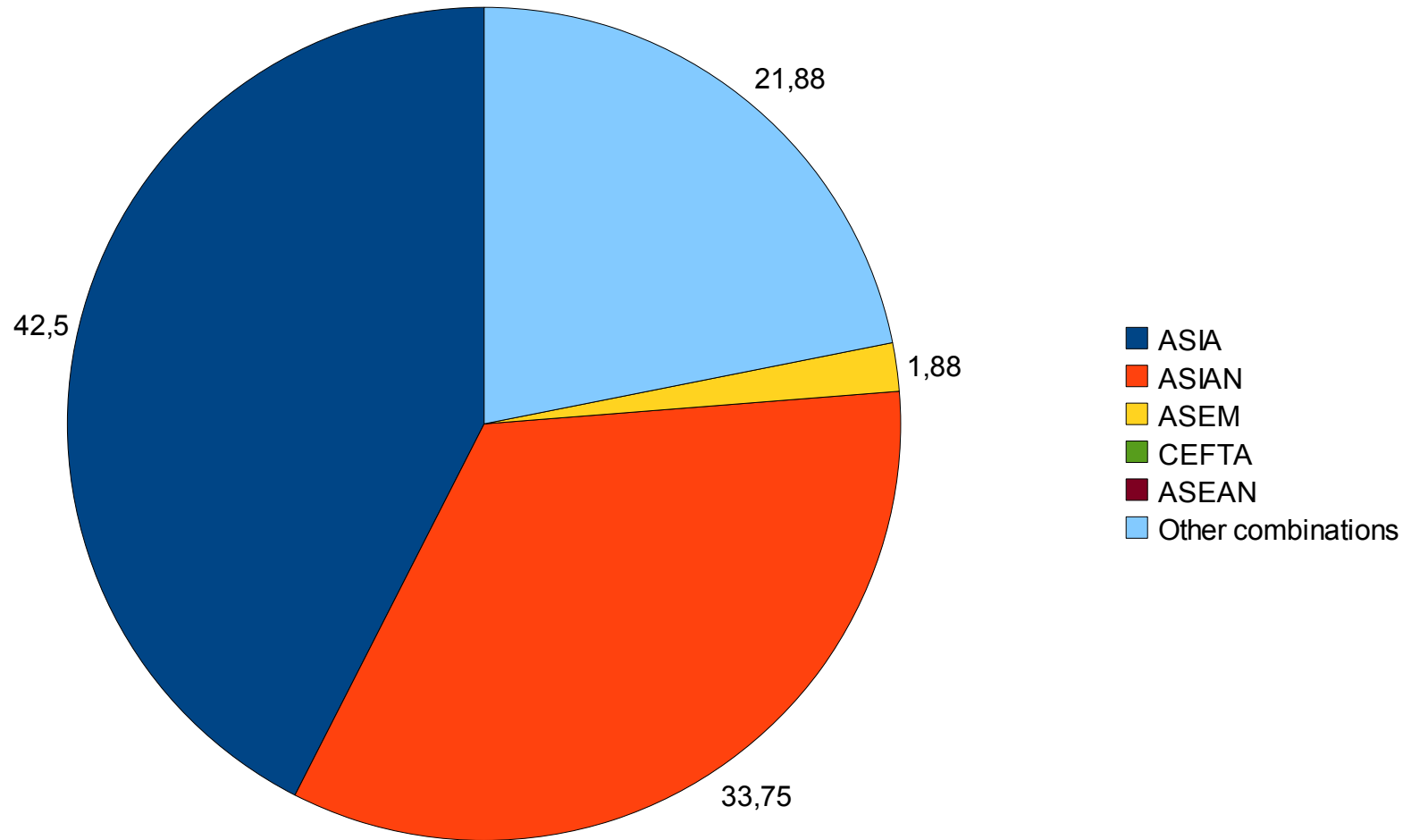


Sub-Frame (Tg1)

