Asia in the eye of Europe - Italy

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<table>
<thead>
<tr>
<th>Name</th>
<th>Nature of the media</th>
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<tbody>
<tr>
<td>Corriere della Sera</td>
<td>Nation-wide newspaper</td>
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<td>La Repubblica</td>
<td>Nation-wide newspaper</td>
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<td>Il Sole 24 Ore</td>
<td>Nation-wide newspaper</td>
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<td>La Stampa</td>
<td>Nation-wide newspaper</td>
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<tr>
<td>Avvenire</td>
<td>Nation-wide newspaper</td>
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<tr>
<td>Il Messaggero</td>
<td>Regional circulation</td>
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<td>Il Resto del Carlino</td>
<td>Regional circulation</td>
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<tr>
<td>Il Mattino</td>
<td>Regional circulation</td>
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<tr>
<td>Il Secolo XIX</td>
<td>Regional circulation</td>
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<td>L'Unità</td>
<td>Party newspaper</td>
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<td>Il Secolo d'Italia</td>
<td>Party newspaper</td>
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<td>La Padania</td>
<td>Party newspaper</td>
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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
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 aside more "neutral" sources and tested. Reference to non-democratic govts. of the area.
Elites’ Personal perceptions on Asia
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

- Trade
- Food
- Symbols/typical products of Asia
- Asian states
- Colours
- Distance
- Immigration
- Poverty/unfairness
- Culture
- Language
- Size
- Diversity
- War
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!* Pfiridi!