

Asia in the Eyes of Europe

UK Data Analysis

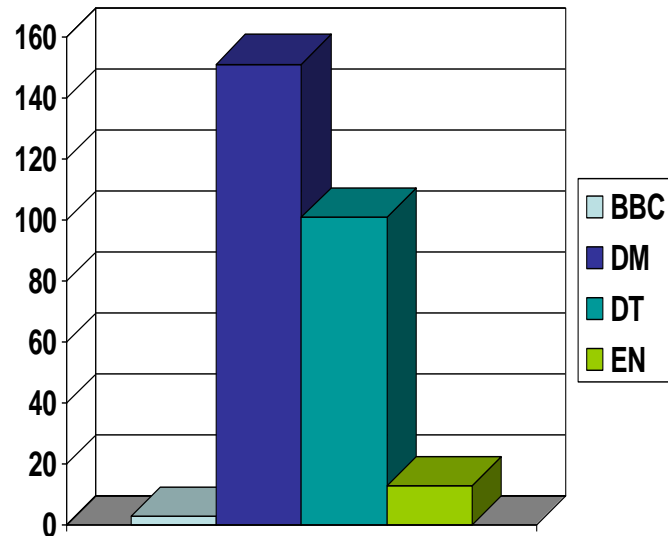
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Selected Media

- **Print Media** – 1) Daily Mail (Tabloid)
2) Daily Telegraph (Broadsheet)
- **Audio-Visual** – 1) BBC 6'o'clock news daily & weekend equivalent
2) Euronews

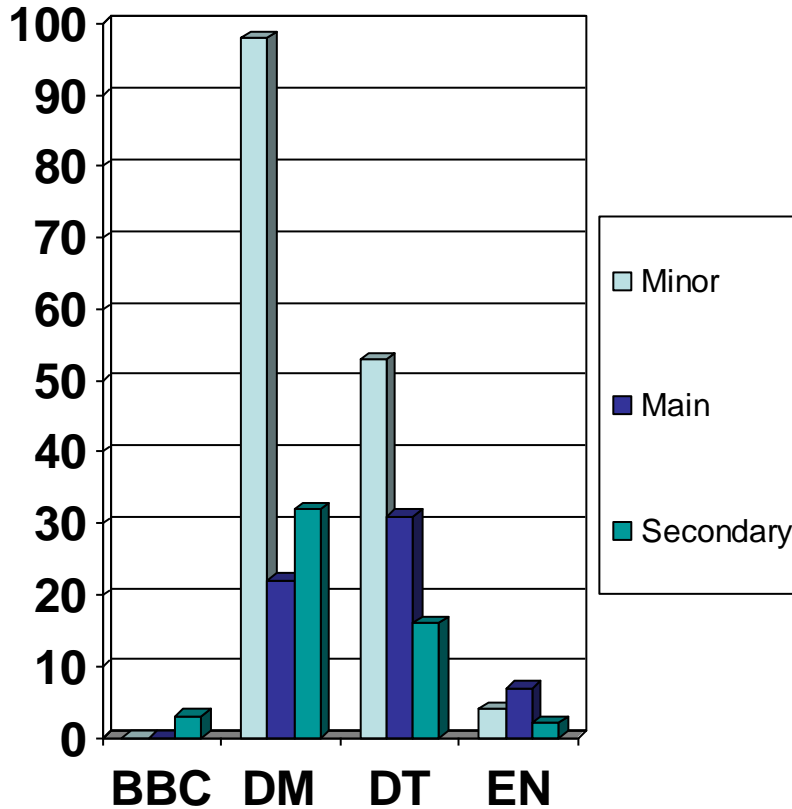
Volume of News

- Total number of articles across 4 media formats = 268
- Average = 19 articles per week



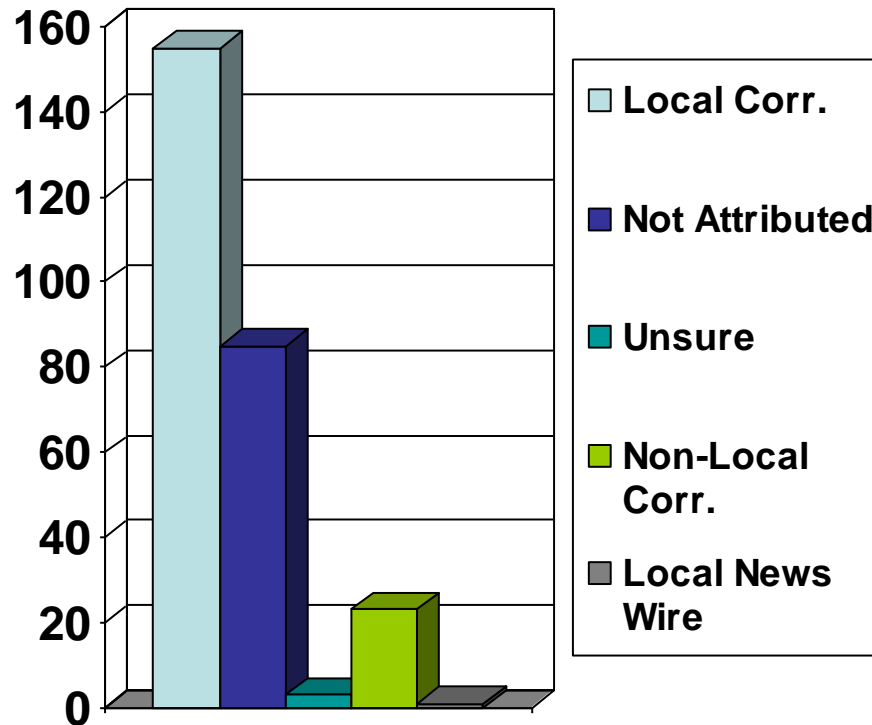
	No. of articles	%
Daily Mail	152	57%
Daily Telegraph	100	37%
BBC news	3	1%
Euro news	13	5%

