



Media Monitoring during Elections

June 19 - July 2, 2012

Key findings identified during the media monitoring for the period of June 19 - July 2.

- According to the time allocated by almost all the channels, the government and the coalition Georgian Dream are among the top three. Besides, the United National Movement and the President are also found among those three with different alternation on different channels.
- Real TV is the only channel which allocated more than 40 per cent to one particular subject, and less than 17 per cent to other subjects.
- Most time of direct speech was reported for the president and government on Rustavi 2, Imedi and Real TV, and equally little time was allocated to the coalition Georgian Dream. As for Christian-Democratic Movement, United National Movement and National-Democratic Party, they have relatively more share of direct speech.
- Relatively less speech was reported for the government on the First Channel, Ninth Channel, Kavkasia and Maestro, and relatively more direct speech for the Coalition Georgian Dream.
- More than 73 per cent of coverage of the President with positive tone was reported on Rustavi 2, Imedi and Real TV. The most negative tone was reported on these channels towards the Coalition Georgian Dream (23-46 per cent). However, the Democratic Movement - United Georgia has more than 46 per cent of negative tone on Real TV.
- More or less balanced distribution of positive, neutral and negative tones was reported towards the President on the First Channel, Maestro and Kavkasia. However, it is worth mentioning that out of these three channels, Maestro and the First Channel have almost the same distribution, where the positive tone is prevailing, and also the same share of negative tone (13-13%) was revealed.

- In most cases, the tone of journalists, more or less, repeat the results obtained after evaluating the general tone. However, it should be pointed out that a journalist's tone is mostly neutral on Kavkasia and the First Channel.

Methodology and Analysis

Pre-electoral Media monitoring of televisions include quantitative and qualitative components. The qualitative component includes the time allocated to the subject, direct and indirect speech and the tone of coverage. Components of the qualitative monitoring are: balance, accuracy, fact-based coverage, manipulation with footage and music.

The qualitative data are provided in the diagrams which are attached to the report. The time allocated to the subjects is provided in the diagrams in percentage. 100 percent equals to the time allocated to all the subjects on each channel during the particular monitoring period, which is indicated in the title of the diagram. If the diagram does not show any political party, which is a monitoring subject, this means that no time was allocated at all to this party on this channel during this period. Those parties to which at least several seconds/minutes were allocated, are shown on the diagram (often with 0 per cent of time). The category "other" on each channel represents the group of subjects (except the political parties), to which 1 per cent of time or less was allocated on this channel.

Direct and indirect speech differentiates whether the subject is talking in the news-item himself or if he is being talked about by: journalists or other respondents. The direct and indirect speech is provided in the diagrams in percentage. 100 percent equals to the time allocated to every subject on this channel, which is provided along the subjects on these diagrams. Those subjects, to which less than one minute was allocated on the channel, are not represented in the diagram in order to avoid any distorted picture.

The coverage tone is assigned to the subject when somebody is talking about him indirectly and also when he is talking about himself, about other subjects or about general issues. The diagrams show three categories of tones: positive (green), neutral (yellow) and negative (red). While counting the time allocated to the subject, the tone of this allocated time is also evaluated. Attention is paid to the text of a journalist or a respondent, and also to the overall context of the news item.

Tone-based evaluation of the time allocated to the subjects is given in two ways: evaluation of total time allocated to the subjects on a given channel based on the tone, and tone of coverage/mentioning of subjects by a certain journalist. The coverage tone is given in percentage. In the first case, 100 per cent equals the total time of talking about a subject

on a particular channel, and also the time of talking about this subject by journalists. The subjects, to which less than 1 minute was allocated in each case, are not represented on the diagrams, because it may lead to an erroneous impression, say, for example, a subject who was mentioned for 2 seconds without a negative tone, would have a 100 percent negative or positive tone.

While performing the qualitative monitoring, the emphasis is laid on the balance, i.e. if there are several different opinions about the covered subject represented in the news items. The emphasis is also laid on the accuracy, and for evaluating this, the monitor observes if the journalist's conclusion and the materials used in the news items are compatible to each other (footage, comments of the respondents), or if there are any mistakes in the names, figures, identity of respondents. They also observe if the news item refers to any particular fact, and if there is any footage/comments provided in this news item to confirm this fact.

The monitoring pays attention to the cases of manipulating with footage and music in the news releases. It is assumed that there was a case of manipulation with footage and music, if the footage or photos used in the news item are represented, and there is a music accompanying that footage, which creates certain disposition and results in sharply positive or negative association.

Based on these components, the results of monitoring of news releases are provided for the period of June 19 - July 2 per channels.

The First Channel

During the monitoring period (June 19 - July 2), the most time was allocated to the Coalition Georgian Dream on the first channel (25%). It is noteworthy that less than 12% of time was allocated to all other subjects. According to the allocated time, the government (12%), Christian Democratic Movement and New Rights (9%-9%) are found in the top three subjects beside the Coalition. Out of the total time allocated to the subjects, the President got 8% (see the Diagram: Time 1).

In regards to the direct and indirect speech, the Coalition Georgian Dream, New Rights and National-Democratic Party have the most share of direct speech on the First Channel - more than 65 per cent. Majority of other subjects speak directly for about half of the allocated time, and the other half - indirectly (see the Diagram Speech 1).

According to the tone used during the time allocated to the subjects, it is noteworthy that the most positive tone was used towards the President (52% out of about 18 minutes). Compared to other subjects, the government and local self-government have more share of coverage with positive tone (23% and 32%). We should also note that most amount of negative tone was also reported in regards to these three subjects (President 13%, government 14% and the local government - 21%) (See the Diagram Tone 1).

As for the tone of a journalist, it is noteworthy that 40 per cent of negative tone was reported for the local self-government out of the allocated minute and a half. This share of negative tone was found in several news items broadcasted during the given monitoring period. For example, in the news item about “natural disaster in Tsalenjikha” of June 29 the journalist is saying, that “according to them [village population], they have referred the local government several times for addressing the problem, but there was no response... The local people were saying that if the gabion reinforcement works had been performed properly, they would not have faced the problem like this” (see the Diagram: Tone J1).

The monitoring observes the news items as a whole and tracks general impressions of news items regarding a certain subject. It is noteworthy that the news items on the First Channel mostly leave the neutral impression regarding the subjects discussed in the news item. However, there were several cases, when the President and the Mayor of Tbilisi were covered positively as a whole (June 25, June 19). There are several noteworthy cases, when the local government was covered negatively (June 23).

According to the respondents represented in the news item, on the First Channel the news items are mostly balanced and various opinions are represented about the covered issue. However, still, sometimes there is a lack of balance in some news items. For example, in the news item of June 19 “New Life of Old City”, there is no comment of a representative of construction companies.

As for providing facts for corroborating the information provided by a journalist in the news item (respondent’s comment, footage, reference to the source of reported information), such facts are found almost always on the first channel. We need to point out the news item of June 23 “Seized Property”, in which the journalist presented the position of Fair Elections at the end of the news item. However, no representative of this organization was shown and neither did the journalist mention where from she got information about their position - via the phone or from any other source.

Rustavi 2

On Rustavi 2, the President, the Coalition Georgian Dream and the Government are among the top three according to the allocated time during the period of June 19 – July 2. As for the percentage distribution, the difference is only one per cent (President 20%, Coalition Georgian Dream 19%, Government 18%). As for all the other subjects, they were allocated 9 per cent (only the Christian-Democratic Movement) or less (see the Diagram Time 2).

Judging from the direct and indirect speech it is interesting that the President, to whom 54 minutes were allocated, talked himself during almost three-fourth of this time (70%). Approximately same time was allocated to the Coalition Georgian Dream (51 minutes); although they had only 30% of direct speech (see the Diagram Speech 2).

This trend was also revealed during the qualitative monitoring as well. For example, in the news item of June 26 “Action on Behalf of Georgia”, which lasted for 6 minutes and 5 seconds, the President talked for 5 minutes and 42 seconds. Another news item of the same day looked as if it was dedicated to the winner of “Georgia’s Got Talent - 2012”, but the President’s part was quite long – 1 minute and 22 seconds, and Saakashvili was seen for 25 seconds as well (total length of the news item was 6 minutes and 44 seconds).

Most share of the direct speech (more than 70 per cent) was in regards to: United National Movement, local self-government and National-Democratic Party (see the Diagram: Speech 2).

As for the evaluation of the tone of the time allocated to the subjects, it is noteworthy that 81% of time out of one hour allocated to the President was evaluated with a positive tone, and only 16% - with the neutral tone. Large share of the positive tone was reported for the government as well (54%). The local self-government was covered positively during 83 per cent of almost 9 minutes allocated to it in total. Largest share of coverage with negative tone was reported for the Coalition Georgian Dream – 36 per cent of negative tone out of almost an hour-long coverage (see the Diagram: Tone 2).

As for the time allocated to the subjects according to the journalist’s tone, the situation is almost the same. The President, the government and the local self-government have the most positive tone (the President 44%, government 30%, local self-government 28%), and the Georgian Dream has 40 per cent of negative tone (see the Diagram: Tone J2).

As for the overall impression, the neutral, also the positive and negative impressions regarding the subjects are frequent in the news items of Rustavi 2. It is noteworthy that during the period of June 19 – July 2, the overall positive impression in the news items

was created regarding the President and the Mayor of Tbilisi Gigi Ugulava. For example, Saakashvili is shown with smiling children in the news item of June 21 “Gasification of Shida Kartli”. There are sounds of clapping hands and happy faces are visible. Saakashvili is seen when hugging a little child. In the news item of June 29 about the flood in Samegrelo, Saakashvili is seen while walking in water with a citizen.¹ However, in some news items the President and the government are shown negatively (news item of June 19 “Protest of Laborists”; news item of June 26 “Kakha Kukava’s Briefing”). Negative impression is also frequent in regards to Bidzina Ivanishvili and the members of the Coalition Georgian Dream.

We should point out the news item of June 20 “Kaladze’s Secret Meeting”, which tells a story about Kakha Kaladze’s “secret” meeting with “thieves in law” in one of the fashionable restaurants of one the European cities. Both in the beginning and in the end of the news item, the journalists are providing the story of Kaladze’s meeting to the audience as a fact. However, it is not seen from the news item what the source of information was. The journalist repeats the phrase “according to the information of Rustavi 2” several times. The footage is shown from the restaurant where Kakha Kaladze is vaguely seen, though none of the thieves in law are seen about whom the journalist is reporting. The dossier and footage provided about the thieves in law impress the audience very negatively, although there is nothing in the news item that would prove any linkage with Kaladze. The journalist provides a proof of Kaladze’s attendance at the “secret” meeting by the fact that he flew from Georgia on June 12 and returned on June 14. However, no source is provided for proving this. There are 3 respondents in the news item: Viktor Dolidze, Eka Beselia and Vakhtang Khmaladze. None of them confirm the fact of the meeting or Kaladze’s connection with the thieves in law. At the end of the news item Kaladze is again mentioned negatively in the context of Italian football scandal and it is assumed that that very scandal was one of the subjects of the meeting. The footage used in the news item and the provided information as a whole leave very negative impression regarding Kakhi Kaladze, who is mentioned as one of the leaders of the Georgian Dream and a majoritarian candidate. However, there are no facts provided for grounding all this information.²

According to the provided sources, the news items broadcasted by Rustavi 2 are sometimes balanced, or are not. For example, in the news item “Court Decision” dated June 21, the comments of the representatives of the Georgian Dream are not shown.

