



# Asia in the Eyes of Austria

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27 September 2011

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**Media Analysis**

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**Elite Interviews**

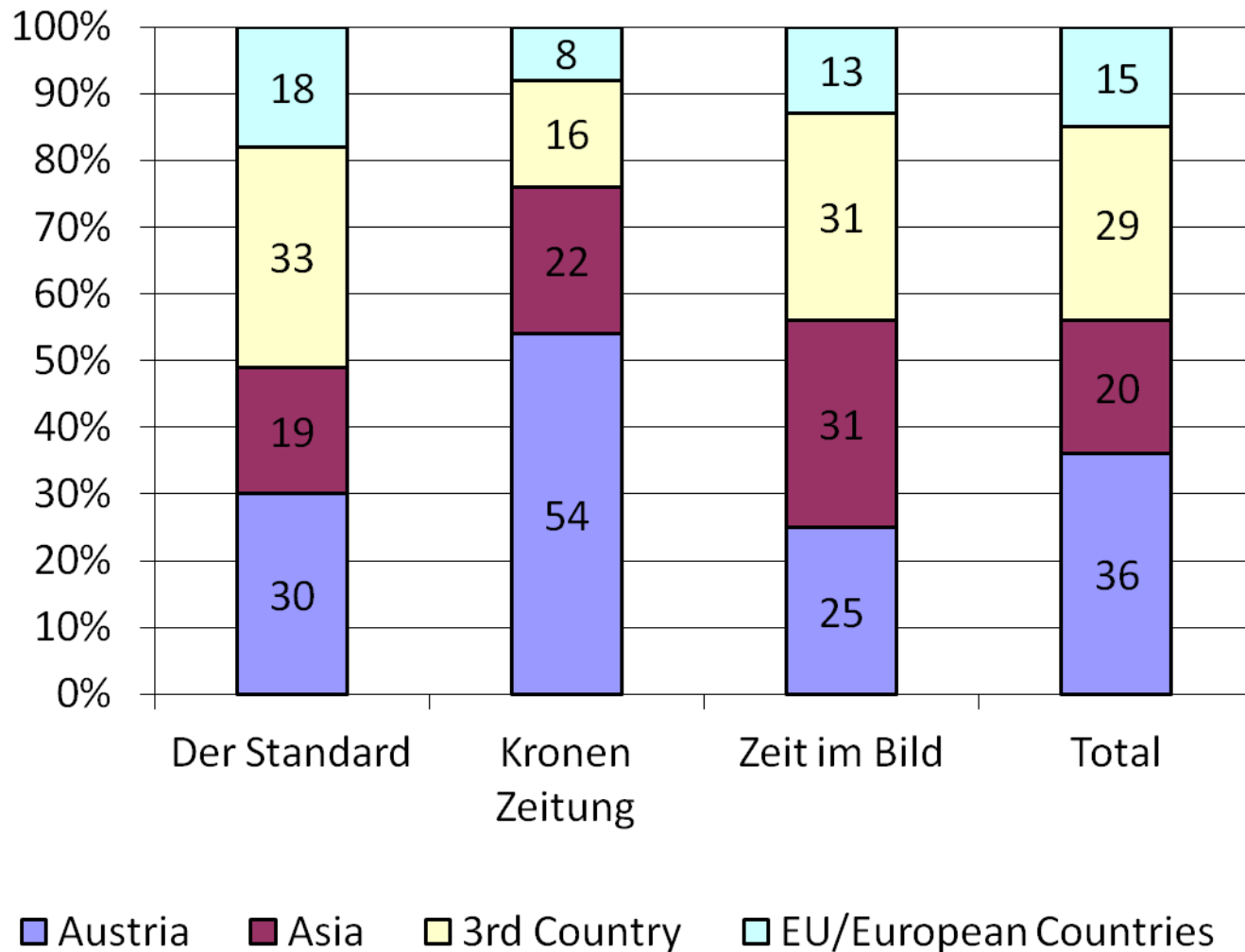
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**Public Opinion Survey**

# Media Outlets

Outlet	Circulation	Amount of Articles
Kronen Zeitung	926,438	74
Der Standard	109,932	197
ZIB	1.108,000	16