Centrality across 4 media outlets



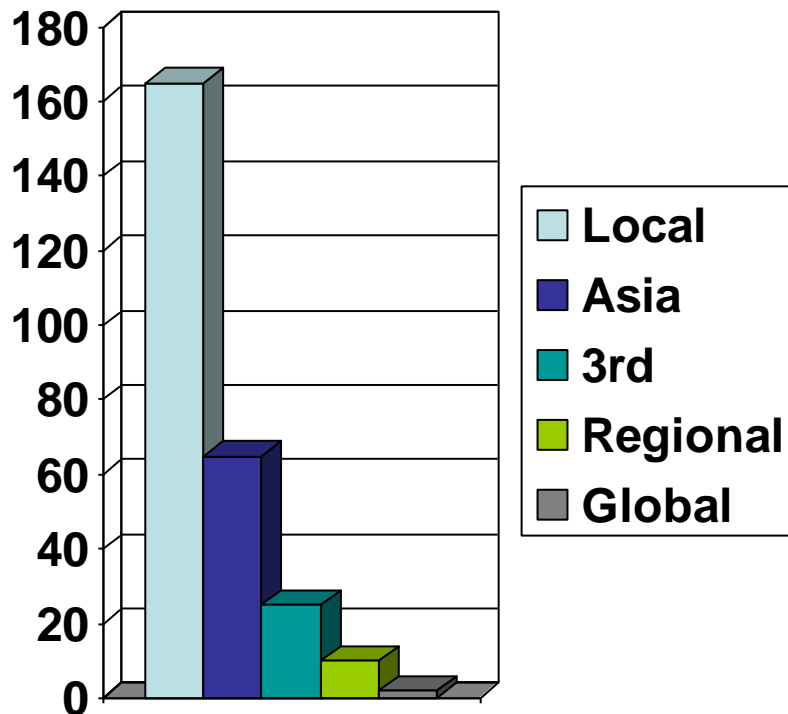
	BBC	DM	DT	EN
Minor	0	98 (64%)	53 (53%)	4 (31%)
Main	0	22 (15%)	31 (31%)	7 (54%)
Secondary	3 (100)	32 (21%)	16 (16%)	2 (15%)

Distribution of Sources



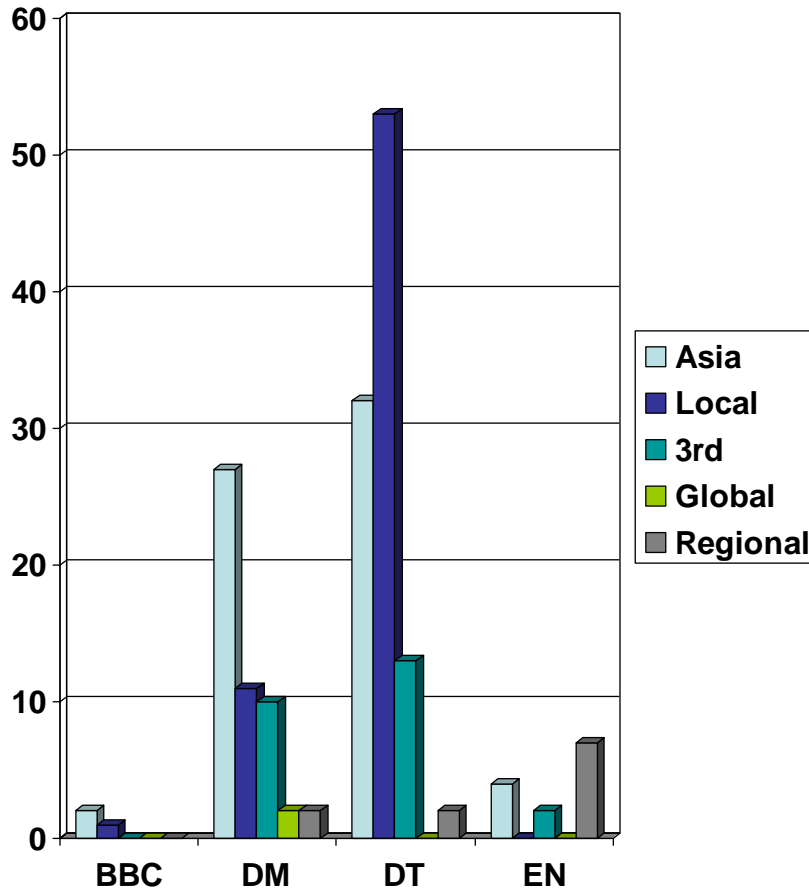
Source	Frequency
Local corr.	155 (58%)
Not attrib.	85 (32%)
Non-local corr.	23 (8%)
Unsure	3 (1%)
Local newswire	1 (0.4%)

