

## **Russia – Political diversity in reporting of nationwide channels**

### **CJES' Media Monitoring**

From 26 September till 4 November (pre-election period) and from 5 till 19 November 2011 (official election campaign), CJES monitored six TV channels. Media monitoring included quantitative and qualitative methods of analysis. Quantitative analysis includes a number of numeric measures and indicators that can be counted and analyzed, including assessing and producing findings regarding the time allocated to each relevant political subjects (in the prime time news programs) and also evaluating the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

Qualitative analysis evaluates the performance of selected media outlets against ethical and professional standards, such as balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language etc.

### **Explanation of the charts**

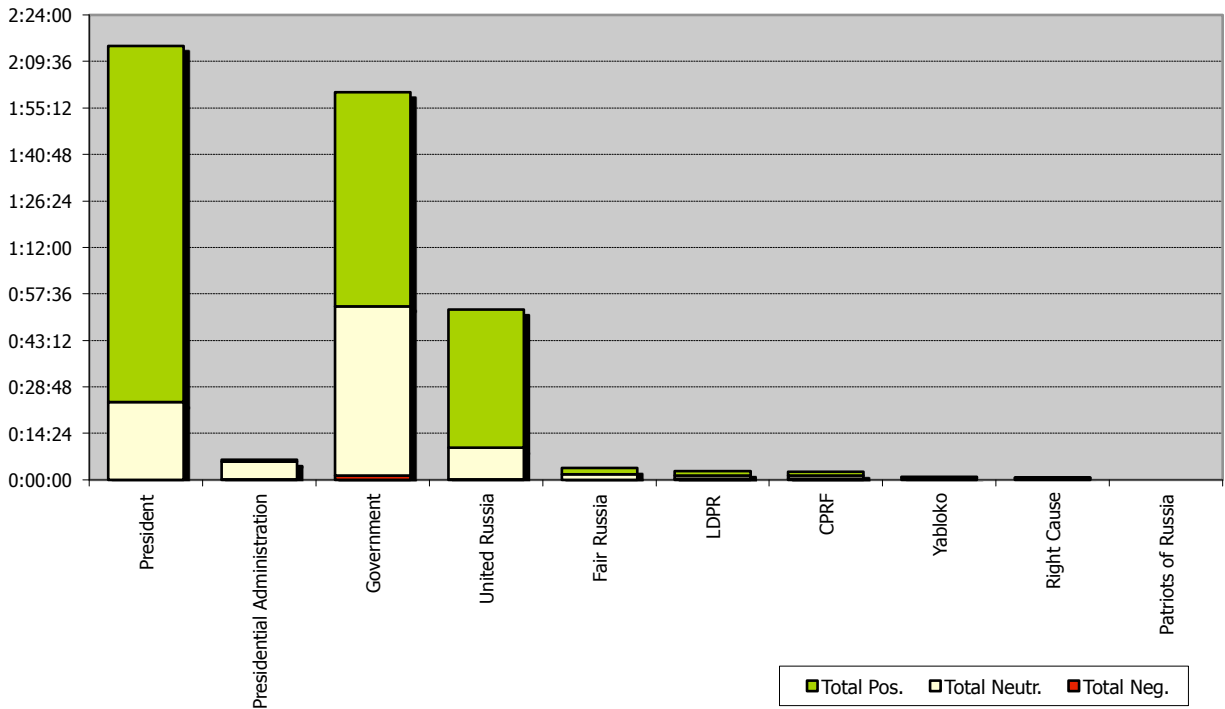
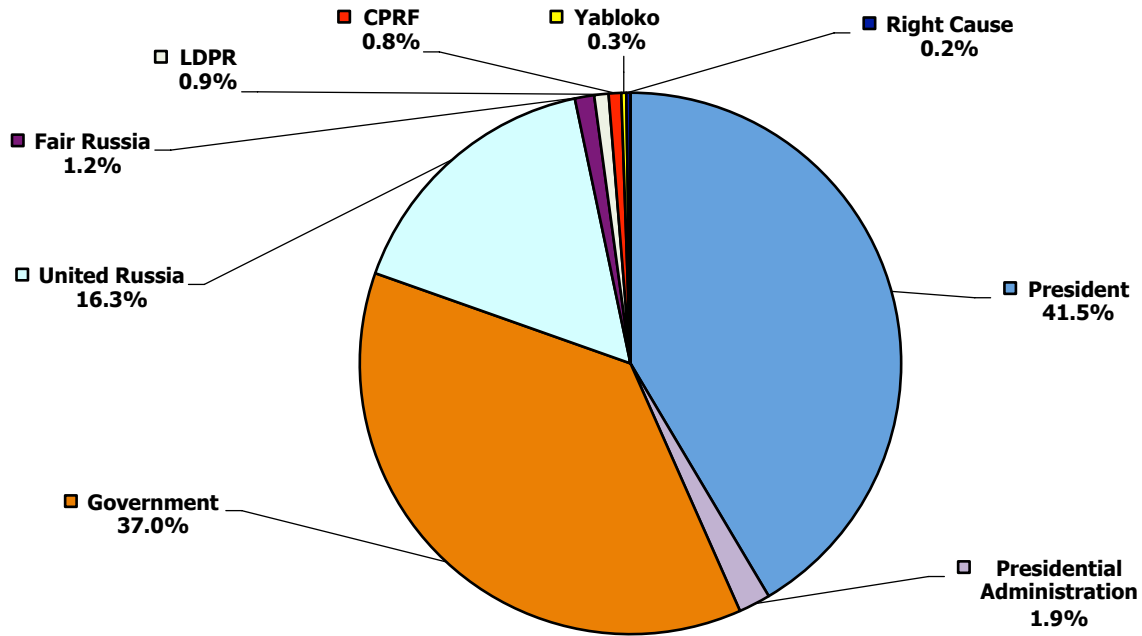
- The pie charts show the total percentage of airtime/space allocated to relevant political subjects and politicians for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime/space devoted to relevant political subjects and politicians by each media outlet in the defined period.

