



# ИЗВЕШТАЈ ОД СЛЕДЕЊЕТО НА МЕДИУМСКИТЕ СОДРЖИНИ

16 април - 7 мај 2016



**Detailed Analysis**  
**based on the monitoring of media content through the Rapid Response Media Mechanism**  
**of the Institute of Communication Studies**  
**(time-frame: 16<sup>th</sup> April – 7<sup>th</sup> May 2016)**

## **1. Macedonian Television – First Channel**

### **(1) First week (16 – 22 April 2016)**

In the reporting period from April 16<sup>th</sup> to April 22<sup>nd</sup>, MTV 1 broadcasted a total of 91 reports pertaining to the current political events. Majority of the reports focus on: the political crisis and the early parliamentary elections (24 reports), the government projects (12 reports), the protests (11 reports), the pardons granted by President Ivanov (8 reports), the work of SPPO (6 reports), the activities of the opposition (4 reports), the suspension of the decisions of the ministers from the opposition (2 reports), the situation with the refugees (2 reports), the media (2 reports), one report on the activities of the leader of VMRO DPMNE Gruevski and other topics.

A favorable attitude towards the government and the ruling party was observed in 11 reports, whereas not a single report was observed to adopt a negative attitude towards any political entity or individual.

Commentaries and opinions in the news: In the analysis period and in this seven-day period, the prime time news on MTV1 are following a trend towards milder tone of favoritism. The affirmative reports on the Government and the ruling VMRO DPMNE remain pervasive (April 16<sup>th</sup>, “Healthcare: A new call for co-financing specialisations”, April 18<sup>th</sup> “The Old Bazaar: Nine stores received new authentic shop windows”, “Healthcare: New equipment for the clinic in Zhelezara”, April 19<sup>th</sup>, “Healthcare: 10 doctors specialise in Belgrade”, April 19<sup>th</sup> “The Pediatric Clinic: Apparatus for preventing lung collapse”, April 20<sup>th</sup> “Procurement of three new electric locomotives”, April 22<sup>nd</sup>, “Healthcare: Investing in the hospital in Prilep”).

The number of reports that cover the activity of the opposition is narrow and they either refer to the promotion of the party and the program (April 21<sup>st</sup> “Jubilee: A 25<sup>th</sup> anniversary of the establishment of the party”) or criticise some government policy (April 18<sup>th</sup> “The Ministry of Finance: Naumov: I have not received a decision for signing”, April 20<sup>th</sup> “MISA: Kiracovski: The administration is under pressure”, April 22<sup>nd</sup> “MISA: Kiracovski: Tomovska submitted an inaccurate list”).

In terms of the reporting on the current daily events, especially on the protests, MTV1 provided balanced coverage by granting equal space to the protest of “Protestiram” and those of GDOM, without a favouring or demonising any of these entities.

The trend of conveying the views of all parties (usually SDSM and VMRO-DPMNE) is evident in the coverage of the events surrounding the political crisis and the elections as well as the pardoning. In the report from April 19<sup>th</sup> “VMRO-DPMNE: Opening of an agri-business zone”, the caption



indicates a political activity, although the reporting remains mildly favourable in tone.

Using sources: In this period as well, the reports of MTV1 mainly used one source (63 reports). 8 reports present two sources, in 6 whereof they are like-minded, while 4 reports present three or more opinions on the subject, but in 3 thereof they have the same viewpoint. In 10 reports, the journalist does not clearly present the source of information, however the content is not manipulative, but informative.

Direct addresses: The number of direct addresses of leaders of political parties was small in this period – only two direct addresses, and the leaders of both major parties SDSM and VMRO-DPMNE, Gruevski and Zaev, had one address each.