¹ Please follow this link for seeing the news item: <http://www.youtube.com/watch?v=EjX9-nJlIA&feature=youtu.be>

² <http://www.youtube.com/watch?v=IAMSWo-YFtU&feature=youtu.be>

As for the discrepancy among the journalist's story, respondents' comments provided in the news item and the visual material, we come across with the news items, where these discrepancies are well seen. For example, in quite a broad news item of June 26 about the restoration of the Bagrati Temple, the journalist is saying: "one of the UNESCO experts produced quite a superficial and unqualified opinion regarding its restoration...". However, none of the respondents have evaluated the UNESCO's opinion in the new item; neither does the journalist specify who made this evaluation. Therefore, it seems that she has expressed her own opinion.

Imedi

Imedi allocated most of the time to the Government (21%), President (19%) and Coalition Georgian Dream (16%) during the monitoring period. 10 per cent of the time was allocated to the Christian-Democratic Movement, and less than 6 per cent was allocated to other subjects (see the Diagram: Time 3).

It is interesting to see the percentage distribution of direct and indirect speech in case of the President and the Coalition Georgian Dream. In case of 68 per cent of the time allocated to the President, he had a chance to talk directly, and in case of 32 per cent, others spoke about him. For example, the news item of June 25 about the local self-government representatives at the President's Palace lasted for about 6 minutes, and Saakashvili talked about 5 minutes and 16 seconds.

In case of the Coalition Georgian Dream, the coalition representatives talked directly for 29 per cent of time in the news items, and in case of 71 per cent, there was an indirect speech about them. More than an hour was allocated to the government (67 minutes), and the share of direct and indirect speech was distributed almost evenly (43% direct and 57 indirect) (see the Diagram: Speech 3).

As for the tone-based distribution of time allocated to the subjects, the most positive coverage was done for the President (74%), the government (60%) and local government (58%). For example, in the news item of June 30 "Merabishvili - a New Prime Minister" the journalist is saying: "it is possible to say that Merabishvili was one of the most successful ministers of Saakashvili's government".

Relatively larger share of positive tone was revealed towards other subjects as well: Parliament (25%), United National Movement (16%), New Rights (17%) and Christian-Democratic Movement (15%). Unlike these opposition parties, the least amount of positive tone (2%) and the most negative tone (23%) was reported for the Coalition Georgian

Dream, to which the biggest amount of time was allocated out of the parties (see the Diagram: Tone 3). For example, in the news item of June 28 “Facts of Vote-Buying: financial schemes, deciphered scheme” a journalist is saying: “Bidzina Ivanishvili’s plan targeted to vote buying has failed again. Joint scheme of the leader of Georgian Dream and Vano Chkhartishvili has deciphered by the Prosecutor’s Office of Georgia”.

Distribution of time allocated to the subjects on Imedi provides the following picture according to the journalist’s tone: the most positive tone is used for the President (29%), government (27%), local self-government (19%), Parliament (9%). However, and the most negative tone was used for the Coalition Georgian Dream (24%) (See the Diagram: Tone J3).

As for the overall impression regarding the news items, it should be pointed out that often the news items leave positive impression regarding the President, Mayor of Tbilisi and the Speaker of the Parliament. In addition, quite frequently there are news items of positive contents about the Christian Democratic Movement.

For example, the news item of June 19 “Christian Democratic Movement at the Children’s center” shows the visit of the representatives of the Christian-Democratic Movement to the Center of Children with Disabilities. Contents and footage of the news item leaves a positive impression about this party.

The news items are sometimes balanced, sometimes not according to the respondents provided in there. Consequently, it is difficult to specify any trend for this period.

As for the discrepancy between the journalist’s opinion and the provided facts, there were several cases revealed. For example, in the news item of June 27 “Whom does Cartu Bank belong to? Why does Ivanishvili deny any linkage with Cartu?” the journalist is saying that Ivanishvili has denied any connection with Cartu Bank. However, in the interview shown after that, Ivanishvili is saying that he has given his shares at the Cartu Bank to his son.

It is noteworthy that on June 30, the number one news item was broadcasted again as the news item number 13. It had the same title – “Merabishvili – New Prime-Minister: Changes in the Georgian Government” and actually there were no differences between these two: speeches of Saakashvili and Merabishvili were not different, neither were different Merabishvili’s achievements listed afterwards. In this case the only difference was that the comments of the opposition representatives were added at the end of the news item.

Maestro

On Maestro, the most time was allocated to the government – 26 per cent. According to the time allocated to the subjects, the Coalition Georgian Dream (17%) and the United National Movement (13%) ranked second and third. The President is the fourth with 11 per cent. 6 per cent or less was allocated to all the other subjects (see the Diagram: Time 4).

Observation on the direct and indirect speech on Maestro revealed that out of the four subjects to which the most time was allocated, the President has the largest share of direct speech (56%) and the government has the least (25%). For example, the news item dated June 25 “Meeting at the Residence”, lasted for 2 minutes and 19 seconds in total, out of which the President talked for one minute and a half. The Christian-Democratic Movement has the most time of direct speech (80%). However, only 5 minutes were allocated to this party on this channel (see the Diagram: Speech 4).

As for the tone-based evaluation of these subjects, it is interesting to see that the President has the most positive tone (45%) on Maestro. One of the examples is the news item about the flood in Tsalenjikha, where the journalist pointed out: “because of the flood Mikheil Saakashvili terminated his visit to Baku and returned to the country”. The President has an equal share of positive and neutral tone (45% positive and 42% neutral), and 13% of negative. The government has similar share of positive and negative tones (21% positive and 23% negative). The most negative tone was revealed in regards to the Voter Lists Verification Commission (26%) and the local self-government (20%) (See the Diagram: Tone 4).

In regards to the time allocated to the subjects according to the journalist’s tone, mostly the journalists talk about the subjects with a neutral tone. The most negative tone was identified in regards to several subjects: the government (27%), local self-government (16%), Voter Lists Verification Commission (13%) (See the Diagram: Tone J4).

After observing the news items, the overall impression is the same as the one revealed by the quantitative results. The news items about the government and authorities are mostly done with negative tone. In other cases the overall impression is mostly neutral.

In regards to the respondents shown in the news items of Maestro, the news items are sometimes balanced, but sometimes – not balanced. In this respect it is very difficult to identify any specific tendency for the given period. However, it is noteworthy that the unbalanced news items are mostly about the issues where there is an evident necessity of having the comments of the representatives of the Chamber of Control.

There were also cases revealed on Maestro, when the journalist's story was not compatible with the visual material or the comments expressed by the respondents shown in the news item. For example, in the news item of June 25 about the meeting of Bakradze and Ugulava with small business representatives, held at Triumph Club, the journalist said that the NGOs once again disseminated a statement that the ruling team cannot differentiate between the concepts of the authority and those of partisanship. However, neither this statement nor the interview was shown in the news item that would confirm the things the journalist had said. Neither was it specified which NGO was saying this. The journalist also said what answer the government members gave to the NGOs' statement, though no material was provided for proving this.

In the news item of June 25 "Peach Harvest" the journalist said that according to the farmers the government promised them to build a food-canning factory, but they did not keep their promise. Although the respondents expressed dissatisfaction in the news item regarding the prices on medicines, nobody mentioned the food-canning factory.

Kavkasia

The most time was allocated to the Coalition Georgian Dream on Kavkasia – 25 per cent. The government (17%) and the United National Movement (15%) ranked second and third. 7 per cent or less was allocated to other subjects, and only 5% was allocated to the President (see the Diagram: Time 5).

From the standpoint of percentage allocation of direct and indirect speech it is noteworthy that out of the subjects that ranked top three based on the time allocated to them, the government has the least share of direct speech (26%). the Coalition Georgian Dream and the United National Movement have similar percentage of direct speech (45% and 52%). Out of 11 minutes allocated to the Christian-Democratic Movement, 72% is the share of direct speech (see the Diagram: Speech 5).

In regards to the tone-based evaluation of the time allocated to the subjects we need to point out that the time allocated to the President is more or less evenly distributed as positive, neutral and negative tones (35% positive, 43% neutral and 22% negative). The Coalition Georgian Dream turned out to have equal amount of coverage with positive and negative tones (9%-9%). Relatively larger share – 20 per cent – of negative tone was reported for the government (see the Diagram: Tone 5).

Distribution of time allocated to the subjects based on the journalist's tone provides the following picture: journalist speaks mostly with a neutral tone about the subject, but

mentions certain subjects with negative tone: United National Movement (10%), government (8%), the Coalition Georgian Dream (6%), Chamber of Control (5%) and the President (4%) (See the Diagram: Tone J5).

Overall impression regarding the news items of Kavkasia is similar to the results of quantitative monitoring. Mostly the news items are neutral. Overall impression concerning the President and in regards to the Coalition Georgian Dream is sometimes positive, sometimes – negative.

In regards to the respondents, the news items broadcasted on Kavkasia are more or less balanced. There were certain cases revealed, when the lack of comments by the government representatives were lacking in the news items (June 21, June 23, June 29).

As for the discrepancies between the journalist's opinion and the material provided in the news items, the first and sixth news items on June 22 are interesting (about seizing the assets of Global TV and Bakradze's initiative on Must-Carry). In both of the news items, an interview with the public defender Giorgi Tugushi is used. In the first news item the journalist said that Giorgi Tugushi responded to the fact when the police entered the warehouses of Global TV. In the sixth news item, according to the journalist, Tugushi responded to the statement of the speaker of the Parliament. However, exactly one and the same parts of the comment are shown in both of the news items. Ultimately, it is unclear to which issue Tugushi has made his comment. Besides, in both of the cases the journalist is saying that according to Tugushi, the government should be especially cautious in regards to the media-related issues. However, Giorgi Tugushi has not mentioned the government in his interview. He just noted that due caution should be exercised from any party.

The Ninth Channel

The most time was allocated to the government on the Ninth Channel – 27 per cent, to the Coalition Georgian Dream – 21 per cent and the United National Movement – 15 per cent. Out of the total time allocated to the subjects, 11 per cent was allocated to the President and 8 per cent to the Parliament, and other subjects got less than 4 per cent (see the Diagram: Time 6).

Percentage distribution of direct and indirect speech creates an interesting picture. Each of those subjects, to whom more than 10 minutes were allocated (top five), have more or less equal share of direct speech (from 44 to 34 per cent). 46 minutes were allocated to the government, but they had the least opportunity for direct speech – only 19 per cent (see the Diagram: Speech 6).

