



MACEDONIA DEMOCRACY WATCH



TV NOVA

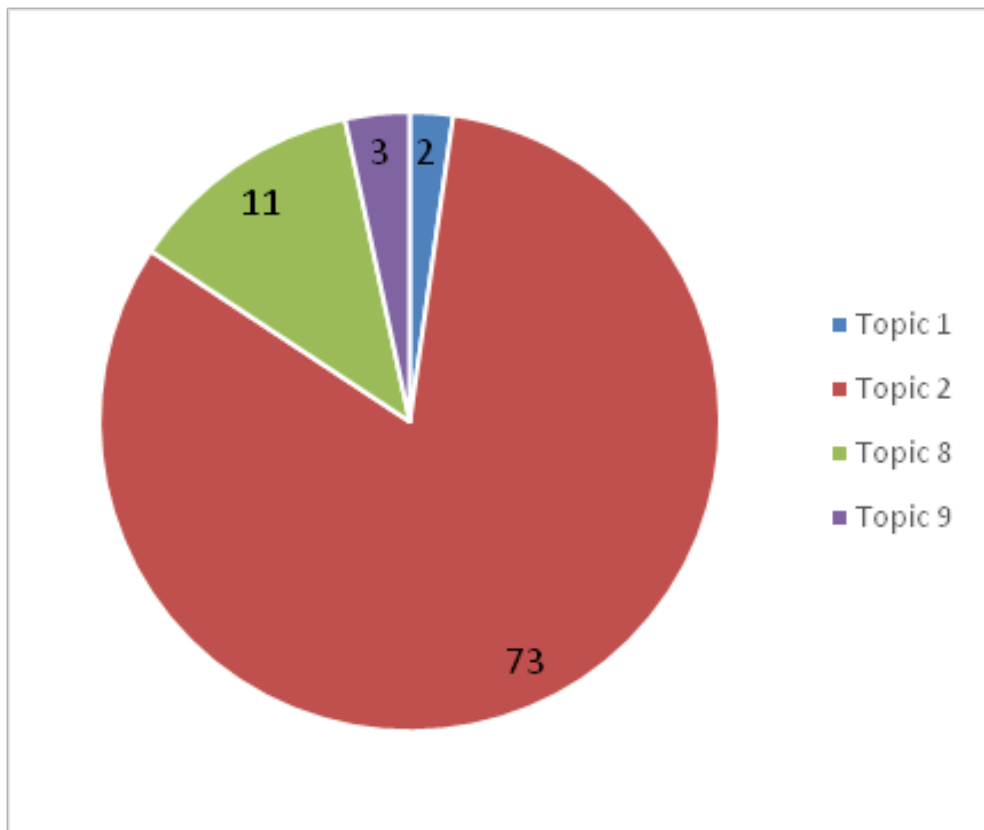
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GENERAL CONCLUSION ABOUT THE REPORTING OF TV NOVA

- During the analyzed period, TV NOVA published a total of 87 reports on current political events. Most of the reports (73) were about pre-election activities of the parties, then followed state bilingualism and federalization that came from pre-election accusations between the Government and the opposition (11), the poll from Brima Gallup about party ratings before the elections (3) and two reports about the preparations of the institutions for the upcoming elections.
- When it comes to covering events whose subjects are political parties, regardless whether it is their activities for the campaign in particular, this TV station's news published an almost identical number of reports for the two major political parties: 87 report were about VMRO DPMNE (with the coalition and officials), and in 80 reports the subject was the oppositional SDSM (and their coalition) However, if you make a qualitative analysis of the framing, in 34 report there was a positive, commendatory, often propagandist attitude present towards VMRO DPMNE (coalition and officials), while in 20 reports there was a negative approach to reporting, all of which were about SDSM.
- State bilingualism and federalization, that the government has attributed to the opposition during the pre-election campaign, were prevalent as topics in the negative reports towards SDSM. In the favourable reports about the Government, VMRO DPMNE's programme was presented as 'realistic', and the thesis that they are surely to win was supported by polls published by pro-Government newspapers

1. COVERED TOPICS

The news on TV Nova in the first ten days of the pre-election campaign resembled electoral marketing, since all of the reports were related to the elections and pre-election party activities.