Audiovisual presentation: 10 reports were observed to contain elements that give a different picture of the reality. The reports on the “Consumption basket: Good business environment for higher standard” from April 16<sup>th</sup> and “the German Chamber of Commerce: 75% of the companies would invest again” and “pensioners at the green market” from April 20<sup>th</sup> manipulate with the source of information and in the first case the sources are unnamed interlocutors (pensioners) who express views in favour of government policy. In the second case, a statement of an unnamed German businessman is used for the same purpose.

Uncritical transmission of information appears in the April 19<sup>th</sup> report “VMRO-DPMNE: Opening of an agri-business zone”, wherein the information presented by one party is conveyed as a fact.

Visual manipulation is observed in the report from April 19<sup>th</sup> “Response of SDSM: The Government showed no interest in the farmers”, wherein the information is accompanied by the commonly used image of the party headquarters which is hard to discerned.

#### Instances of favouritism and demonisation of political entities:

- (April 16<sup>th</sup>, journalist’s opinion) The improved business environment provides good conditions for subsistence. The minimum wage, the annual leave allowance and the other measures are aimed at reducing unemployment. There are also other employment measures.
- (April 19<sup>th</sup>, journalist’s opinion) The leader of VMRO-DPMNE, Nikola Gruevski, announced opening of an agri-business zone as one of the envisaged projects of the party
- (April 20<sup>th</sup>) The German Chamber of Commerce: 75% of the companies would invest again

#### **(2) Second week (23 – 28 April 2016)**

In the reporting period from April 23<sup>rd</sup> to April 28<sup>th</sup>, MTV 1 broadcasted a total of 75 reports pertaining to the current political events. Most of the reports focused on: the early elections (20 reports), the government projects (11 reports), the protests (6 reports), the SPPO and the case of Krpac (6 reports), the activities of the opposition (3 reports), the activities of leader of VMRO DPMNE, Gruevski (2 reports), the media (2 reports), the impact of the crisis on the economic situation (2 reports), the presidential pardon (1 attached) and other topics. 14 reports show favouritism to the Government and to a lesser extent to the ruling VMRO DPMNE.

Commentaries and opinions in the news: A mild favoritism in the reports is characteristic for the news of the Public Service Broadcaster in this period of analysis. The positive coverage is contained the reports on the Government (April 24<sup>th</sup> “Measurements: Subsidies for a better quality

livestock”, April 25<sup>th</sup> “Healthcare: New equipment for the Polyclinic Chair”, April 25<sup>th</sup> “Gorce Petrov: Reconstruction of the main street”, April 26<sup>th</sup> “The Health Insurance Fund: 40 thousand insured persons examined with the new measures”, April 28<sup>th</sup> “New apparatus in the Veles hospital”, April 28<sup>th</sup> “The trade unions: Secure jobs and regular salary”) and the activities of the leader of VMRO DPMNE, Gruevski (April 23<sup>rd</sup> “Draft measure: Subsidies for purchase of high-productive livestock”, April 28<sup>th</sup> “Gruevski: The crisis will end, Macedonia will win”). The number of reports covering the activities of the opposition is again limited (3), but primarily as a result of their absence in the field.

Using sources: 39 reports use only one source of information. 11 reports use two sources, but in 8 reports, the interlocutors have the same views on the topic. 6 reports cite three or more sources, but only in one they are opposing. The sources are not clearly named in 5 reports.

Direct addresses: A total of 7 direct addresses of leaders of political parties were broadcasted in the news on MTV1. The majority (3) belong to the leader of VMRO DPMNE, Gruevski, whereas the leaders of SDSM, PEI, FRODEM and DU, Zaev, Canovski, Kekenovski and Trajanov, respectfully, have one address each.

Audiovisual Manipulation: 7 reports contain elements of audiovisual manipulation. The main type of manipulation continues to appear in the reports on the government projects, in which representatives of the ruling party appear as the subject of the report and resemble political marketing. The same applies to reports on the activities of the leader of VMRO DPMNE, Gruevski (“The President of VMRO-DPMNE, who visited a private farm in Sopsishte, said that this measure should allow farmers...” from April 23<sup>rd</sup>). The report from April 28<sup>th</sup> “Gruevski: The crisis will end, Macedonia will win” contains these elements of manipulation, but the caption indicates that “Gruevski is promoting a project of the party”.