### **Monitored Media Outlets**

Television (6): *First Channel, Russia 1, TV Center, Channel 5, NTV and Ren TV*

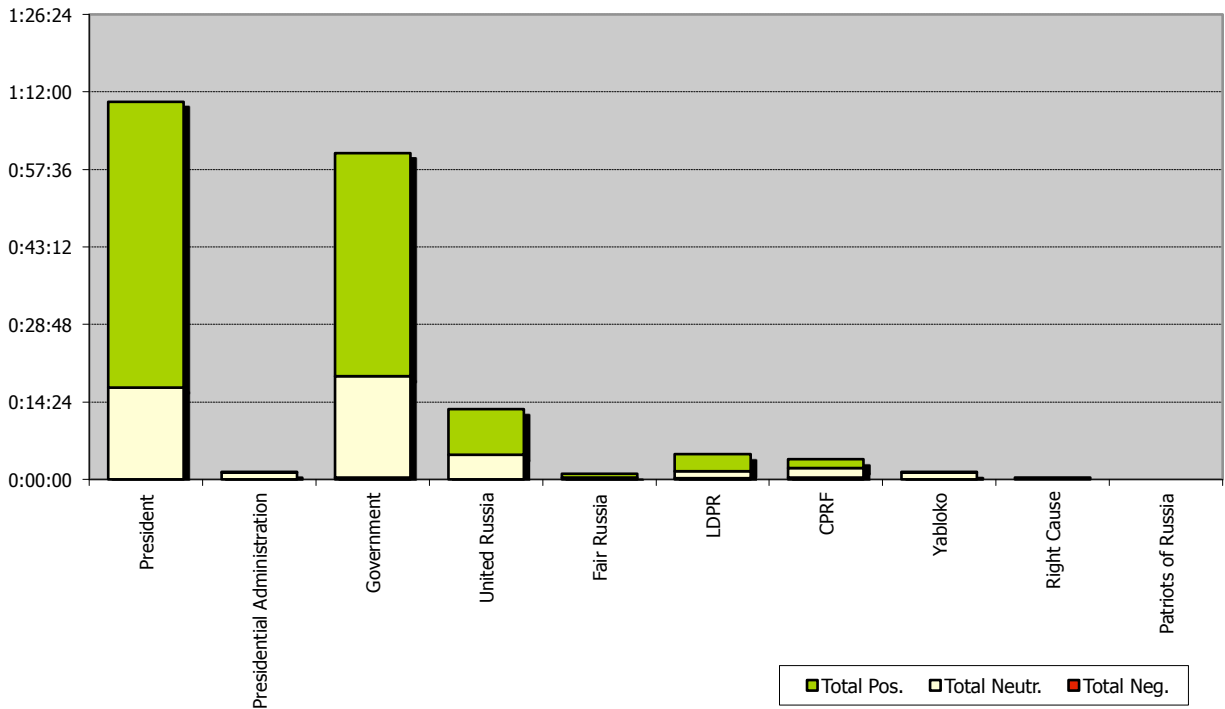
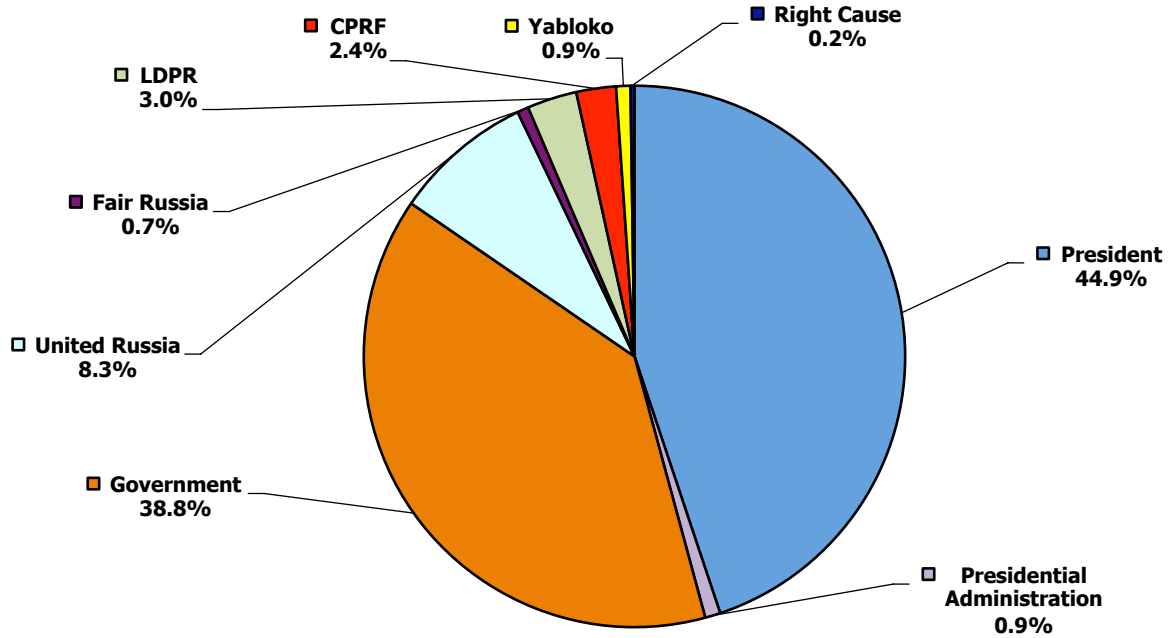
# POLITICAL SUBJECTS (Time and Tone of the Coverage)

First Channel (news programs)  
26 September - 4 November 2011



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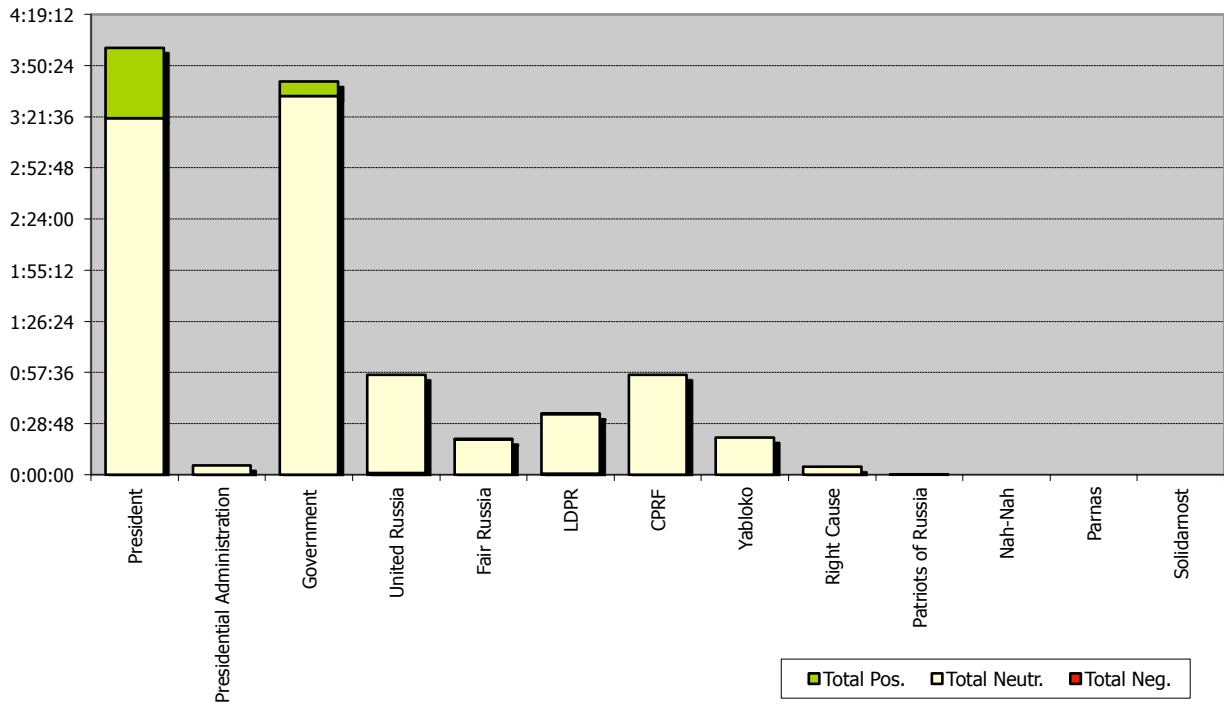
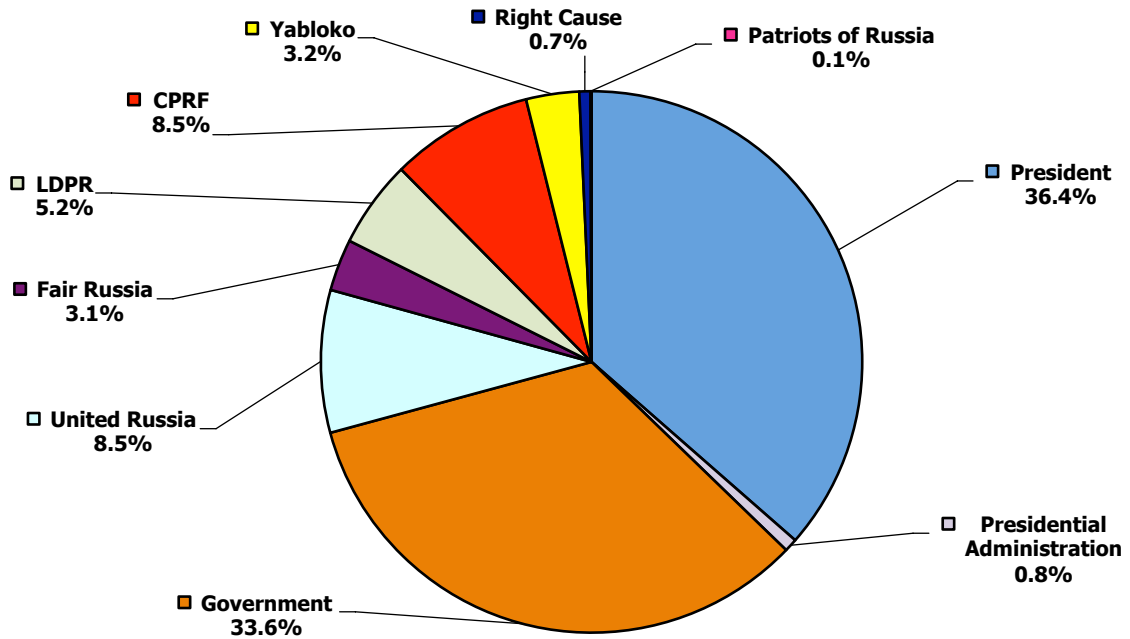
First Channel (news programs)  
5-19 November 2011