# Relevance for Austria Leading the Way



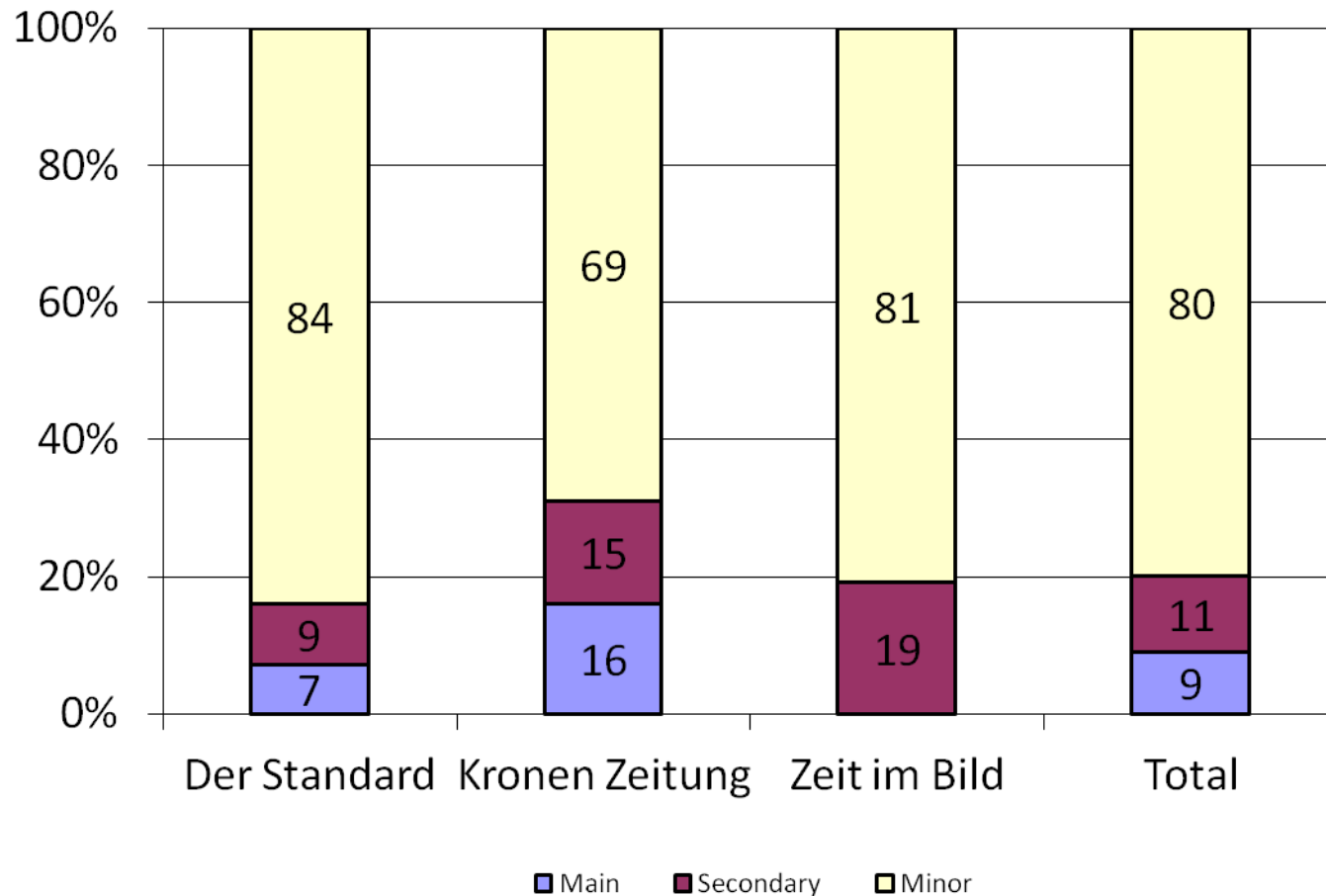
# News Selection Criteria

- Relevance for Austria
- Topicality
- General Relevance

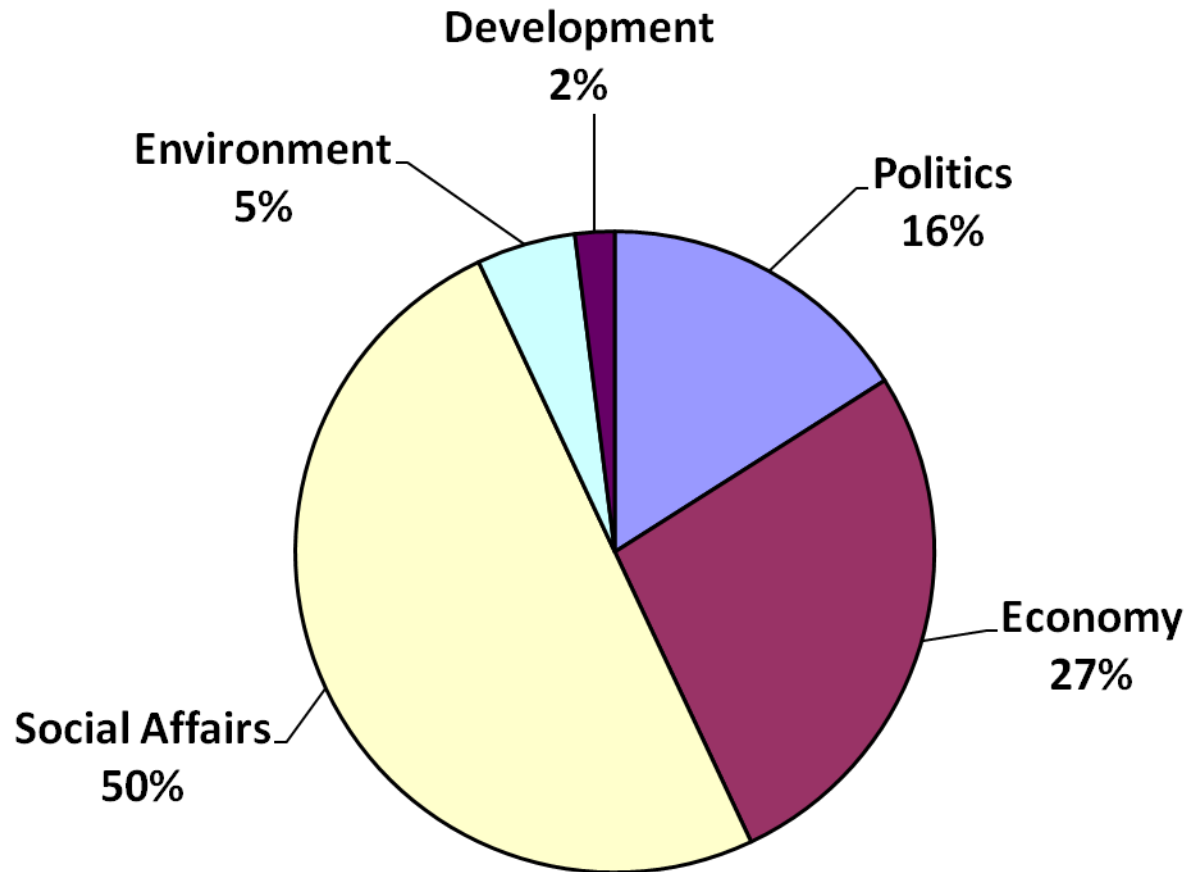
*“A selection criterion for everything is the relevance for Austria [...]. Are there any effects on a journey, political instability, any threat of war [...], is there any impact on tourism.”* (editor of economic section, Kronen Zeitung)

*“Relevance for Austria for sure does not mean that it is given when Austrians appear somewhere or when Austrian politicians travel but this relevance for Austria has to be evaluated within an international and globalized context.”* (editor in chief of foreign policy section, APA)