Instances of favoritism or demonisation of audiovisual content:

(April 23<sup>rd</sup>, journalist’s opinion) Subsidies for purchase of high-productive livestock for higher yields of milk and meat, and thus more profit, the proposed measure of VMRO-DPMNE

### **(3) Third week (2 – 7 May 2016)**

In the monitoring period from May 2<sup>nd</sup> to May 7<sup>th</sup>, 55 reports on the political actors and the current affairs were broadcasted in the prime time news on MTV1. Most of the reports focused on the early parliamentary elections and the political crisis (17 reports), the protests and the counter-protests (10 reports), the impact of the political crisis on the economy (4 reports), the government projects and investments (3 reports), the activities of the opposition (3 reports), the presidential pardon (2 reports), the work of the SPPO and the case Krpac (2 reports), 1 report on the media and other topics.

In five of the reports subject to this analysis were observed favouring elements of the subject, in this case, of the Government and the government officials from VMRO DPMNE. Not a single report contains demonisation of any entity.

Commentaries and opinions in the news: A different approach in the reporting has been observed in the news of the first channel of the Public Service Broadcaster for two weeks now. If last week the number of reports that favour the Government and specifically the ruling VMRO DPMNE was smaller, this week the number of propagandistic reports (with mild tone) is just 5 out of a total of 55 broadcasted reports (May 2<sup>nd</sup> “Local Self-Government: Renewal of the street lighting in Ohrid”, May 3<sup>rd</sup> “EC on Macedonia: Economic growth of 3.5% in 2016 and 2017”, May 4<sup>th</sup> “EU:



Conference on the Western Balkans in Brussels”, May 5<sup>th</sup> “The Government: Government grants for self-employment”, May 5<sup>th</sup> “Washington: Macedonia in the Foreign Policy Club”). Nonetheless, the news continues to be anachronistic and look like loading of information on the daily events. It is notable that in this period, MTV1 did not broadcast a single report on the activities of the leader of VMRO DPMNE, Nikola Gruevski, which was not the case before. The television broadcasted news reports on the announced protest in the prison Idrizovo, the shifting of blame between officials from the government and the opposition in the Ministry of Agriculture concerning the animal Lumpy skin disease, whereas the coverage of the protests and counter-protests was balanced, with an equal number of reports on the activities of the platform “Protestiram” and of the association GDOM. The activities of the opposition were presented with 3 reports that were reactions to the government borrowing policy and the mismanagement of funds (May 3<sup>rd</sup> “Finance: Reactions to the auction of government securities”, May 6<sup>th</sup> “Finance: Naumov on the developments in the capital market”, May 7<sup>th</sup> “Agriculture: Nikolovski: Mismanagement of the Japanese aid”).

Using sources: Most of the reports (30) use one source of information. Eight reports (8) use three or more sources, but in five thereof the sources have identical views. 4 reports use two sources, but only in two thereof they are opposing. 7 reports do not indicate a specific source of information, but they are not manipulative.

Direct addresses: The television broadcasted a total of three statements of the leaders of the political parties, the leaders of SDSM, DOM and DS, Zaev, Popovska and Trajanov respectively have one statement each.

Audiovisual presentation: The number of reports with manipulative elements this week is insignificant (2). Apart from the report “EC on Macedonia: Economic grown of 3.5% in 2016 and 2017” (May 3<sup>rd</sup>) which presents selected data aimed at highlighting the success of the economy, there are also elements of manipulation in the May 4<sup>th</sup> report “EU: A conference on the Western Balkans in Brussels” which manipulates the facts and uncritically presents the image of the Foreign Minister Poposki and the Government in general in a better light, and also the Conference of the European People’s Party in Brussels is presented as a source of official positions of the EU.