Number of reports on TV NOVA, in relation to the different topics (November 21 - 29)

Topic 1	Organization of early parliamentary elections (voters' registry, issues with the number of voters, following up on potential irregularities, etc).
Topic 2	Pre-election campaigns of political parties (all activities including rallies, announcements for rallies, meetings with the people, promises, press releases, reactions, etc.).
Topic 3	Promotion of Government projects and measures
Topic 4	Other activities of Government officials (protocol meetings, statements and other regular activities)
Topic 5	The work of the Special Public Prosecutor's Office
Topic 6	The work of the Agency for Audio and Audiovisual Media Services (AAMS) and the Ad Hoc body
Topic 7	Regular operations of state institutions, courts, local self-government (reports in which the media do not report about political parties, rather they report of various public interest problems and issues)
Topic 8	State bilingualism and federalization
Topic 9	Public opinion polls
Topic 10	Other topics

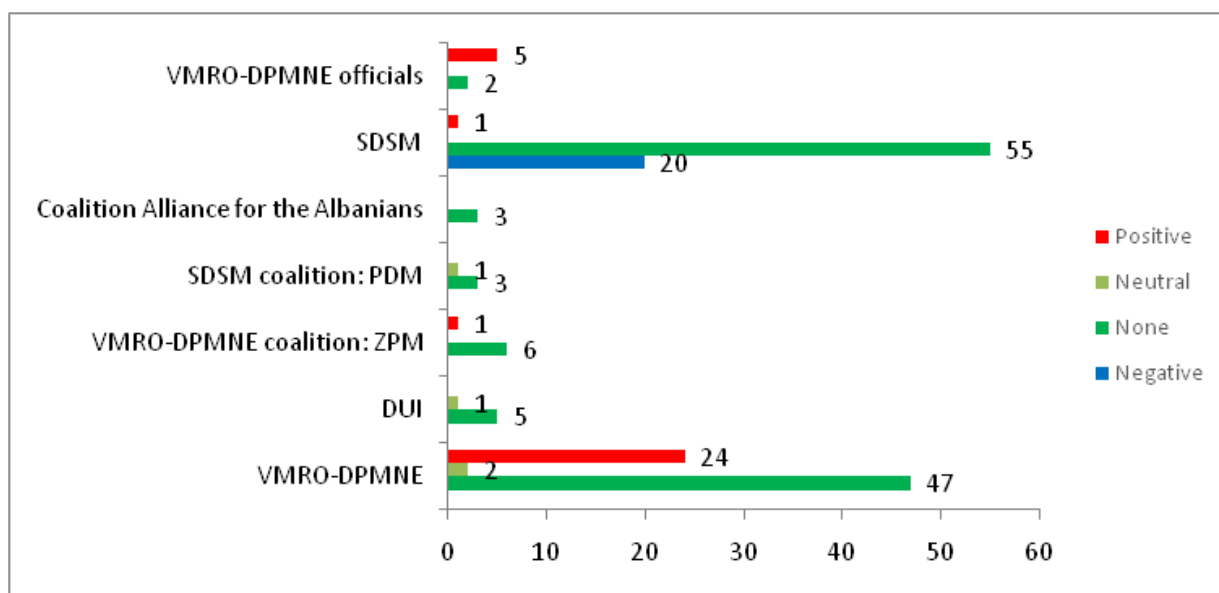


2. POLITICAL PLURALISM IN THE OVERALL REPORTING ON DOMESTIC EVENTS

When it comes to quantity, the coverage of events whose subjects are political entities, regardless whether its activities specifically for the campaign, this TV's stations news showed 87 reports whose subject is VMRO DPMNE, the Coalition for a Better Macedonia and their officials, while in 80 reports the subject was SDSM, their oppositional coalition and the officials. 6 reports were about DUI, and the Coalition Alliance for Albanians had 3 reports focused on them. This means that in terms of quantity, there was an approximately identical number of reports representing the major parties, and at the same time there was serious neglect for representing other political parties that participate at the elections.

The analysis of the framing (qualitative analysis) shows, on the other hand, that in 34

reports there was a positive, commending and often propagandist attitude towards VMRO DPMNE (24 for the party, 5 for the officials and one for the Coalition): 21.11. "At the moment I am listening to VMRO-DPMNE's anthem, which means that VMRO-DPMNE leader, Nikola Gruevski is arriving. The square is crowded with people who came to hear the messages', while in 20 reports there was a negative and demonizing attitude towards SDSM (21.11. journalist: 'SDSM leader has announced on several occasions a re-defining of the state if he comes to power, for the introduction of the so called 'civil concept'). In 4 reports there was a neutral observation of the activities of political entities (2 for VMRO DPMNE, one for DUI and 1 for SDSM's coalition)