# POLITICAL SUBJECTS (Time and Tone of the Coverage)

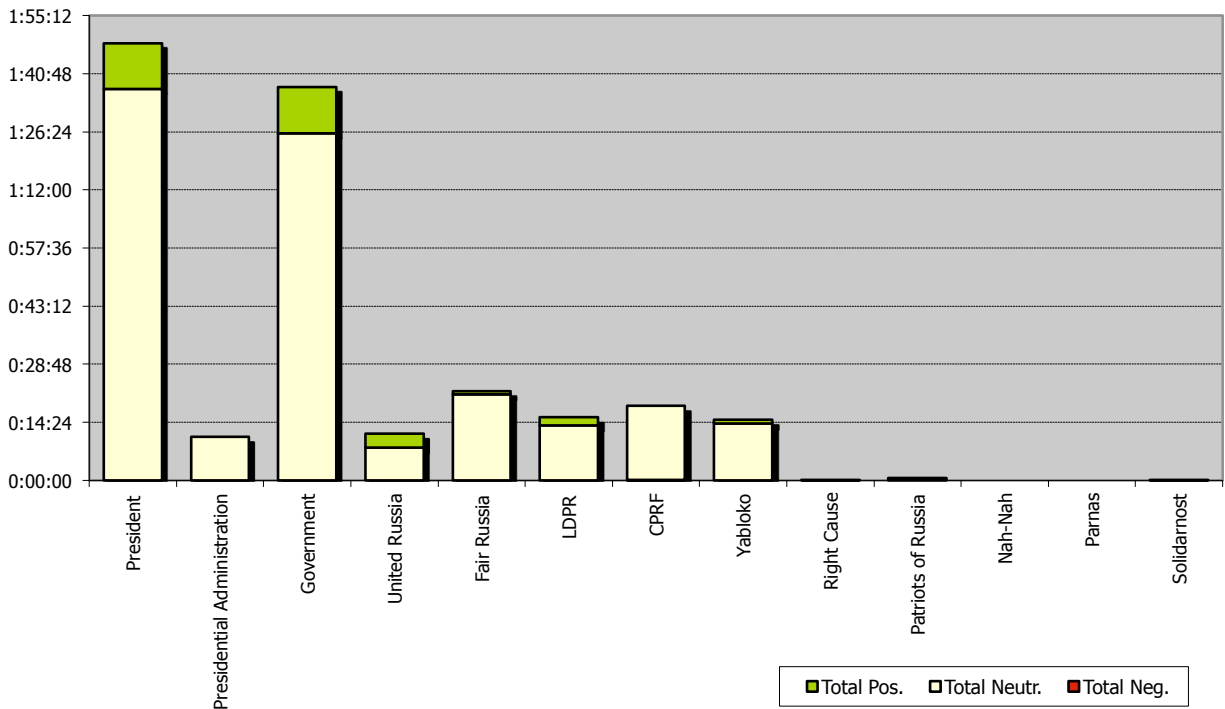
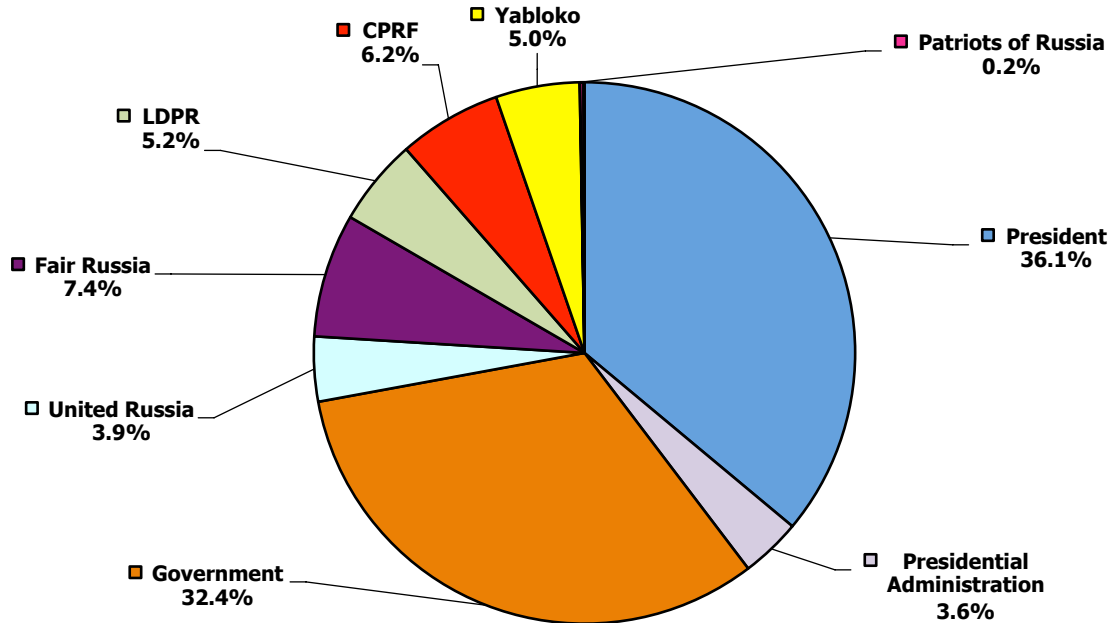
## Russia 1 (news programs)