- in percentages -

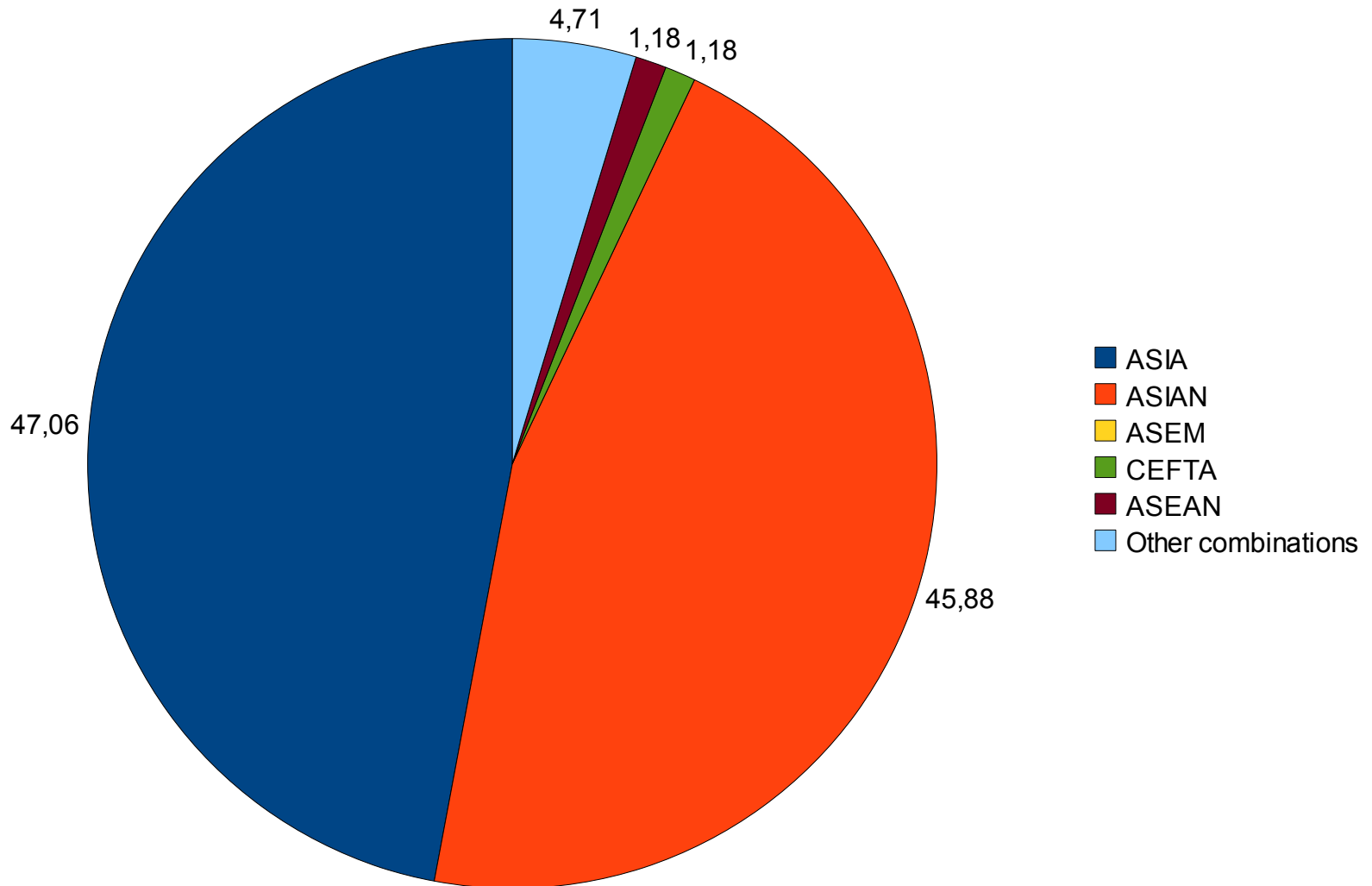


Actor representations (Corriere della