

Politicians Performance in Press

Period 1-31 October, 2009

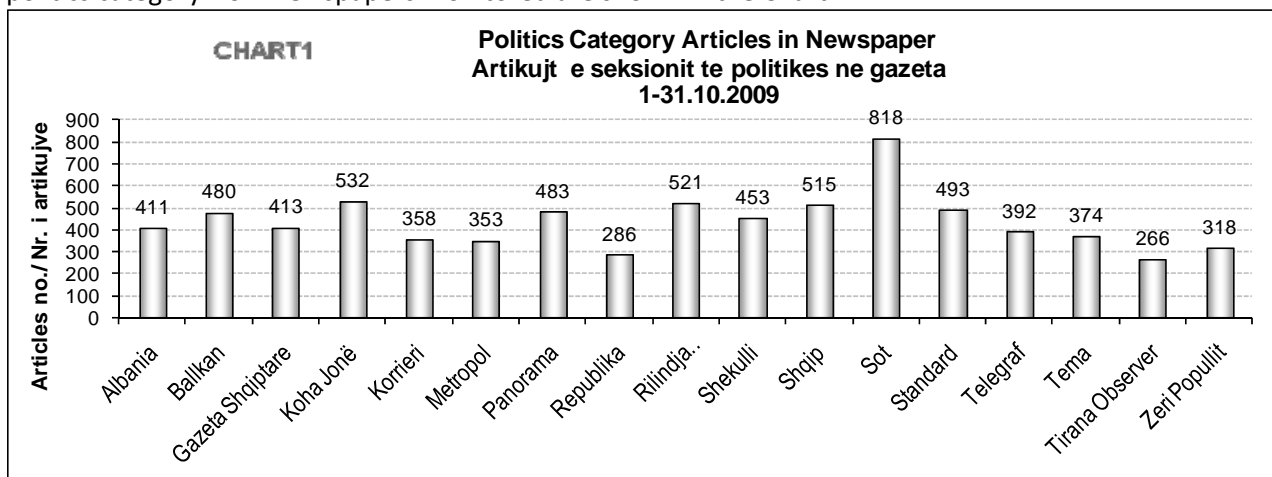
MC Monitoring is the first and premiere organization offering independent media monitoring service in Albania. Started 9 years ago MCMonitoring is well known and provide reports to many international organization and companies. Our topical surveys of local printed and electronic media provide a comprehensive coverage of Albanian news, politics, public affairs, business and economy as mirrored by the local press, television and radio.

In this paper is shown a Quantitative analysis that assesses the frequency and publication space in which the Albanian politicians are mentioned, quoted, or appears in Albanian dailies for the scope of evaluations the politicians' media performance in these mediums.

During the October 2009 were monitored all articles from 14 newspapers from 5 articles category.

Rubrikat / Category	Artikuj / Artcles	Siperfaqe / Surface
	Nr. / No.	Cm2
Politikë - Politics	7,493	1,585,340
Ekonomi - Business	2,637	1,007,366
Sociale - Social	2,978	1,409,235
Ndërkombëtare - International	716	134,526
Kronikë - Chronics	6,022	904,296

The politics category articles reflect the same newspaper categorization. The 7493 articles within the politics category from newspapers monitored are shown in the Chart1.



The analysis of politics category articles, in the above newspapers, which contains the keyword related to the politician names from the point of view of frequency of mentions or quotations is shown in Chart2.