# Asia as Main or Minor Actor



# Thematic Priorities



# Important Issues in Austria's Relations with Asia

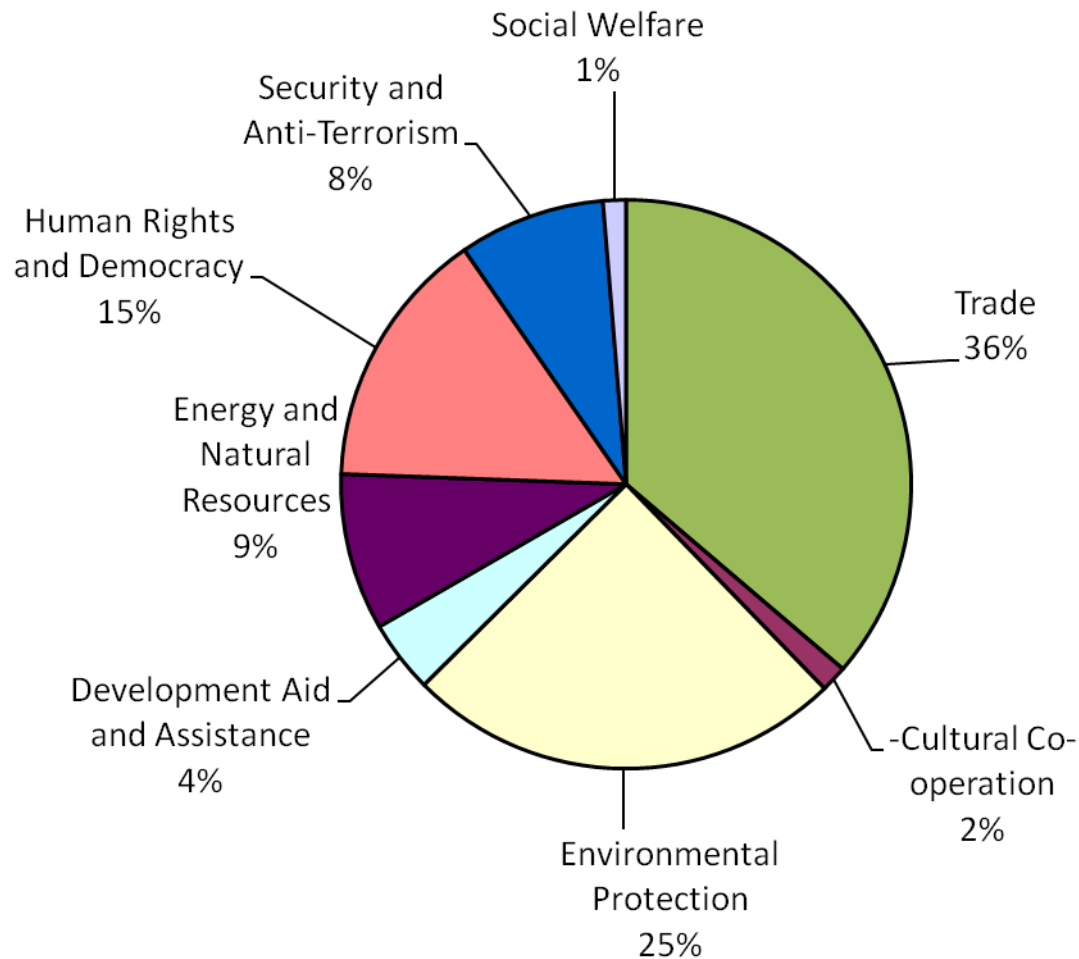
- Economy/Trade (11)

*“Mutual trade. Austria [...] needs Asia so that we can maintain higher growth levels. They will not come from Europe and they will probably not come from the US but they will come from East Asia.”* (correspondent in Beijing, ORF)

