MEDIA MONITORING

JANUARY – DECEMBER 2015

Konrad Adenauer Stiftung

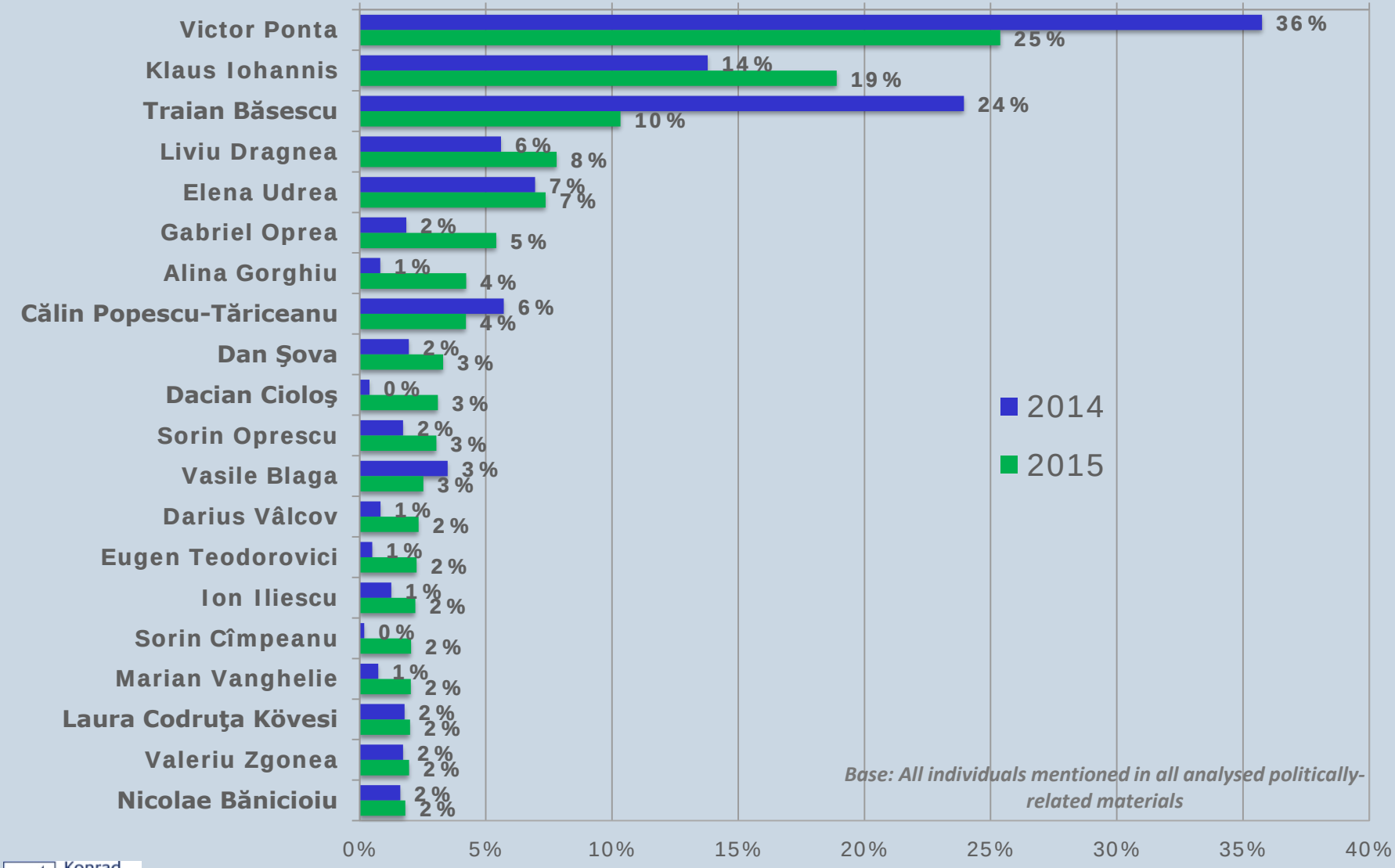
Prepared by market LINKS

METHODOLOGICAL FRAMEWORK

PERIOD	**PERIOD 1: 1 January – 31 December 2014** **PERIOD 2: 1 January – 31 December 2015**
MONITORED MEDIA	8
TV	Antena 1, PROTV, Realitatea, TVR1
Newspapers	Adevărul, Evenimentul Zilei, Jurnalul Naţional , România Liberă
TOTAL NUMBER OF ANALYSED PUBLICATIONS	**PERIOD 1: 12 393** **PERIOD 2: 19 160**
REGISTERED INDICATIORS	Date of publication, month, media, mentioned people, parties, institutions, subject (who has expressed the opinion), object (to whom the opinion has been expressed)
SELECTION OF ANALYSED DATA	All materials related to political topics and with mentioned state institutions, political parties and their representatives

