

Asia in the eye of Europe - Italy

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Name	Nature of the media
Corriere della Sera	Nation-wide newspaper
La Repubblica	Nation-wide newspaper
Il Sole 24 Ore	Nation-wide newspaper
La Stampa	Nation-wide newspaper
Avvenire	Nation-wide newspaper
Il Messaggero	Regional circulation
Il Resto del Carlino	Regional circulation
Il Mattino	Regional circulation
Il Secolo XIX	Regional circulation
L'Unità	Party newspaper
Il Secolo d'Italia	Party newspaper
La Padania	Party newspaper



MEDIAS ANALYZED

5 Nationwide newspapers

4 Regional newspapers

3 Party newspapers

**Editors (1), vice-editors (2), foreign affairs
managing editors (5), and key chief
correspondents (4)**



A sample that grants external and Internal validity:

Representative of...

Readership

Styles

Geographical diff.

Political diff.



ASIA COVERAGE

Still small focus on Asia (cfr. Europe / USA)

Wide differences between national and local newspapers (see *Corriere* and *La Repubblica*)

Generally the international editorial office manages all the foreign news, regardless of the areas





ASIA COVERAGE

In all cases extra-staff in case of “special events” (Olympics or Expo) or in case of natural disasters.

Focus on: China, Japan, India.



EDITORIAL APPROACH

Very relevant differences between national and local newspapers:

***Former* - more in-depth coverage (permanent personnel/first hand sources)**

***Latter* – only the “big news” from secondary sources**



EDITORIAL APPROACH

Relevance of first-hand sources and local networks (see *Foreign Correspondents Clubs*)

Several newspapers prioritize certain political/social issues: *La Padania* (anti-communism/HRs in China), *Avvenire* (Christian minorities, etc.)



EDITORIAL APPROACH

Factors that matter in the news selection process:

- Readership addressed
- Political connotation
- Balance between internal & external news



PREDICTIONS ON THE FUTURE

**Almost all the interviewees expect Asia and Asian states to gain more relevance in the news;
even if differences emerge – in terms of intensity - between local (-) and national (+) newspapers.**



RELIABILITY OF OFFICIAL ASIAN SOURCES

-General skepticism

At best, official statements and press releases are considered as more “neutral” sources and tested. Reference to non-democratic govts. of the area.



Elites' Personal perceptions on Asia





POWER

Almost all the interviewees agree that Asia is/will be a superpower (focus on economy, less on military).



Most of the interviewees perceive this as a possible threat (see *La Padania*)



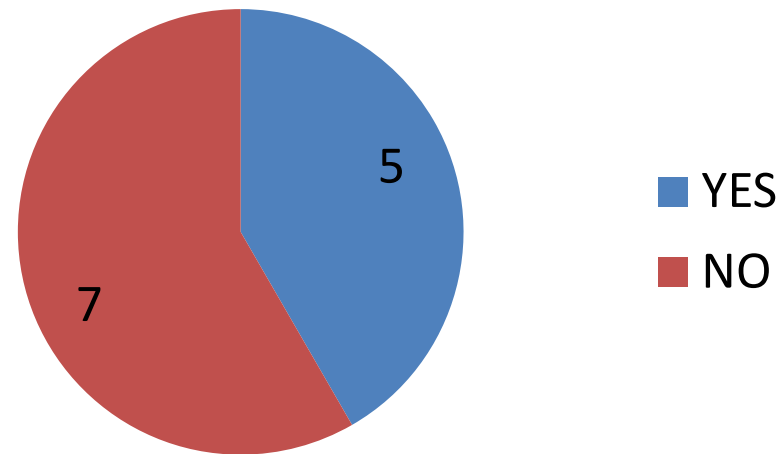
POWER

Not clear distinction between Asia and Asian states (mainly China)

Different level of sophistication – in the arguments presented - between local and national sources.



Is Asia a leader in international politics?



Still a majority of interviewees does not think of Asia (unlike Asian states) as a leader; but many say it will be in the future



IMPORTANCE OF ASIA TO ITALY

All the interviewees mention Asia as an important actor vis-à-vis Italy; big difference between medias.

