



"Alpe" Foundation



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# **Media Monitoring Study of Ministry of Internal Affairs, Ministry of State Security, Public Prosecutor's and Court**

**March , 2005**

Executive Organization: *BCG research*

March



## Methodology

BCG research conducted monitoring study for five Georgian newspapers: “Alia”, “Akhali Taoba”, “Akhali Taoba Kviridan Kviramde”, “Kviris Palitra” and “24 Hours ”.

**Totally 584 articles were analyzed and processed.**

Monitoring Study classified articles according to the following indicators:

- **Number of articles**
- **Topic of articles**
- **Tone of articles**
- **Reasons for a certain tone**
- **Journalists**

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Evaluation of the tone was defined according to five variations:

- Very positive
- Positive
- Neutral
- Negative
- Very negative

Evaluation of the tone was defined according to the following criterion:

- **The manner of presenting information**
- **Perception of facts**
- **Emotional tone that is given in an introduction**
- **Emotional tone that is given in a resume**

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## Neutral Tone:

Tone of article is always ranked neutral when:

- Crime news is presented
- Informative articles mostly present facts (e.g. Trials; Protest actions towards police, Public Prosecutor's, Ministry of State Security, Court and etc.)
- Articles refer to reforms in the above-mentioned structures
- The opinion of the respondent is not followed by an author's comments or a resume.
- Advertisements and press announcements.



## **Positive Tone:**

Positive tone evaluation is based on the following criterion:

(Regardless of positive and negative content of an article)

1. When an author presents positive personal opinion on a subject matter.
2. When positive tone is expressed in a concealing form though it can be perceived beyond an article.
3. When the facts are backed up by positive comments.
4. When positive tone is signified in journalist's questions during an interview.



## Negative Tone:

Negative tone evaluation is based on the following criterion:

(Regardless of positive and negative content of an article):

- When an author presents negative personal opinion on a subject matter.
- When negative tone is expressed in a concealing form though it can be perceived beyond an article.
- When the facts are backed up by negative comments.
- When negative tone is signified in journalist's questions during an interview.



After having defined the tone of an article, the reasons for an author's tone are identified. Corruption, human rights violation, abuse of power and others are supposed to be causes for negative tone. On the other hand, honestly executed job, professionalism, uncompromising and others can be the reasons for positive tones.



## Main tendencies of the Month

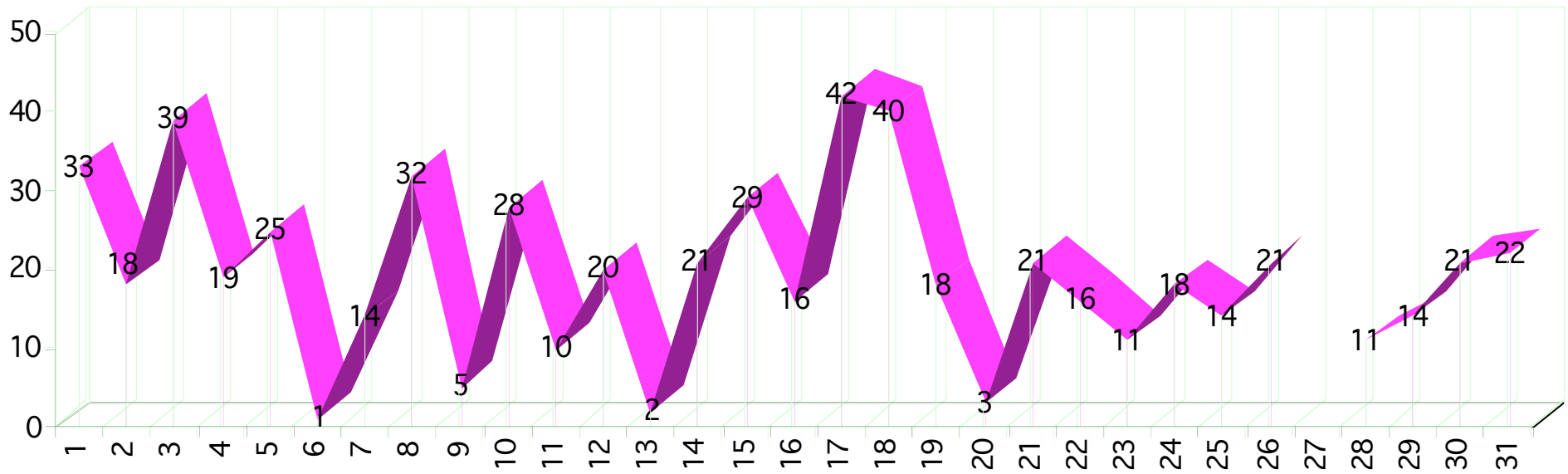
- Totally 432 articles were published concerning the survey issues in “Alia”, “Akhali Taoba”, “Akhali Taoba Kviridan Kviramde”, “Kviris Palitra”, “24 Hours” in March.
- The majority of articles (96%) are of neutral tone. 4% of the articles are of negative tone. The highest number of the articles of negative tone was published in “Akhali Taoba” .
- Totally 18 articles of negative tones were published; In March the highest number of articles of negative tone outnumbered over last four months;
- Reason for high number of articles of negative tone was caused by adding another newspaper “24 Hours’ though only 4 articles of negative tone was published in this newspaper;
- None of the articles of positive tone was published;
- Number of articles of neutral tone decreased in comparison with February (from 98.6% to 96% );
- Majority of the articles referred to Police (22), Ministry of Internal Affairs (16), Public Defender’s (21).
- Number of articles concerning Court of law has been decreased three times and number of articles concerning Ministry of Internal Affairs has been increased in comparison with the last months.
- The highest number of articles referred to Police and court of law from August 2004 to March 2005.

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# Number of articles by dates

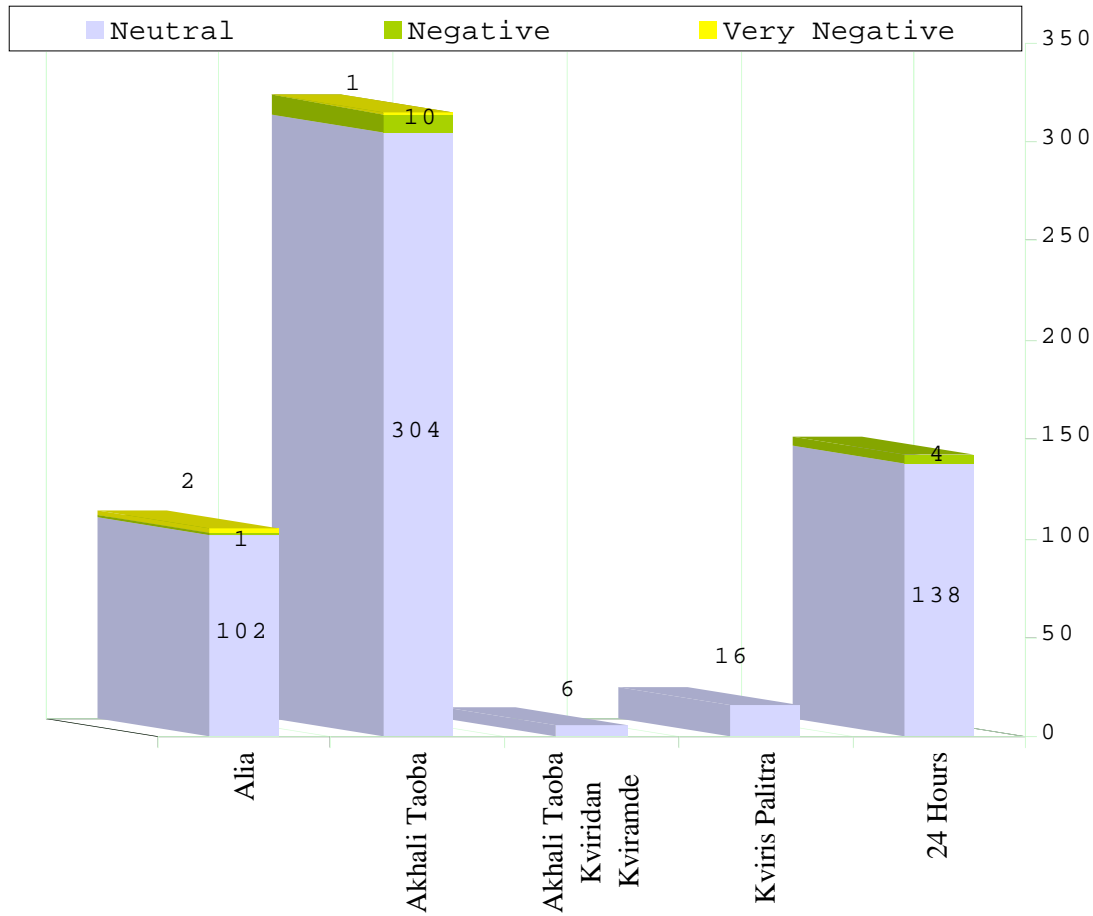
Monday	Tuesday	Wednes day	Thurs day	Friday	Satur day	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



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The chart signifies the number of articles with neutral, positive and negative tones for each newspapers



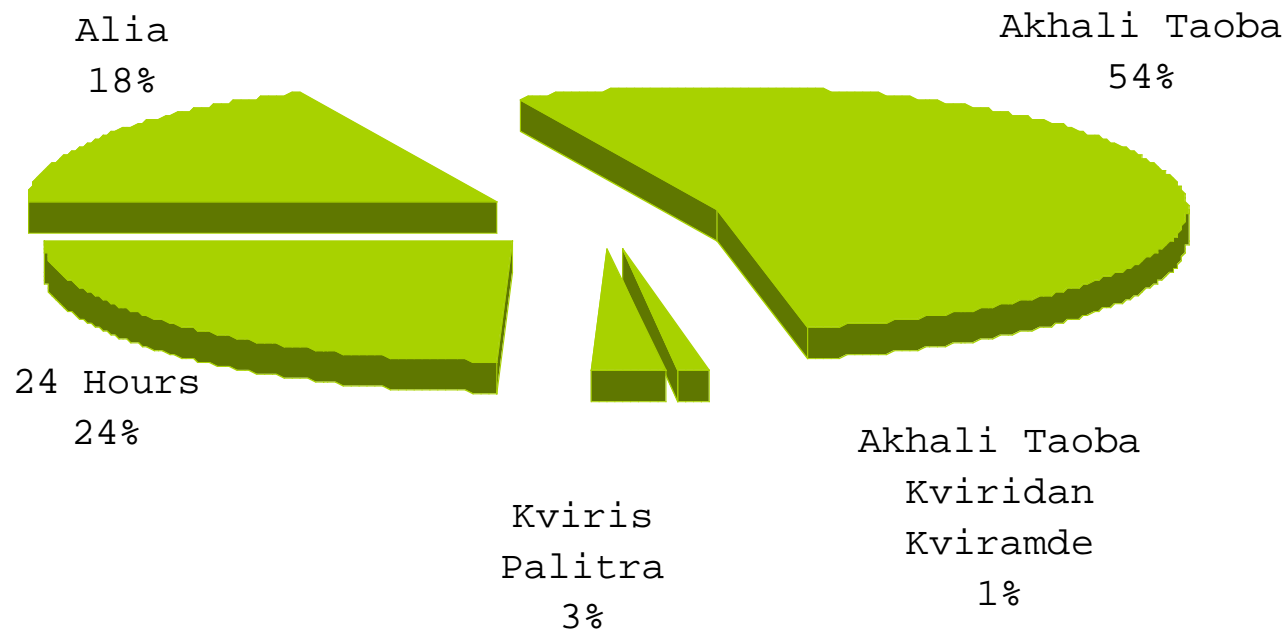
	Positive	Neutral	Negative	Sum
Alia;	102	1	2	105
Akhali Taoba;	304	10	1	315
Akhali Taoba Kviridan Kviramde;	6			6
Kviris Palitra.	16			16
24 Hours	138	4		142

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## Percentage of articles on issues concerning Police, Public Prosecutor's, State Security, Court by newspapers

High percentage of "Akhali Taoba" is caused by a great deal of small crime news in it.



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# Tone of Articles by Newspapers