MENTIONED INDIVIDUALS 2014-2015

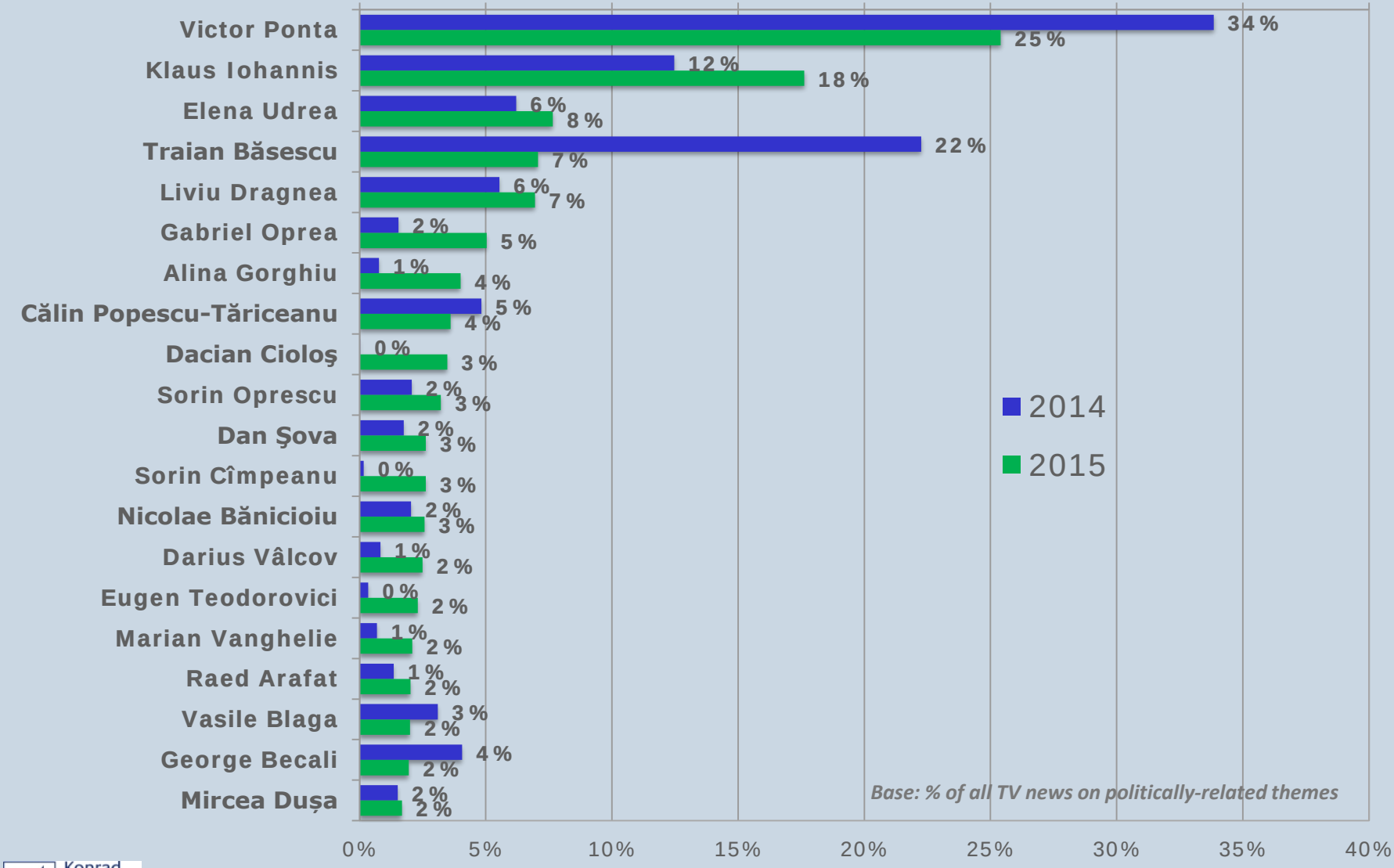
ALL MEDIA



Base: All individuals mentioned in all analysed politically-related materials

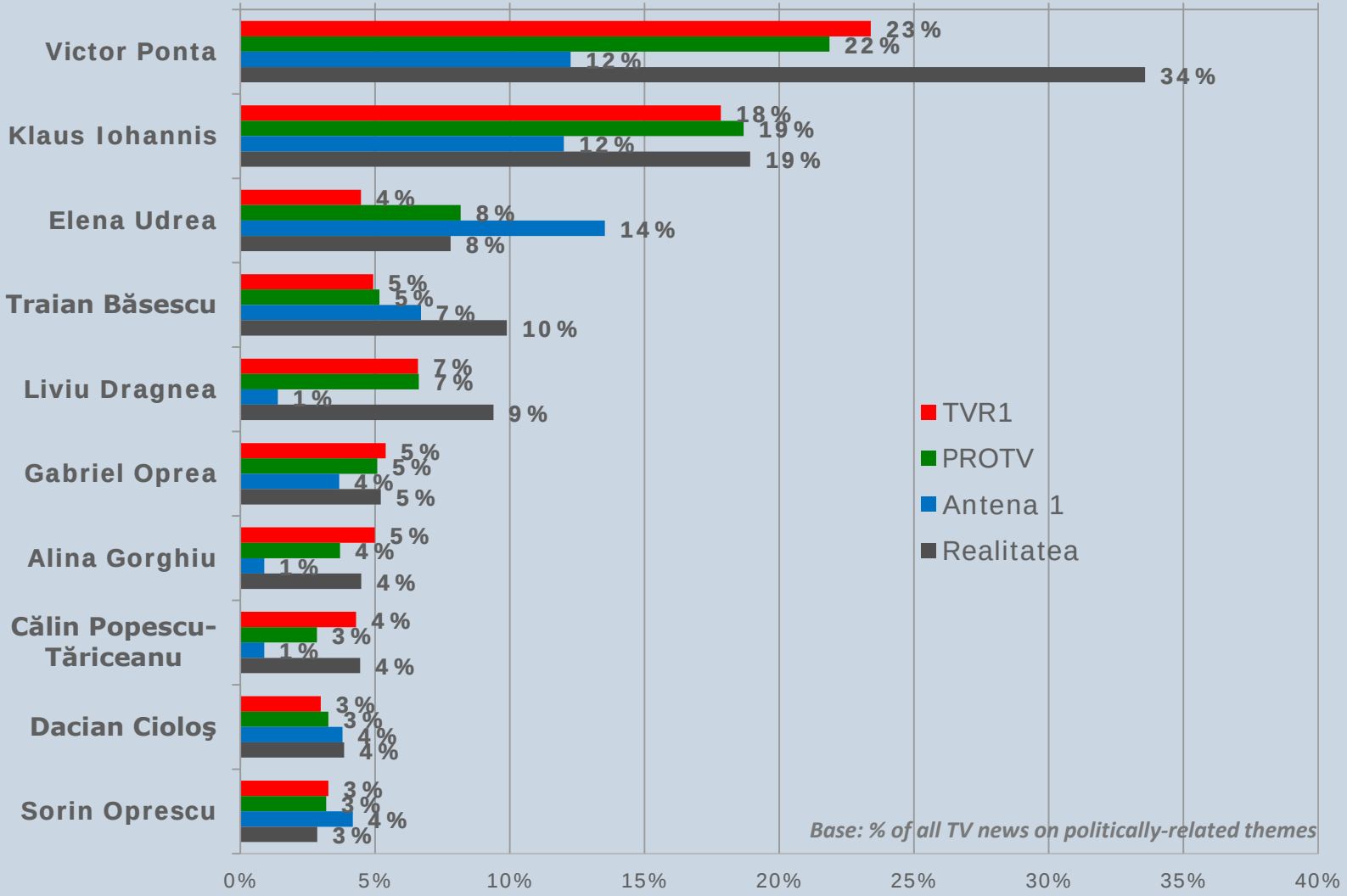