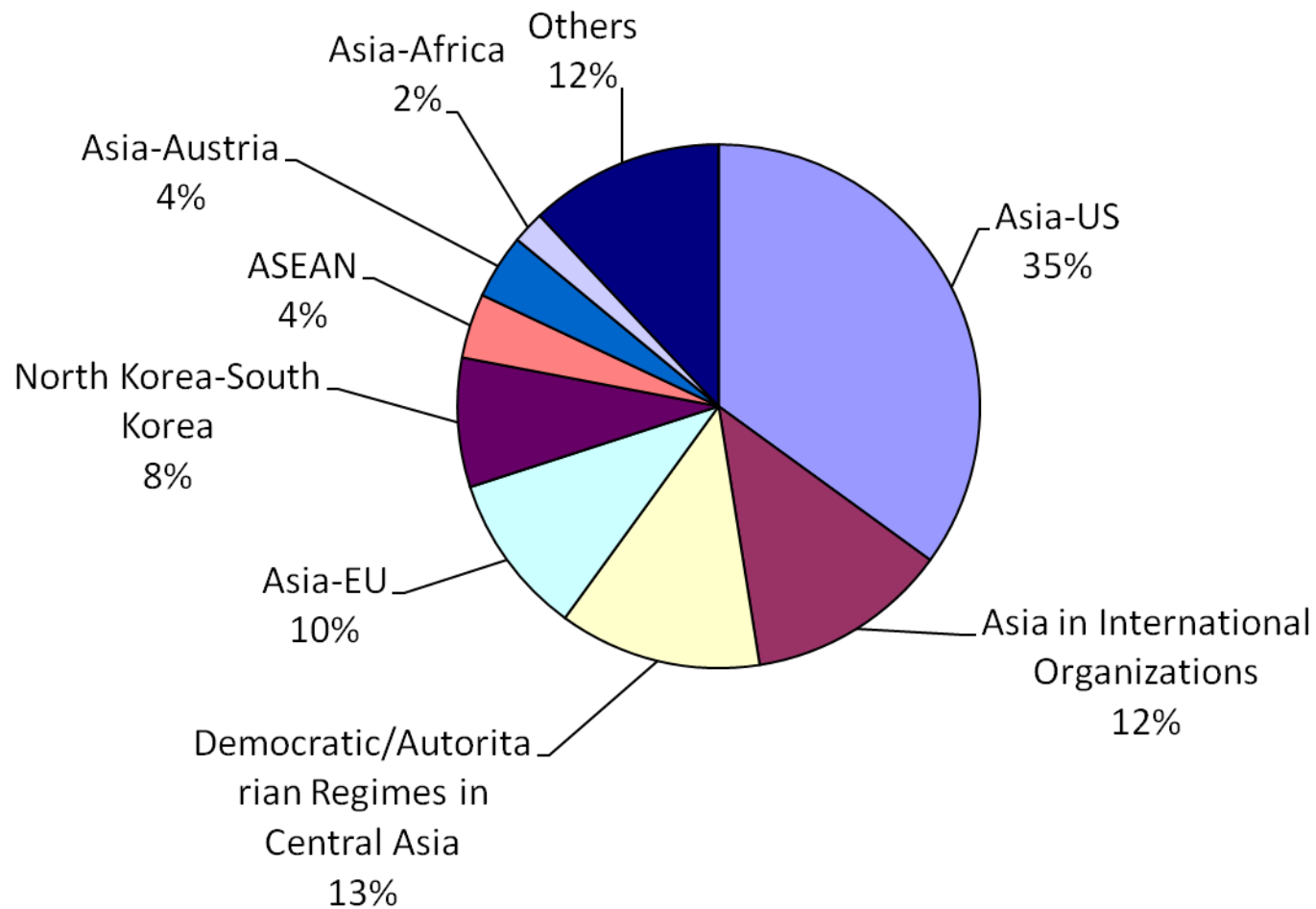
*“Well, economic relations of course, that’s for sure.”* (editor in chief of economic section, Der Standard)

*“Of course economy is a priority for Austria and politics lag behind.”* (editor in chief, Der Standard)

