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 respectable news paper
- Most widespread
- Politically independent

- Most watched news TV programme
- State TV Rai

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

Highest peak - 4\textsuperscript{th} W November (N=33)
Lowest peak - 5\textsuperscript{th} W September (N=11)
Volume of news (per media)

- Corriere della Sera: 160
- Il Giornale: 85
- Tg1: 10

Legend:
- Total
- Avg. Week
Volume of news (per media) - in percentages -

- Tg1 exceptional case (small N)
- Mostly local
- Il Giornale high N/A
<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Corriere della Sera</th>
<th>Il Giornale</th>
<th>Tg1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non local correspondent</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Non local news wire</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Local correspondent</td>
<td>180</td>
<td>116</td>
<td>56</td>
<td>8</td>
</tr>
<tr>
<td>N/A</td>
<td>53</td>
<td>26</td>
<td>25</td>
<td>2</td>
</tr>
<tr>
<td>Not sure</td>
<td>14</td>
<td>13</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
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 -

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Corriere della Sera</th>
<th>Il Giornale</th>
<th>Tg1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>96</td>
<td>65</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>Asia</td>
<td>65</td>
<td>30</td>
<td>31</td>
<td>4</td>
</tr>
<tr>
<td>3rd</td>
<td>52</td>
<td>35</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Regional</td>
<td>42</td>
<td>30</td>
<td>11</td>
<td>1</td>
</tr>
</tbody>
</table>
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 -

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Corriere della Sera</th>
<th>Il Giornale</th>
<th>Tg1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Secondary</td>
<td>24</td>
<td>18</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Minor</td>
<td>227</td>
<td>139</td>
<td>79</td>
<td>8</td>
</tr>
</tbody>
</table>
- 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 -

Corriere della Sera

- Vietnam: 6.2%
- Thailand: 4.65%
- Pakistan: 9.3%
- South Corea: 15.5%
- Japan: 15.5%
- India: 15.5%
- China: 33.33%
Most mentioned ASEM actors (Il Giornale) - in percentages -
Most mentioned ASEM actors (Tg1) - in percentages -

- South Korea: 9.09%
- Thailand: 9.09%
- Philippines: 18.18%
- Indonesia: 27.27%
- India: 18.18%
- China: 18.18%
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 -

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Corriere della Sera</th>
<th>Il Giornale</th>
<th>Tg1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economy</strong></td>
<td>99</td>
<td>70</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Politics</strong></td>
<td>56</td>
<td>23</td>
<td>28</td>
<td>6</td>
</tr>
<tr>
<td><strong>Social affairs</strong></td>
<td>96</td>
<td>65</td>
<td>29</td>
<td>3</td>
</tr>
</tbody>
</table>
Actor representations (Corriere della Sera) - in percentages -

- ASIA: 42.5%
- ASIAN: 33.75%
- ASEAN: 21.88%
- ASEM: 1.88%
- ASEM: 1.88%
- Other combinations: 1.88%

Legend:
- ASIA
- ASIAN
- ASEAN
- ASEM
- Other combinations
Actor representations (Il Giornale)
- in percentages -

- ASIA: 47.06%
- ASIAN: 45.88%
- ASEM: 1.18%
- ASEAN: 1.18%
- CEFTA: 4.71%
- Other combinations:

Legend:
- ASIA
- ASIAN
- ASEM
- CEFTA
- ASEAN
- Other combinations
Actor representations (Tg1) - in percentages -

- ASIA: 44.44%
- ASIAN: 33.33%
- ASEM: 22.22%
- ASEAN: Other combinations
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)
- Main focus is almost irrelevant
- Economy more “relevant” (secondary)
- Social affairs less “relevant” (Minor)
Most common conceptual metaphors (by frame)

<table>
<thead>
<tr>
<th>Frame</th>
<th>Metaphors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECONOMY</td>
<td>Size</td>
</tr>
<tr>
<td>POLITICS</td>
<td>War</td>
</tr>
<tr>
<td>SOCIAL AFFAIRS</td>
<td>Sickness</td>
</tr>
</tbody>
</table>
Obama in different shape
(dancing with Indian kids)
Obama in different shape (giving a speech in front of the Indian parliament)