Sera) - in percentages -

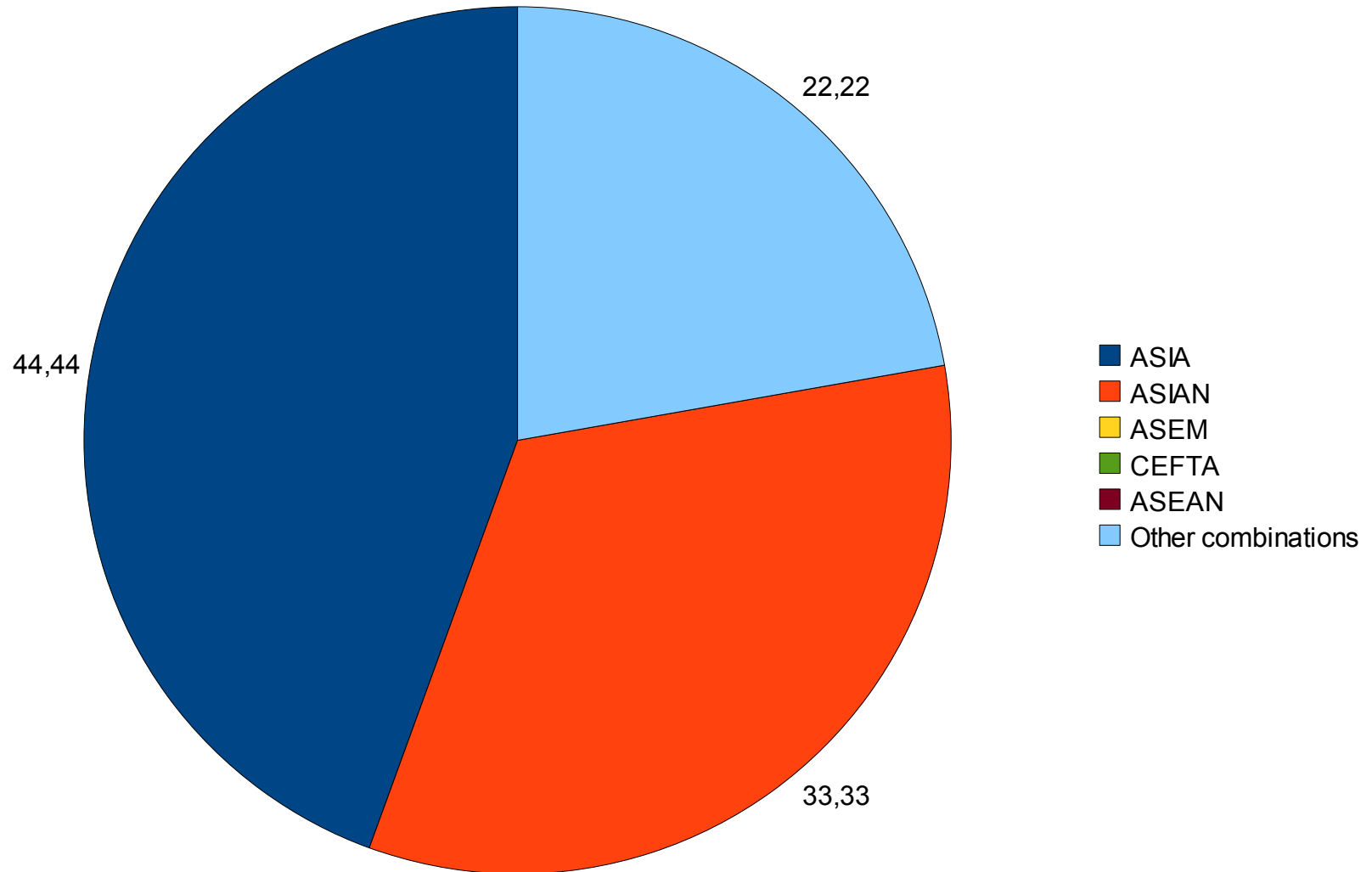


Actor representations (Il Giornale)