SHARE OF INDIVIDUALS MENTIONED ON TV 2014-2015

TELEVISION



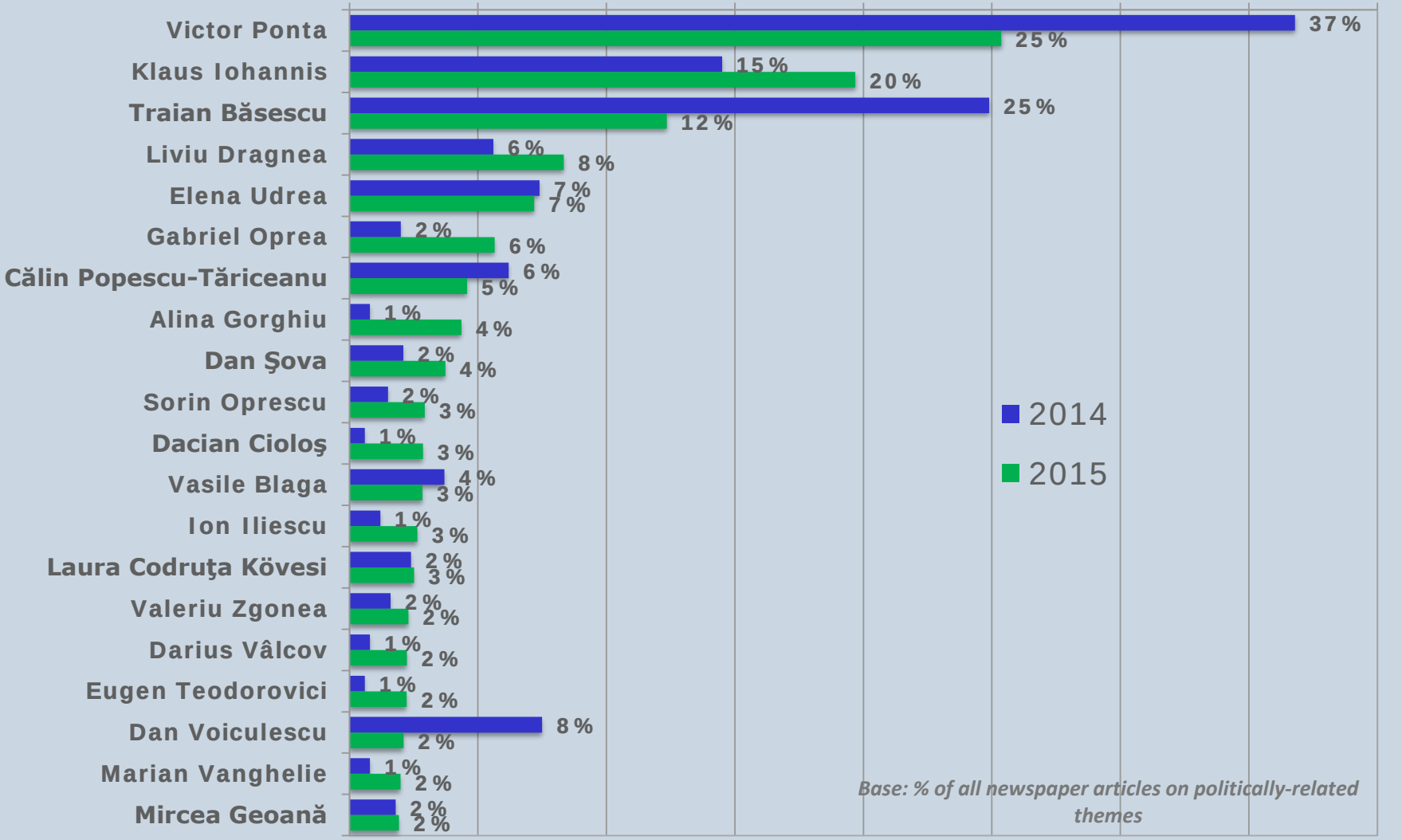
INDIVIDUALS MENTIONED as % of presence in different TV channels – 2015