NATIONAL: More focused on trade negotiations / macro-issues'

LOCAL: More focused on the impact on their territorial dimension





IMPORTANCE OF ASIA TO ITALY

Most frequently mentioned issues:

Trade (= connotation)

Immigration (-)

Food alteration (-)

Low-quality imports (-)

Cultural exchanges (+)



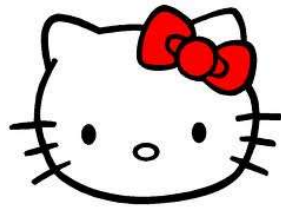
ASEM? Who is this unknown?

Only three interviewees – from national newspapers – are aware of ASEM and devoted some attention to the summit.

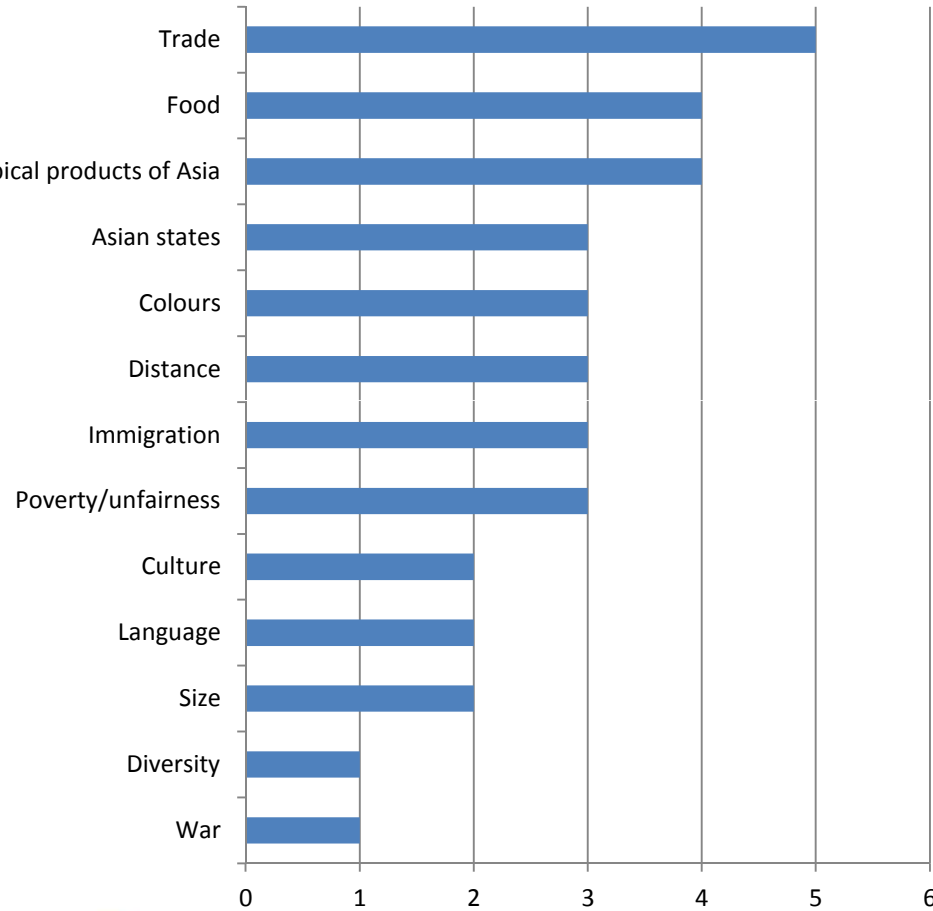
Six respondents do not have any idea of ASEM!



3 IMAGES OF ASIA



Symbols/typical products of Asia





KEY POINTS

- The news source strongly influences the way in which (and the extent to which) Asia is portrayed.
- Big gap between local and national media... therefore different impact on readers!



HOWEVER COMMON POINTS EMERGE:

- **Growing relevance of Asia**
- **An acknowledged impact on Italy**
- **Mixed feelings towards Asia (opportunity vs. threat)**
 - **Stereotypical visions**
- **Difficult to differentiate between Asia and Asian states**



THANK YOU!
...and sorry for not being there physically!

Enjoy Vienna also for me...



& bis bald! Pfirdi!