In regards to the tone-based coverage, the interesting thing is that the government and the United National Movement have equal share of negative tone (24%-24%), but the difference was that there was 3 per cent of positive tone regarding the government, and there was no positive tone at all regarding the United National Movement. The local self-government has the largest share of negative tone (43%); however, they got only 6 minutes. As for the President, to whom 20 minutes were allocated, 34 per cent was the coverage with negative tone and 10 per cent with the positive tone. In case of the Coalition Georgian Dream the coverage was mostly neutral and there was only 4 per cent of negative tone (see the Diagram: Tone 6).

In regards to the journalist's tone, the distribution of time allocated to the subjects shows that the journalists at this channel too, mostly speak about the subjects with neutral tone, but the share of negative tone is also quite big in regards to the subjects such as: the government (20% out of about 27 minutes), the President (31% out of 7 minutes), local self-government (45% out of 3 minutes) and United National Movement (26% out of 11 minutes). There was also 6% of positive tone reported in regards to the President as well (see the Diagram: Tone J6).

Observing the overall impression of news items on the Ninth Channel, there was a tendency during the qualitative monitoring that the President, government, United National Movement and local self-government representatives are in most cases covered in the news items in a negative or very negative context. The negative impression is created by the comments made by the respondents in the news items, and also by the negative text of journalists as well. The journalist is saying in the news item of June 22 on Must-Carry: "after the declared hunting on satellite dishes, the ruling party started to talk about the necessity of the informed choice". In the news item of June 29 "lost lands: the village left without land faces a risk of famine", the journalist is saying: "the villagers tried to seek justice at the President's, but their attempt was dissolved after the Gamagebeli threatened them".

However, we need to point out the news item in the news release of June 29 "natural disaster in Tsalenjikha", where the President is covered positively. It is reported that the President stopped his visit to Azerbaijan because of the disaster. There is a footage showing that the President is meeting with the population, hugs a crying woman and then gives promises that everything will be recovered. Although the overall impression of the news item is positive in total, there is a footage shown about how Saakashvili is trying to enter water, stumbles and then stops entering. It is noteworthy that other channels broadcasted the footage of the President entering the water in their news items on this topic, but the Ninth Channel showed only this part (stumbling). It is also noteworthy that

the police was represented quite negatively in the same news item. It is said that they interfered in the journalist's activities, blocked the way and did not let them shoot the whole visit of the President. They have shown a footage when the journalist is approaching to the car, which has already started off, and asking, why they blocked the road intentionally, but the road is not blocked.³

In frequent cases, the Ninth Channel also negatively covers the Voter Lists Verification Commission. As for the opposition parties, they are mostly covered in the neutral context. Sometimes an overall positive impression is observed towards the Coalition Georgian Dream.

As for the respondents having various opinions, in this respect the majority of news items is balanced. It should be pointed out that in most cases the news items do not provide the comments of the representatives of the ruling team and the government representatives, when the issue discussed in the news item is relevant to them. However, the journalists often clarify that they were unable to contact a specific respondent or s/he refused to make any comment.

There are several cases in the news items of the Ninth Channel when the journalist's story is not reinforced with the visual material or comments of the respondents that have been represented in the news items. For example, in the news item of July 2 "Prime Minister's plan - Vano Merabishvili Nominated a Minister of Employment", the journalist said that the candidate minister of employment is an owner of a construction company who constructed the Anaklia Bridge and house of Parliament in Kutaisi. However, there are no facts provided in the news item to prove this, neither is there any source mentioning it.

Real TV

On Real TV most time was allocated to the Coalition Georgian Dream - 45 per cent. Real TV is the only channel that allocated more than 40 per cent of the total time allocated to the subjects to one particular subject. According to the allocated time, the following ones were also found in the top three: the President (17%) and the government (9%). Other subjects got only 5 per cent or less time (see the Diagram: Time 7).

It is interesting that according to the percentage distribution of direct and indirect speech, the Coalition Georgian Dream has the least percentage indicator of direct speech (26% out

³ Follow the link for viewing the news item:

http://www.youtube.com/watch?v=aiZ_r1q3uro&feature=youtu.be

of an hour and a half). Democratic Movement – United Georgia has the same percentage indicator, though here the difference is that only 9 minutes were allocated to it. The President and the government have more than 55 per cent of direct speech, and the United National Movement – 84 per cent (see the Diagram: Speech 7). Frequently there are news items where the speech of the President prevails. For example, the news item of June 20 “New swimming pool” – lasted for almost 6 minutes and three and a half minutes were allocated for Saakashvili’s speech. News item of June 21 “President in Osiauri” – lasted for six minutes and a half and 4 minutes and a half was dedicated to the President’s direct speech. Besides, the President was visible for 28 seconds, and a journalist talked about him for 32 seconds.

Results of subject coverage are the same in the quantitative and qualitative parts of the monitoring. The most coverage with negative tone was done for Bidzina Ivanishvili and the parties involved in the Coalition Georgian Dream, which totals 46 per cent. One of the good examples of Ivanishvili’s negative coverage is the news item of June 26 “Where did Bidzina have his holiday during the war”, where the footage and journalist’s text is used for making contrast between the war-related misfortunes and Ivanishvili’s holiday at the sea-side.⁴

50 per cent of negative coverage was revealed for Democratic Movement – United Georgia. As for the positive tone, the most positive tone was reported regarding the President – 73%. In addition, the local self-government was covered positively – 46 per cent and the government – 39 per cent (see the: Diagram Tone 7).

As for the evaluation of the tone used by the journalist while speaking about the subjects, the pictures are similar. Most frequently the journalists speak with a negative tone about the Coalition Georgian Dream and the Democratic Movement – United Georgia (42% and 53% negative tone). For example, on June 19, the journalist is saying in the news item “Davitashvili’s 1,100,000”: “First, Koba Davitashvili was a member of the National Movement, however, after he did not get a desirable position from Mikheil Saakashvili, he moved to the opposition”. In the news item of June 20 “Self-respecting Lady Nino” the journalist is saying: “Apparently, it is easily acceptable for self-respecting Burjanadze to get united with the former opponents on the background of obscenity. This was the case in previous years as well, when all the people used bad language for Burjanadze, though these were the people that she publicly kissed afterwards”. This quote is followed by the footage where Burjanadze and Levan Gachechiladze are reconciling in public and kiss

⁴ Follow the link for viewing the news item: <http://www.youtube.com/watch?v=N-eUnXiOxCc&feature=youtu.be>

each other. Then the hearts appear on the footage and a sound of kissing is heard. Also the French romantic music is used as a background.⁵

18 per cent of negative tone was revealed in regards to the People's Council (Sakhalkho Kreba). As for the positive tone, the President has the most share of the positive tone – 25% and the local self-government has 16% (see the Diagram: Tone J7).

We find the cases of manipulating with footage on Real TV, which most often are used for creating a sharply negative or positive impression. For example, in the news item of June 20 “Self-respecting Lady Nino” it is said that both Bidzina Ivanishvili and Nino Burjanadze forgot severe criticism expressed towards one another. After that there is a footage that shows Burjanadze shaking hands with Putin. This way they emphasize the fact that reconciliation of Burjanadze-Ivanishvili can be, as the journalist mentioned, “a Russian project”.

⁵ Follow the link for viewing the news item: <http://www.youtube.com/watch?v=DI8BQIbgRXs&feature=youtu.be>