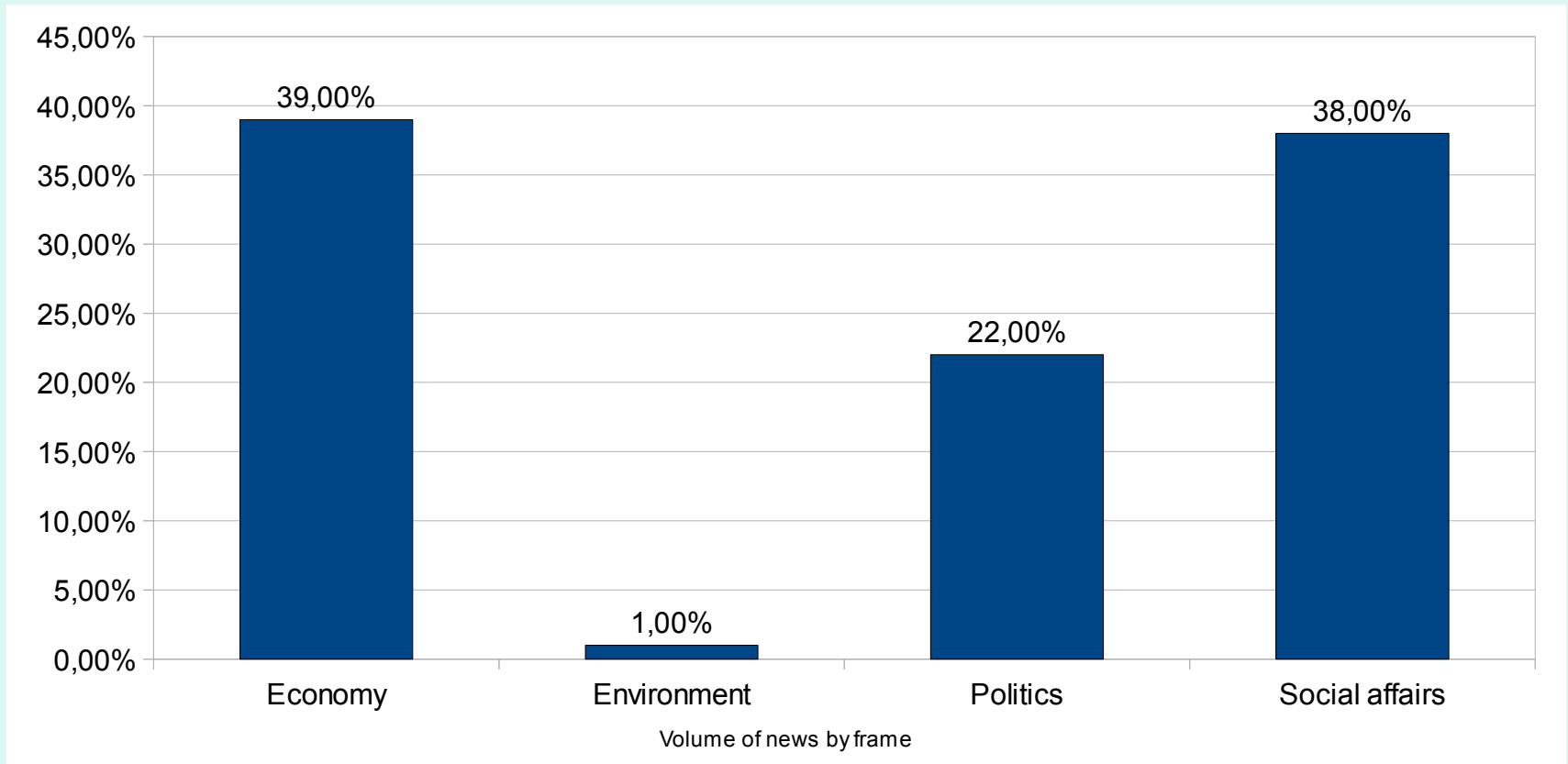
- in percentages -



Actor representations (Tg1) - in percentages -