TELEVISION

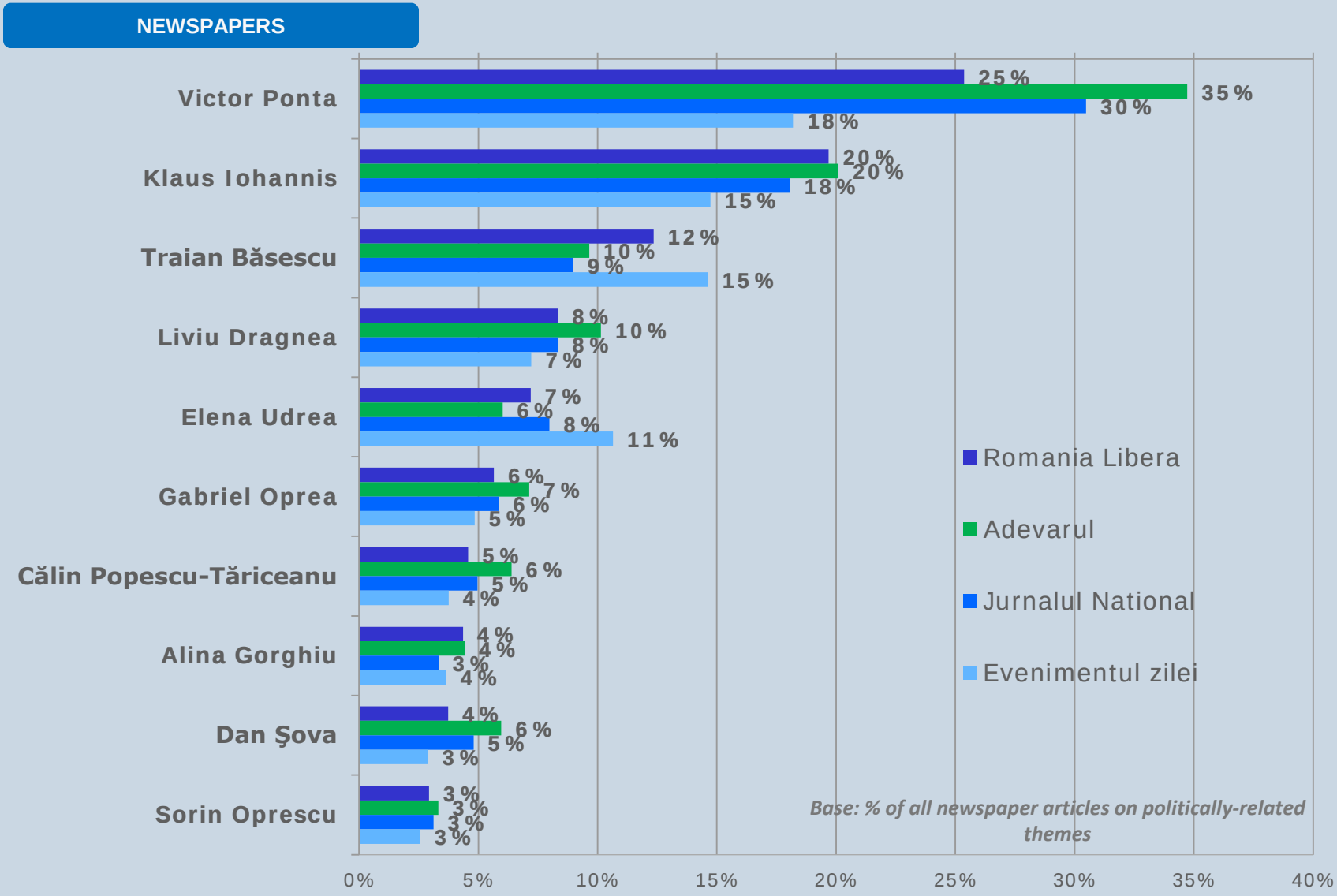


SHARE OF INDIVIDUALS MENTIONED IN NEWSPAPERS 2014-2015

NEWSPAPERS

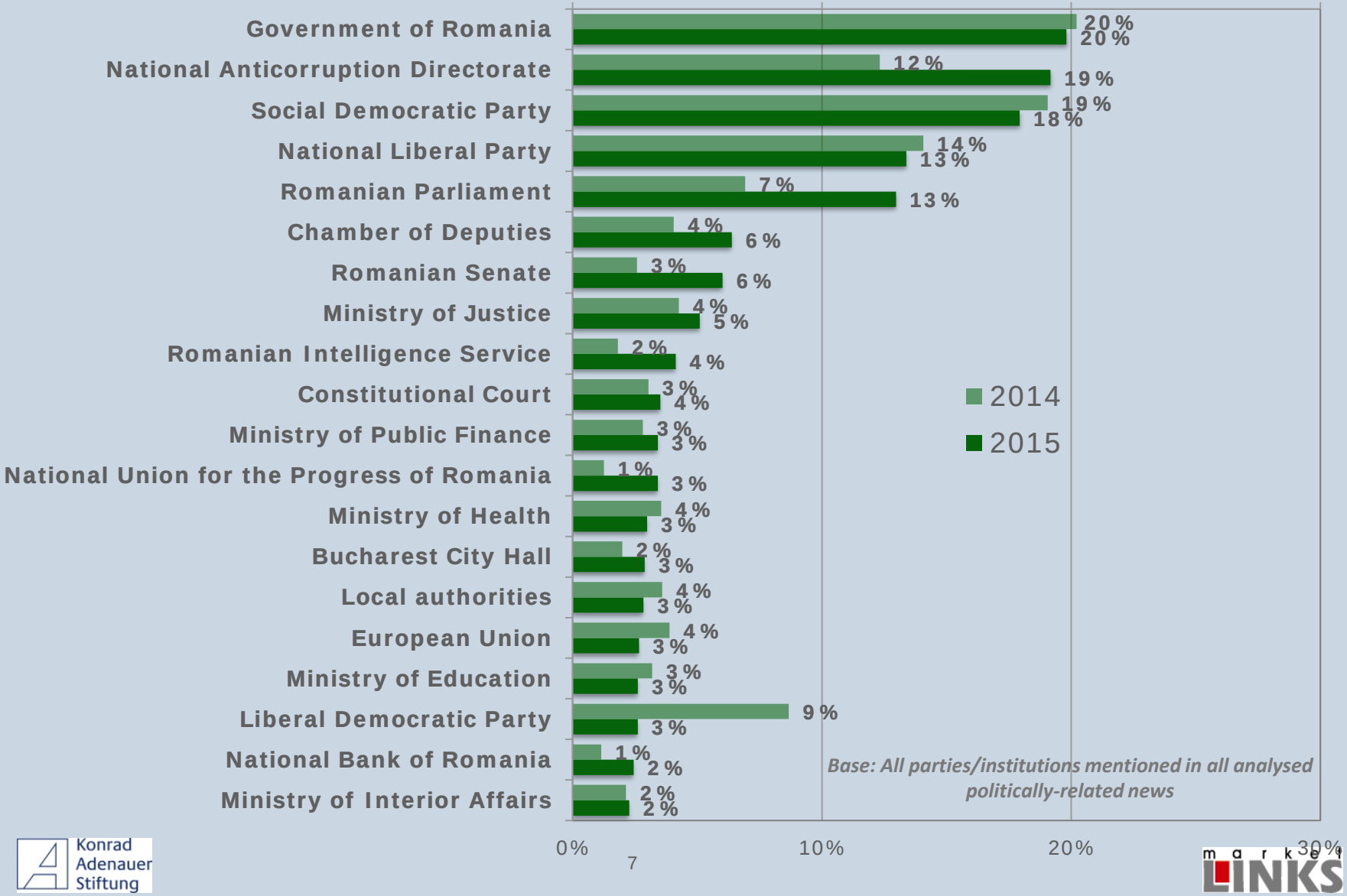


INDIVIDUALS MENTIONED as % of presence