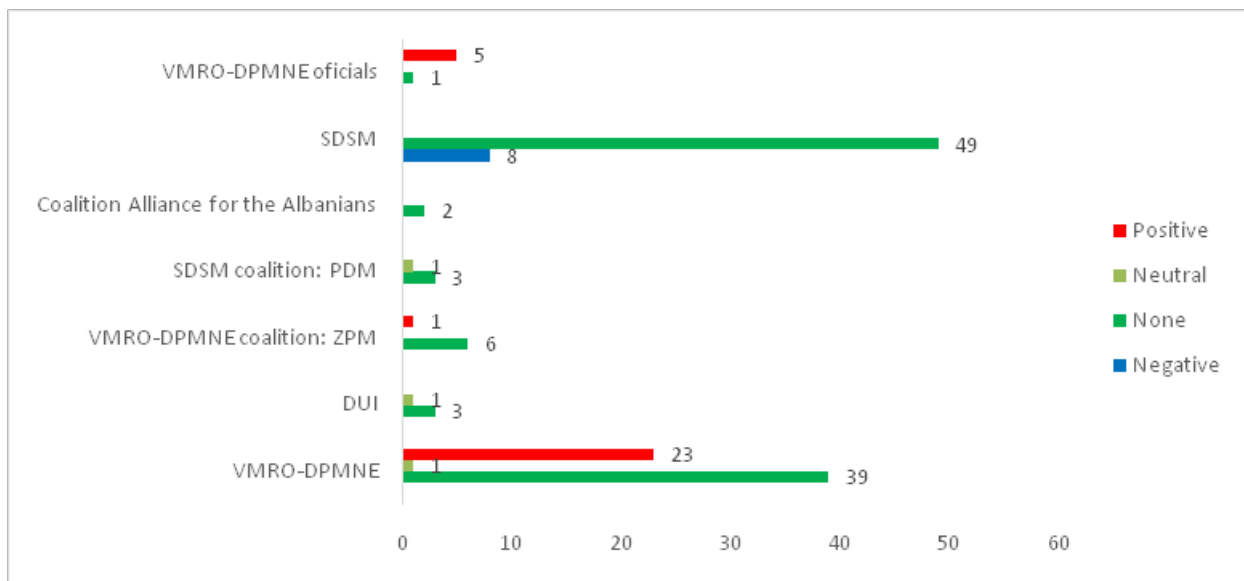
Number of reports about political entities (shown as part of the total number of reports) and the manner in which they were framed (November 21 - 29)

3. BALANCE IN REPORTING ON THE ELECTION CAMPAIGN OF POLITICAL ENTITIES

Most of the reports on party activities during the election campaign referred to activities of VMRO DPMNE, the Coalition for a Better Macedonia and officials from the ruling party (70 reports), while for SDSM and coalition they lead there were 61 reports, 4 were about DUI and 2 for the Coalition for Alliance of Albanians. 29 of these reports were positive (for VMRO DPMNE, their coalition and VMRO DPMNE officials), while 8 negative framings were directed towards SDSM. The promotional approach in the reports about the ruling party was also visible in the level of discursive construction. VMRO DPMNE's programme was announced as 'comprehensive', and as 'envisaging an increase of pensions and salaries in the public sector, 600 million euros in agricultural subsidies, new highways, railroads and new energy capacities... many new business benefits and benefits for unemployment reduction' (21.11), while in the reports about the pre-election gathering of the oppositional SDSM, the journalist used the following sentence constructs: 'We expect to hear and see what they be-

lieve that the people deserve, so they give them their vote on December 11' (22.11). In the favourable reports about VMRO DPMNE, the journalist did not make a distinction between party and state projects (27.11 'Employment measures and infrastructural projects are announced by the list carriers of the Electoral Units of VMRO-DPMNE').

The negative approach in reporting about the appearances, especially about opposition leader Zoran Zaev focused on state bilingualism and federalization (22.11 'Zaev is manipulating the Albanians in Macedonia and in the diaspora, by making promises to deepen the Framework Agreement and extend the use of Albanian language'), and allegations about plagiarism of the programme and the electoral décor of SDSM from the Serbian party Dveri (27.11. 'Besides the slogan, the colours, as well as whole parts of the programme of DVERI from Serbia, which were completely copied by SDSM, the sign boards that young members are holding up while Zaev is speaking, they are also copied from the campaign of the Serbian nationalist party')



Number of reports about political entities (shown as part of the reports on the pre-election campaign) and the manner in which they were framed (November 21 - 29)



4. APPROACH TO REPORTING ON SPECIFIC TOPICS

The demonizing attitude against the opposition was most evident in the topics that stood out as characteristic during the analysed period. In nearly all of the reports in which the subject was the leader of SDSM – Zaev, the Government's thesis that he is conspiring for state bilingualism and federalization (23.11 'The future federalization or cantonization of the state, whose name is to be determined further on, has three stages that will be gradually determined in the next several years. State bilingualism is just the first stage of federalization, along with cantonization as an interim path to separating parts of Macedonia, was the analysis of the weekly paper Republika', 23.11 'Veljanovski: Zaev's statements from Switzerland are a confirmation of his intentions to change the

Constitution'. 27.11 'Dashtevski: SDSM have continuously played the card of bargaining with national interests, 29.11 'Elections 2016: Ljamalari: Zaev is the Messiah for Albanians').

In the context of favourable reporting about the ruling party VMRO DPMNE, for several days in a row, results from the Brima Gallup poll were published in the news, where superlative words were used to present the ruling party VMRO DPMNE as the absolute favourite and a sure winner of the elections (26.11 'Nikola Gruevski cares more about national interests than Zoran Zaev. He is a better option for a Prime Minister in Macedonia, and SDSM will not contribute to a greater democracy and they are not a better replacement than VMRO-DPMNE for governing').