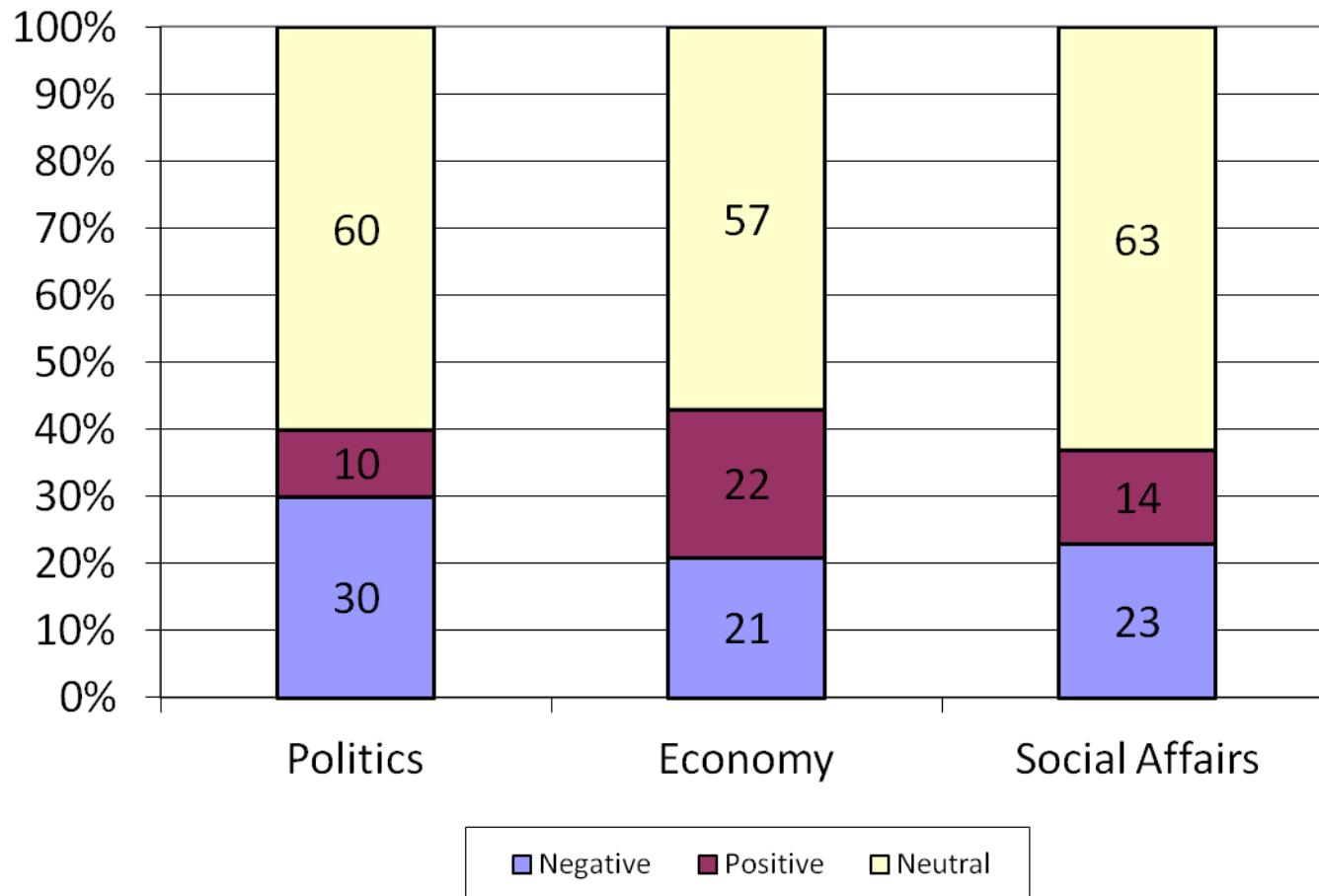
# Issues for Co-operation



# Political Affairs



# Evaluation of Asia



# Most Important Actors

- Asian Regional organizations (ASEAN, APEC, ASEM) lack importance (3.5%)
- Most important individual countries:
  - China: 30%
  - India: 9.5%
  - Japan: 9.5%

# Asia as a Great Power?

- Asia is not perceived as a region; Asia is dynamic but diverse

*“Asia is not a great power to me. It’s nothing at all, it’s a geographical concept. Individual countries, of course I would see them as a great power but I see no cohesion.”* (editor in chief of foreign policy section, APA)

- China is definitely the most important individual country
- However:

*“Even China is too fragmented than seeing it as a unity. I consider China as an emerging country but not as a new great power because I just know how big the problems within the country are and how much energy has to be spent to actually keep the country together and keep the population satisfied.”* (chief of news, ORF)