26 September - 4 November 2011



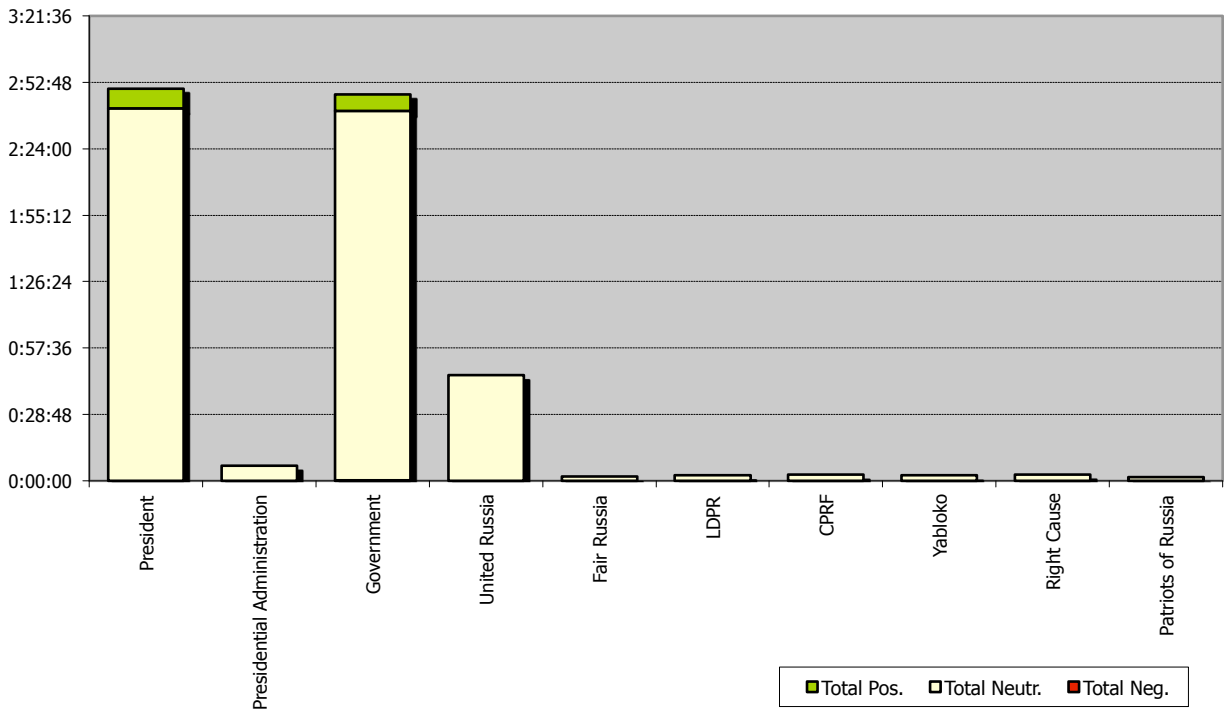
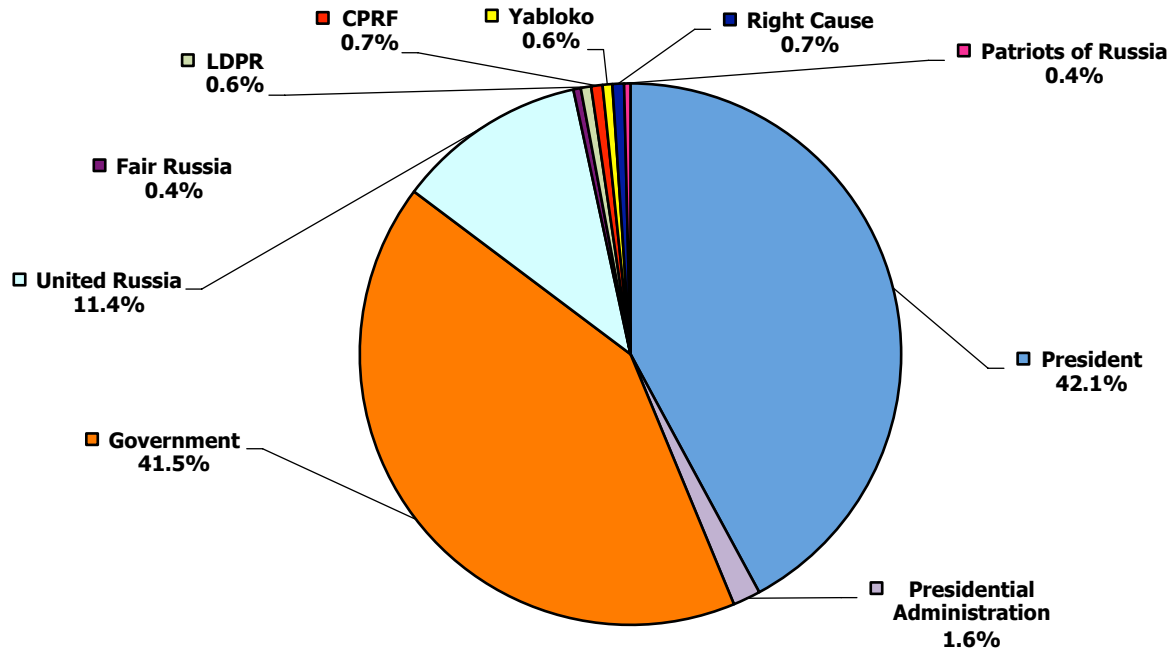
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Russia 1 (news programs)  
5-19 November 2011