Foci of Domesticity



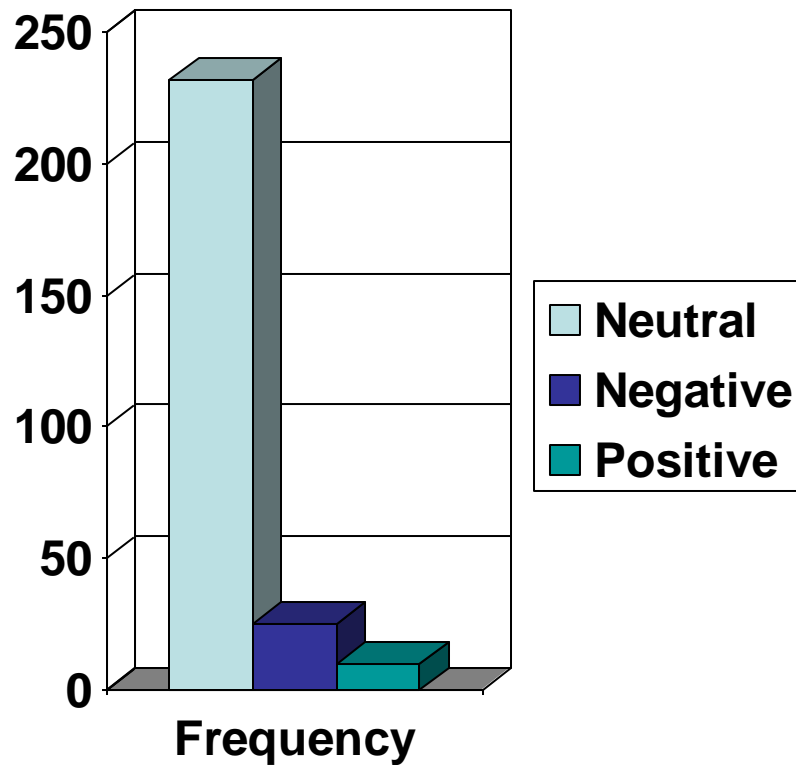
Focus of Domesticity	Frequency
Local	165 (62%)
Asia	65 (24%)
Asia spec country	57 (21%)
3rd	25 (9%)
US	19 (7%)
Other	6 (2%)
Regional	11 (4%)
ASEM	3 (1%)
Global	2 (0.7%)

Domesticity across the 4 media outlets



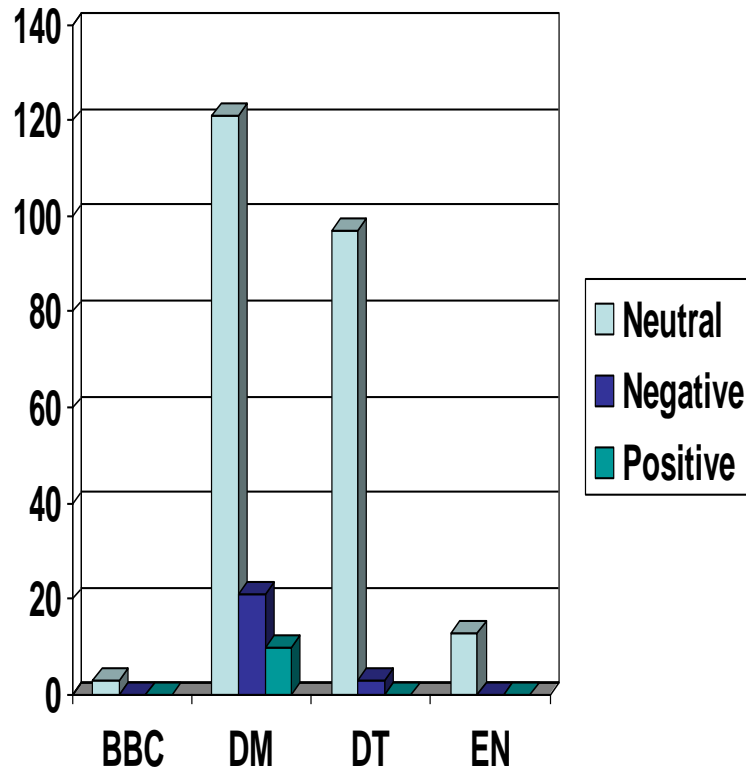
	BBC	DM	DT	EN
Asia	2 (67)	27 (18)	32 (32)	4 (31)
Local	1 (33)	111 (73)	53 (53)	0
3rd	0	10 (7)	13 (13)	2 (15)
Global	0	2 (1)	0	0
Reg.	0	2 (1)	2 (2)	7 (54)
TOTAL	3	152	100	13