Annexes - Diagrams

Diagram: Time 1

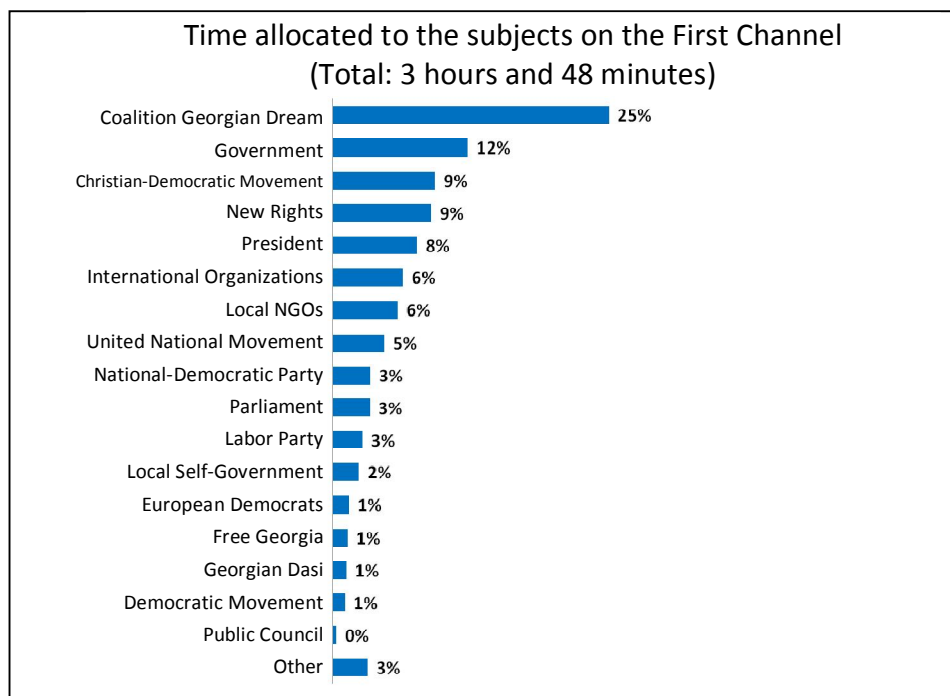


Diagram: Time 2

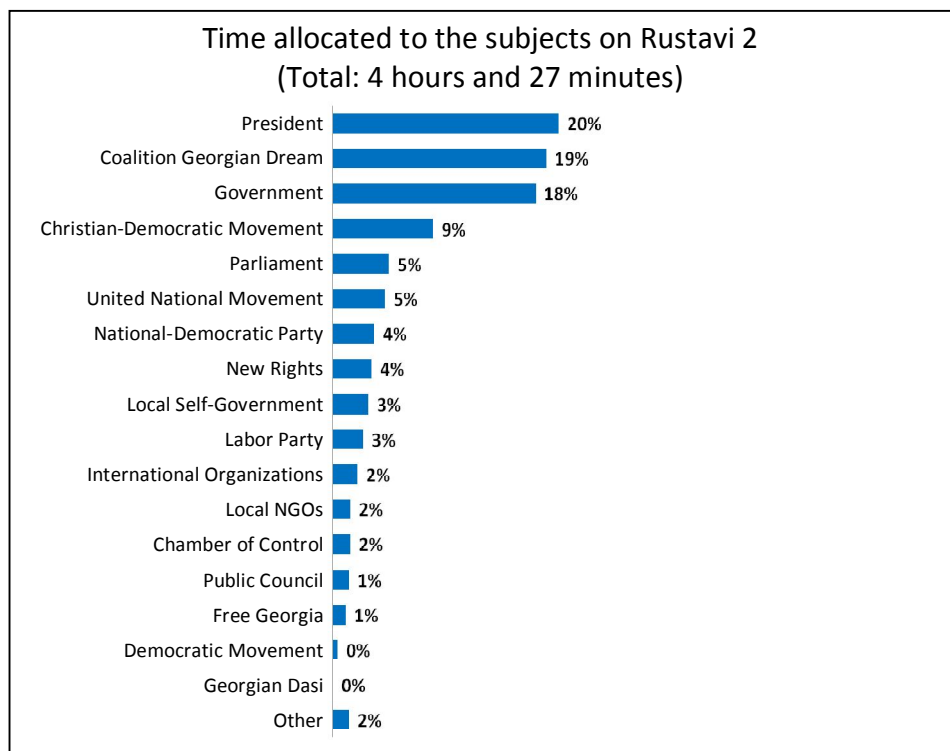


Diagram: Time 3

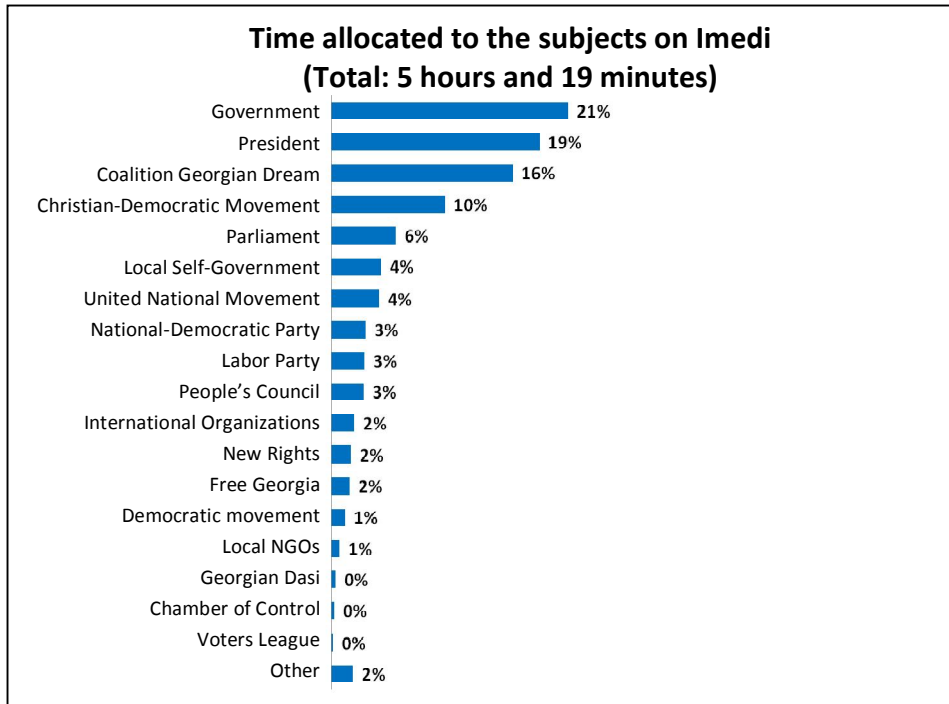


Diagram: Time 4

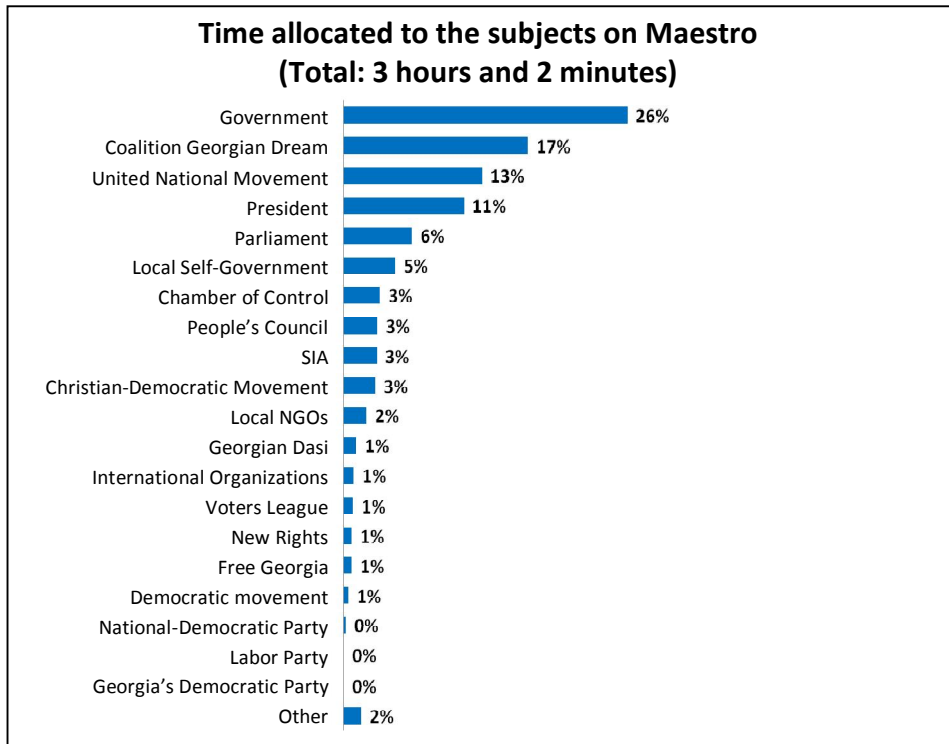


Diagram: Time 5

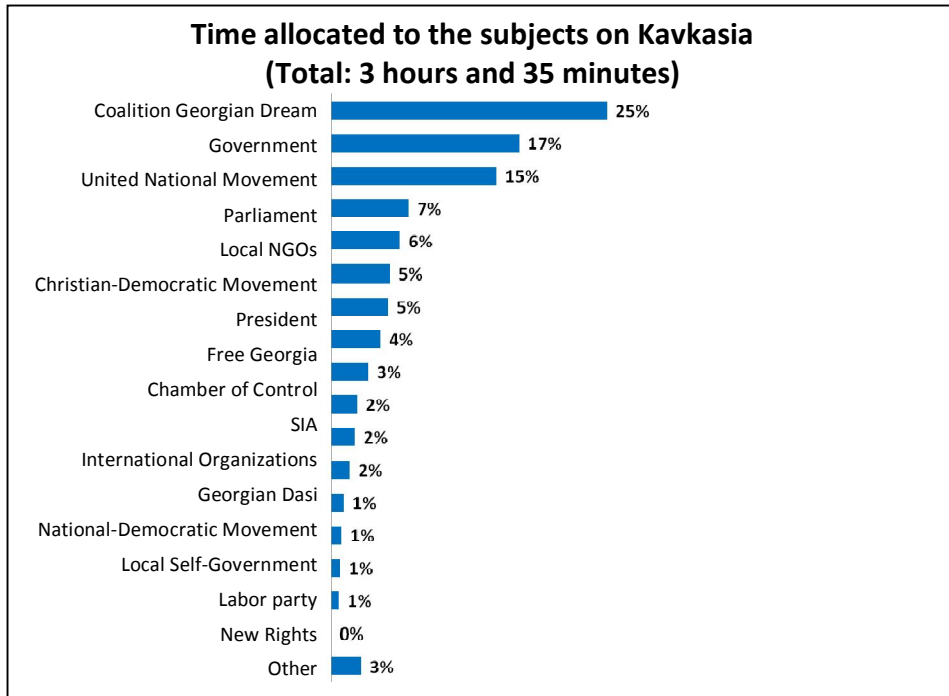


Diagram: Time 6