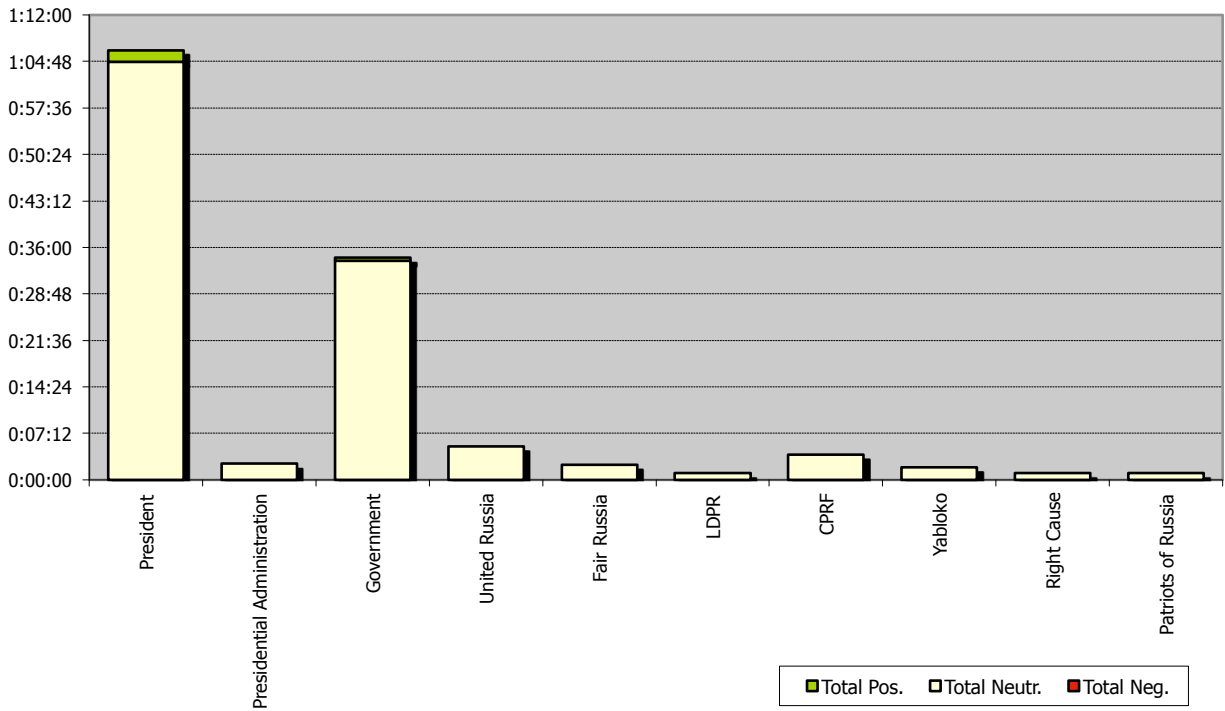
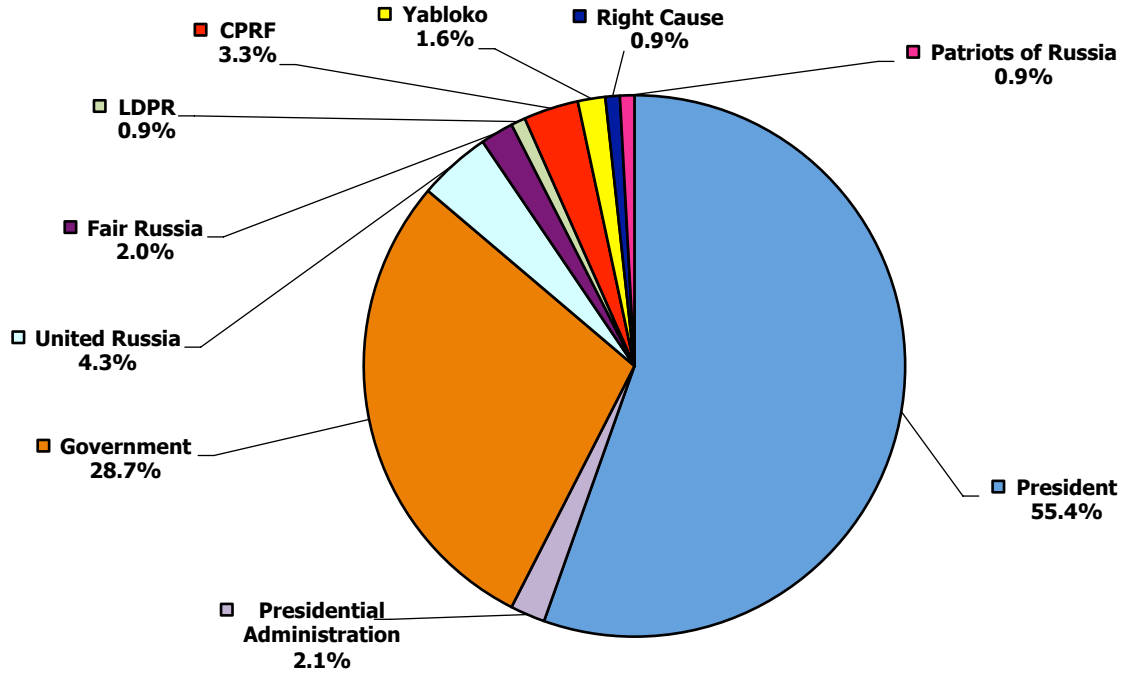
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TV Center (news program)  
26 September - 4 November 2011



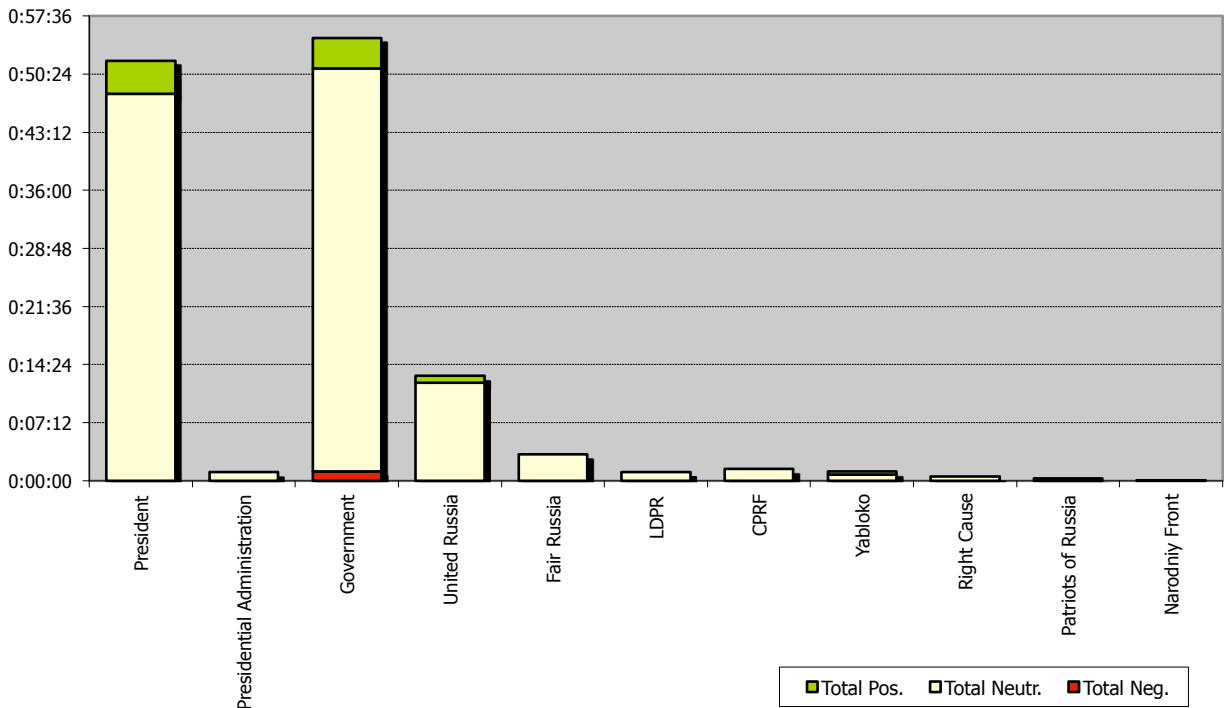
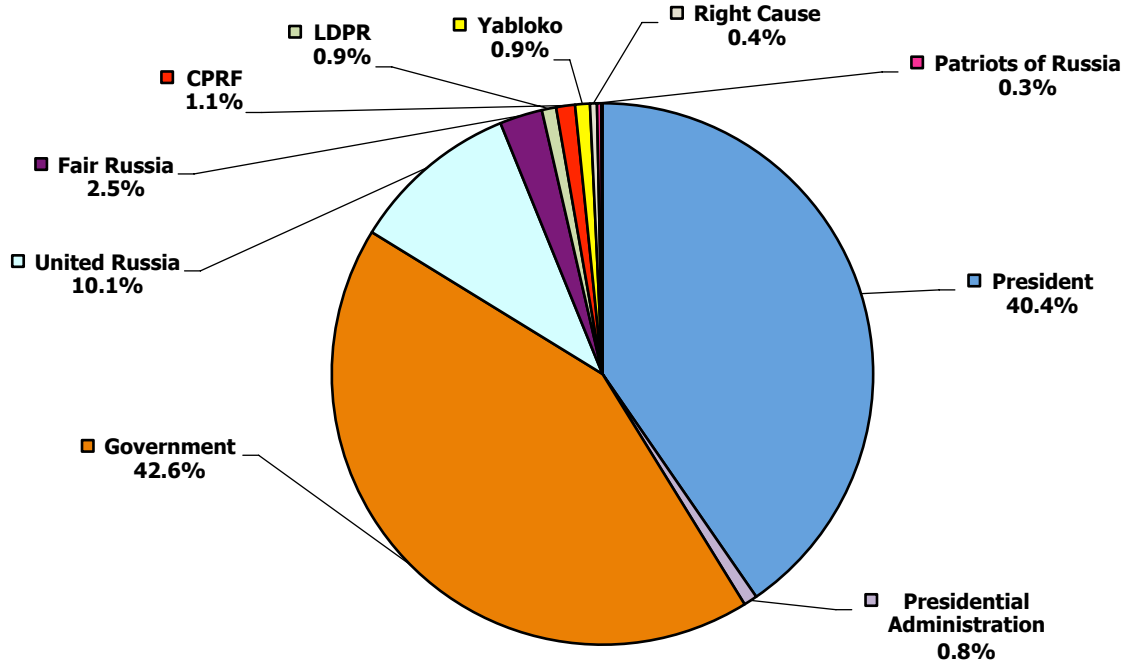
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TV Center (news programs)  
5-19 November 2011