Evaluation



Frame	Frequency
Neutral	234 (87%)
Negative	24 (9%)
Positive	10 (4%)

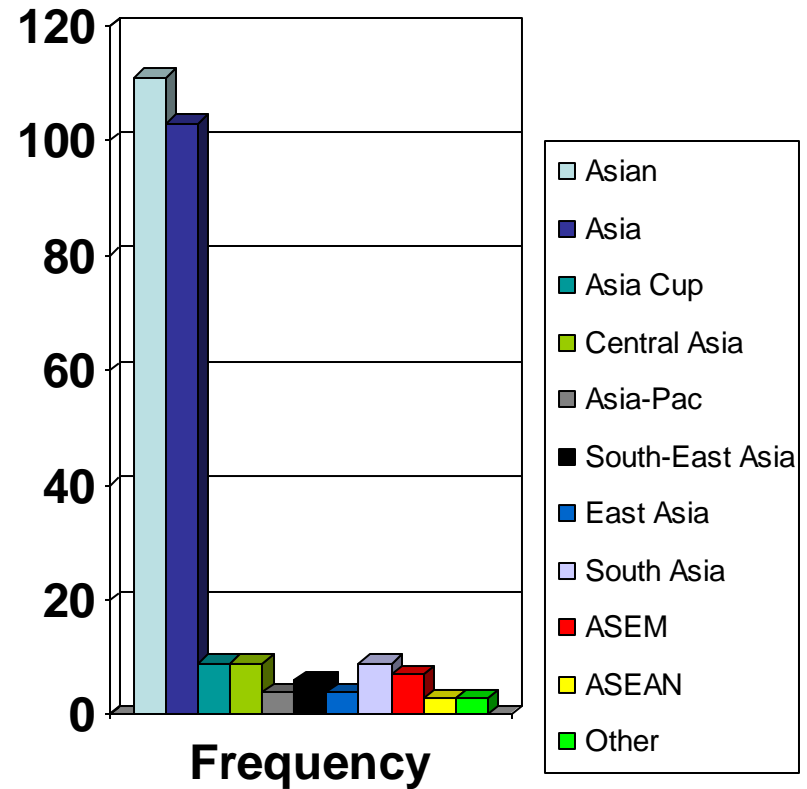
Evaluation across the 4 media outlets



	BBC	DM	DT	EN	TOTAL
Neutral	3 (100)	121 (79)	97 (97)	13 (100)	234
Negative	0	21 (14)	3 (3)	0	24
Positive	0	10 (6)	0	0	10
TOTAL	3	152	100	0	268