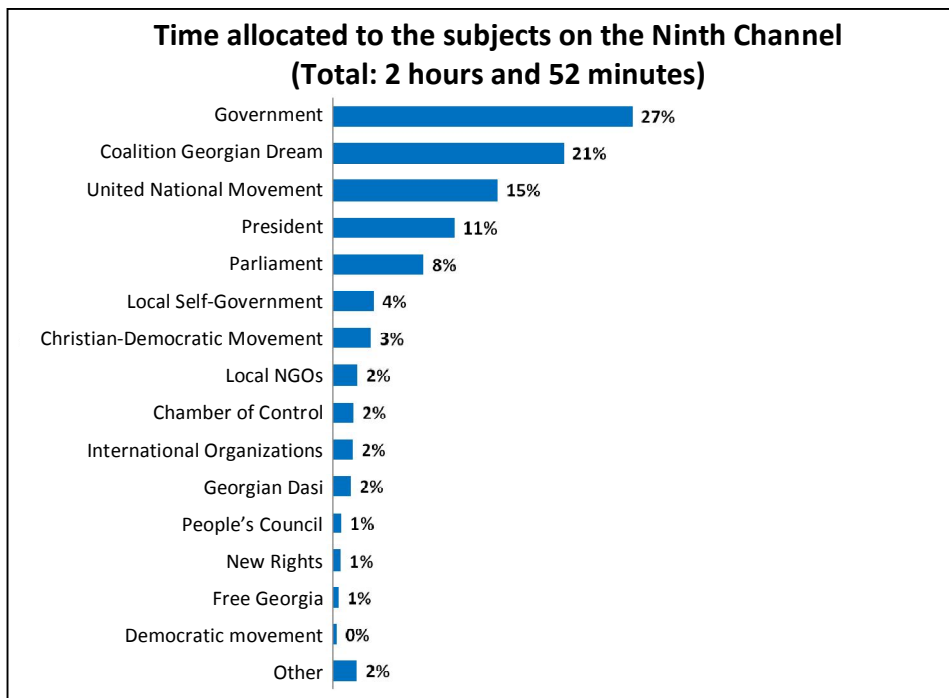


Diagram: Time 7

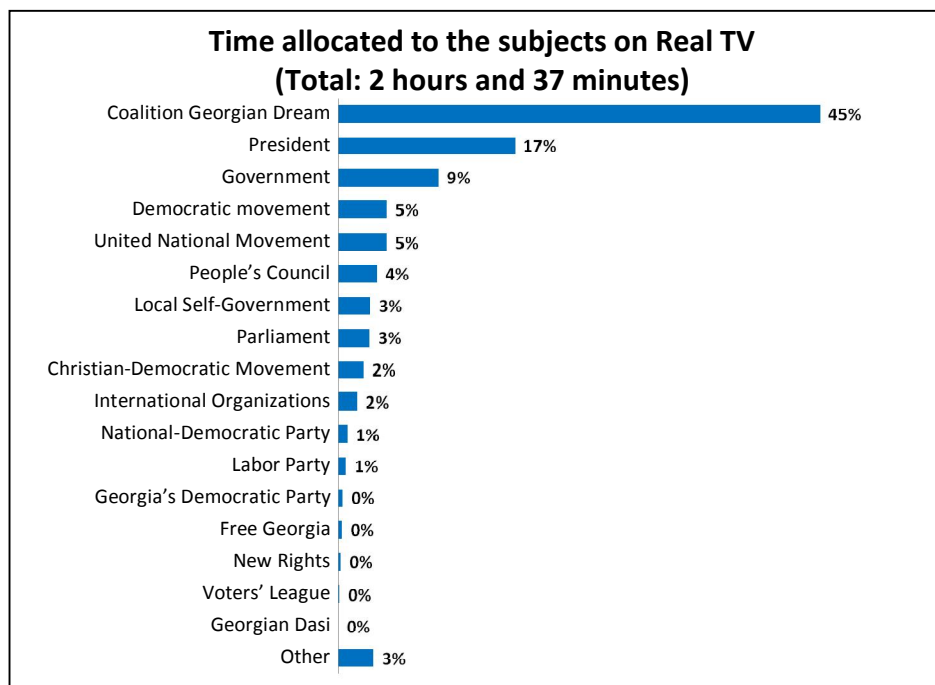


Diagram: Speech 1

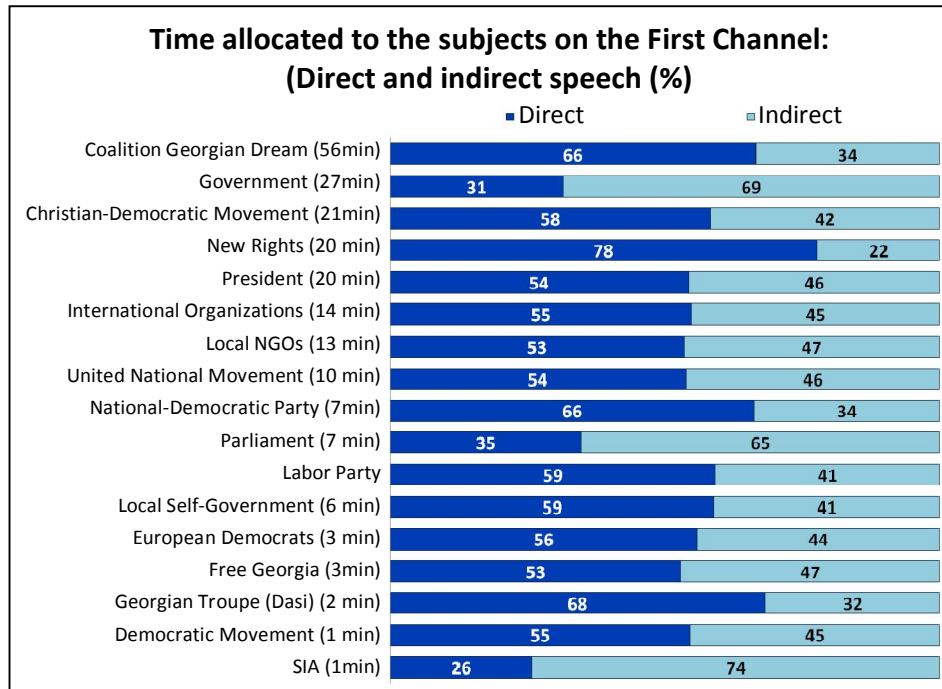


Diagram: Speech 2

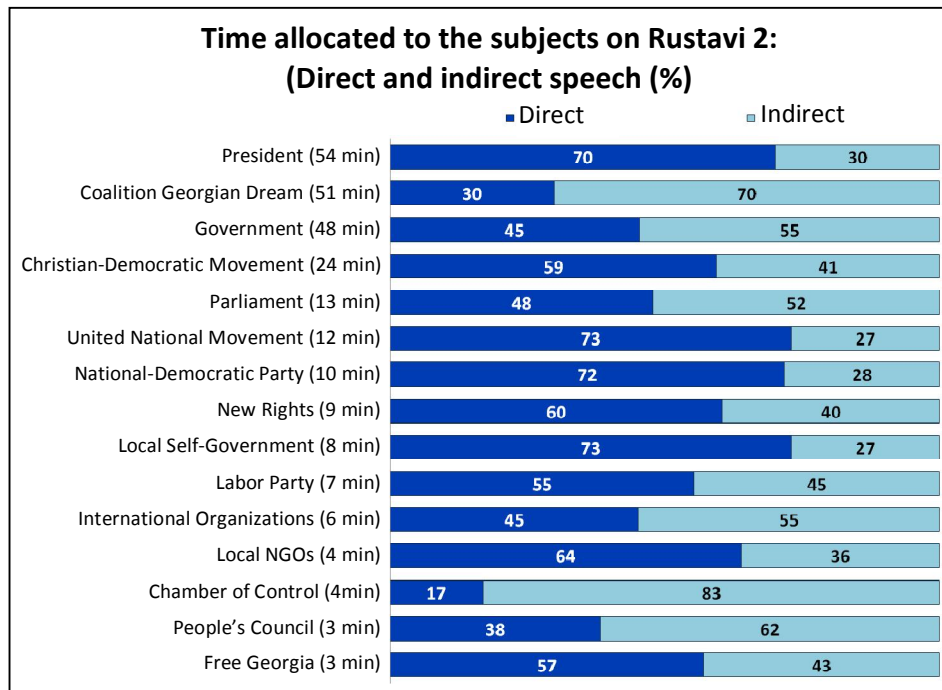


Diagram: Speech 3

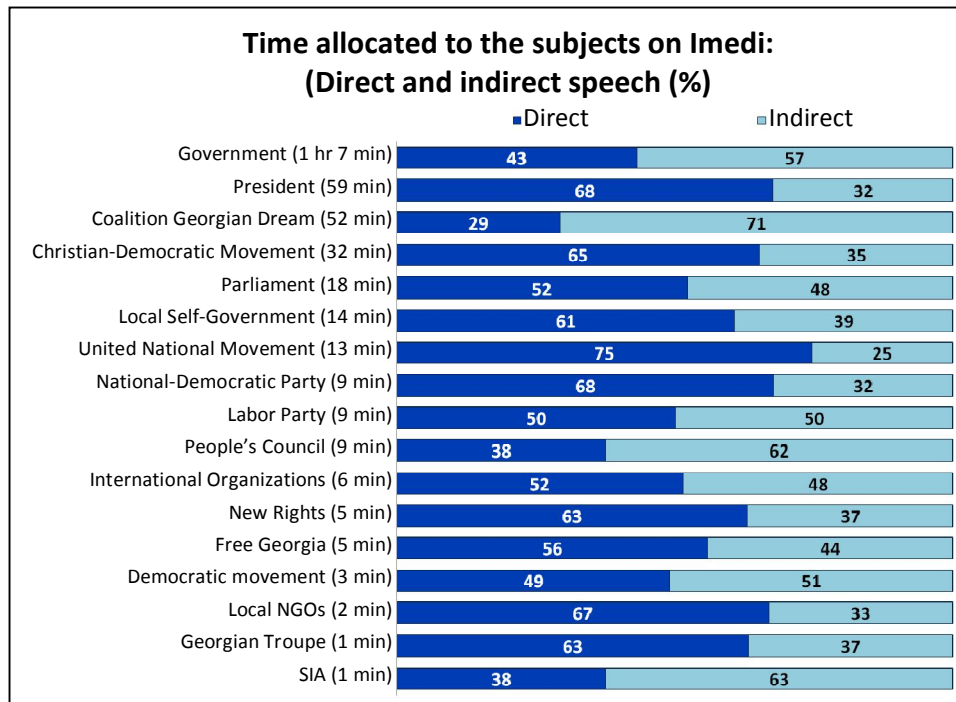


Diagram: Speech 4

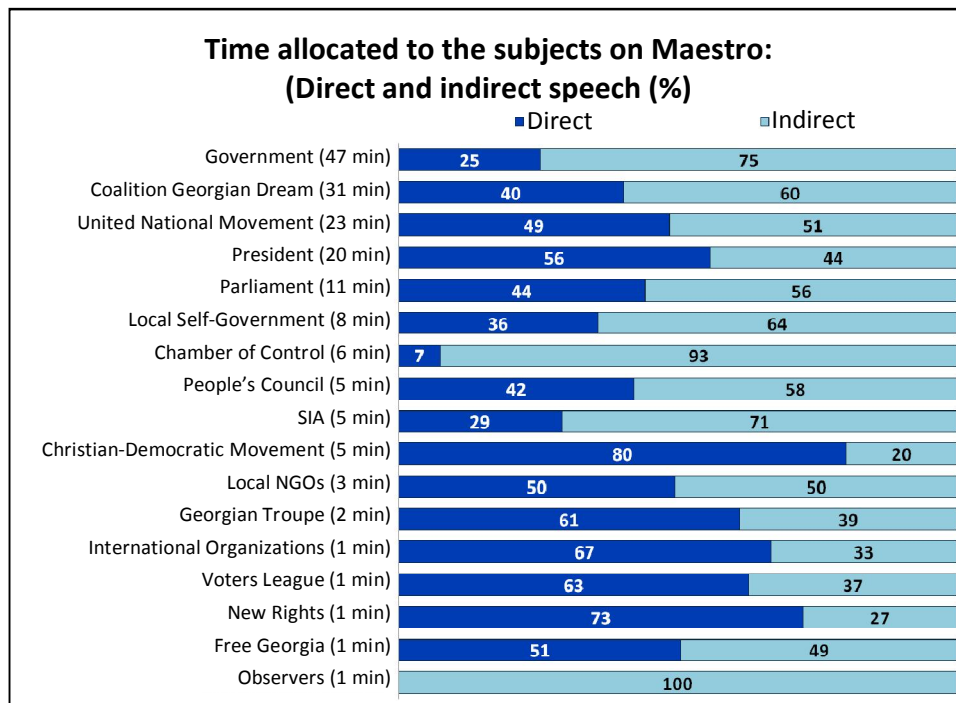