Very Positive

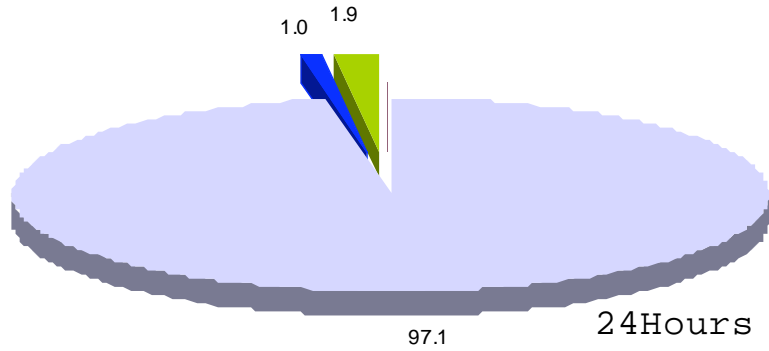
Positive

Neutral

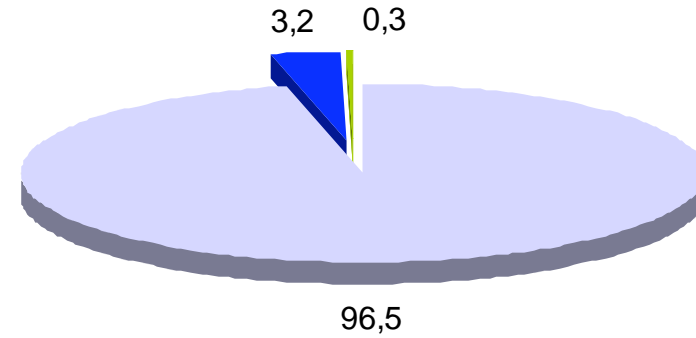
Negative

Very negative

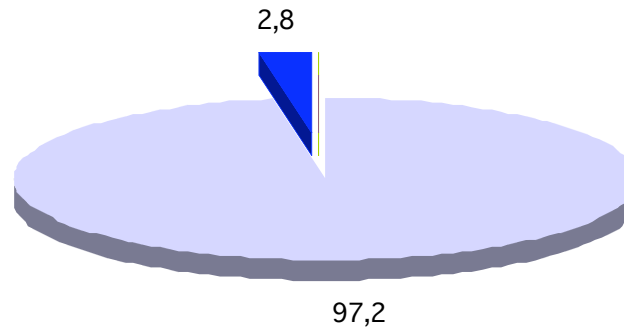
Alia



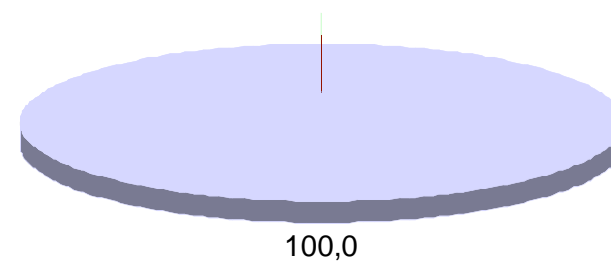
Akhali Taoba



Kviris Palitra



ali Taoba Kviridan Kviramde

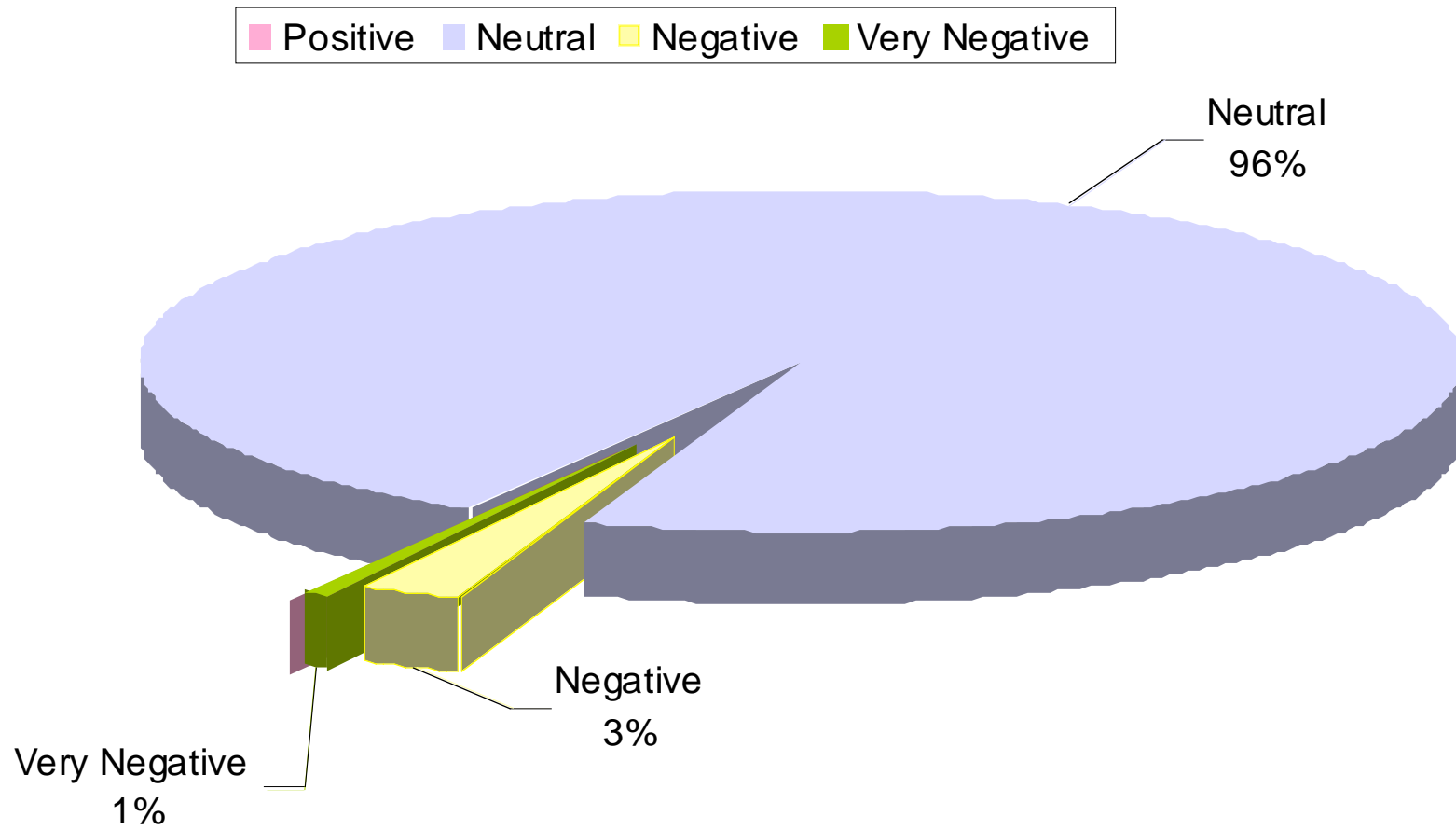


100,0%

March



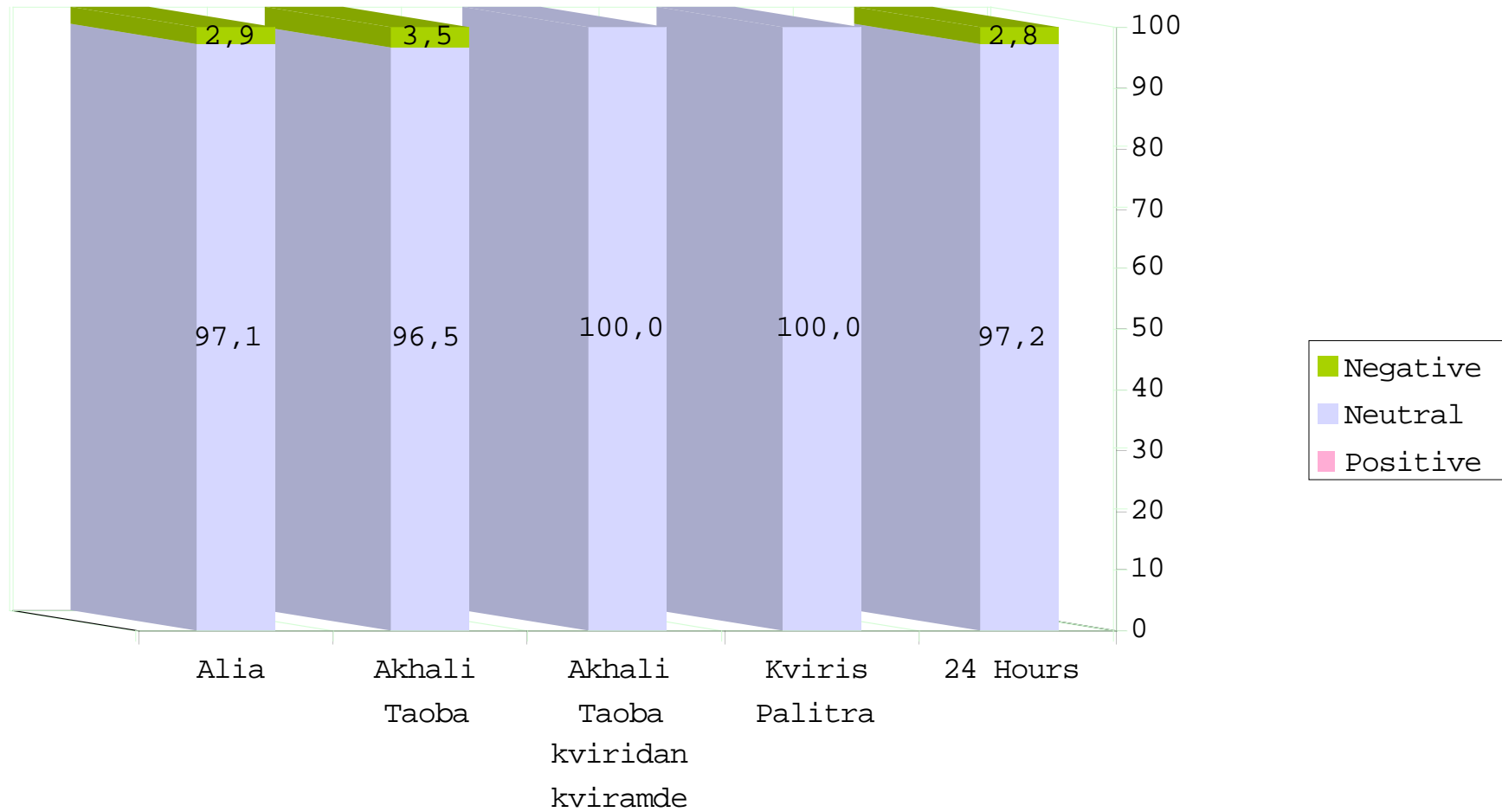
## Tone of Articles (percentage)



March



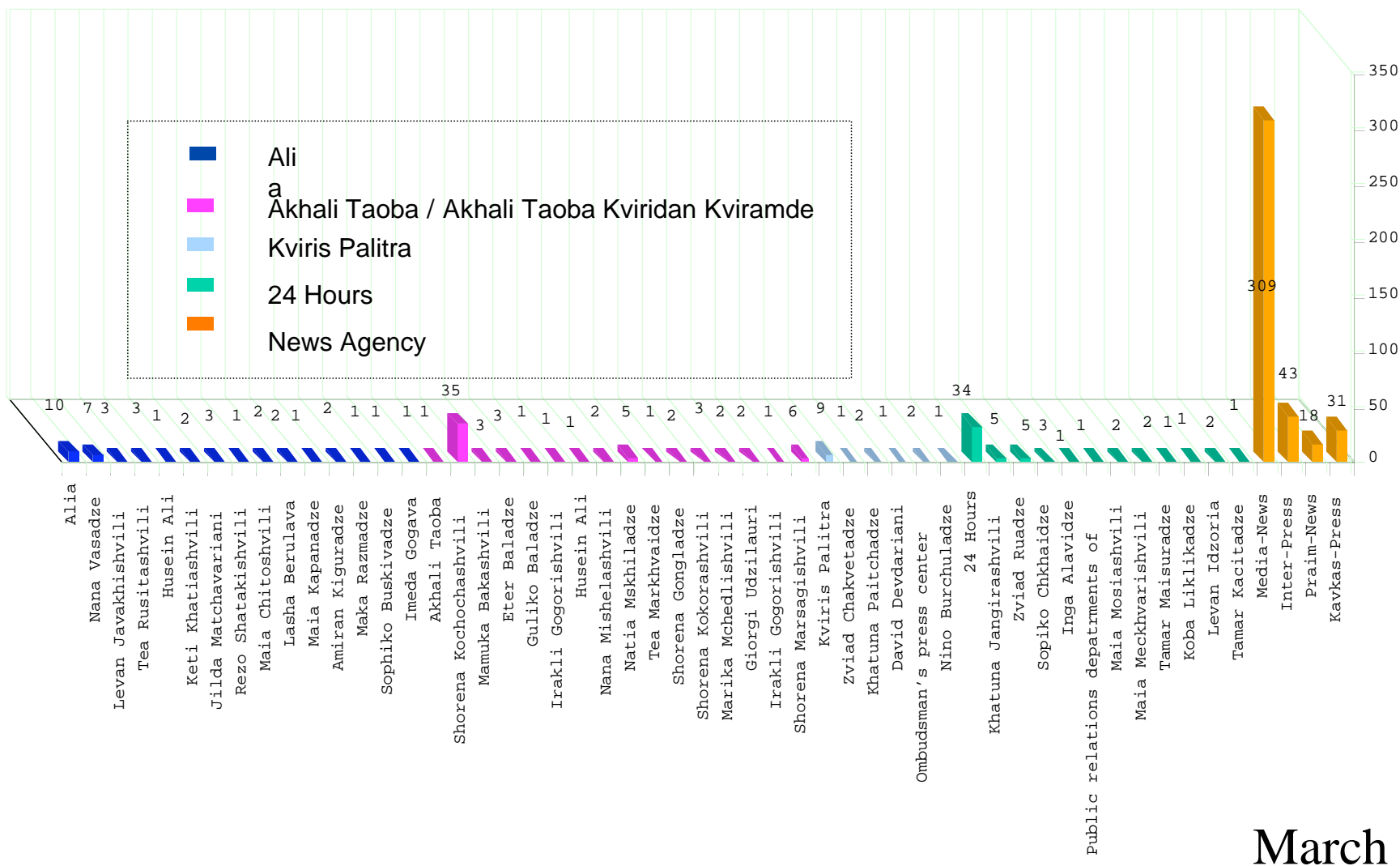
## Tone of Articles by Newspapers (percentage)



March



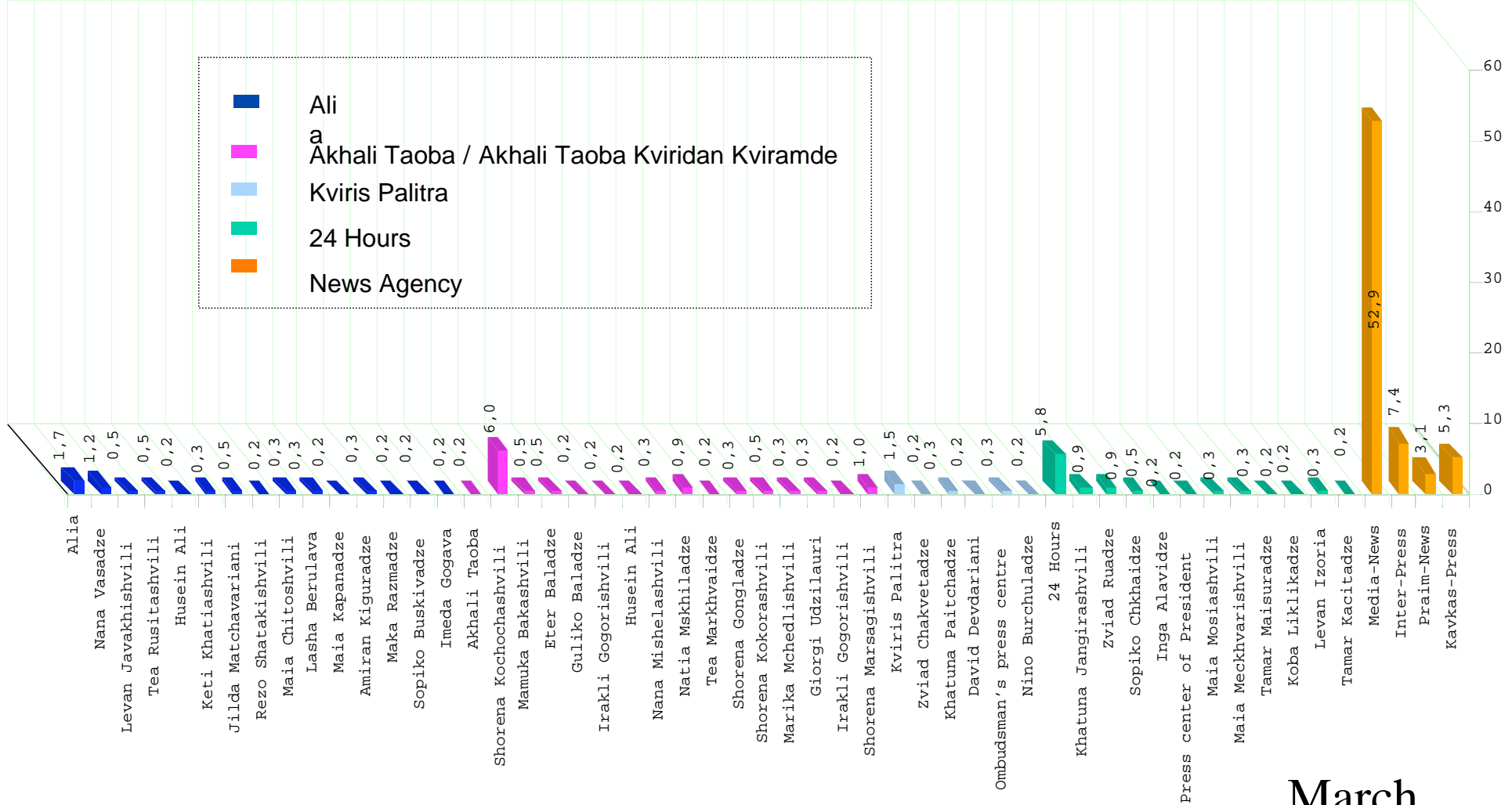
# Number of articles by each author in different newspapers in March



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# Percentage of articles by each author in different newspapers in February