in different newspapers - 2015



PARTIES/INSTITUTIONS MENTIONED

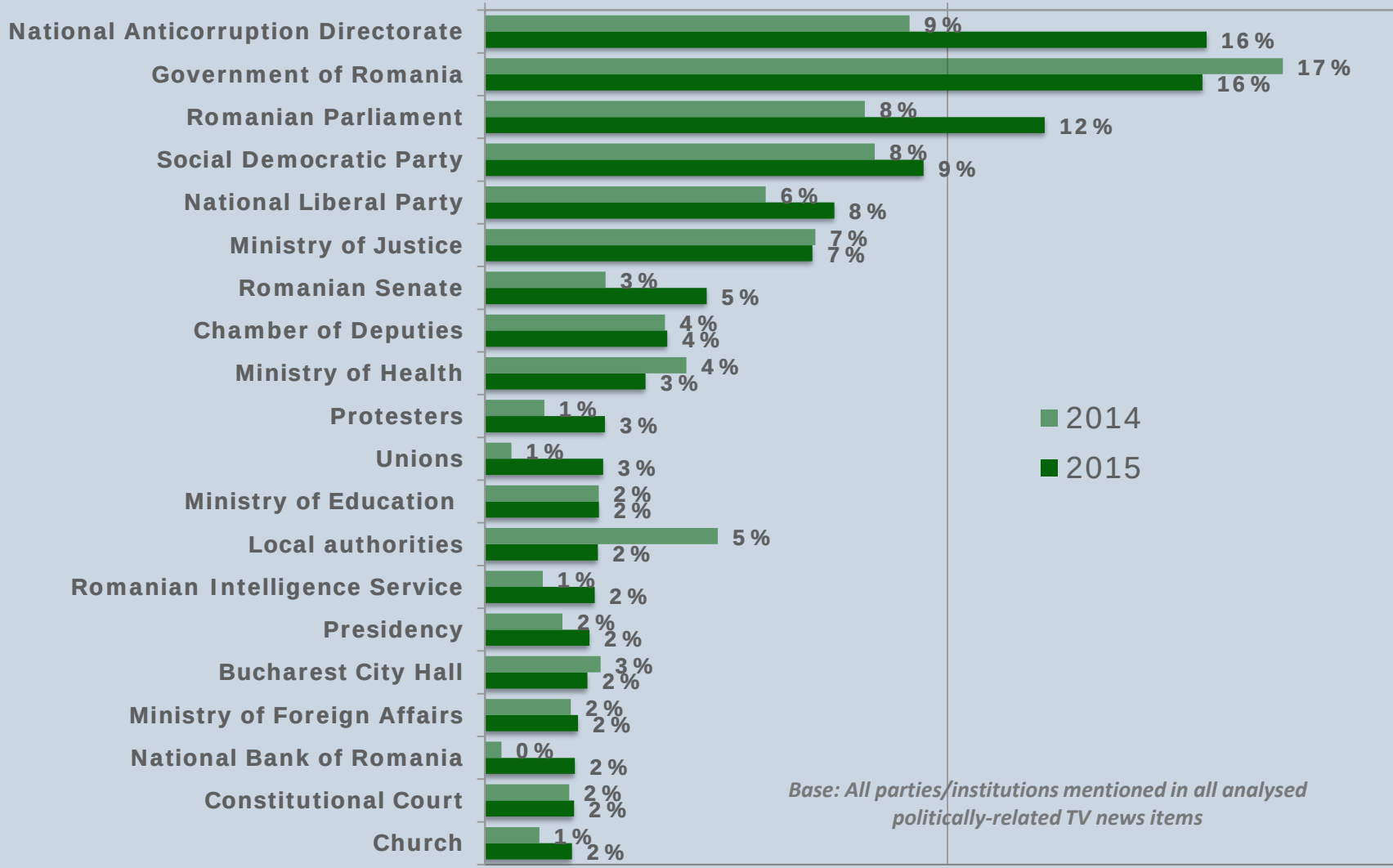
ALL MEDIA



Base: All parties/institutions mentioned in all analysed politically-related news