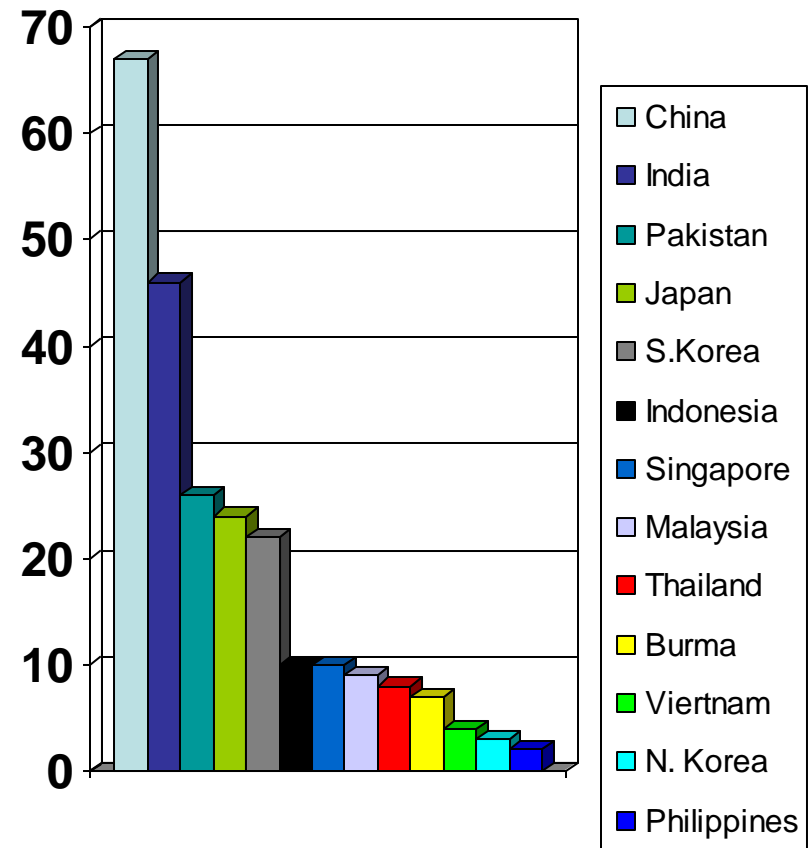
Asian Actors

Actor	Frequency
Asian	111 (41%)
Asia	103 (38%)
Asia Cup	9 (3%)
Central Asia	9 (3%)
East Asia	9 (3%)
South Asia	7 (2.2%)
South-East Asia	6 (2%)
Asia-Pacific	4 (1.5%)
Other	4 (1.5%)
ASEM	3 (1.5%)
ASEAN	3 (1.5%)



Most Frequent Asian Actors

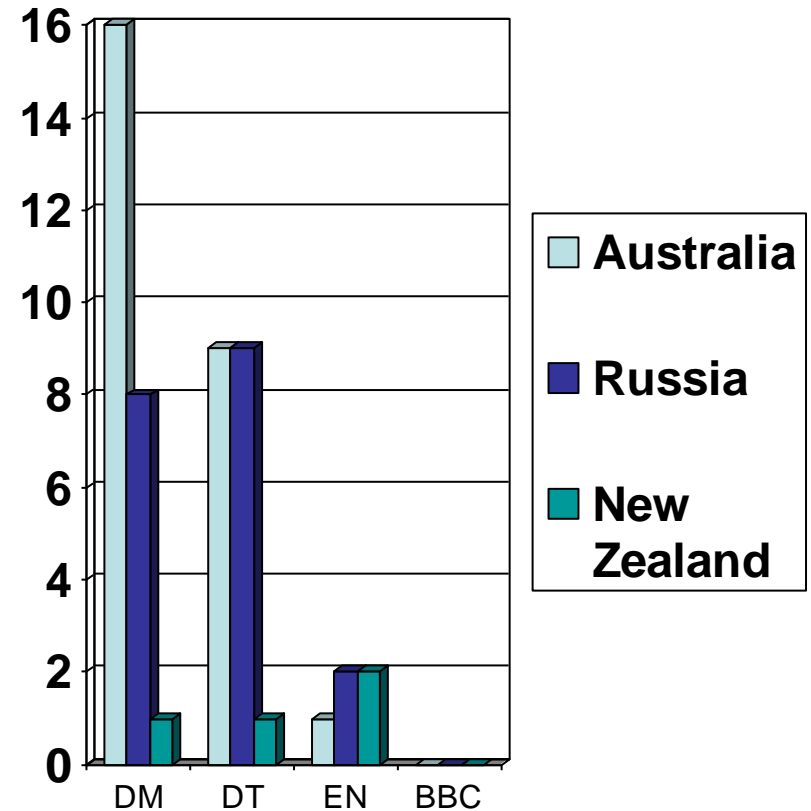
ACTOR	FREQUENCY
China	67 (25%)
India	46 (17%)
Pakistan	26 (9.7%)
Japan	24 (8.9%)
South Korea	22 (8%)
Indonesia	10 (3.7%)
Singapore	10 (3.7%)
Malaysia	9 (3.3%)
Thailand	8 (2.9%)
Burma	7 (2.6%)
Vietnam	4 (1.5%)
North Korea	3 (1.1%)
Philippines	2 (0.7%)
Cambodia	1 (0.4%)
Brunei	1 (0.4%)