Diagram: Speech 5

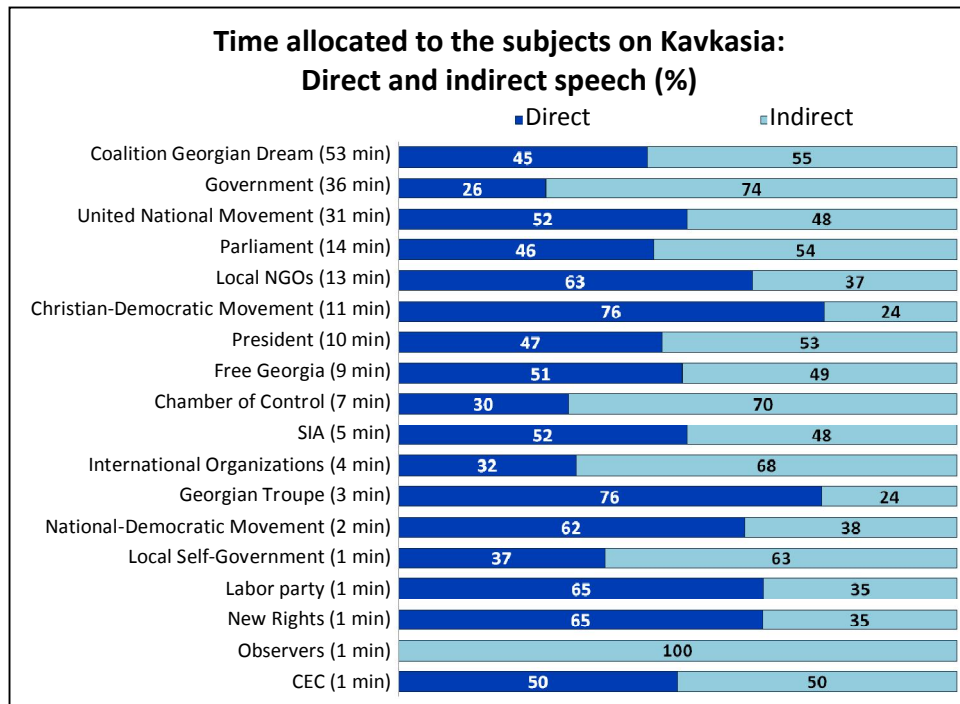


Diagram: Speech 6

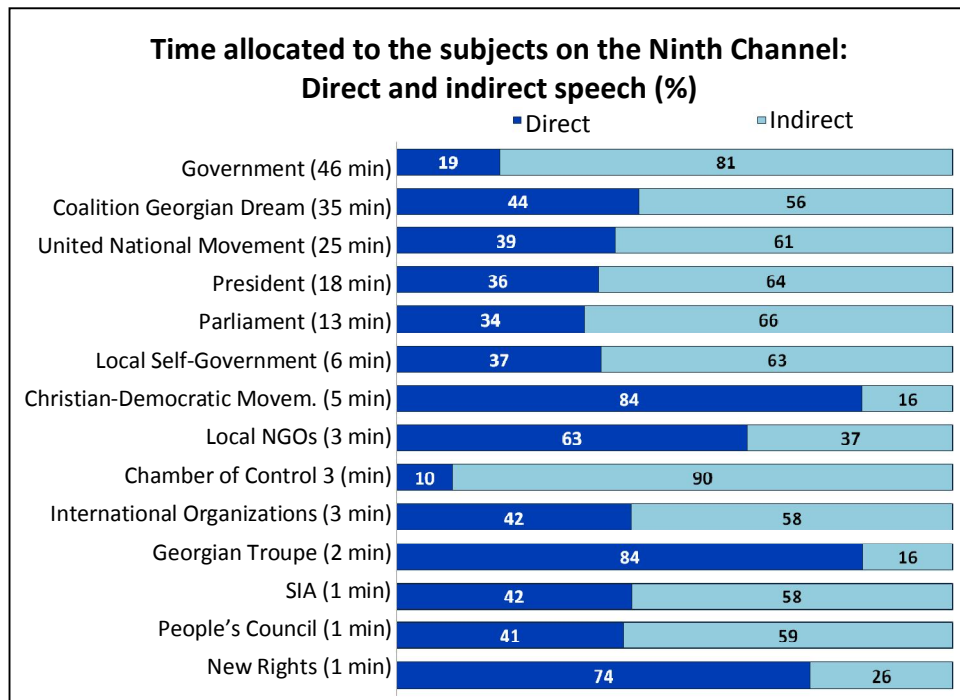


Diagram: Speech 7

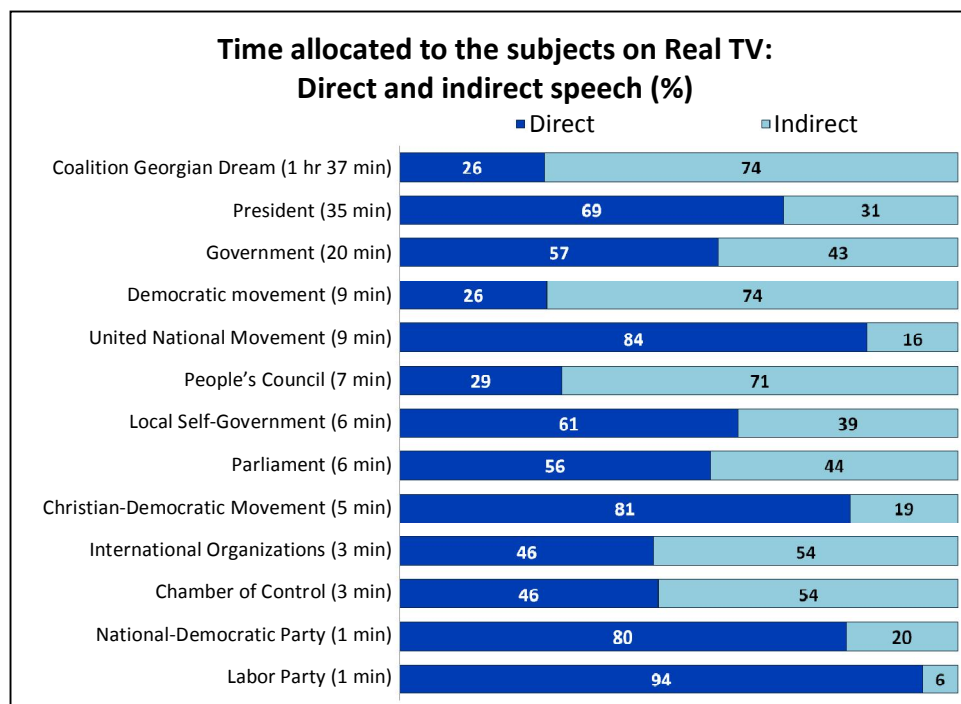


Diagram: Tone 1

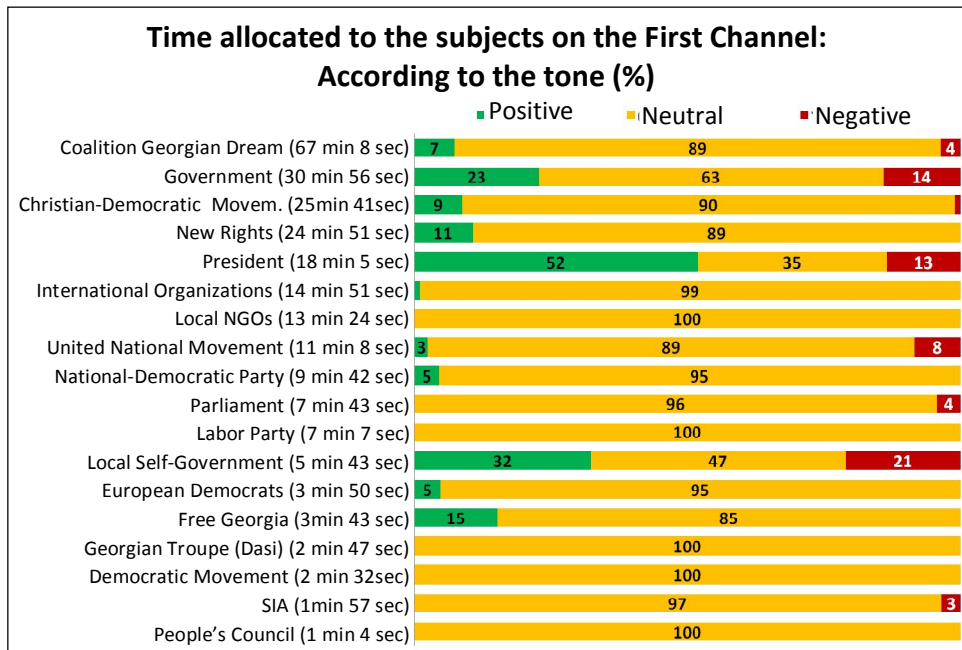


Diagram: Tone J1

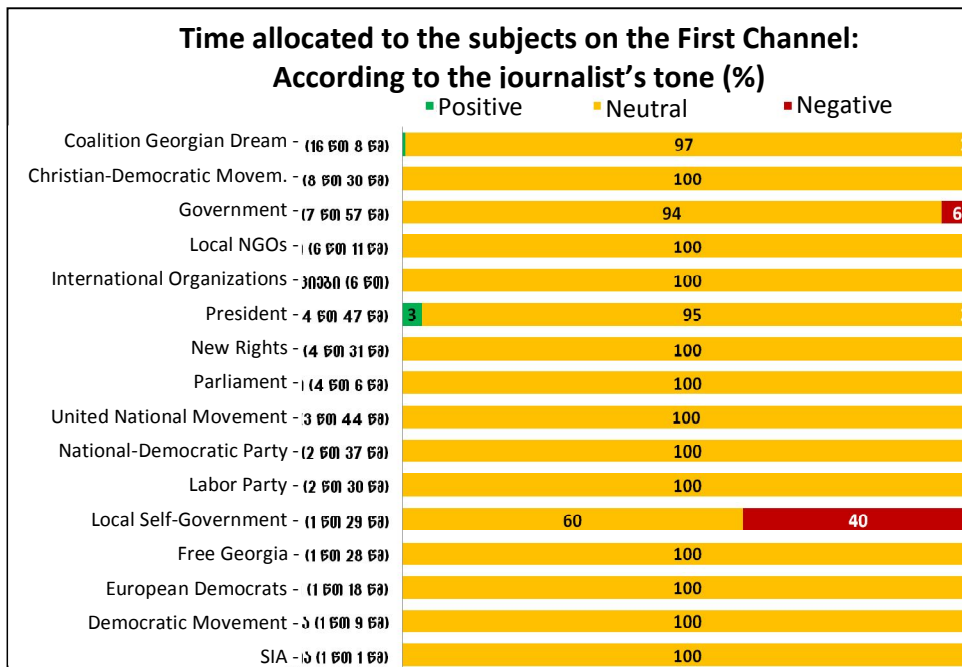


Diagram: Tone 2