PARTIES/INSTITUTIONS MENTIONED ON TV 2014-2015

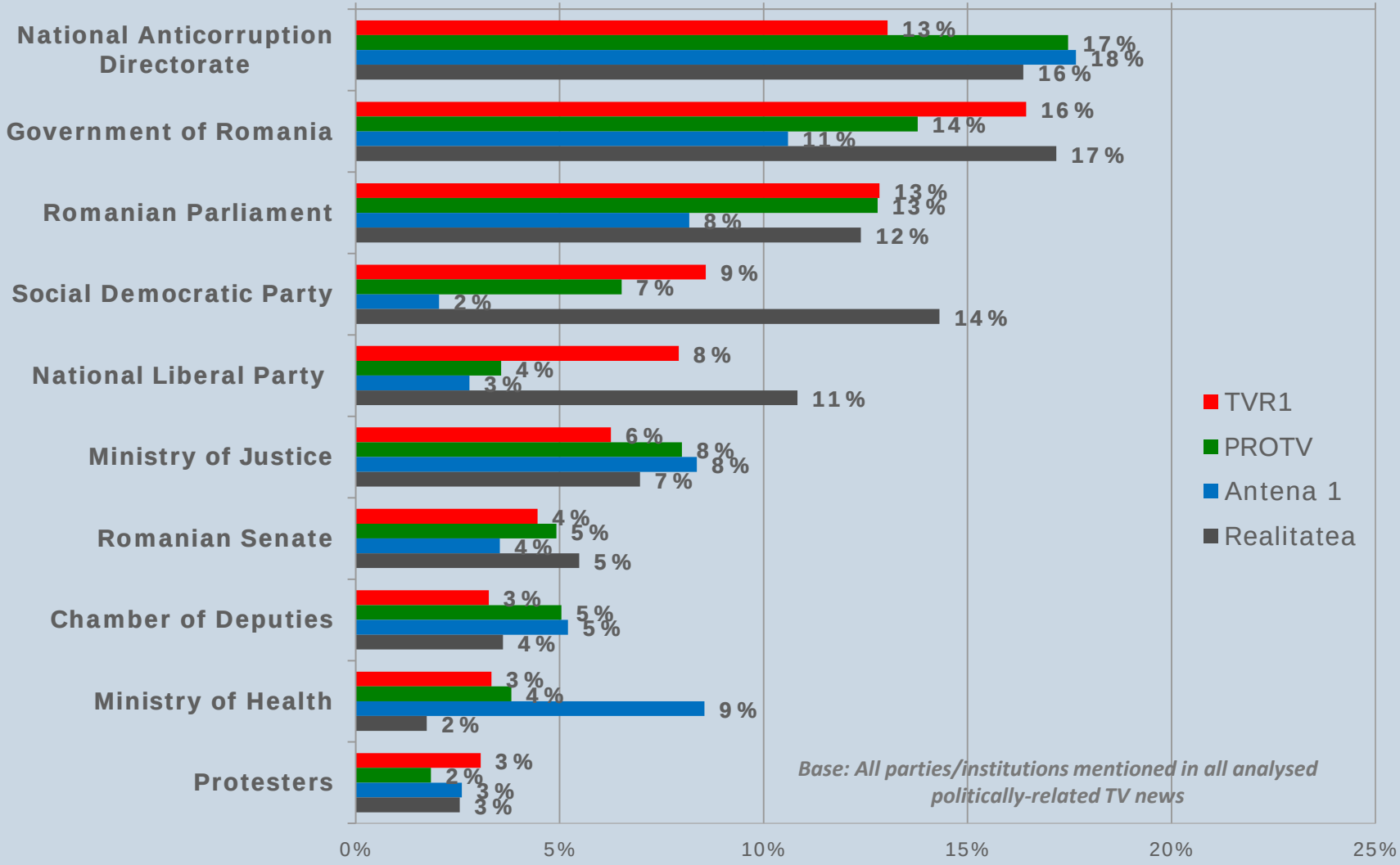
TELEVISION



Base: All parties/institutions mentioned in all analysed