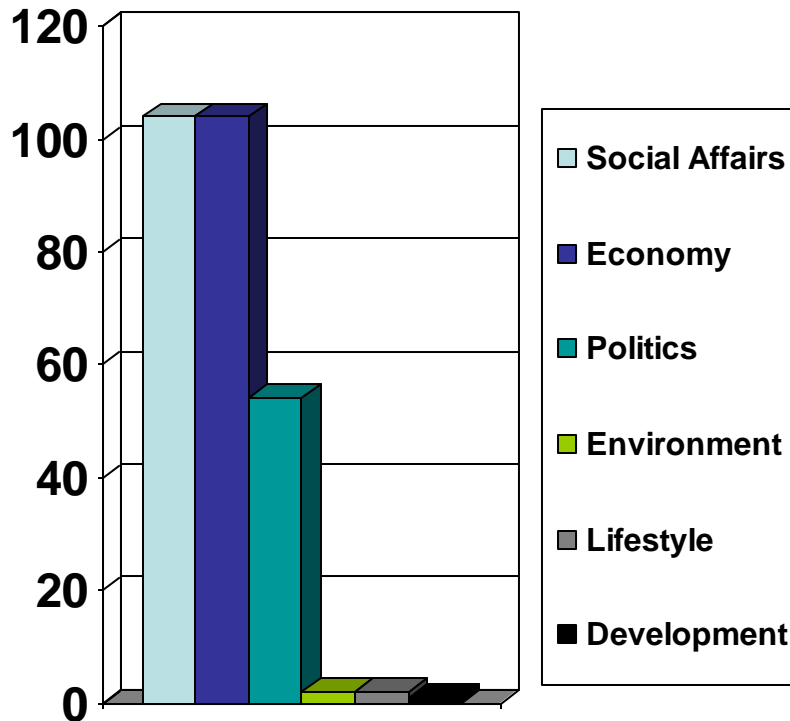
Frequency of ASEM 3rd Countries

	DM	DT	EN	BBC
Australia	16 (5.9%)	9 (3.3%)	1 (0.3%)	0
Russia	8 (2.9%)	9 (3.3%)	2 (0.7%)	0
New Zealand	1 (0.4%)	1 (0.4%)	2 (0.7%)	0

% of total articles (268)



Overall Framing



Frame	Frequency
Social Affairs	105 (39%)
Economy	104 (38.8%)
Politics	54 (20%)
Environment	2 (0.8%)
Lifestyle	2 (0.8%)
Development	1 (0.4%)

Framing across the 4 media outlets

	BBC	DM	DT	EN	TOTAL
Soc. Affairs	1 (33.3%)	60 (39.5%)	42 (42%)	2 (15.4%)	105
Economy	0	78 (51.3%)	20 (20%)	0	104
Politics	2 (66.6%)	13 (8.5%)	35 (35%)	4 (30.8%)	54
Lifestyle	0	1 (0.6%)	1 (1%)	0	2
Environ	0	0	1 (1%)	1 (7.7%)	1
Develop.	0	0	1 (1%)	0	1

Spotlight on Political Frames

- 54 articles with a political frame
- Evaluation: Neutral (94.4%) Negative (3.7%) & Positive (1.8%)
- Centrality: Main (48.1%), Minor (25.9%) Secondary (25.9%)

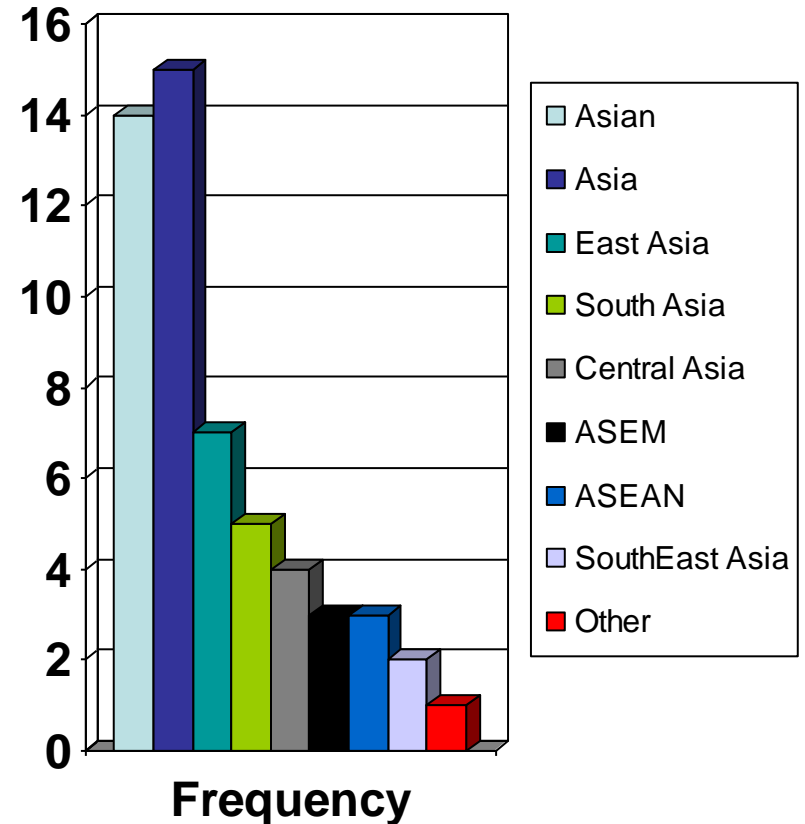
Domesticity	Frequency
Asia	28 (51.8%)
Local	13 (24.1%)
3rd	10 (18.5%)
Global	0
Regional	3 (5.5%)

Domesticity

Domesticity	Frequency
Asia	28 (51.8%)
Local	13 (24.1%)
3rd	10 (18.5%)
Global	0
Regional	3 (5.5%)

