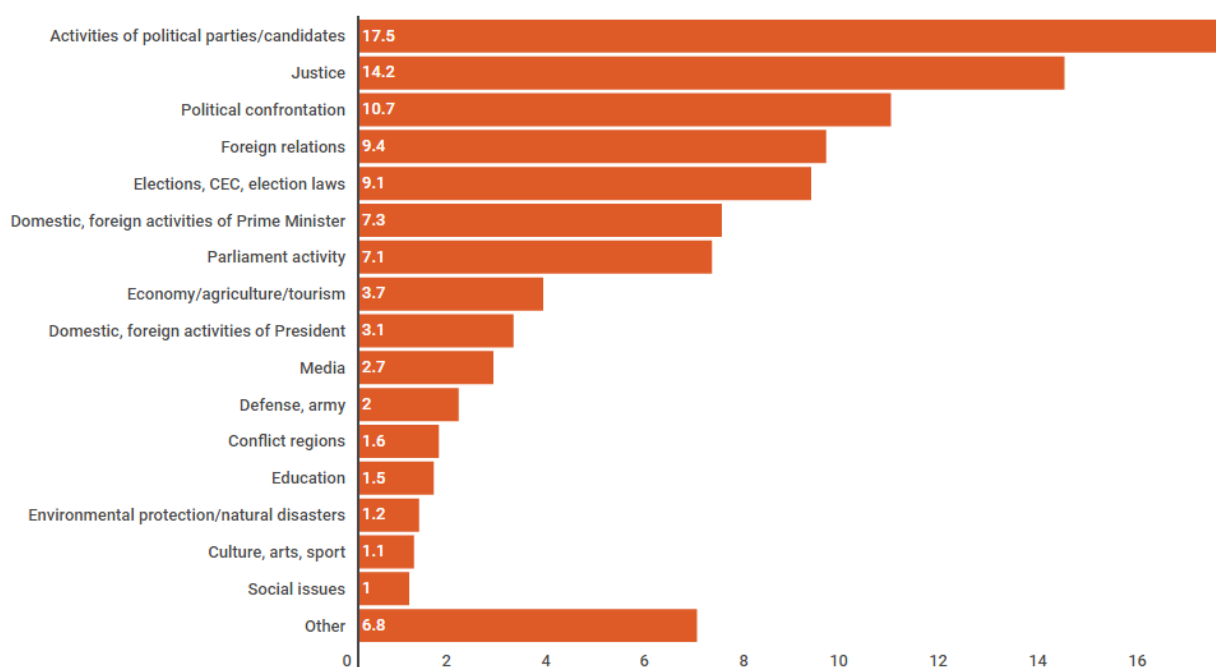


## 2. TOPICS COVERED IN TV REPORTING ON POLITICAL SUBJECTS

The analysis of primetime news programs on TV media (10 229 stories) for 4 month (April 1 - July 31) revealed that the topics covered in reports on political subjects during the reporting period were mostly related to campaign activities carried out by political subjects in the run up to the forthcoming parliamentary elections (17.5%). The second most frequently covered topic was justice (14.2%) which combines issues related to court proceedings (including Rustavi 2 case, cases of representatives of former United National Movement government, the so-called case of cables related to Free Democrats, the issues surrounding the Constitutional Court, et cetera), penitentiary system, so-called restoration of justice, various crimes and other relevant themes. This is followed by: political confrontations (10.7%), which at the same time indicates about the degree of radicalization of political process ahead of the elections; the foreign relations (9.4%); issues regarding election legislation and administration of elections (9.1%).

**Chart 2.1. Topics covered in TV reporting on political subjects**



Comparison of topics covered in the pre-election reporting on political subjects with the results of public opinion poll, conducted by the US National-Democratic Institute (NDI) in June 2016,<sup>8</sup> shows that the top most important national issues<sup>9</sup> - Jobs, poverty, territorial integrity, price increase/inflation, pensions - named by respondents do not make into prioritized topics in the coverage of political subjects. For example, the topic of territorial integrity and conflicts which is the third priority according to the public opinion poll, comprises a mere 1.6% in TV reports on political subjects ahead of elections. One should also note that media allocates the least amount of time to such important topics as education (1.5%), social issues (1%), health care (0.5%) and human rights and minorities (0.9%) in the reports about political subjects.