politically-related TV news items

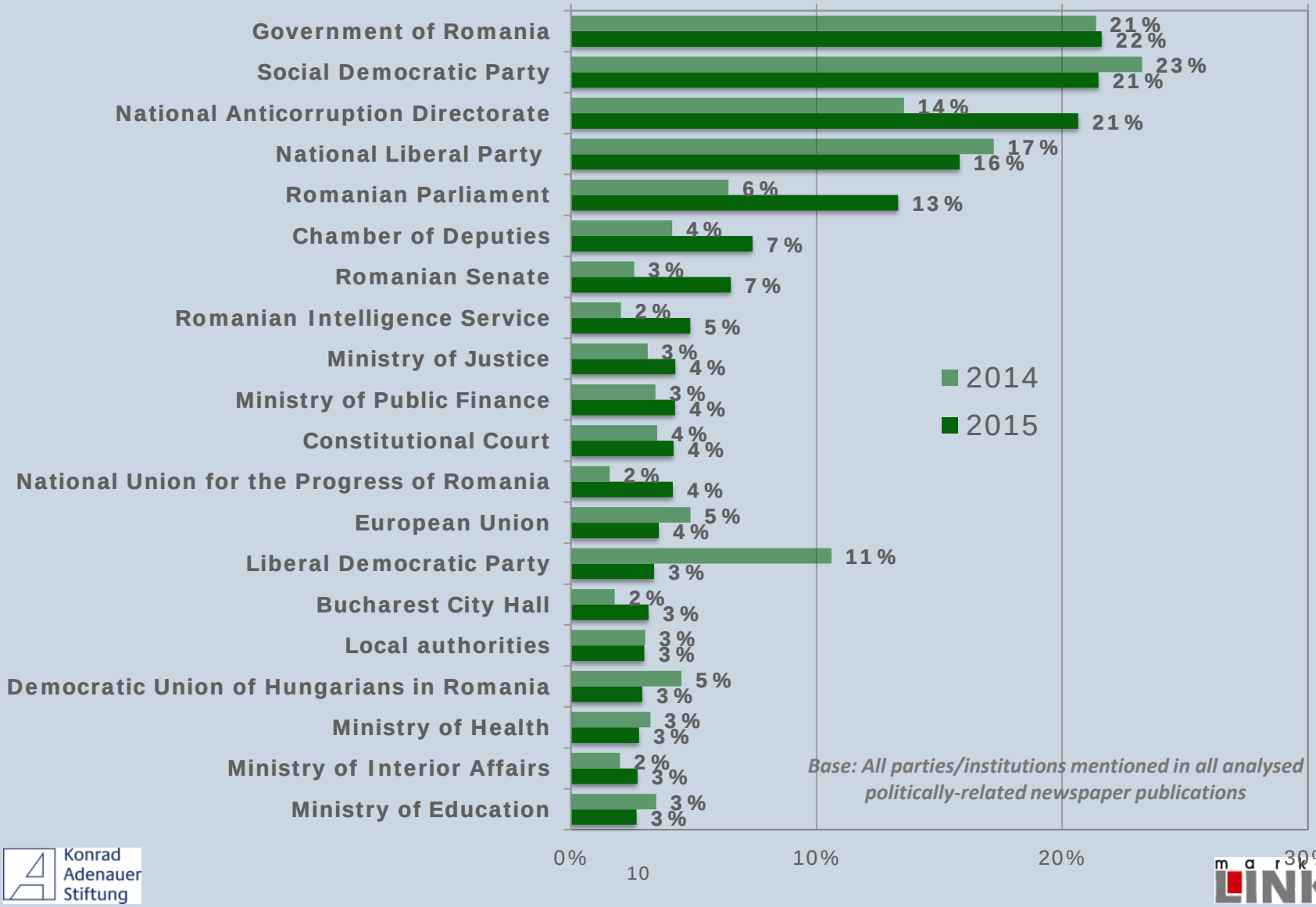
PARTIES/INSTITUTIONS MENTIONED as % of presence in different TV channels - 2015