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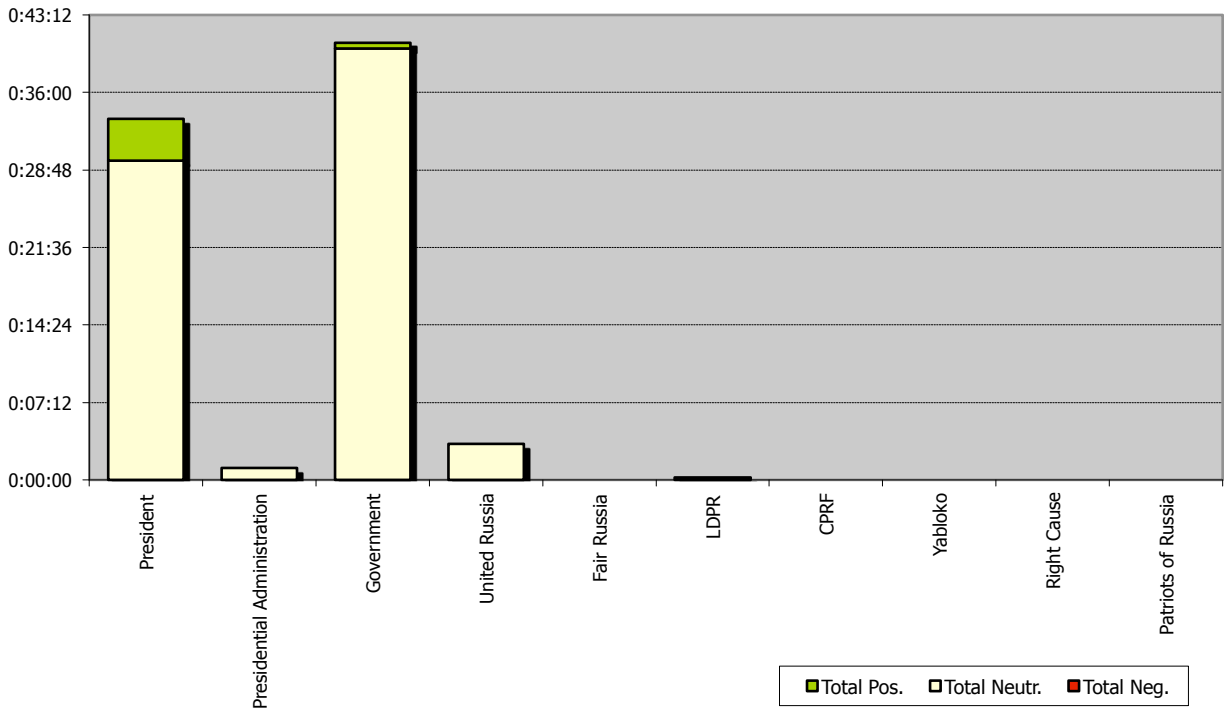
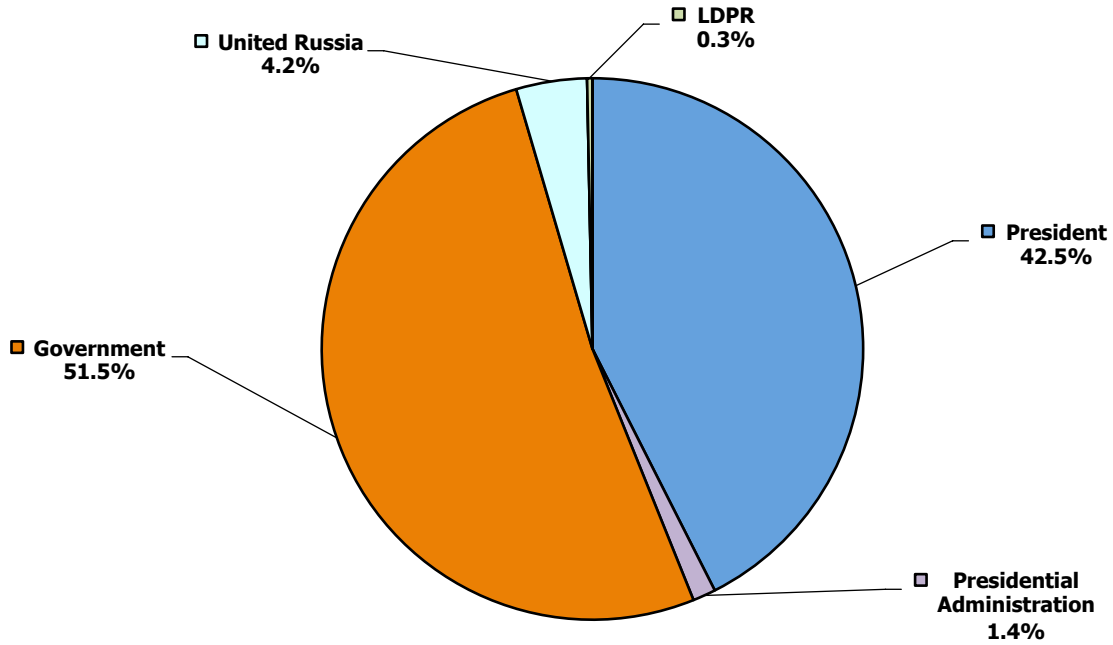
Channel 5 (news programs)  
26 September - 4 November 2011