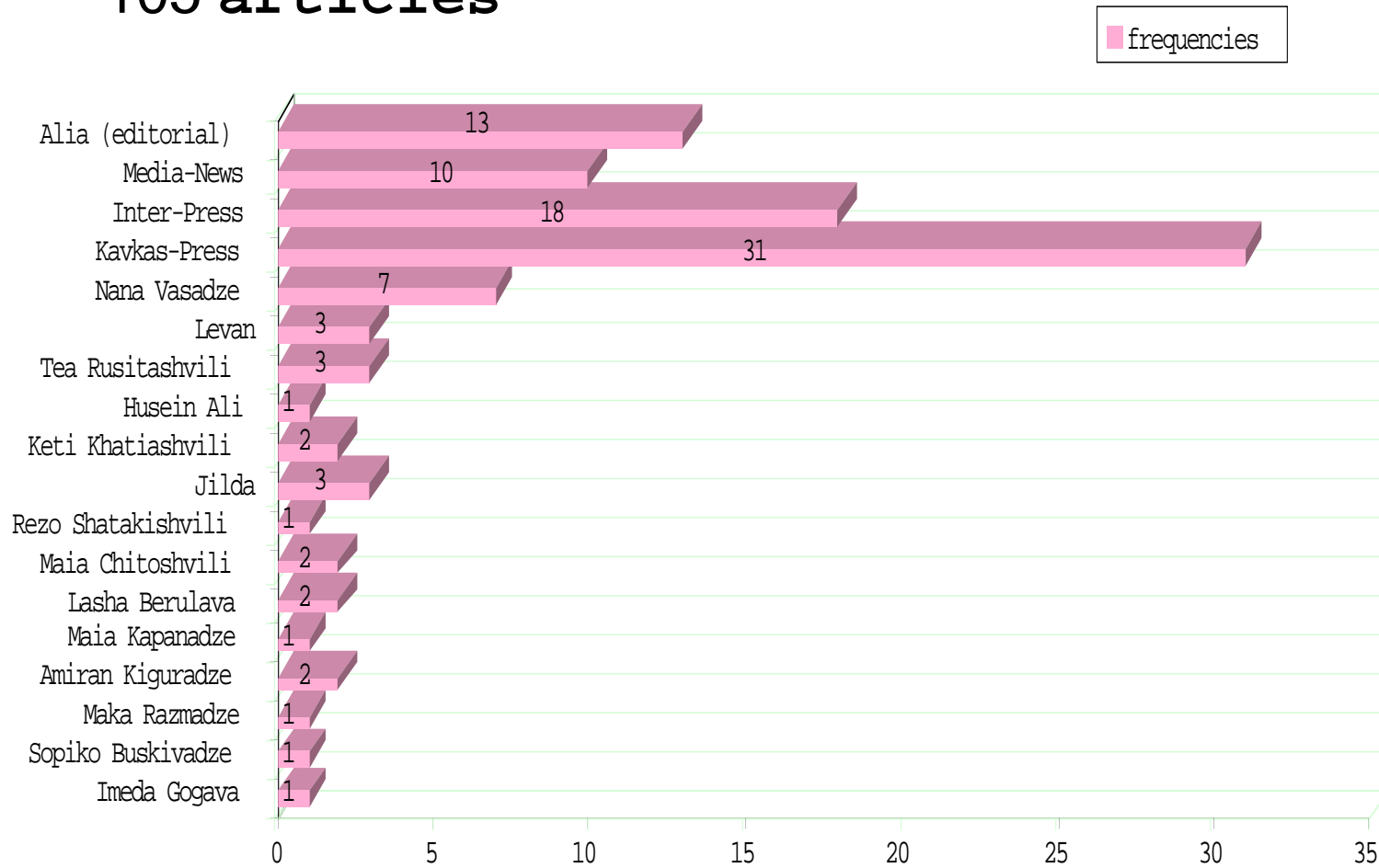


March



# Number of articles by each author in “Alia” in March

105 articles

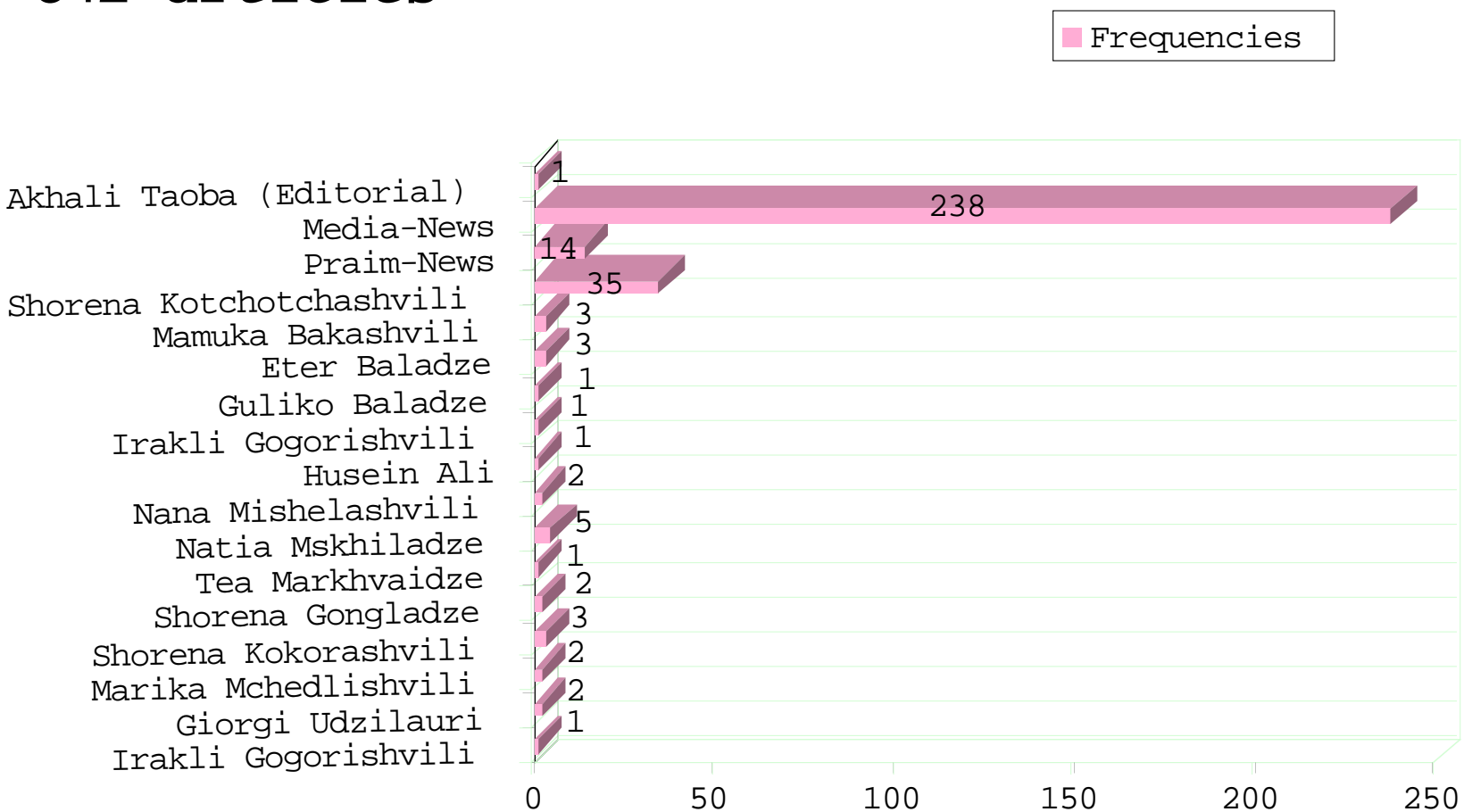


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# Number of articles by each author in “Akhali Taoba” in March