# How difficult is it so sell an Asia-related story?

- Generally easy

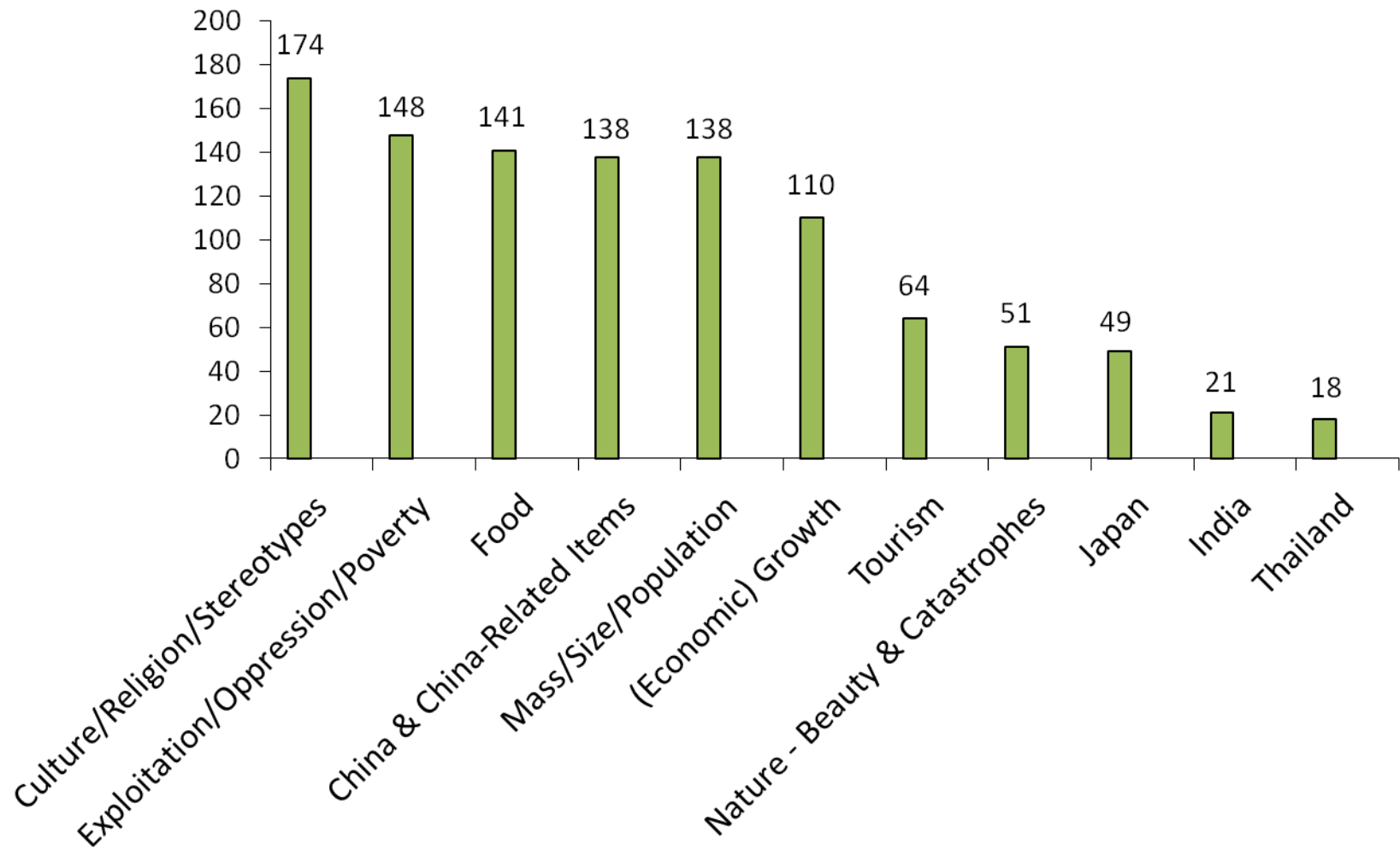
*“Asia is relatively sexy, I think at the moment it is easier to sell an Asian story than a Latin-American story, for example.”* (editor in chief of foreign policy section, Die Presse)