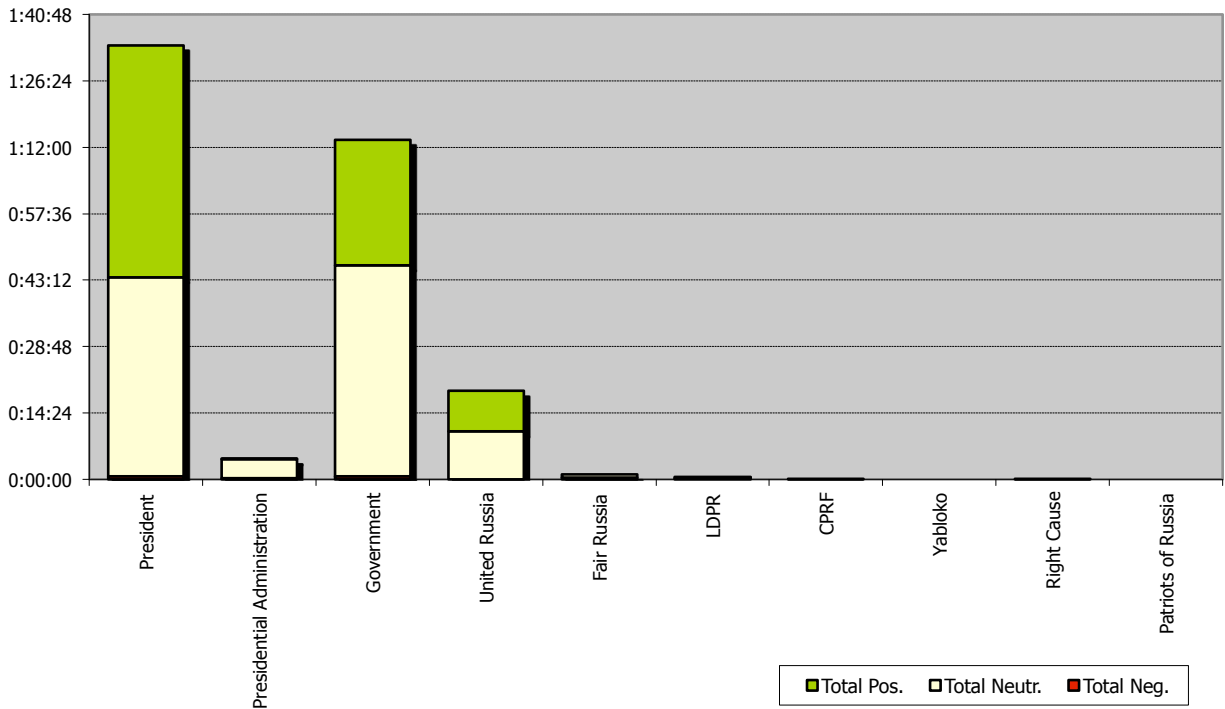
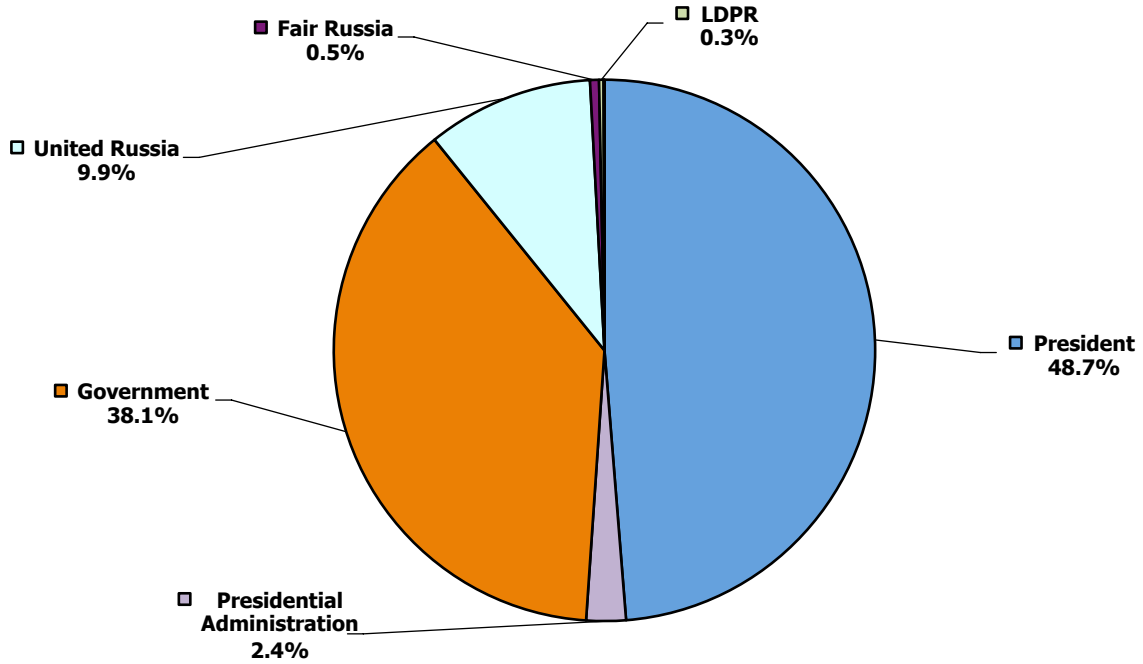
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Channel 5 (news programs)  
5-19 November 2011



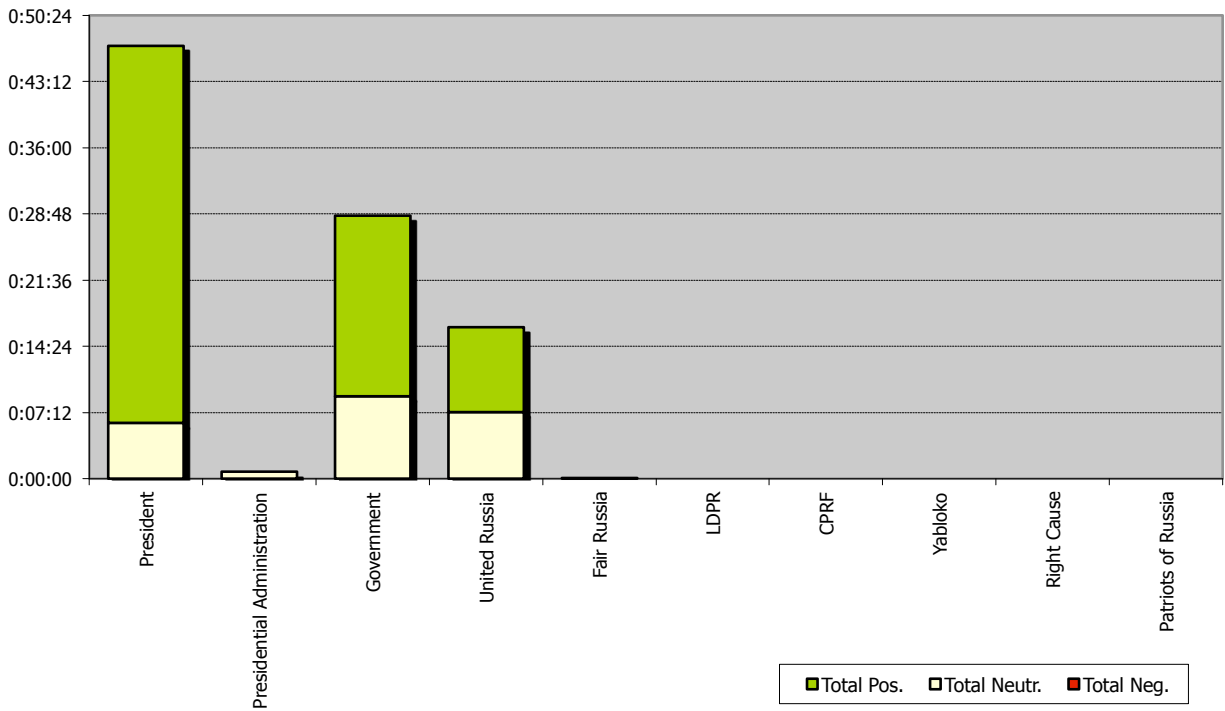
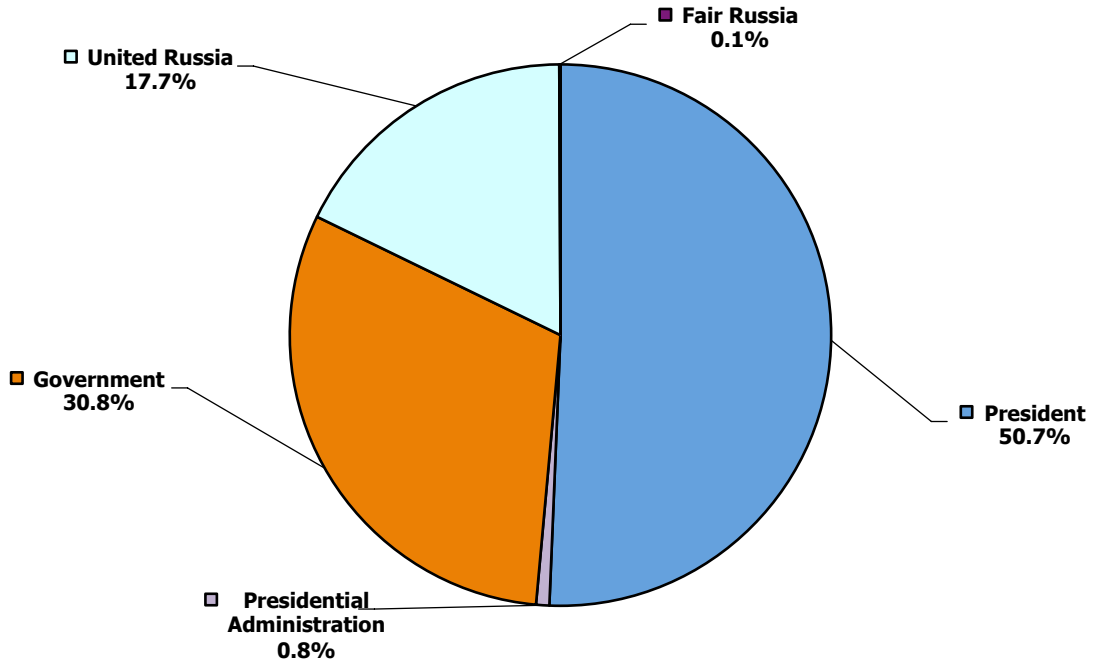
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NTV (news programs)  
26 September - 4 November 2011