342 articles

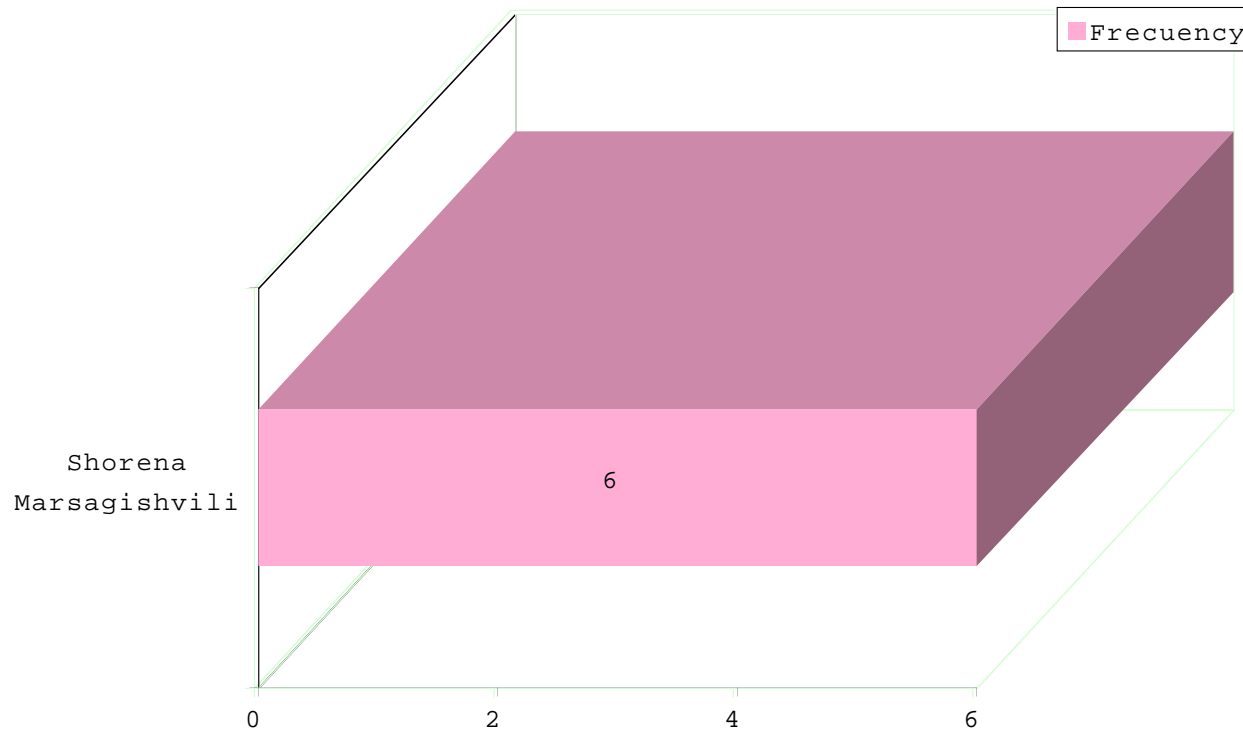


March



# Number of articles by each author in “Akhali Taoba Kviridan Kviramde” in March

6 articles

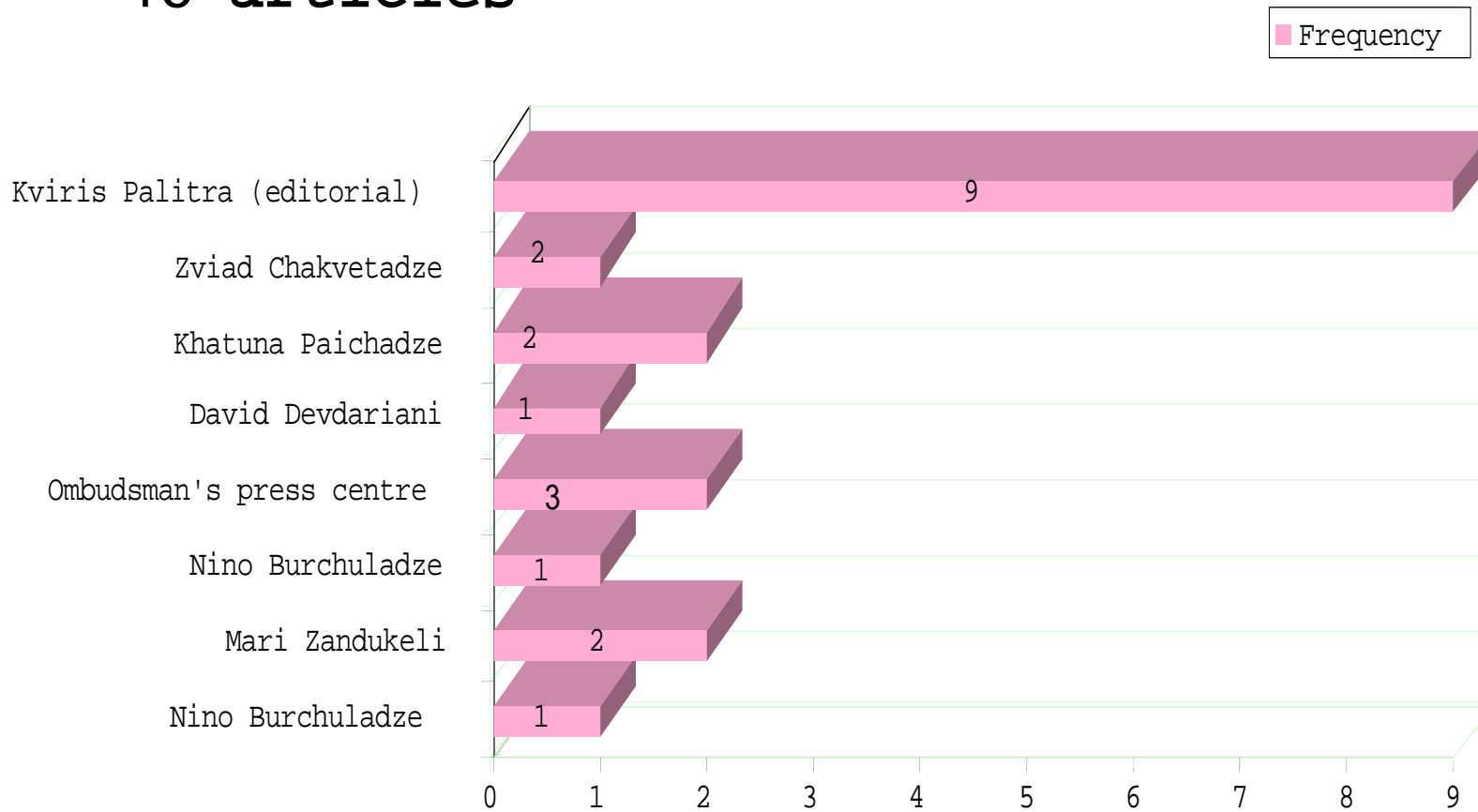


March



# Number of articles by each author in “Kviris Palitra” in March

16 articles

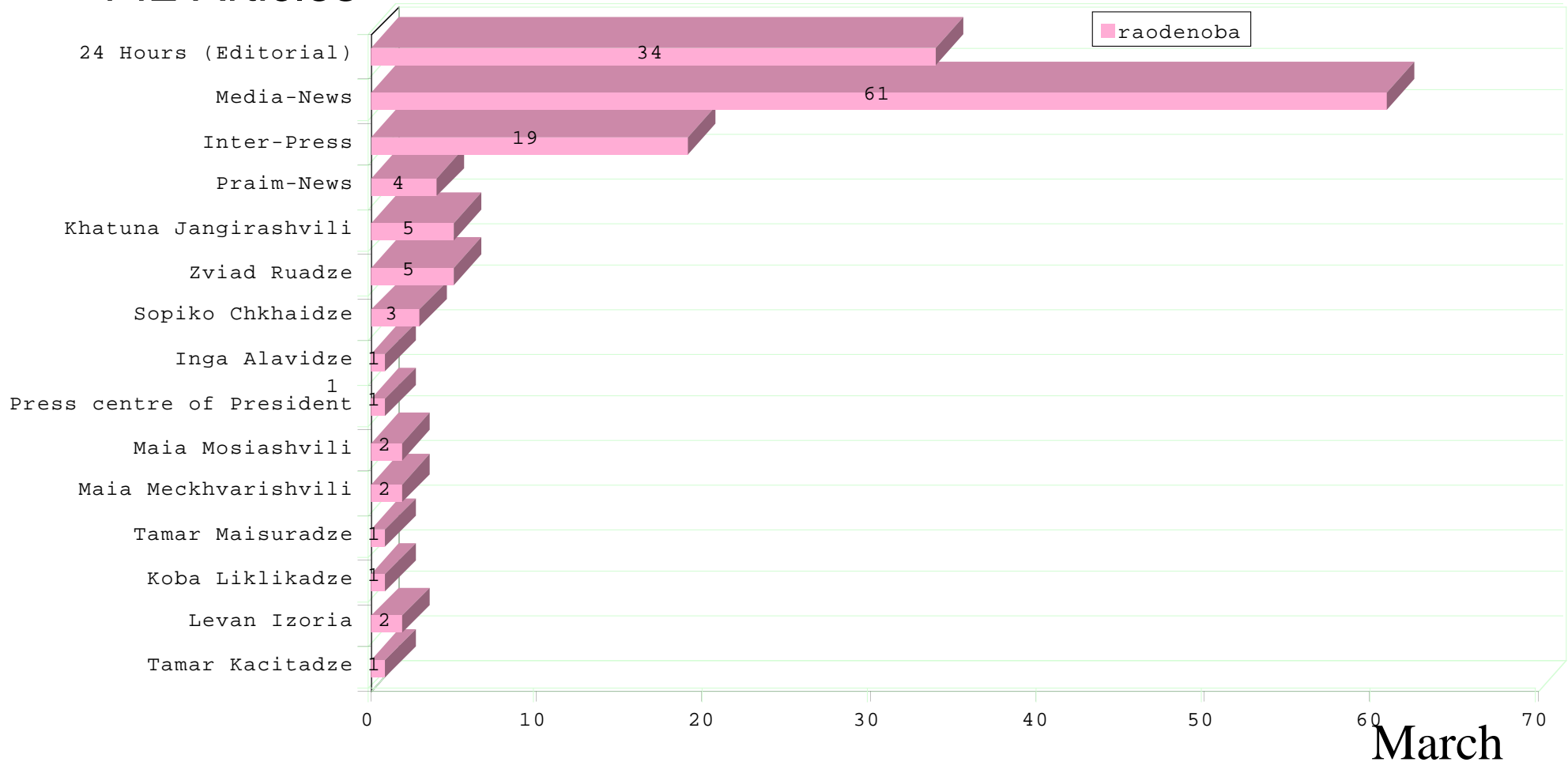


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# Number of articles by each author in “24 hours” in March

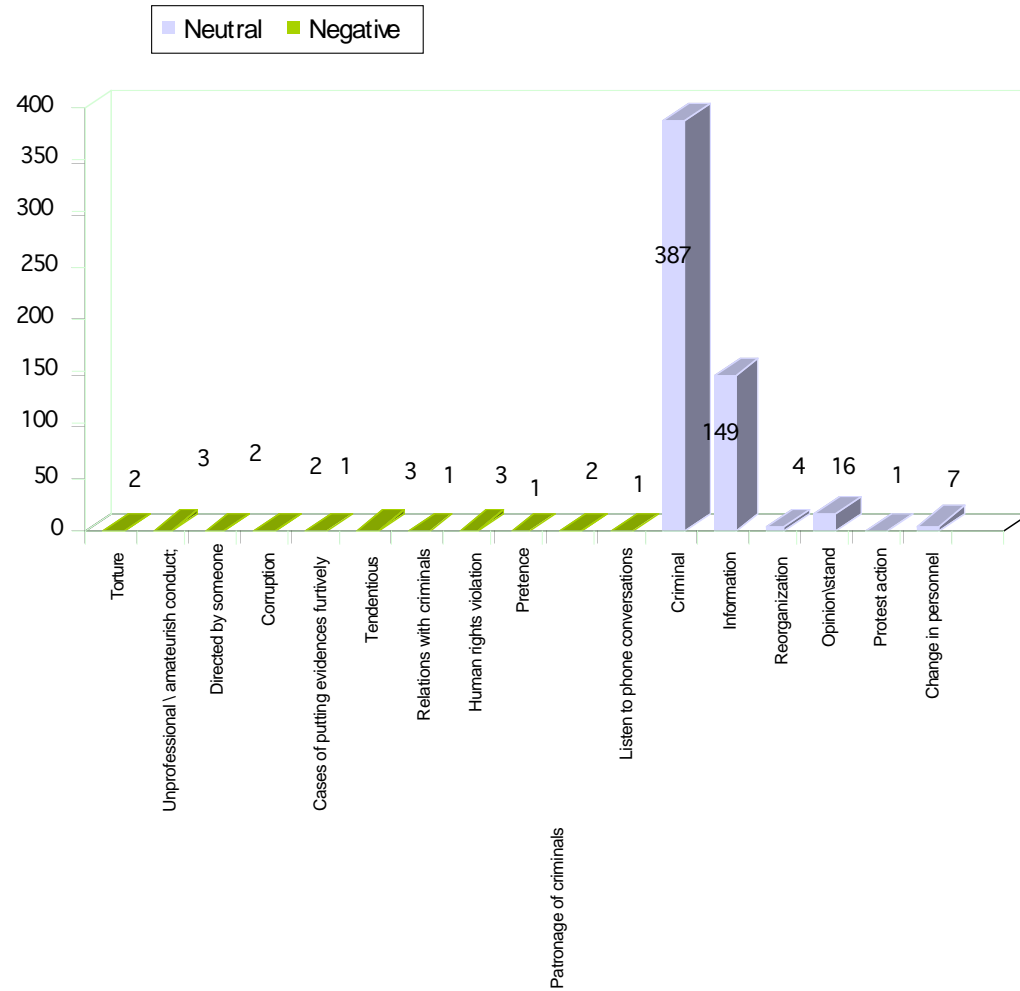
142 Articles





Numbers signify quantity of articles

Bellow is given assumptive motives\reasons contributing to neutral and negative tone of articles

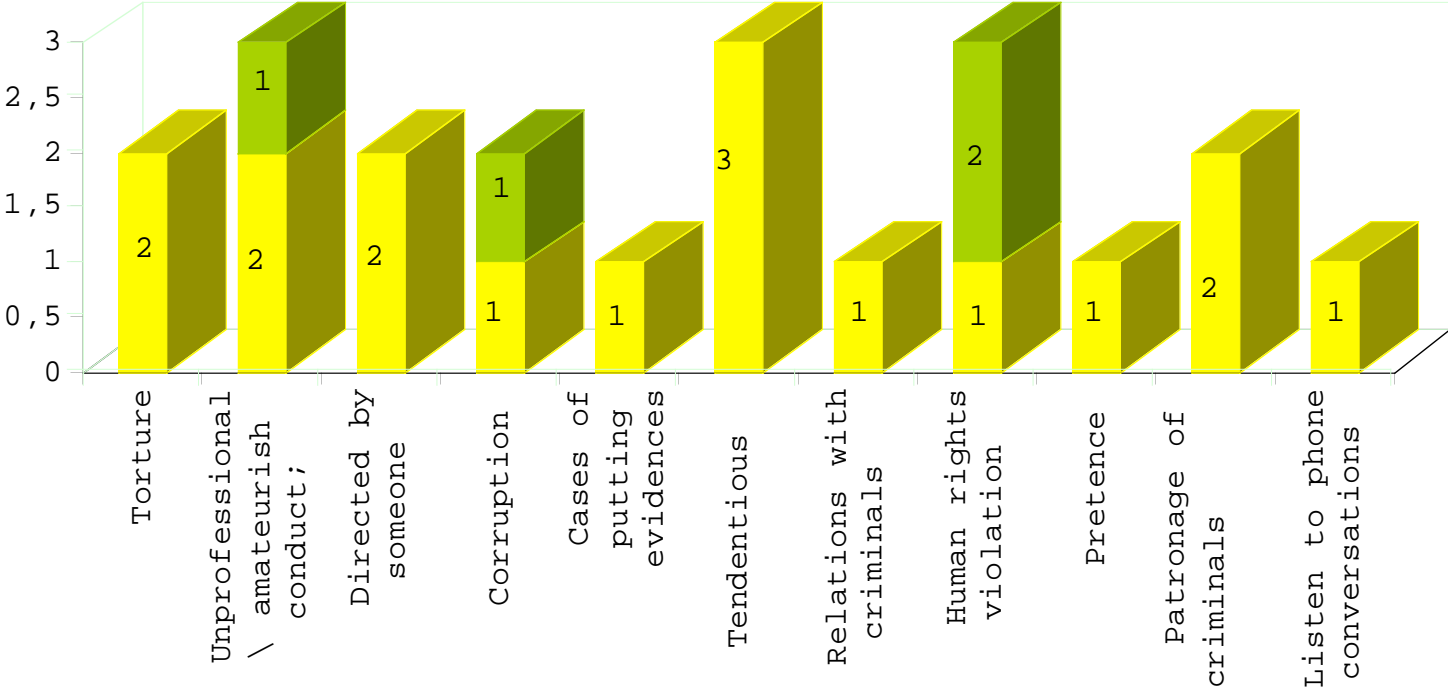


March

Bellow is given assumptive motives\reasons contributing to negative tone of articles

Numbers signify quantity of articles

■ Negative ■ Very negative ■ 3-D Column 3





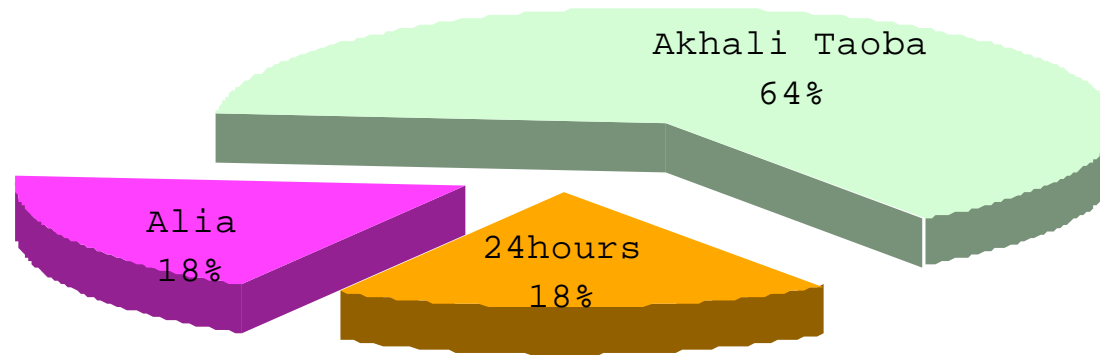
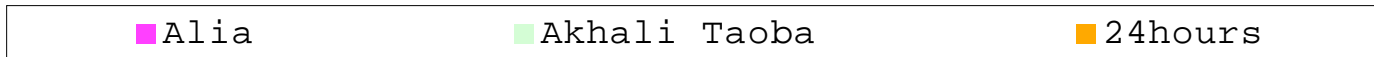
# How many times a concrete theme contributed to positive or negative tone of articles

Numbers signify quantity of articles





## Percentage of articles of negative tones by newspapers

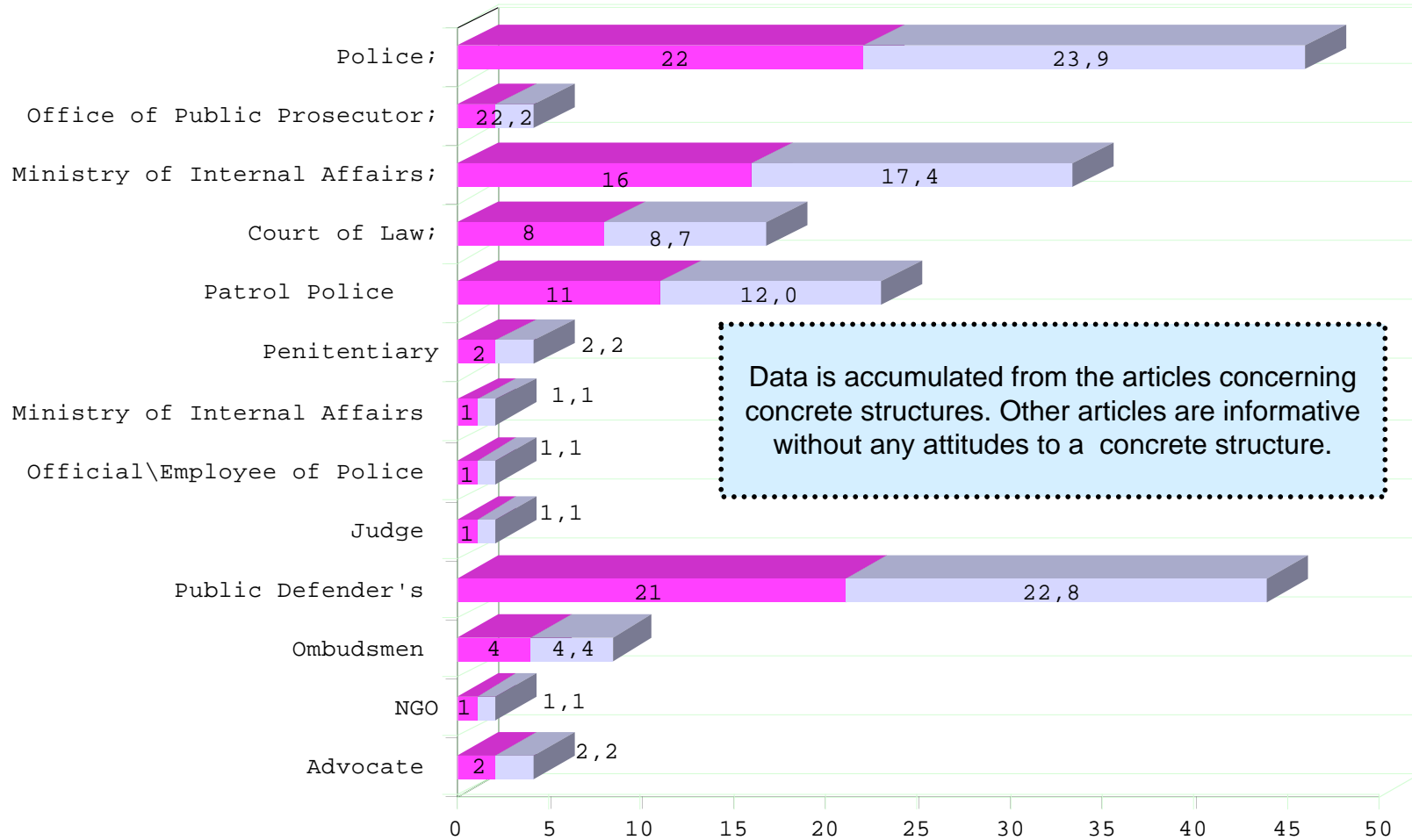


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# Articles concerning the following structures