Asian Actors

Political Frame	
Actor	Frequency
Asian	14 (25.9%)
Asia	15 (27.7%)
East Asia	7 (12.9%)
South Asia	5 (9.3%)
Central Asia	4 (7.4%)
ASEM	3 (5.5%)
ASEAN	3 (5.5%)
South-East Asia	2 (3.7%)
Other	1 (1.8%)



Framing

Politics

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graph TD; Politics[Politics] --- Internal["Internal (24.1%)"]; Politics --- External["External (75.9%)"]
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Internal
(24.1%)

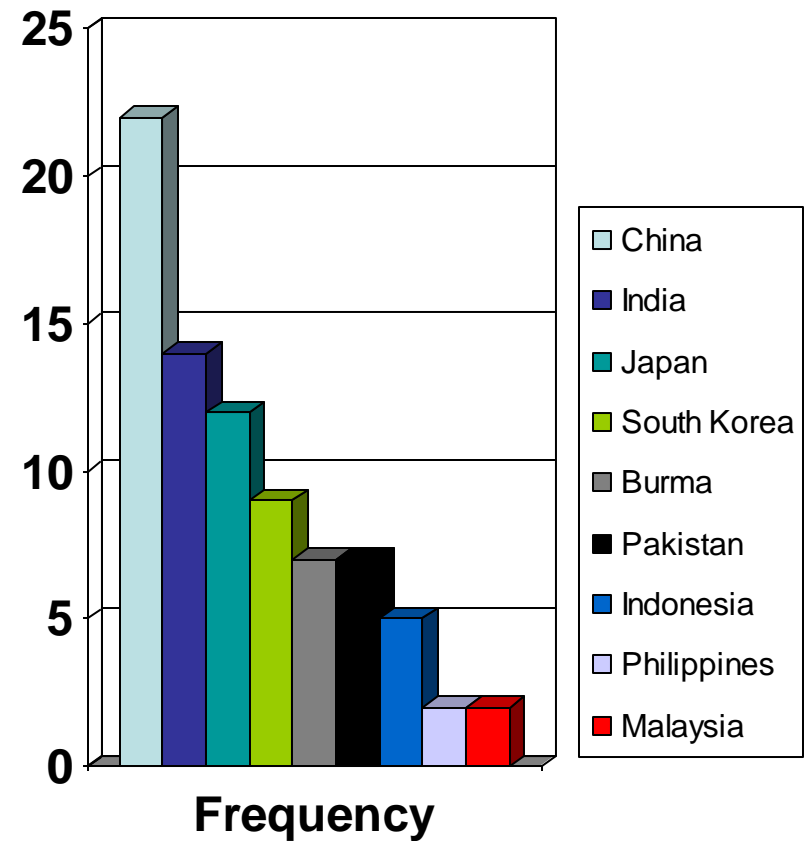
External
(75.9%)

Political Sub-Sub Frames

Sub-Frame	Frequency
Local Politics	9 (16.6%)
US (tour of Asia) US elections	8 (14.8%) 4 (7.4%)
North and South Korea	5 (9.3%)
China	5 (9.3%)
Burma	4 (7.4%)
Afghanistan	3 (5.5%)
EU-ASEM	3 (5.5%)
India (UN Sec Council)	2 (3.7%)
Elections in Kyrgyzstan	2 (3.7%)
Pakistan & china	2 (3.7%)
Other	7 (12.9%)

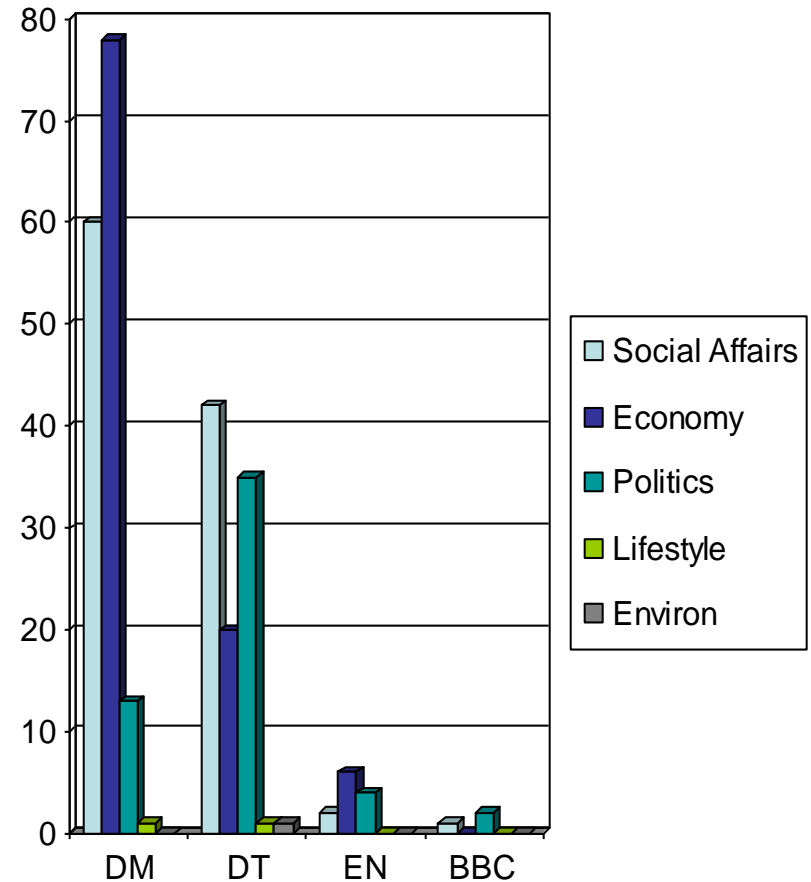
Most Frequent Countries within Political Frames