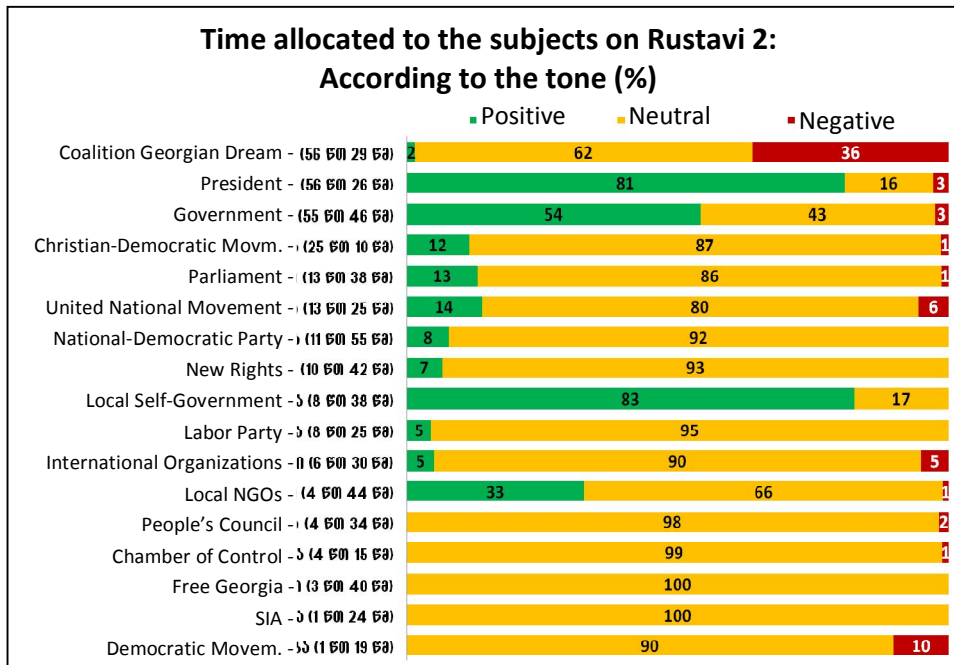


Diagram: Tone J2

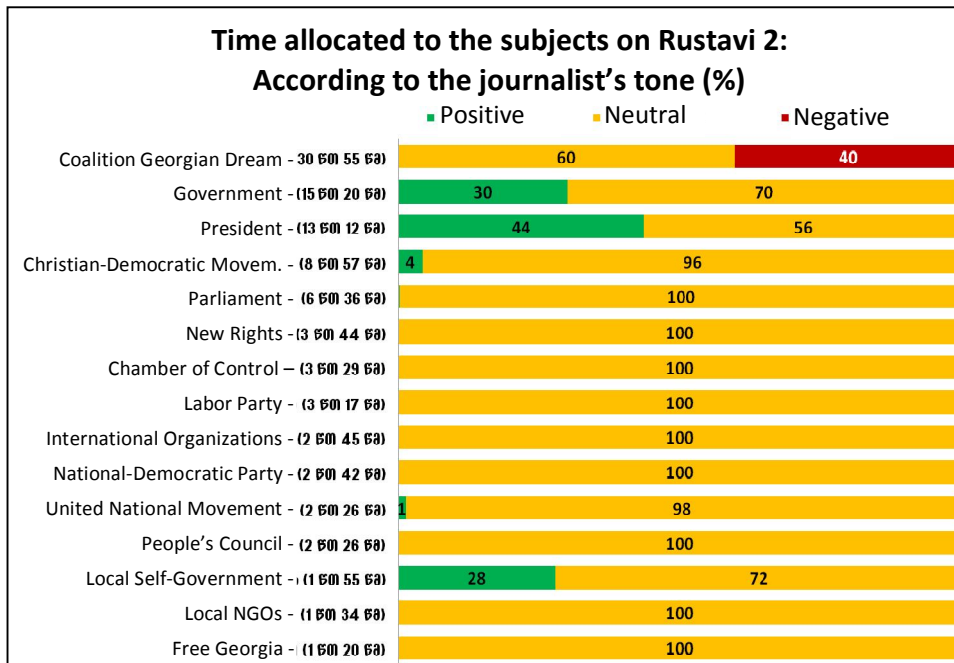


Diagram: Tone 3

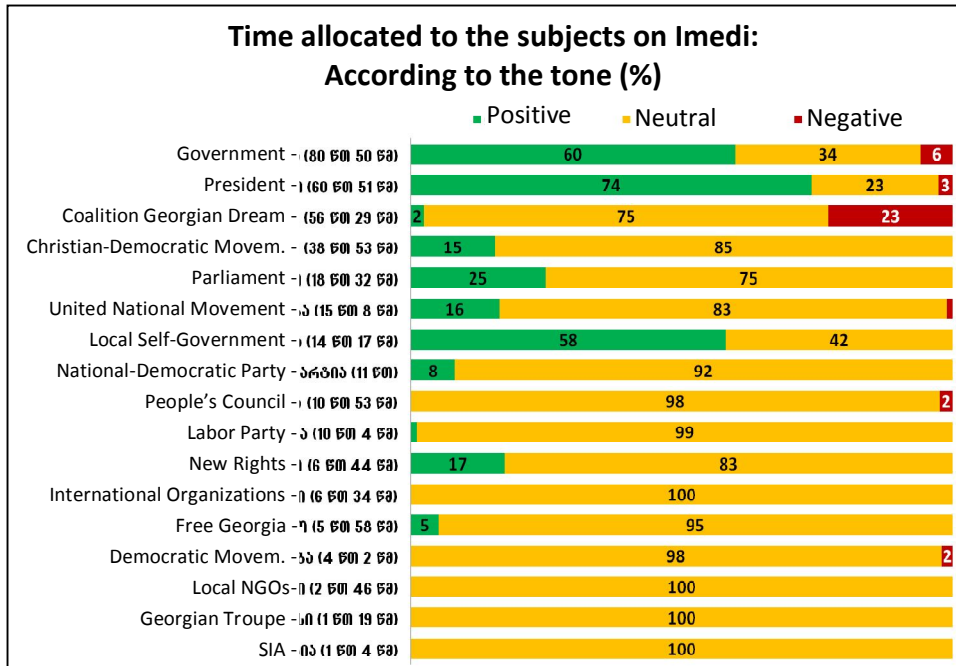


Diagram: Tone J3

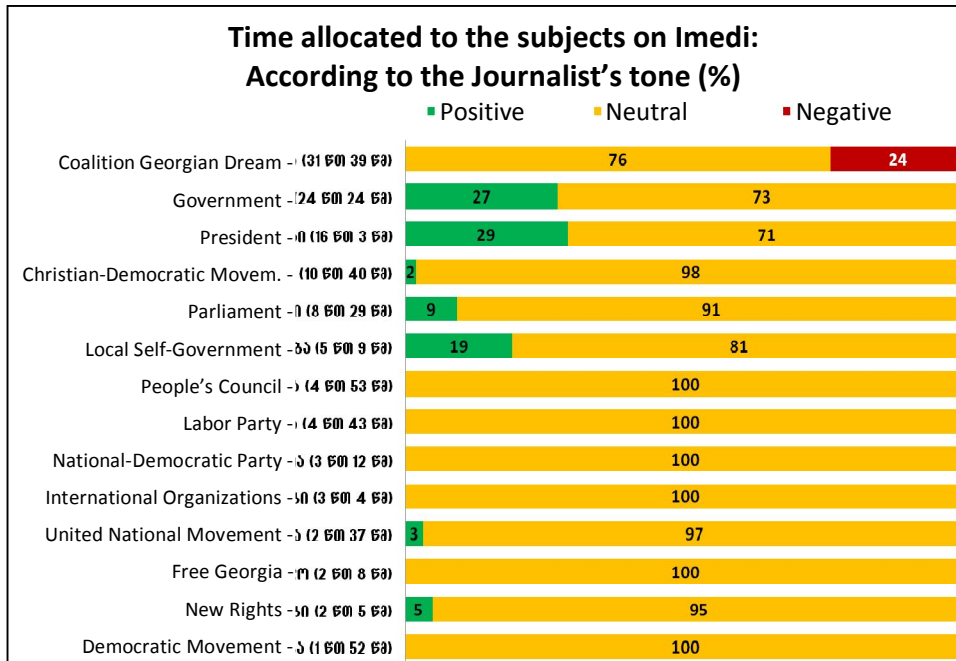


Diagram: Tone 4

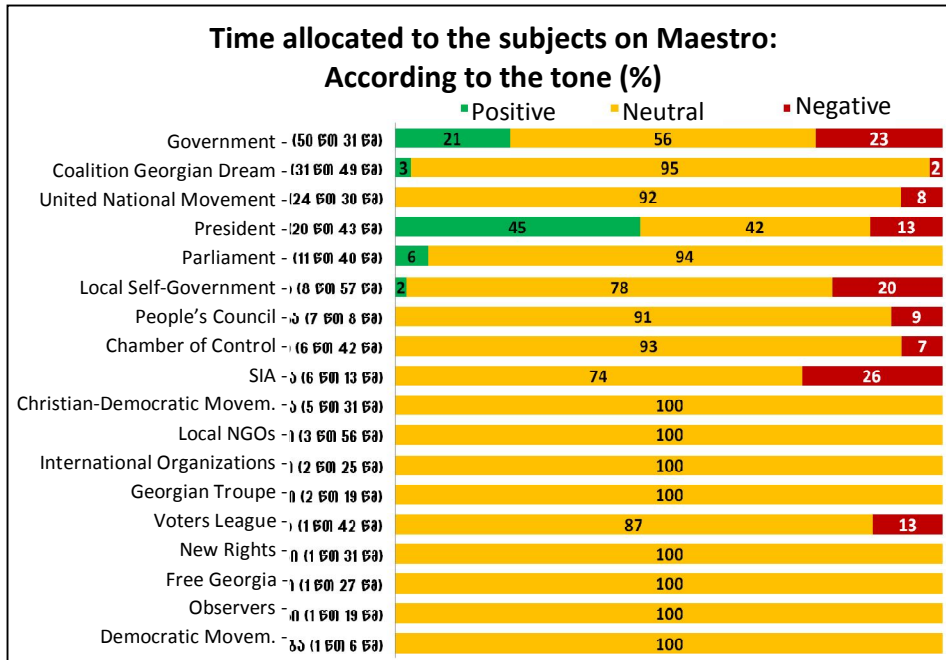


Diagram: Tone J4

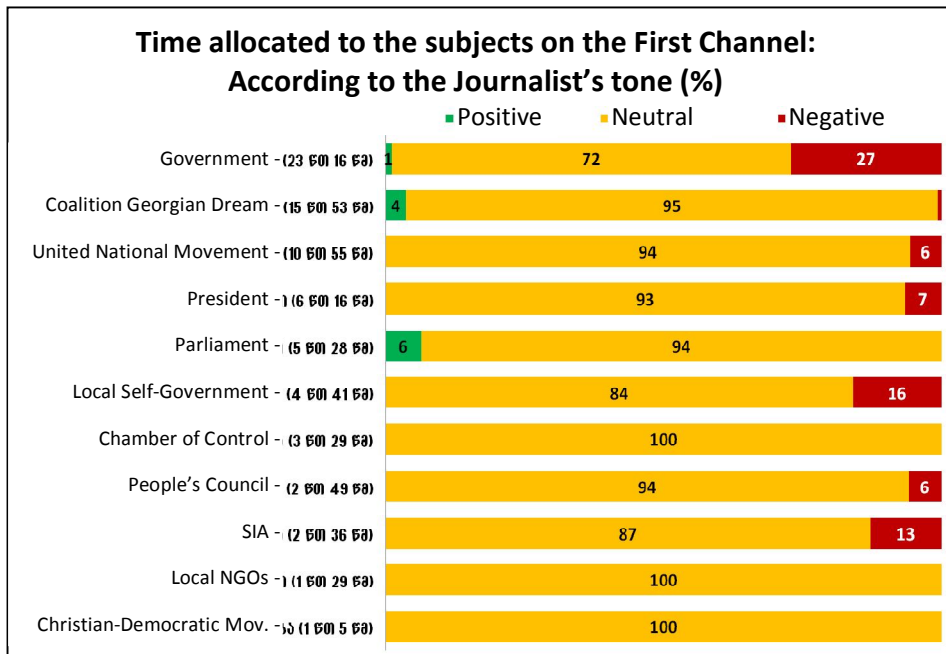