■ Number ■ Percentage

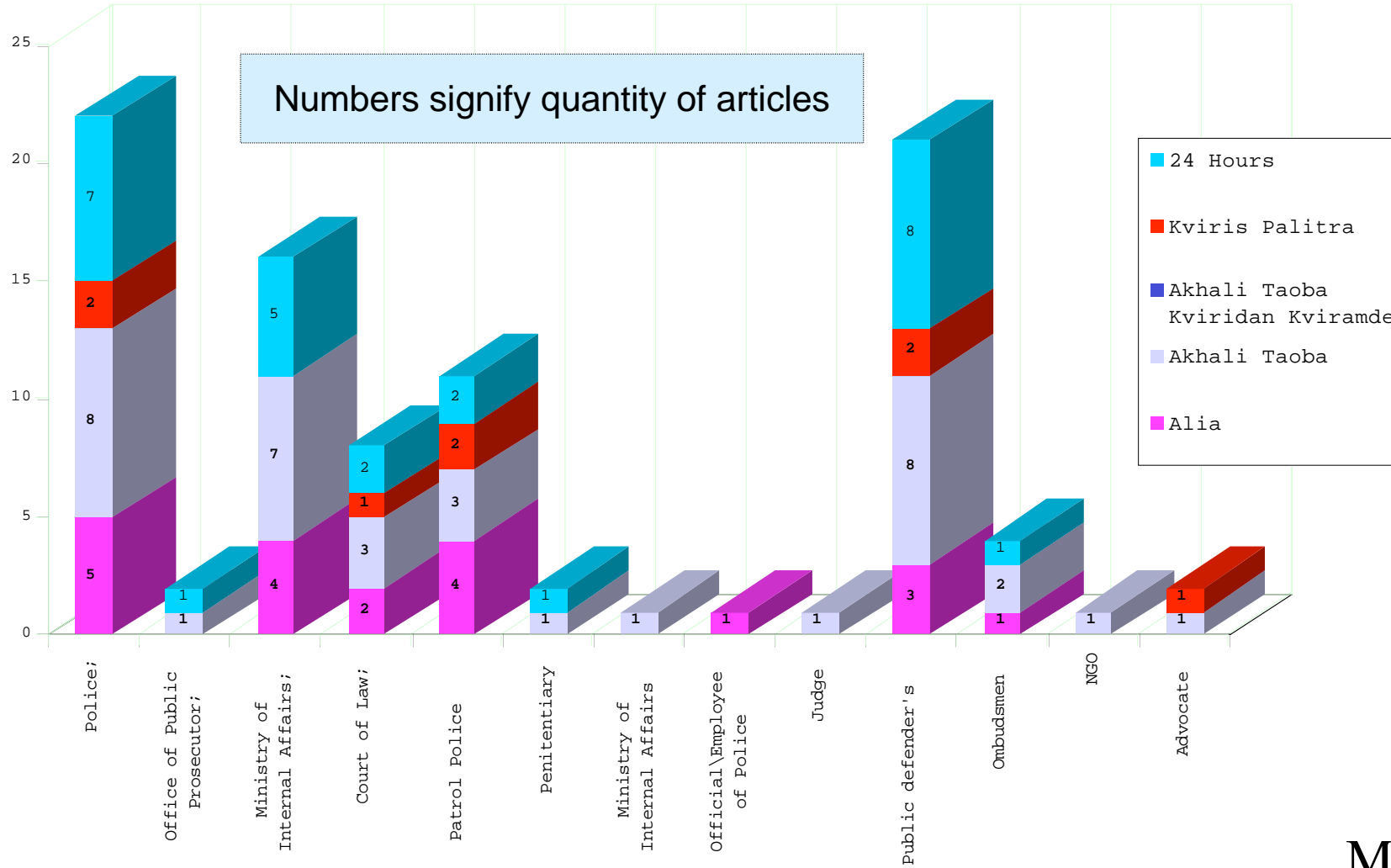


Data is accumulated from the articles concerning concrete structures. Other articles are informative without any attitudes to a concrete structure.

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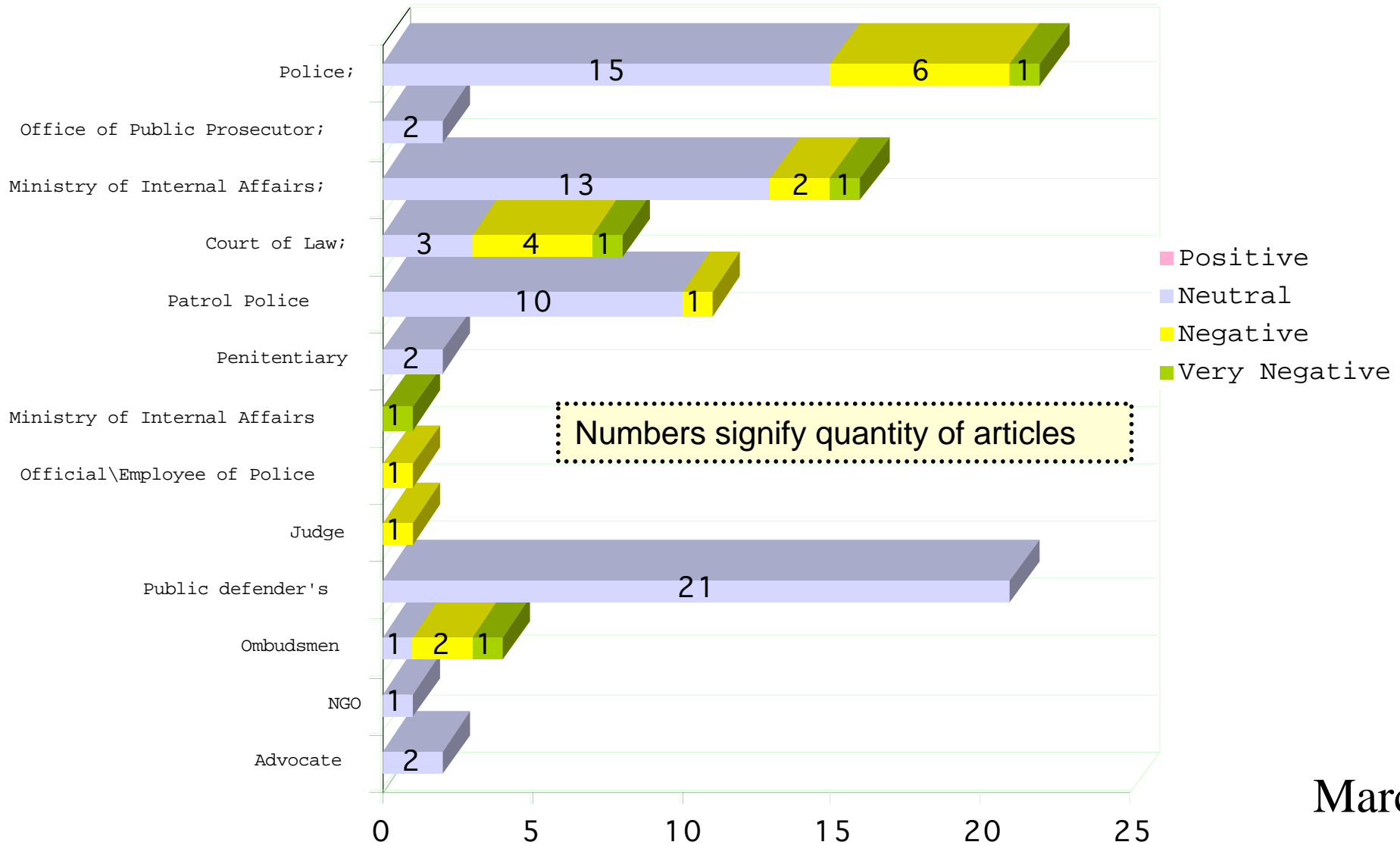
# Distribution of articles according to structures by newspapers



March



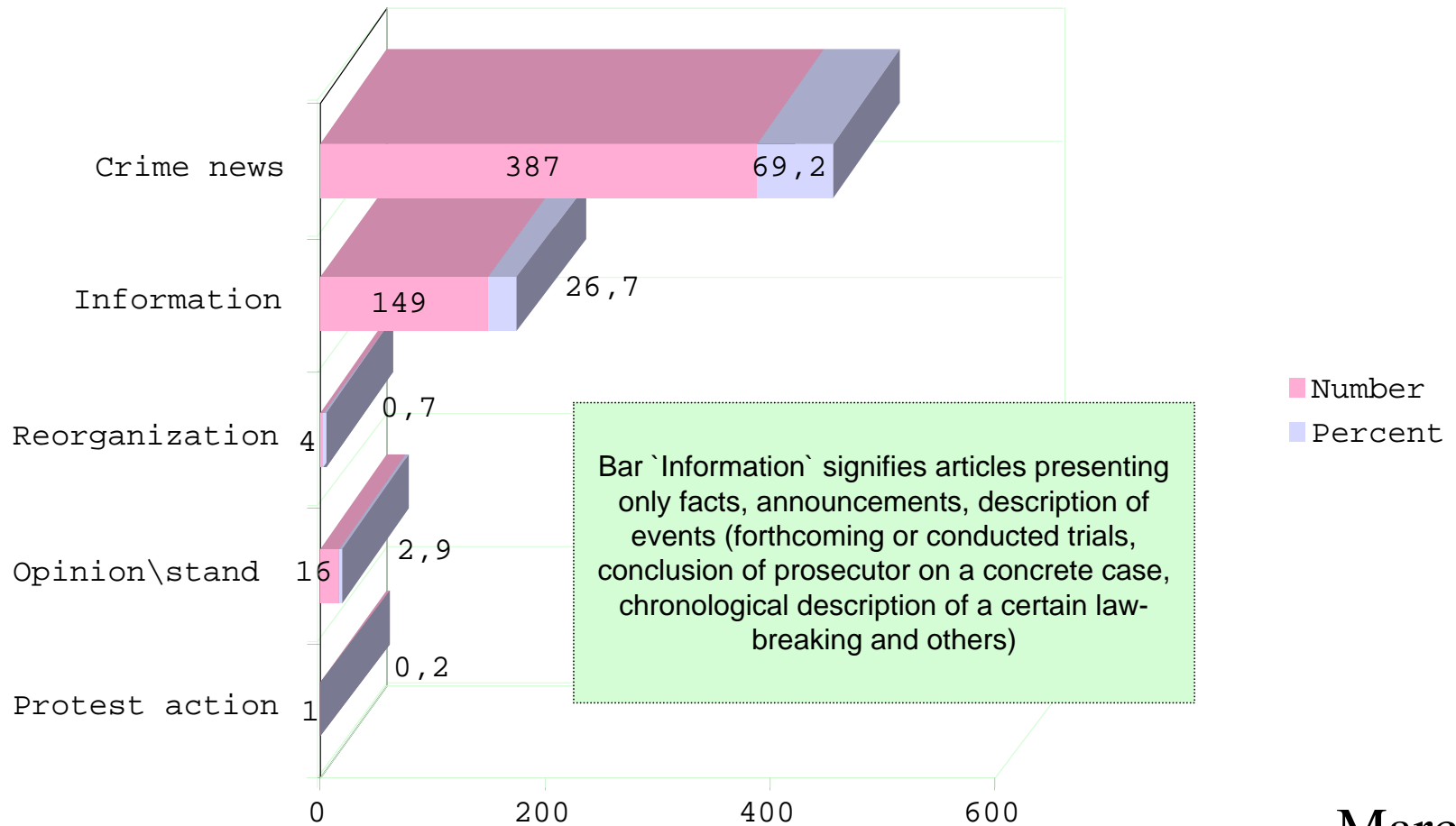
# Tone of articles in regard to concrete structures



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Bellow is given articles of neutral tone according to themes



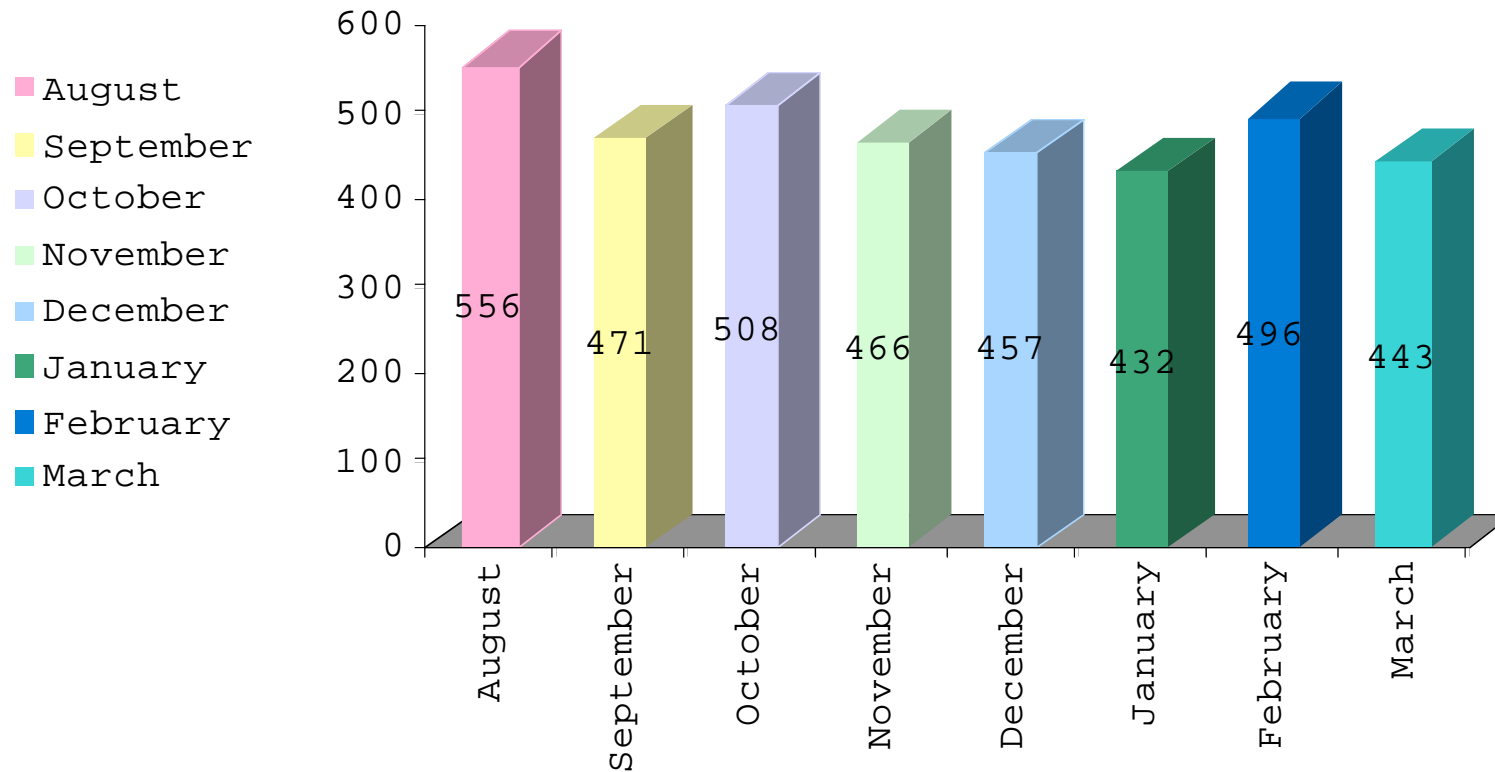
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# Quantity of newspapers by months (with the exception of 24 Hours)