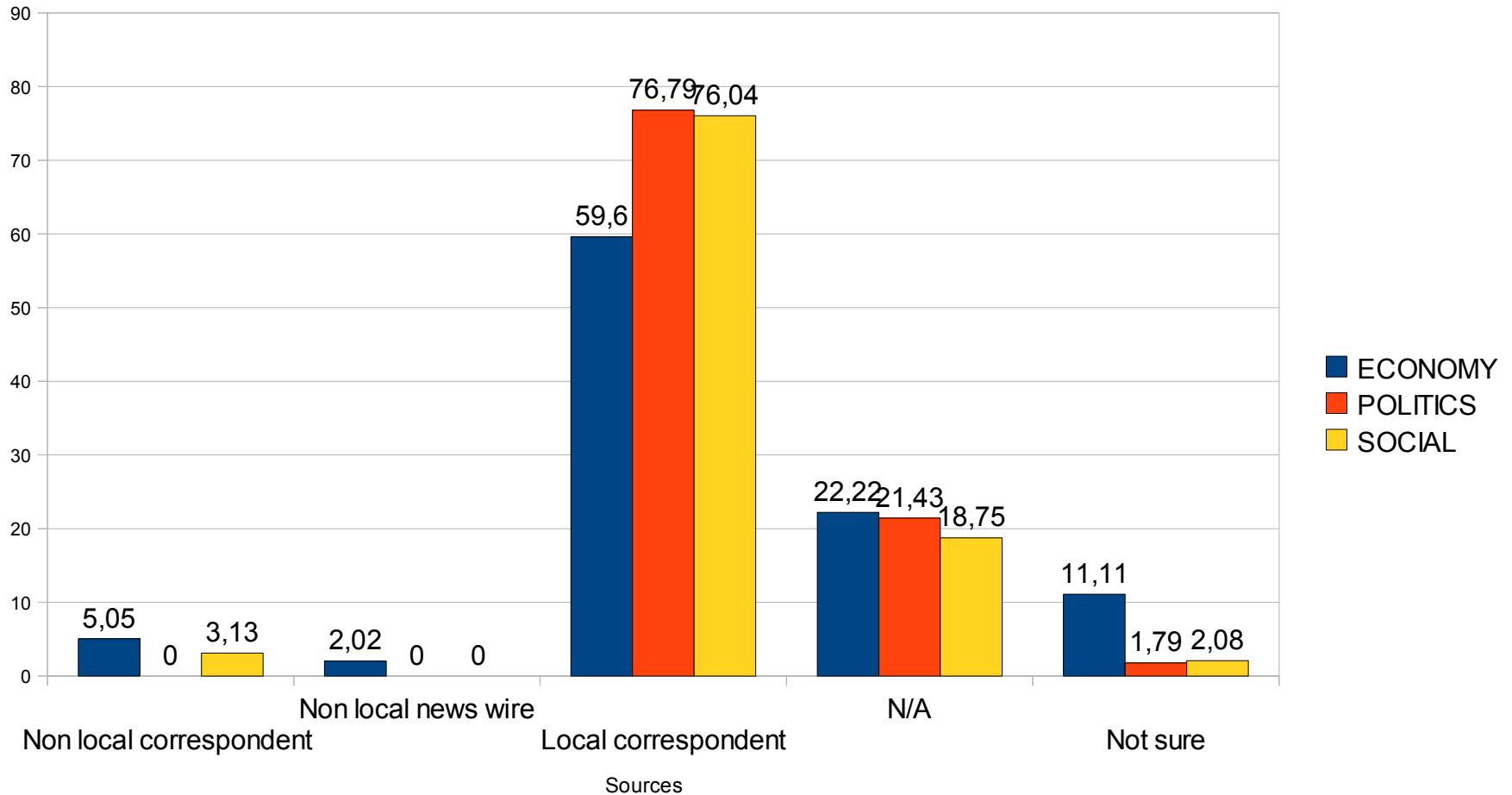


Volume of news by frame - in percentages -