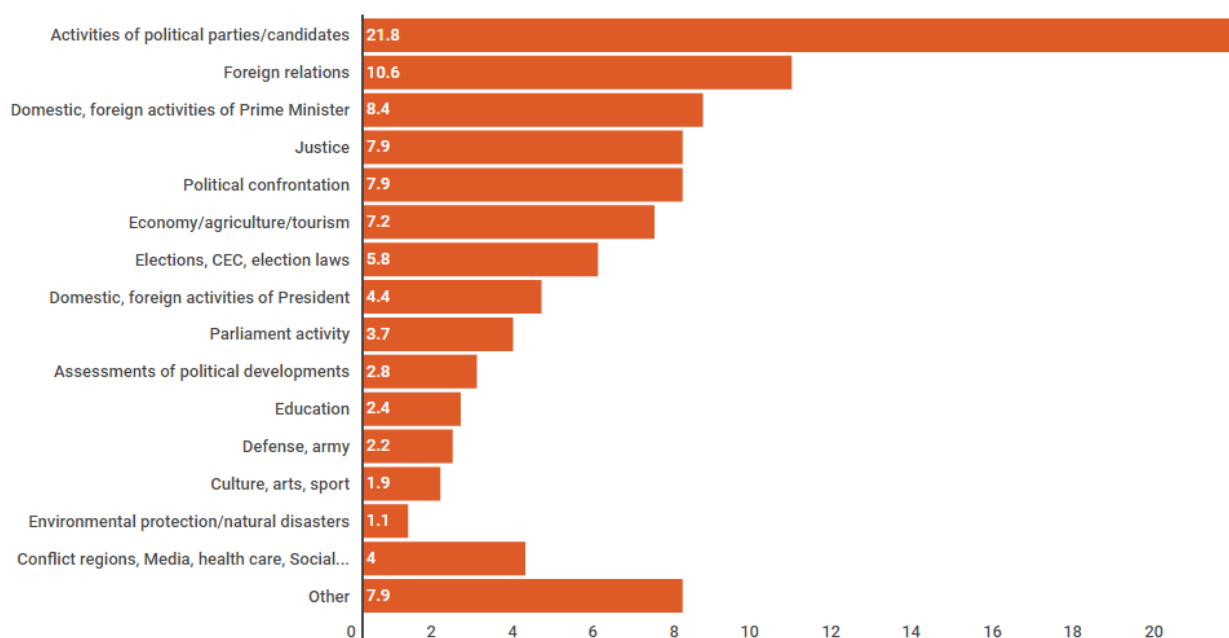
<sup>8</sup> NDI (June 2016), Public Attitudes in Georgia. [https://www.ndi.org/files/NDI\\_June\\_2016\\_poll\\_Public\\_Issues\\_ENG\\_VFF\(1\).pdf](https://www.ndi.org/files/NDI_June_2016_poll_Public_Issues_ENG_VFF(1).pdf)

<sup>9</sup> Jobs, poverty, territorial integrity, price increase/inflation, pensions.

## 5. TOPICS COVERED IN ONLINE MEDIA REPORTING ON POLITICAL SUBJECTS

Much like in the case of TV media, in the reporting period (April 1 - July 31) the monitored online media (18439 publications) covers campaign activities of political parties/candidates most frequently (21.8%), followed by foreign relations (10.6%) and activities of Prime Minister (8.4%). Equal amount of coverage is given to issues of justice and political confrontations (7.9% each) with agriculture and tourism (7.2%) trailing. The latter topic is covered more extensively in online media than in broadcast media. This may be explained by the contracts various state agencies have entered into with some online editions to have them release information in exchange for certain reimbursement (IPN, PIA see details on p. 55, 60).

**Chart 5.1. Topics covered in online media reporting on political subjects**



Alike TV, the online media, when reporting about political subjects, provides little coverage of such issues as education (2.4%), environmental protection (1.1%), conflict regions and IDPs (0.9%), health care (0.9%), social problems (0.6%), human rights - minorities (0.5%). Similarly to TV media, the top five issues (Jobs, poverty, territorial integrity, price increase/inflation, pensions) revealed by the NDI poll do not make into the priority topics covered by online editions. These indicators show that in covering political subjects the online media sticks to the agenda set by the political subjects themselves.