Totally 3828 ( 3970)  
articles

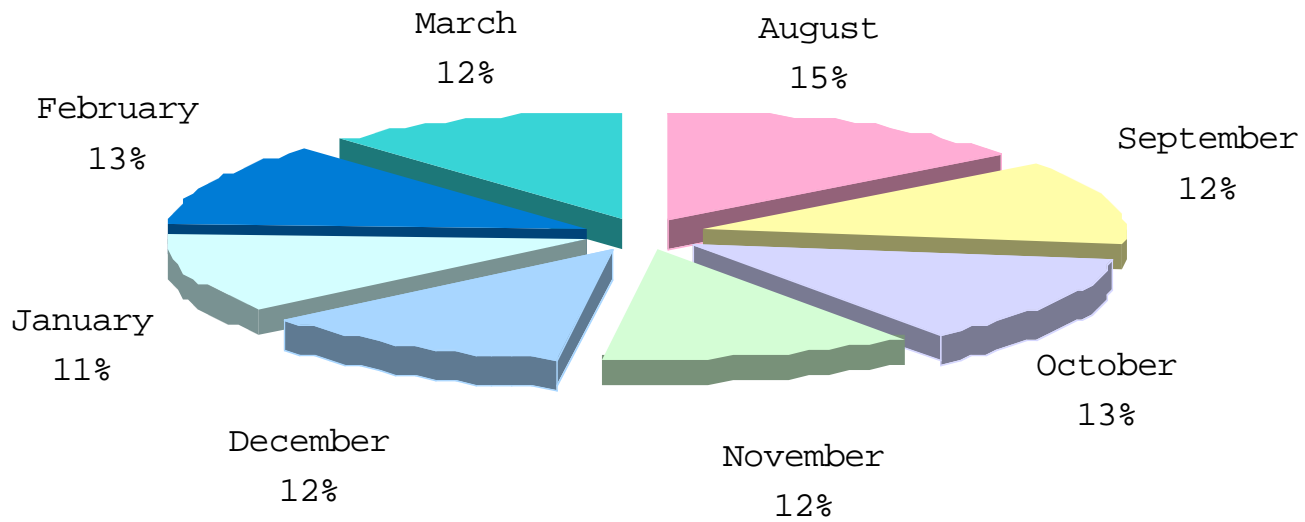
24 Hours - 142  
articles



March



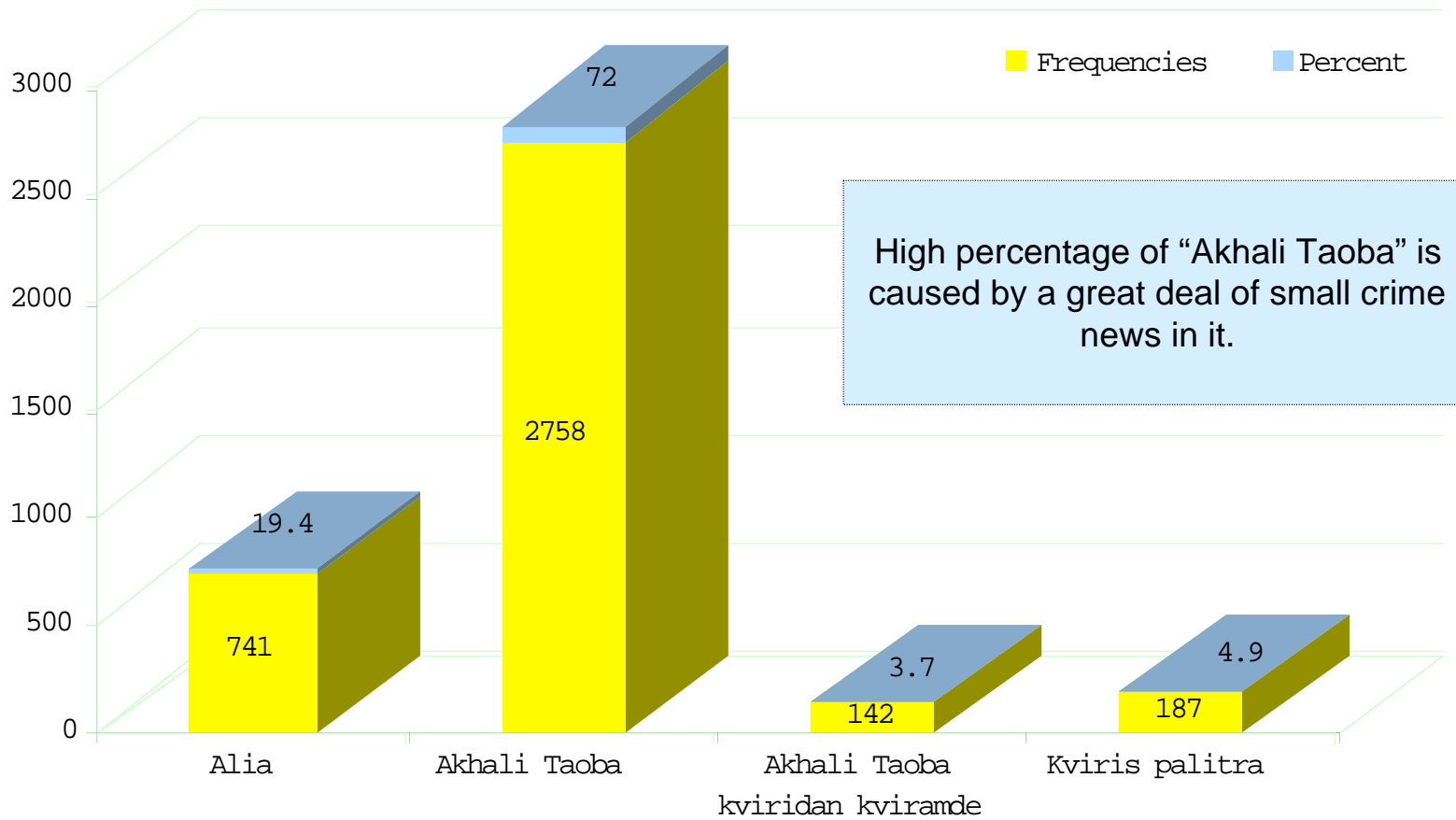
## percentage of articles by months (with the exception of 24 hours)



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## Number and percentage of articles in different newspapers from August 2004 to March 2005

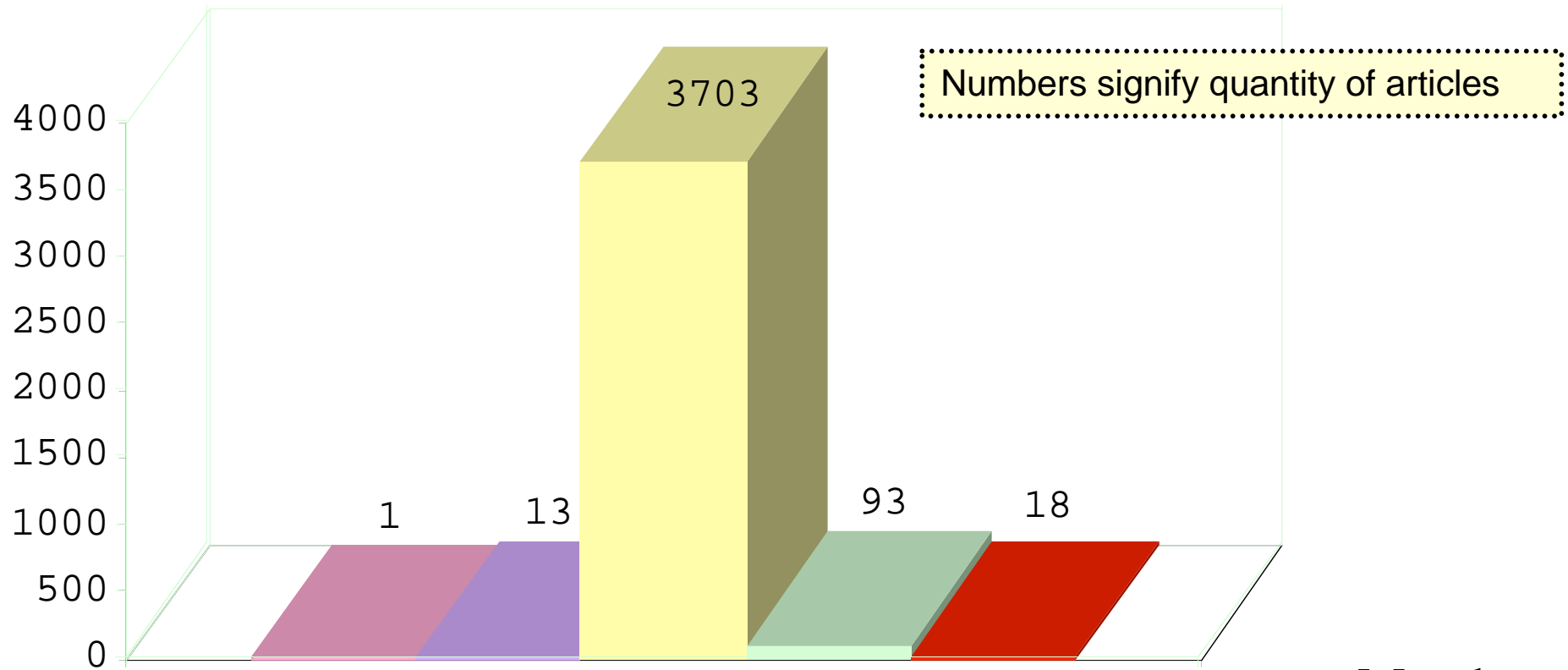


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## Tone of articles from August to February

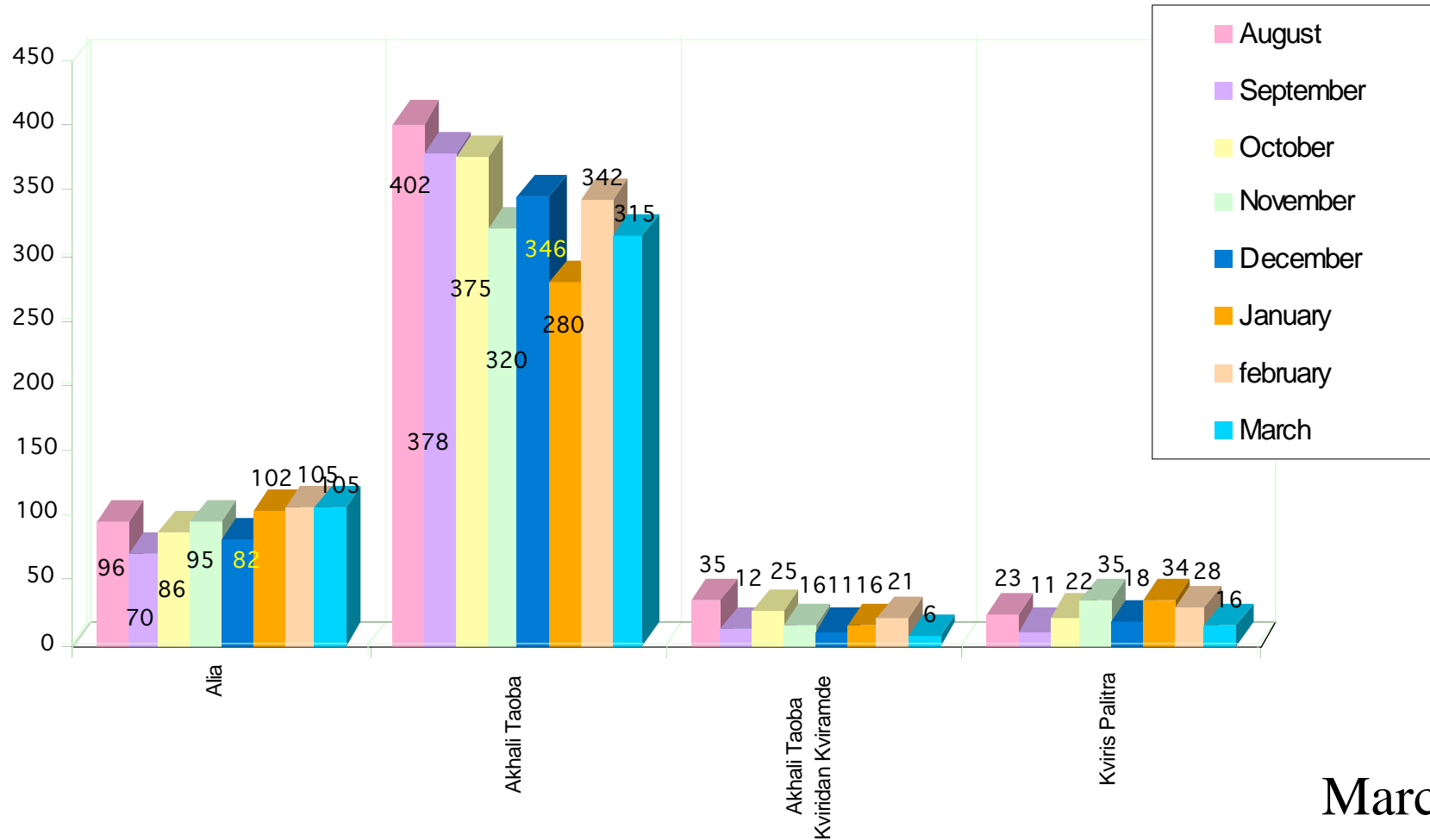
Very positive Positive Neutral Negative Very negative



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## Number of Articles in Different Months by Newspapers

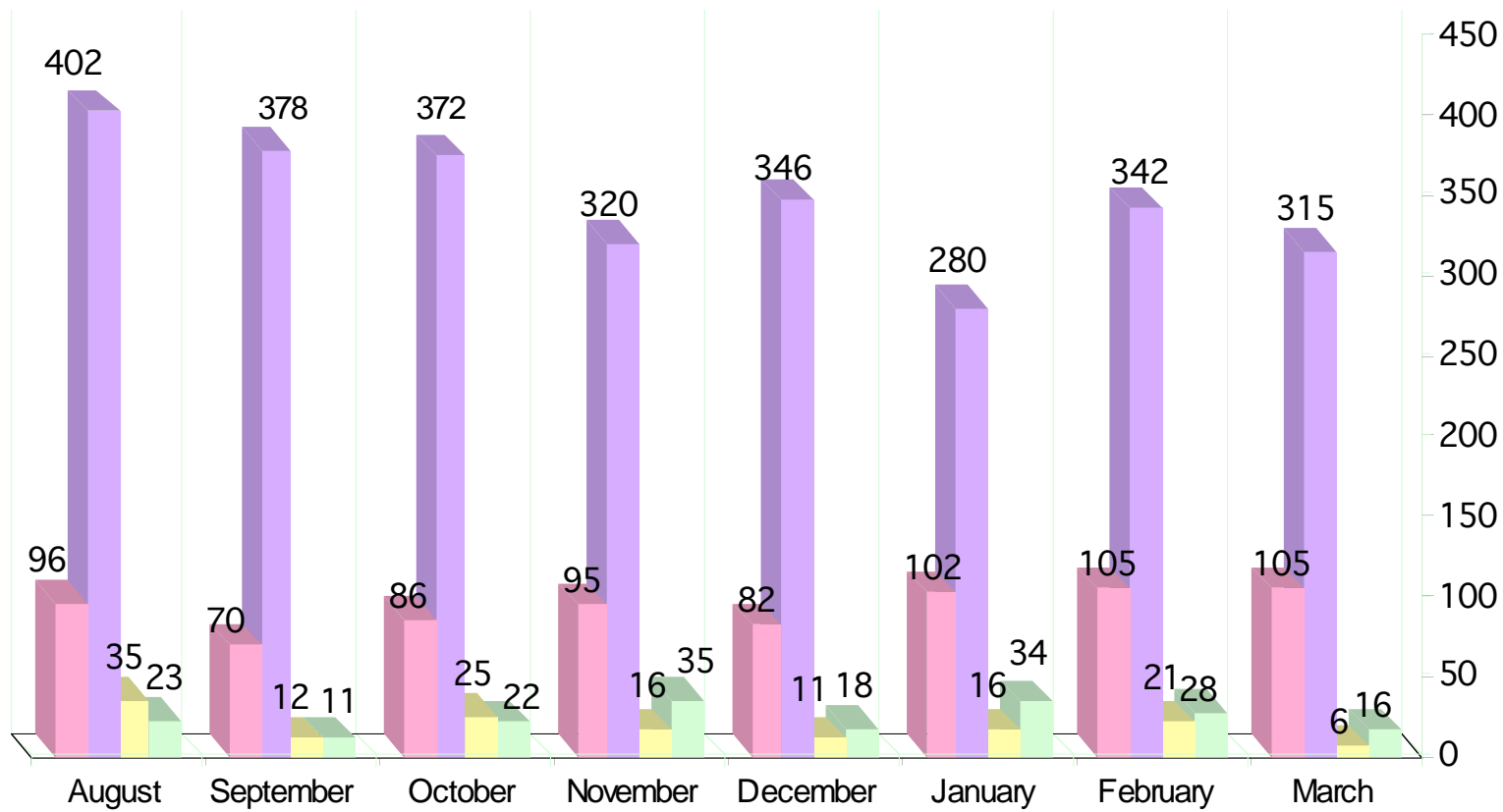


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# Dynamics of tone of articles by months

