

NEWSPAPER POSITIONING AND ATTITUDE

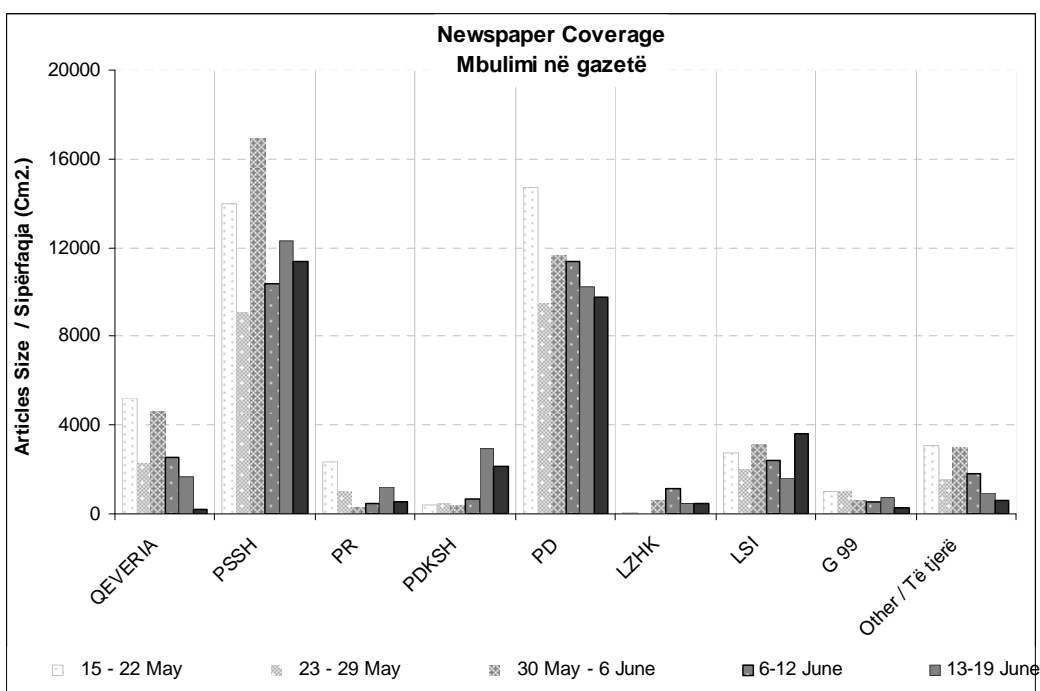
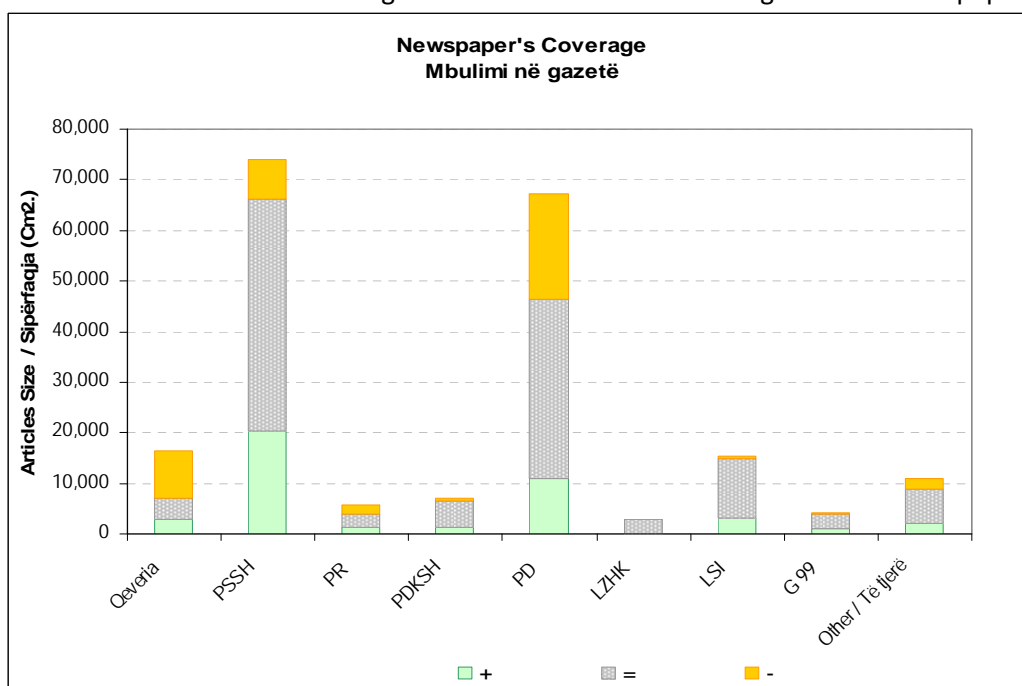
Period May 15- June 26, 2009

Quantitative analysis assesses the space in which subject is mentioned, quoted, or appears in a particular medium.

Qualitative analysis based in context and tone. Context refers to the way in which the story is framed and tone, refers to the overt facts and tone of the story. The combinations of these two elements are used to determine whether the overall coverage granted by a media outlet to a subject or individual is positive, negative or neutral¹.

During the period from May 15 - June 26, 2009 were monitored 1305 articles in 4 newspapers which contains the keyword related to the parties and politician names¹

In the following graphs appear The Qualitative and Quantitative Coverage of All the Political Subjects during all the weeks of the monitoring in all the Newspapers (Chart 1) and the Trend of the Quantitative Coverage for All the Political Parties during all the weeks of the monitoring in all the Newspapers (Chart 2).



¹ Norris, Robert,- Media monitoring to promote democratic elections : an NDI handbook for citizen organizations / Robert Norris and Patrick Merloe. ISBN 1-880134-33-0

1. Election monitoring--Handbooks, manuals, etc. 2. Mass media and public opinion. 3. Mass media--Political aspects. I. Merloe, Patrick. II. National Democratic Institute for International Affairs. III. Title.. JF1081 .N67 2002, 324.6'5--dc21, 2002009308

PANORAMA

In the six weeks of the monitoring Panorama devoted 18873 cm² to the Democratic Party and 17722.8 cm² to the Socialists. The LSI was the third most covered party, receiving 8413.2 cm² and the PR received 2695.6 cm². LSI, PD, PDKSH and PR received more positive than negative coverage. LSI received 20% of positive coverage and PD received 25% of positive coverage. PSD received nearly 90% of negative coverage. The other parties and subjects received balanced coverage. On the politician's coverage Sali Berisha was mentioned 413 times and Edi Rama 362 times. Ilir Meta was mentioned 248 times. Jozefina had also a substantial coverage being mentioned 80 times in the articles of Panorama during the six weeks of the monitoring.