Actor	Frequency
China	22
India	14
Japan	12
South Korea	9
Burma	7
Pakistan	7
Indonesia	5
Philippines	2
Malaysia	2
Brunei	1
North Korea	1
Vietnam	1
Thailand	1



Dominant Frames by Media

	DM	DT	EN	BBC
Social Affairs	60 (39.5%)	42 (42%)	2 (15.4%)	1 (33.3%)
Economy	78 (51.3%)	20 (20%)	6 (46.2%)	0
Politics	13 (8.5%)	35 (35%)	4 (30.8%)	2 (66.6%)
Lifestyle	1 (0.6%)	1 (1%)	0	0
Environ.	0	1 (1%)	0	0



Visual Imagery

Daily Mail (0913) City & Finance Section

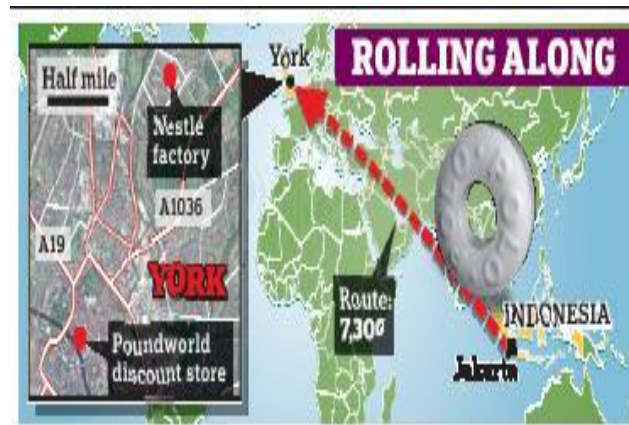
Tesco boss finalises new Asian invasion –

Every little helps: Tesco wants stores like this one in Beijing, China, across Asia



Daily Mail (0902) News

The pound shop Polo that went all round the world - Mints on sale near Nestle's factory in York had travelled 7,300 miles



Visual imagery (cont)

Daily Telegraph (1023) review and comment

The ultimate university brain drain

Building for the future: the library at Peking University in Beijing



Daily Mail (0907) Sport

RAGING STORM - Scandals, probes ... now Pakistan can't even practise

In the driving seat: Butt at the wheel with Majeed and Kamran Akmal



Summary of Findings

- 268 articles over 14 weeks. Average of 19 articles per week.
- Print media (DM = 152 & DT = 100) most articles related to Asia. Audio-visual media (EN = 13 & BBC = 3) few reports about Asia.
- The majority of newspaper articles cast Asia as the minor theme, whilst over 50% of EN broadcasts used Asia as the main topic of the report. BBC framed Asia as the secondary theme in all 3 reports.
- Over 50% of reports were attributed to local correspondents and many were unattributed (market reporter, no presenters on EN).
- Over 60% of articles had a local focus, whilst 24% were focused on Asia (21% of this were specified countries). With 9%, 3rd countries were fewer but 7% of these articles were related to the US.
- This hides interesting differences across the 4 outlets. BBC 2/3 focused on Asia, DM predominantly local (73%), DT mainly local (53%) but also 32% Asia. EN over 50% reports were regionally based.

Summary of Findings (cont)

- 87% of reports retained a neutral evaluation of Asia. 9% negative and 4% positive. BBC and EN entirely neutral. DT 97% neutral, 3% negative. DM 14% negative & only outlet with positive evaluation 7%.
- The most common reference was Asian (41%) with Asia close behind (38%). Asia Cup, Central Asia, East Asia all 3.3%. ASEM and ASEAN 1.5%.
- Top 5 Asian actors included China (25%), India (17%), Pakistan (10%), Japan (9%) and South Korea (8%).
- ASEM 3rd countries: DT & DM 17% of total articles mentioned Australia and New Zealand. EN 30% of its share of reports referred to Russia and New Zealand.
- Social affairs was the dominant overall framing across the 4 media outlets (40%) closely followed by Economy (39%) and Politics (20%).
- Individually, DT prioritised social affairs (42%) and politics (35%), whereas economy (51%) took precedence over social affairs (40%) in DM. BBC and EN concentrated on politics (67%) and (31%) respectively.