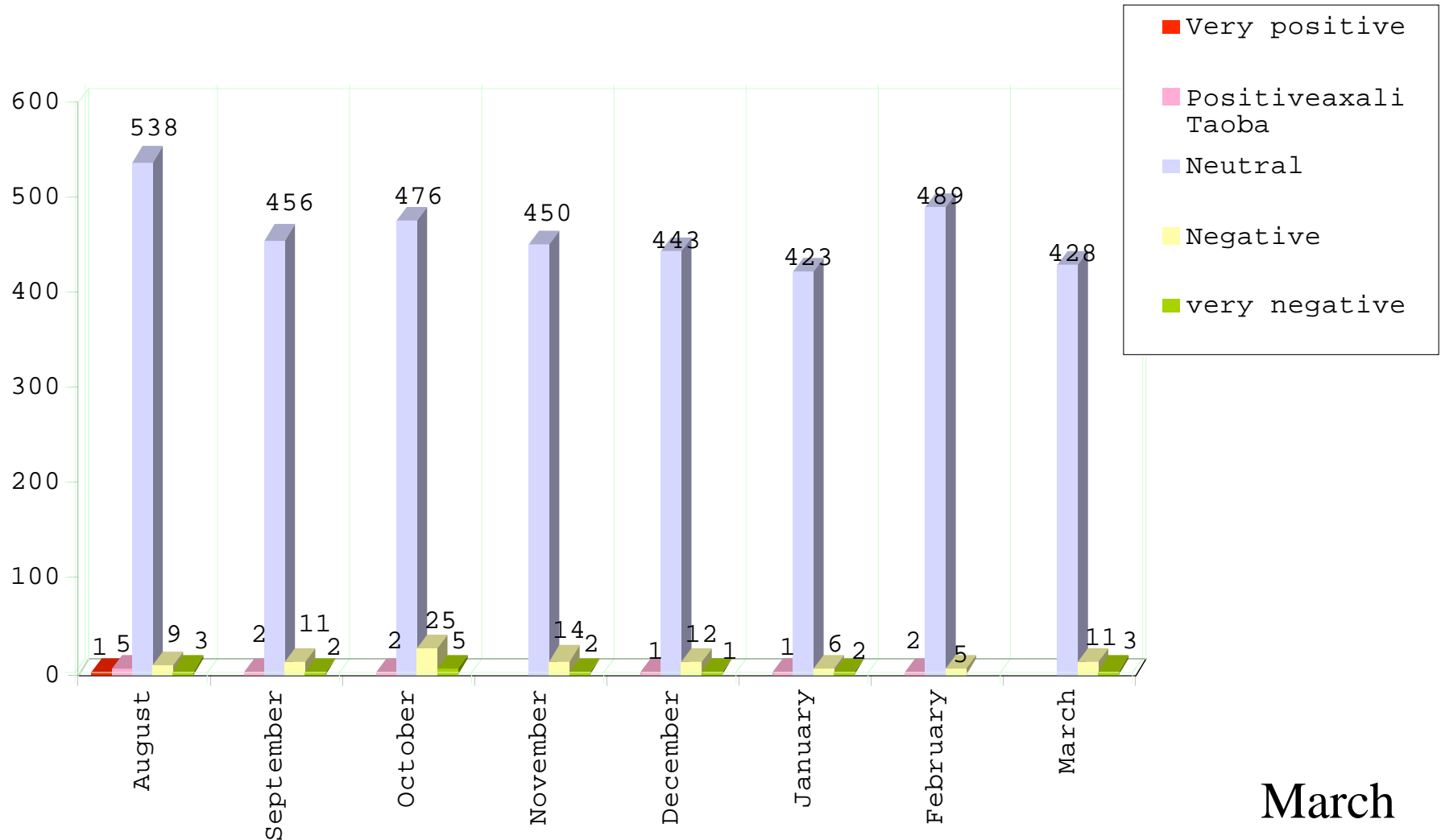
Alia Akhali Taoba Akhali Taoba kviridan kviramde Kviris palitra



March

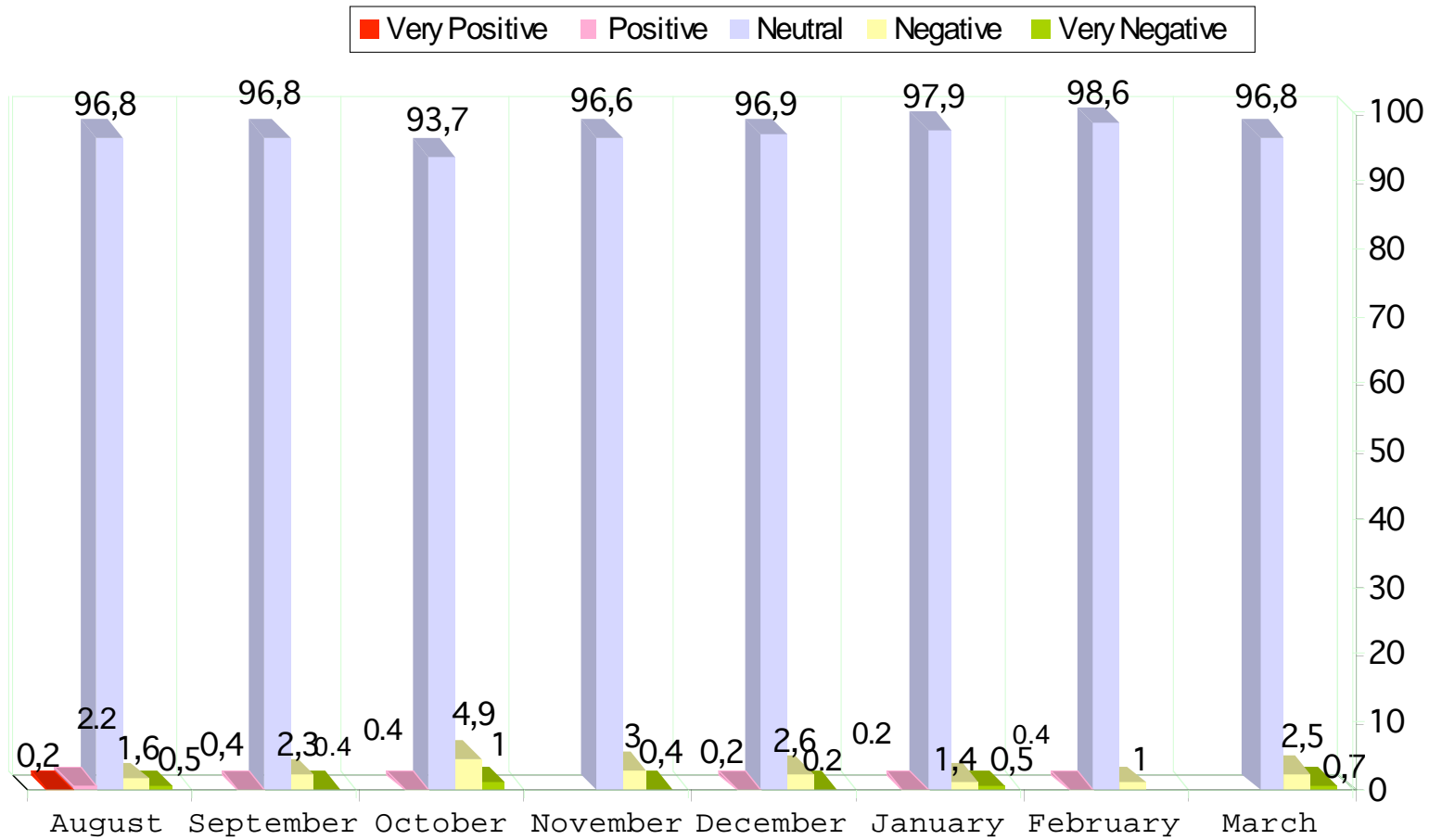


## Dynamics of Articles by months (with the exception of 24 Hors)





## Dynamics of tones of articles by months (percentage)

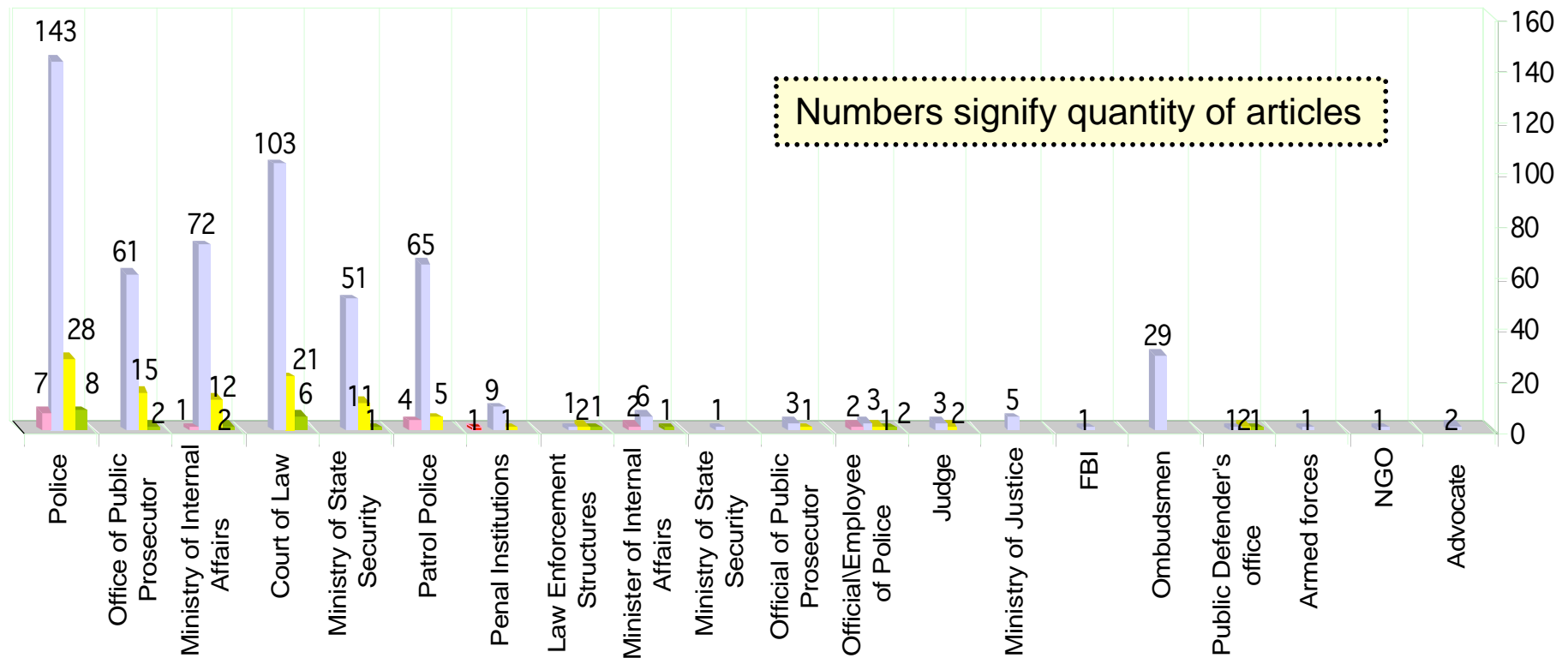


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# Tone of articles concerning to structures from August to February

■ Very Positive 
 ■ Positive 
 ■ Neutral 
 ■ Negative 
 ■ Very Negative



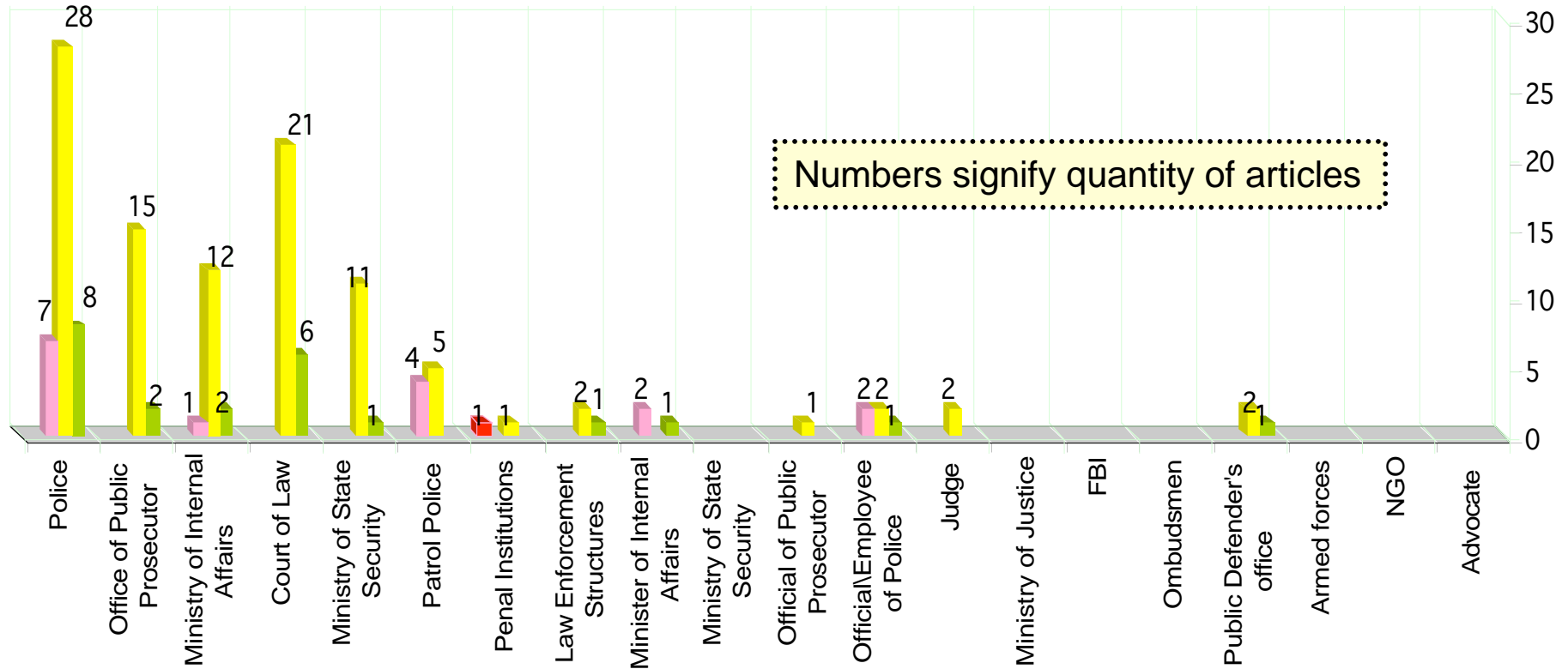
Numbers signify quantity of articles

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# Tone of articles concerning to structures from August to February (with the exception of neutral tone)