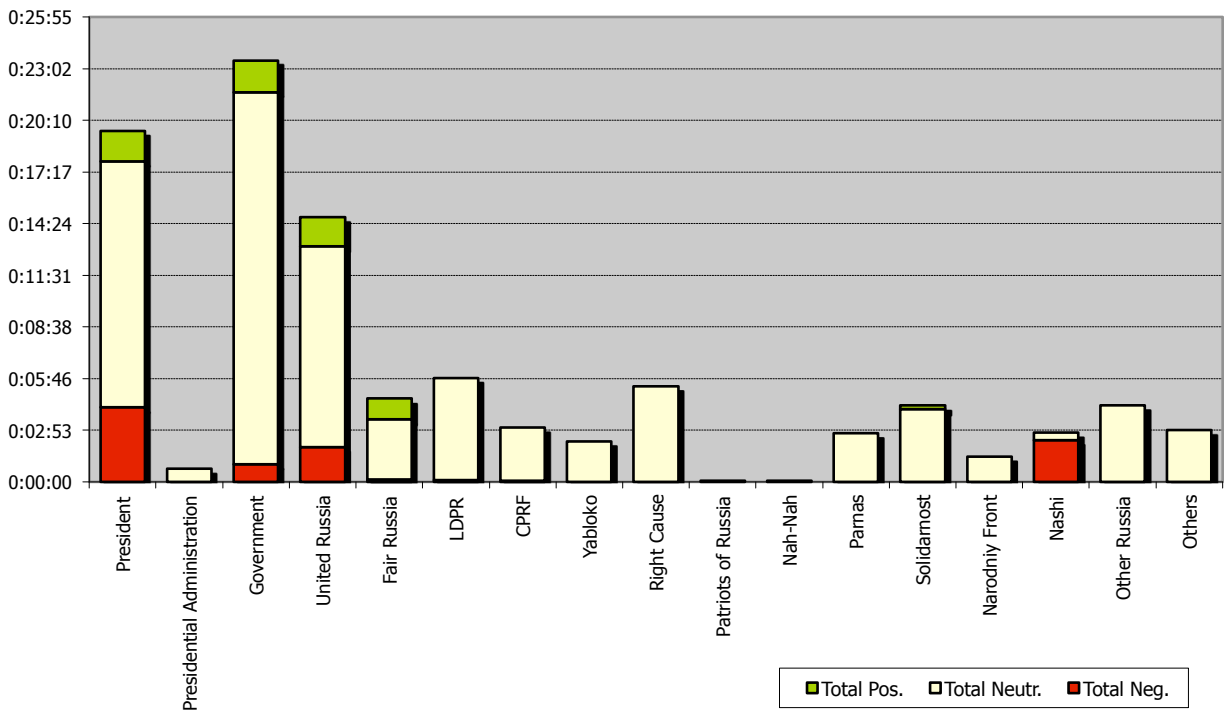
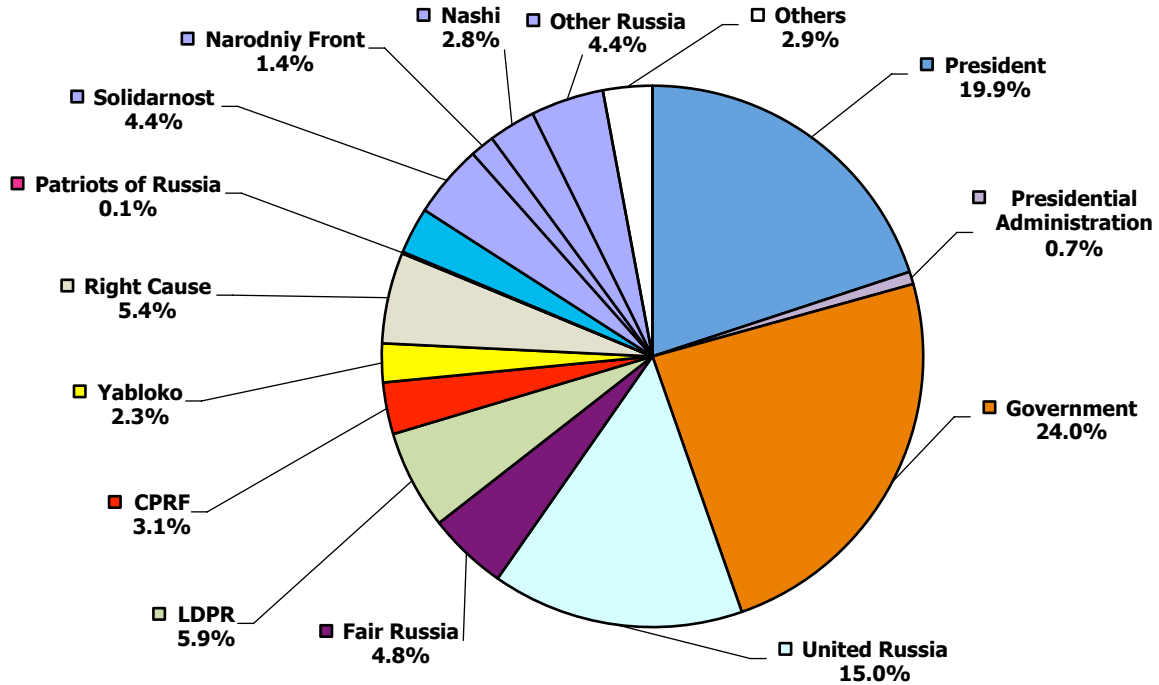
# POLITICAL SUBJECTS (Time and Tone of the Coverage)

NTV (news programs)  
5-19 November 2011



# POLITICAL SUBJECTS (Time and Tone of the Coverage)

Ren TV (news programs)  
26 September - 4 November 2011



# POLITICAL SUBJECTS (Time and Tone of the Coverage)

Ren TV (news programs)  
5-19 November 2011