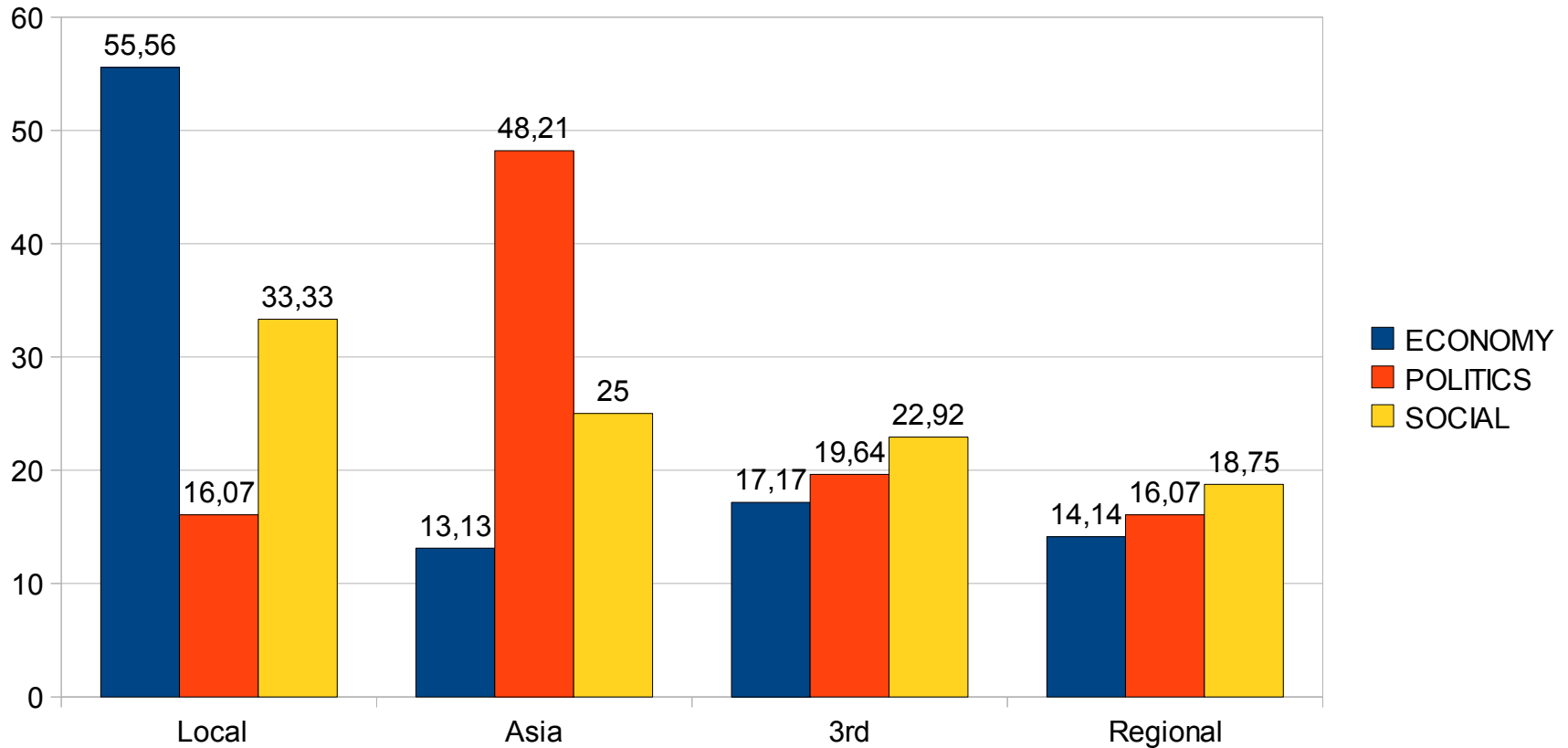
Economy and Social affairs the most represented
Environment irrelevant