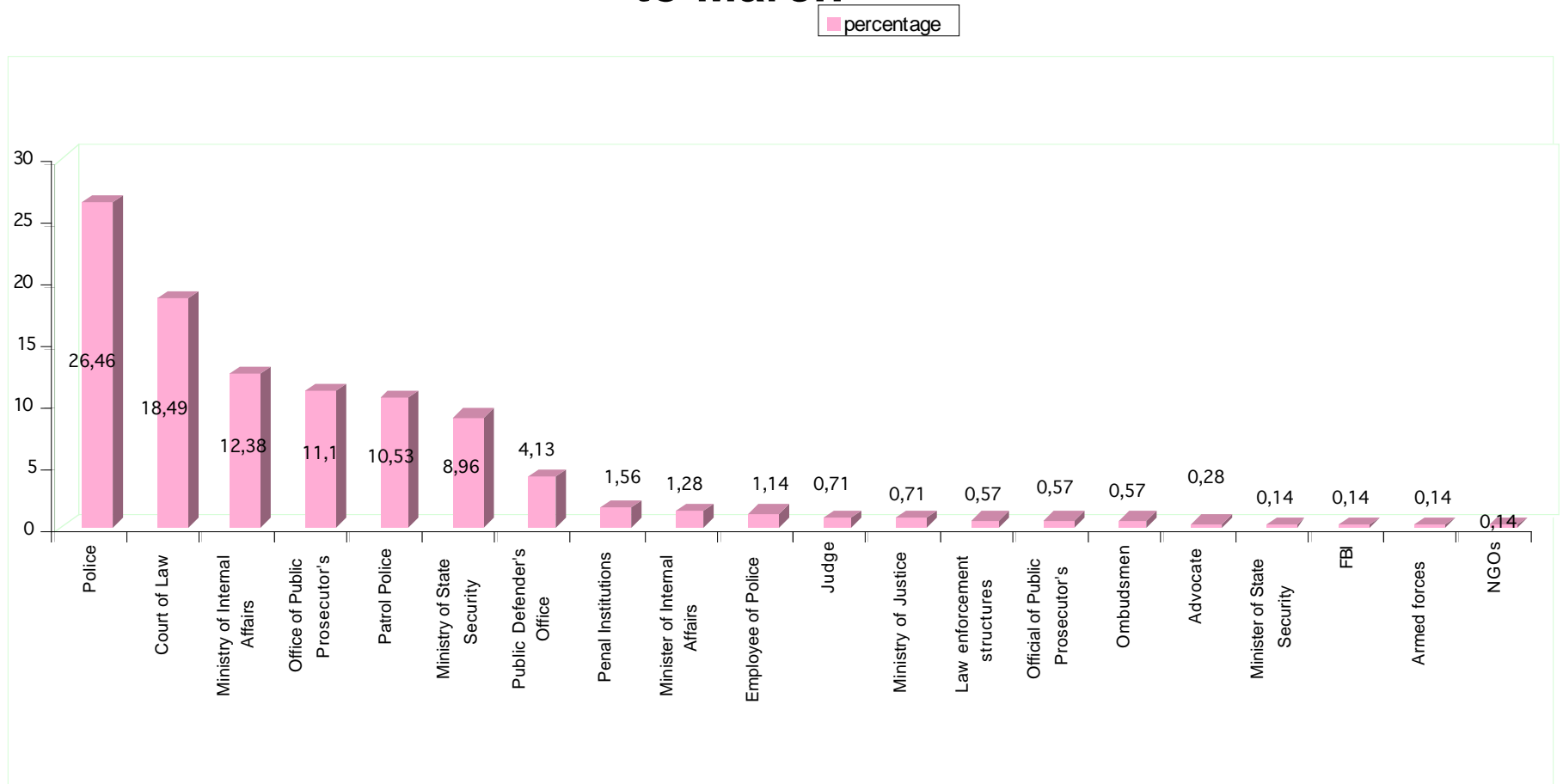
Very Positive Positive Negative Very Negative



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# Percentage of articles related to each structures from August to March

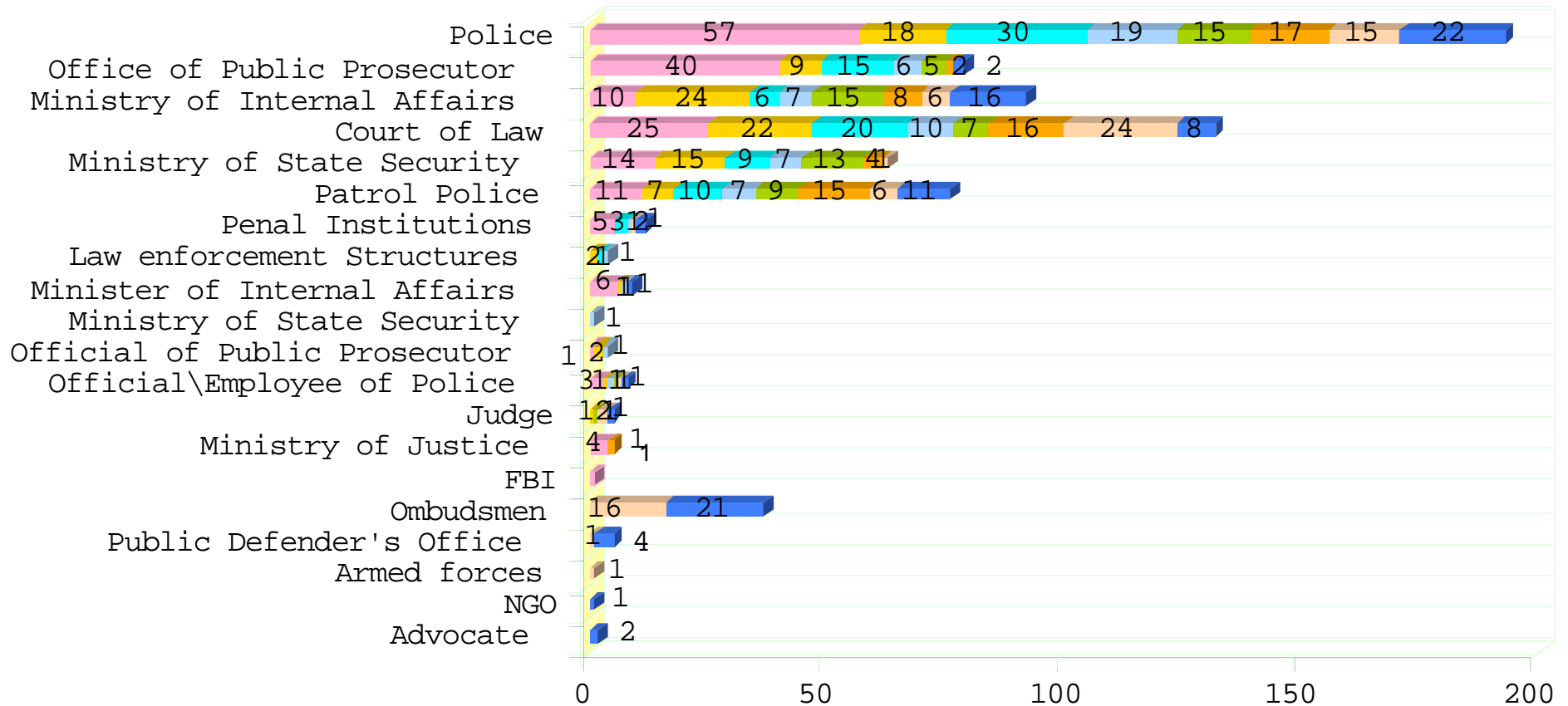


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# Number of articles concerning to a certain structure from August to March

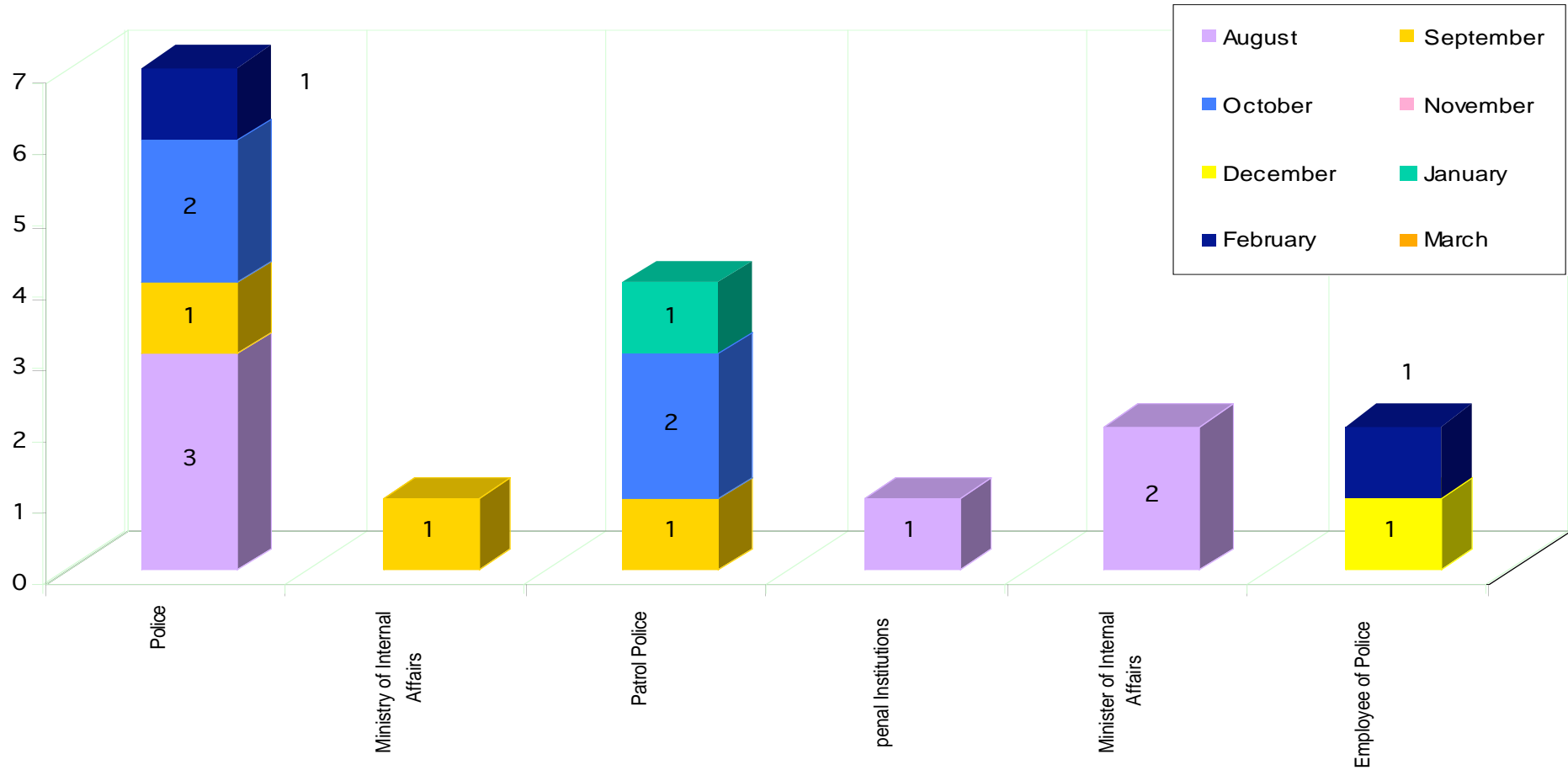
■ August 
 ■ September 
 ■ October 
 ■ November 
 ■ December 
 ■ January 
 ■ February 
 ■ March



March



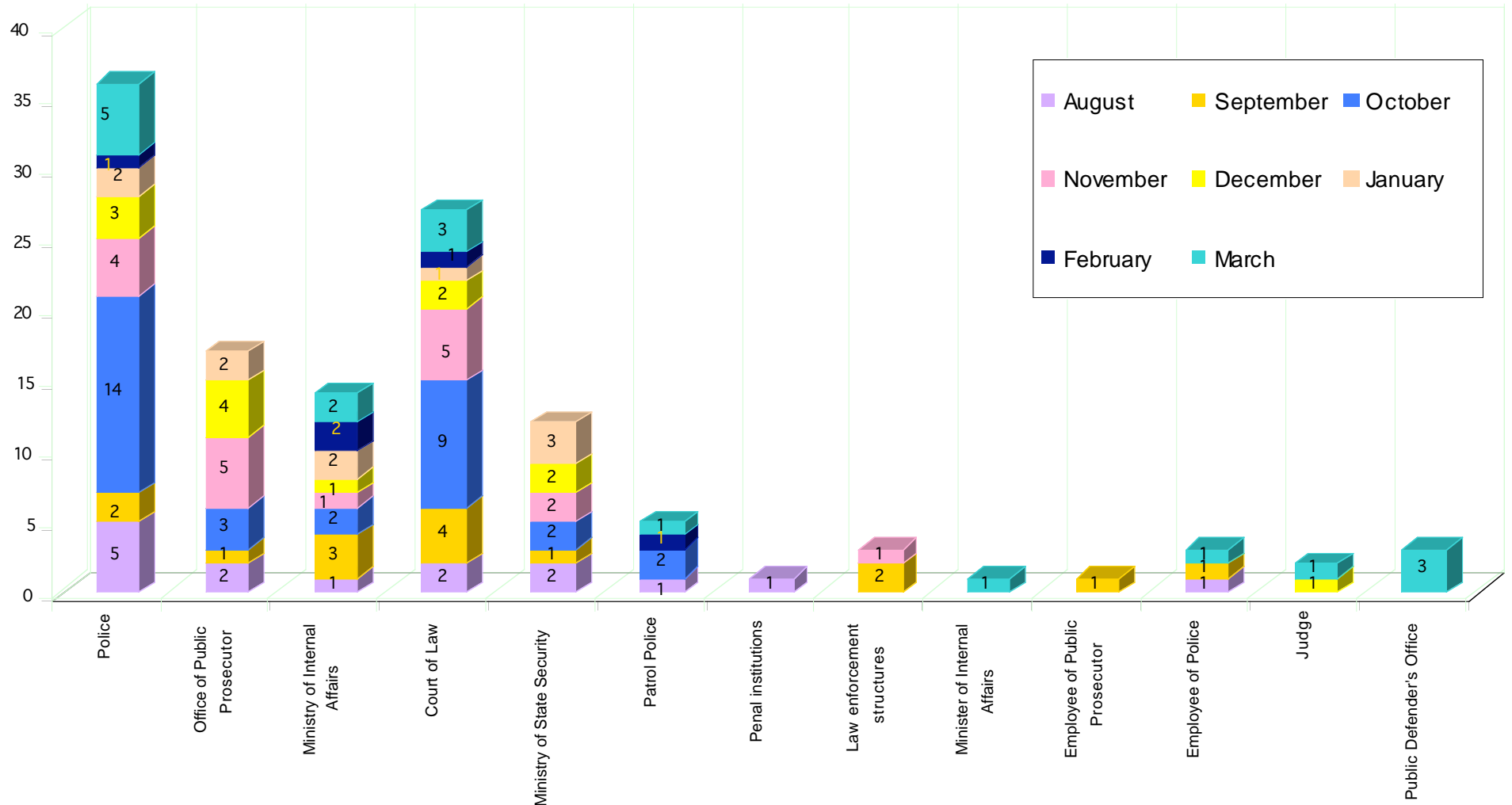
# Number of articles of positive tone concerning to structures



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# Number of articles of negative tone concerning to structures



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# Number of articles of neutral tone concerning to structures