Diagram: Tone 5

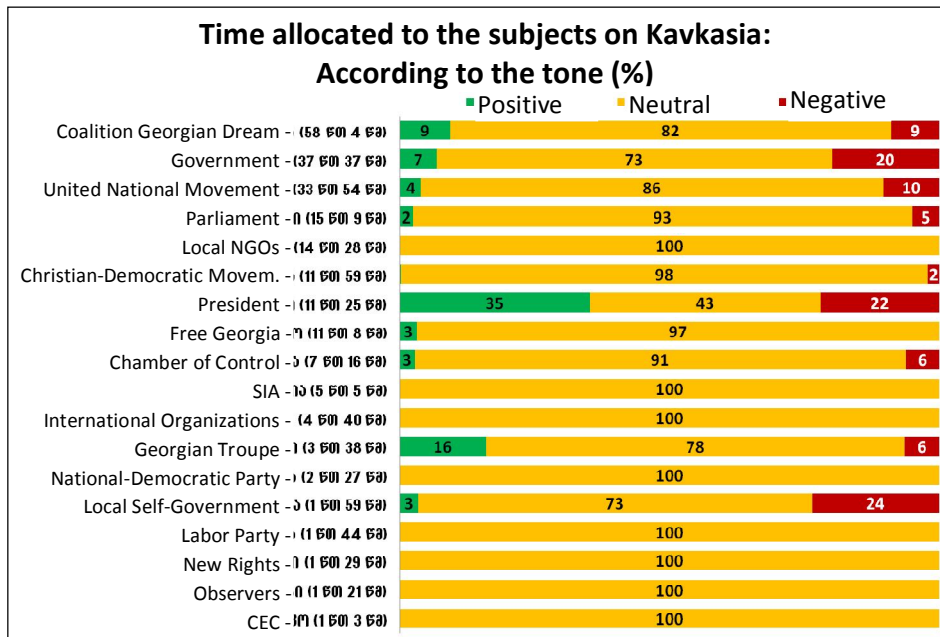


Diagram: Tone J5

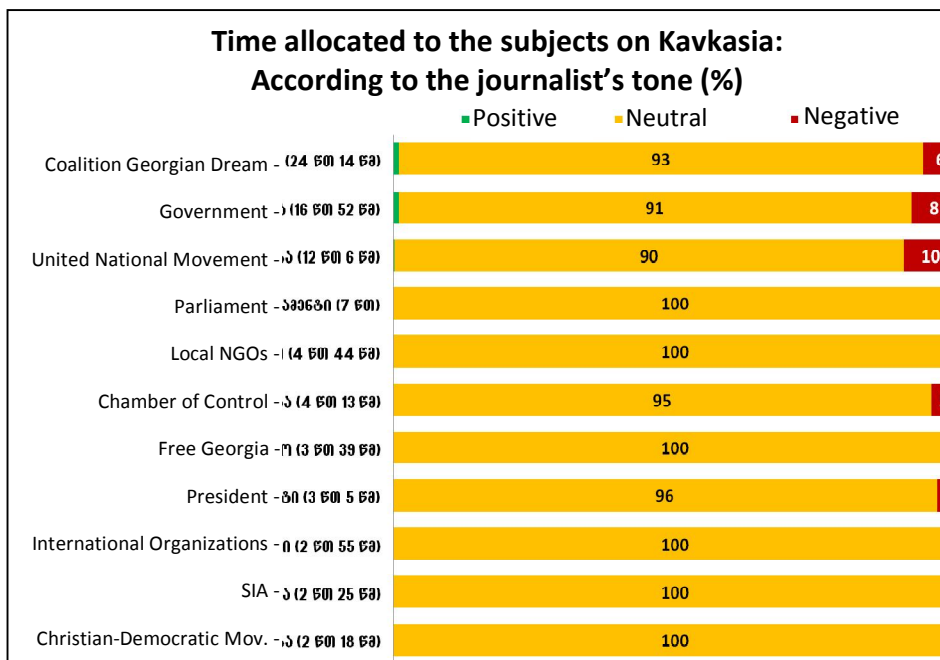


Diagram: Tone 6

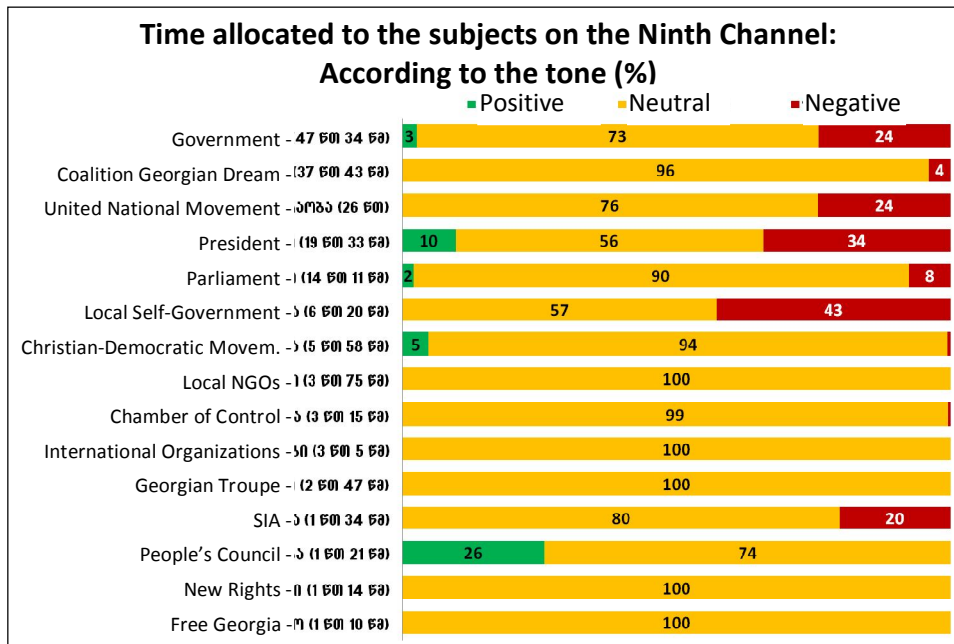


Diagram: Tone J6

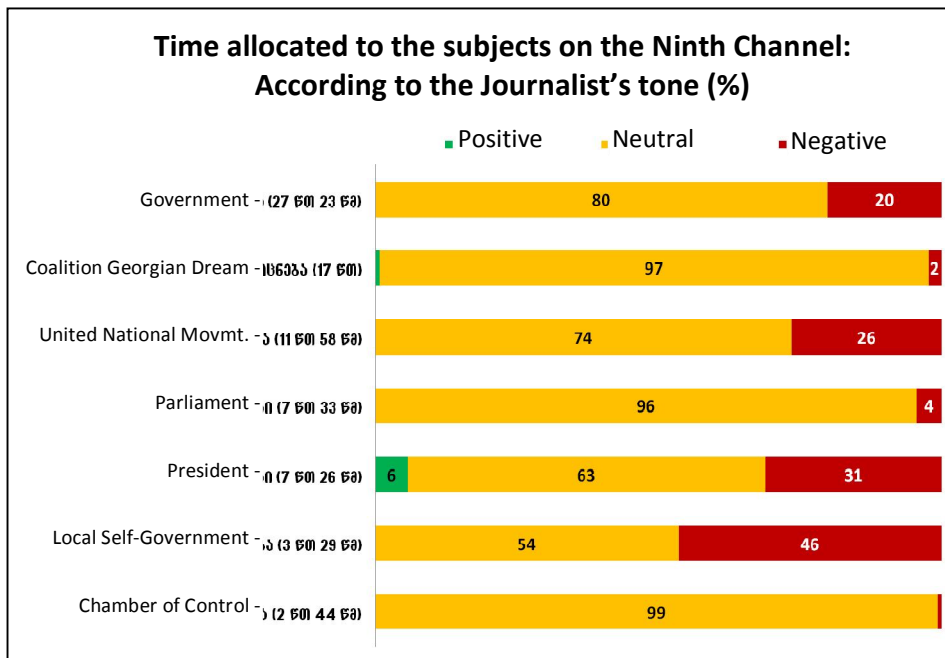


Diagram: Tone 7

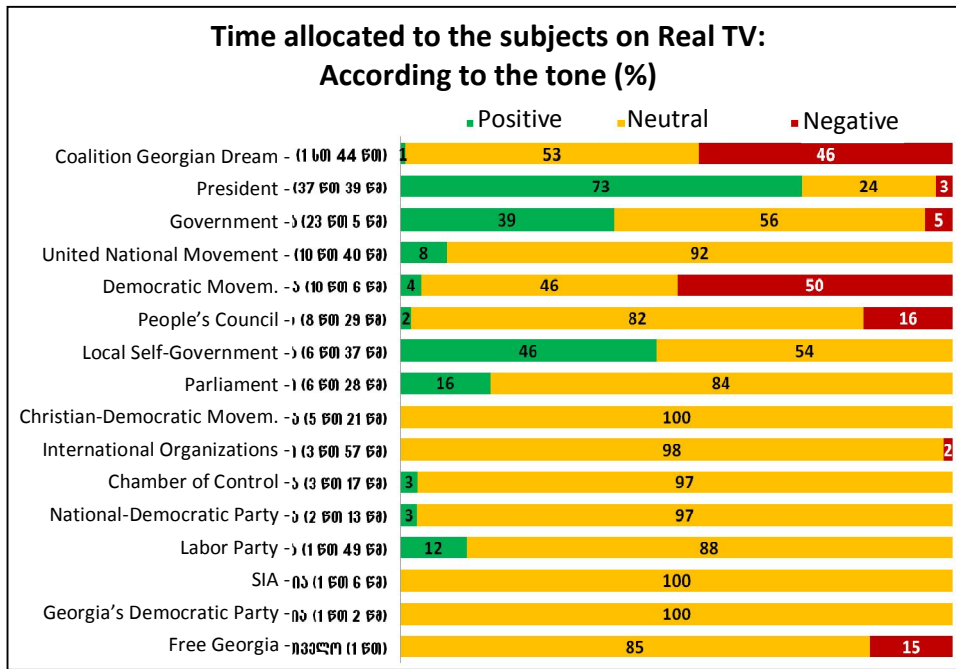


Diagram: Tone J7