- Easy selling differs highly with regard to issue and country

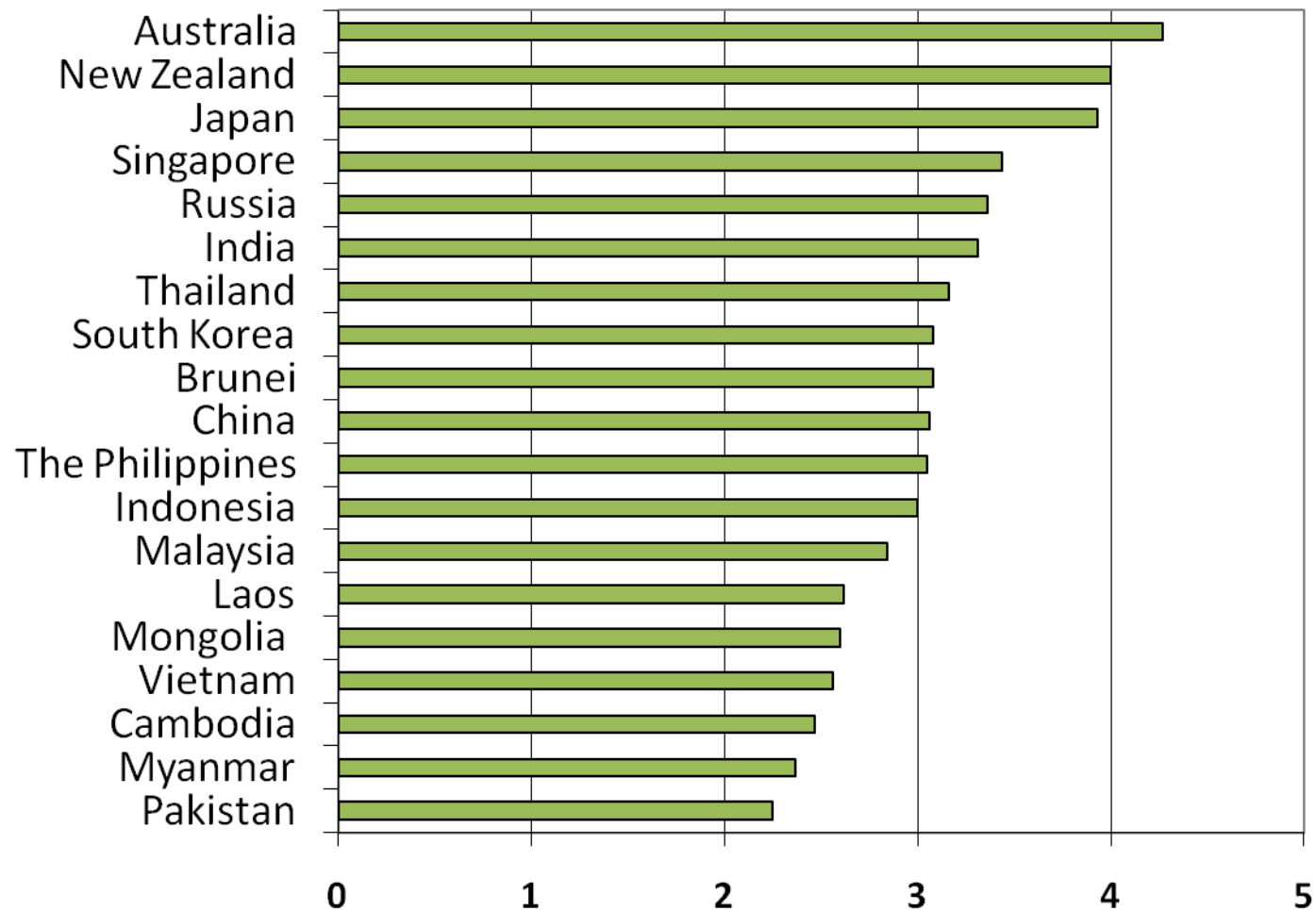
*“Mongolia sells worse.”* (correspondent in Beijing, Die Presse)

*“To spark interest for issues that are related to the social development of countries or to sustainable development is quite difficult.”* (editor in chief of foreign policy section, APA)

# Images of Asia



# Feelings Towards Asia





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