Volume of news by frame - in percentages -



Economy exceptional – high N/A; low local correspondent

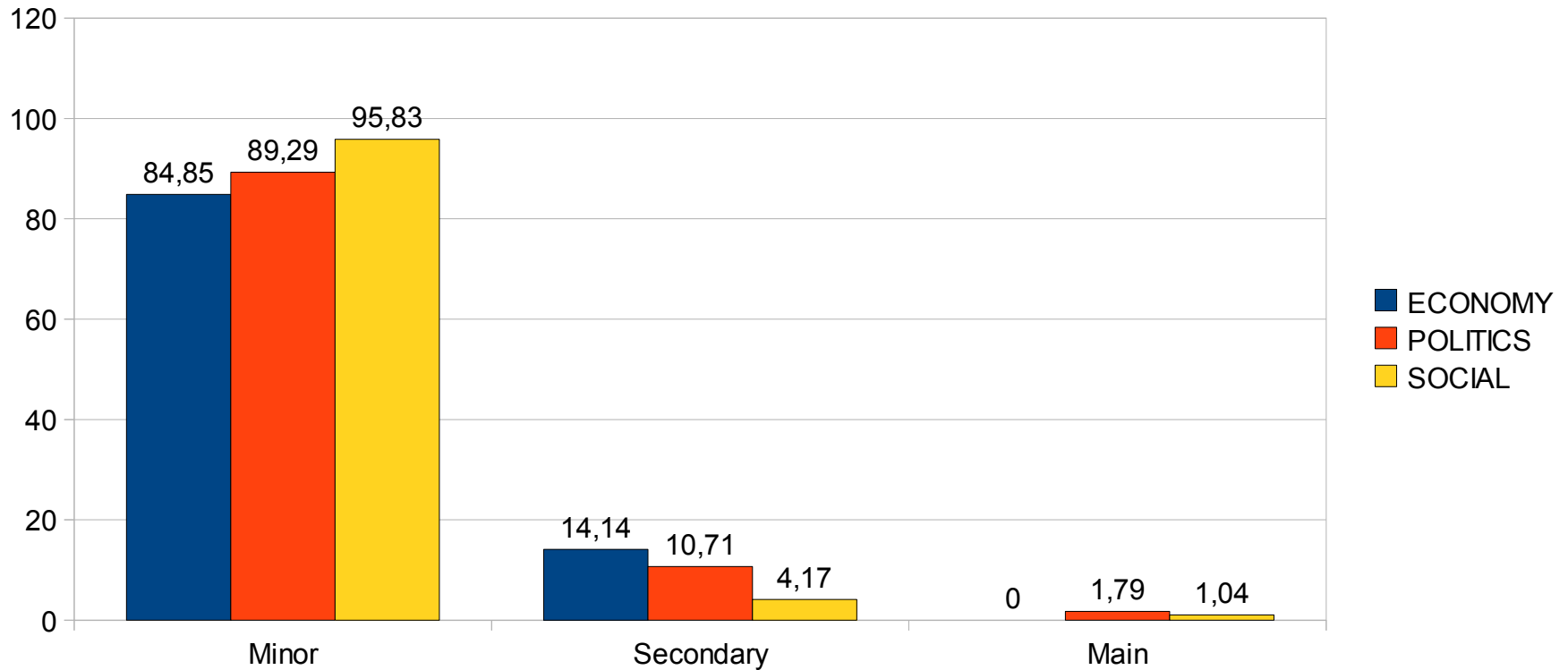
Foci of domesticity by frame - in percentages -



- Cases of economy and politics (local & Asia)

Degree of centrality by frame

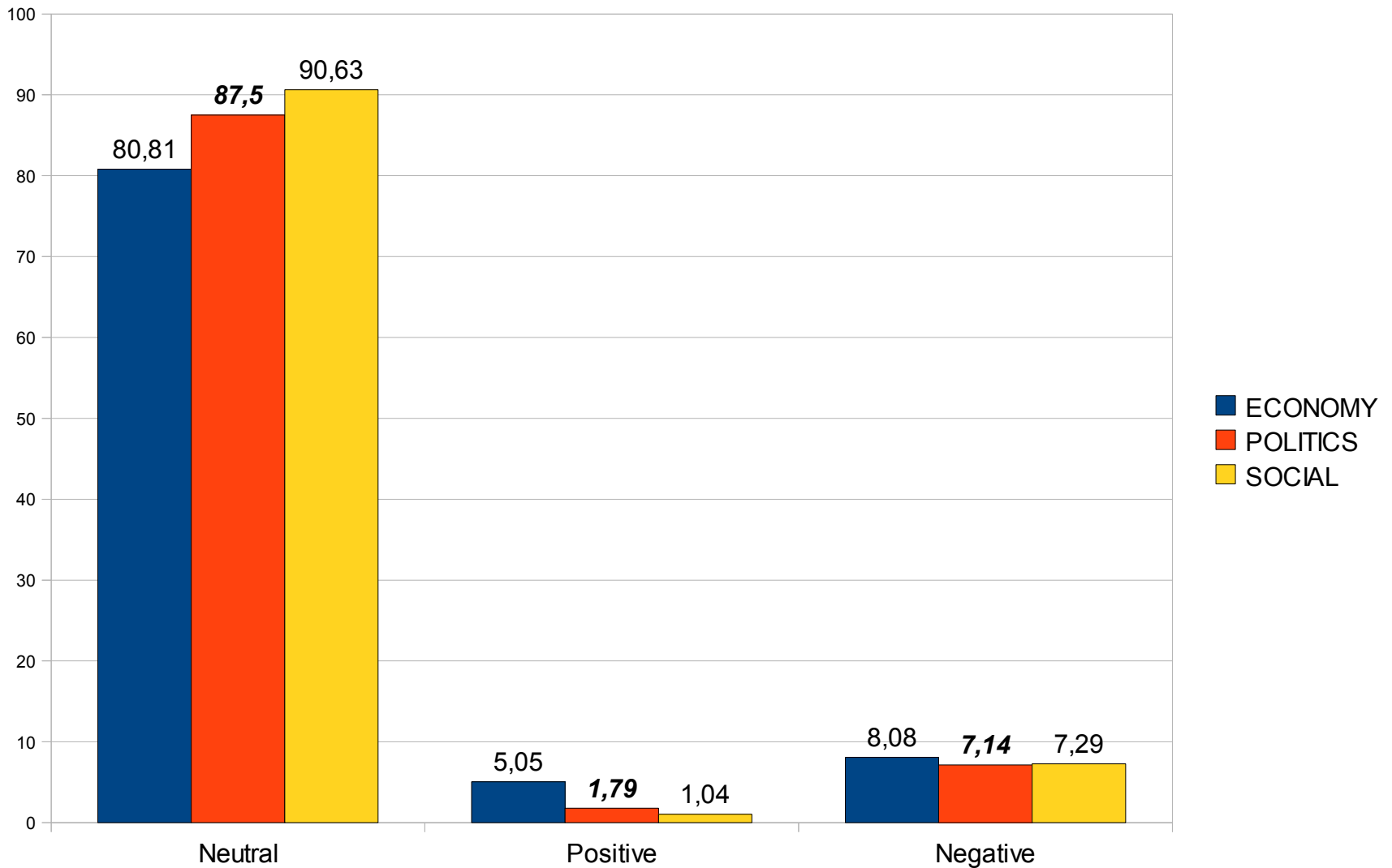
- in percentages -



- Main focus is almost irrelevant
- Economy more “relevant” (secondary)
- Social affairs less “relevant” (Minor)

Neg/Pos/Neu connotation by frame

- in percentages -



Most common conceptual metaphors (by frame)

	Metaphors
ECONOMY	Size
POLITICS	War
SOCIAL AFFAIRS	Sickness

Obama in different shape (dancing with Indian kids)



Obama in different shape (giving a speech in front of the Indian parliament)