TELEVISION



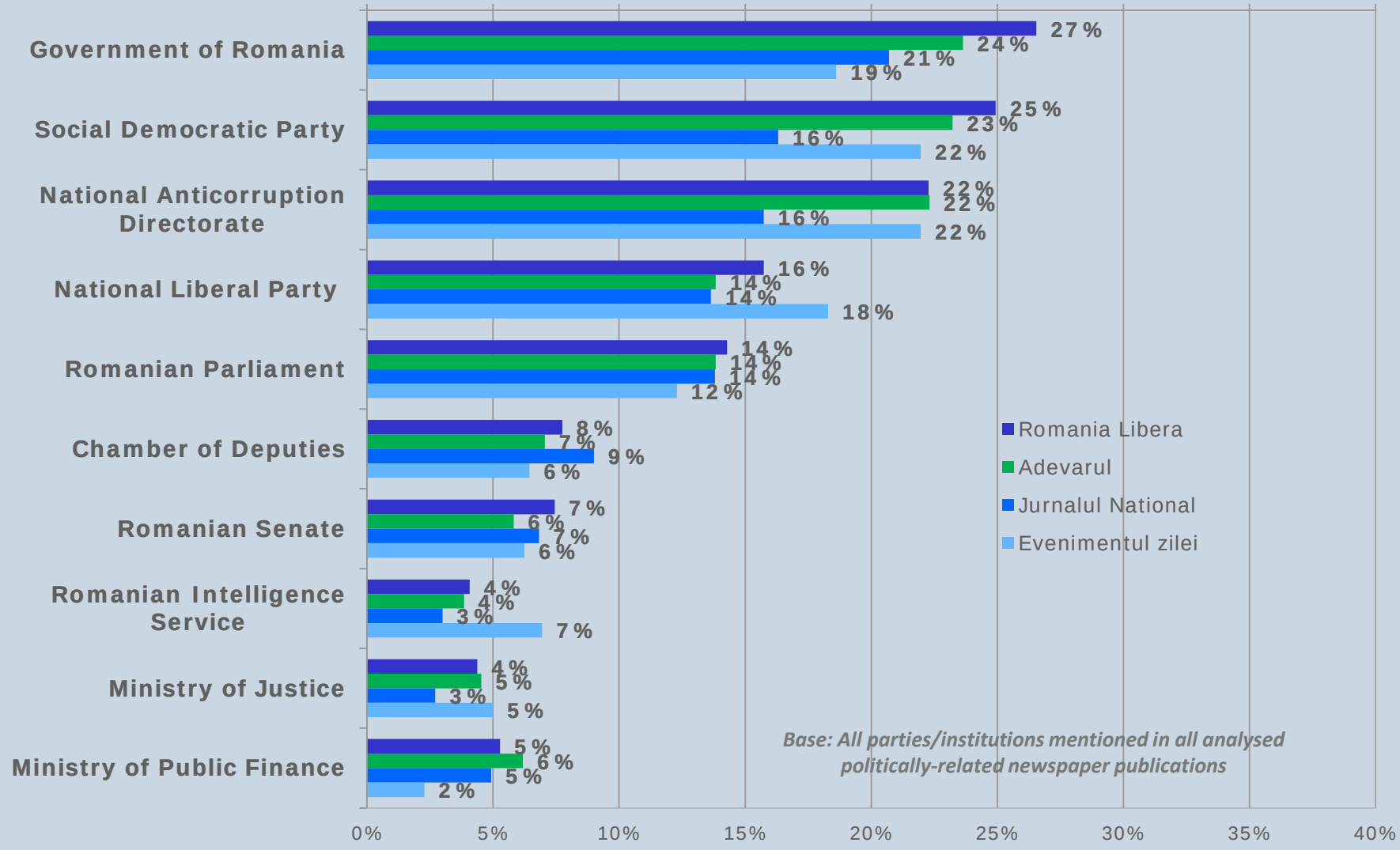
PARTIES/INSTITUTIONS MENTIONED IN NEWSPAPERS 2014-2015

NEWSPAPERS

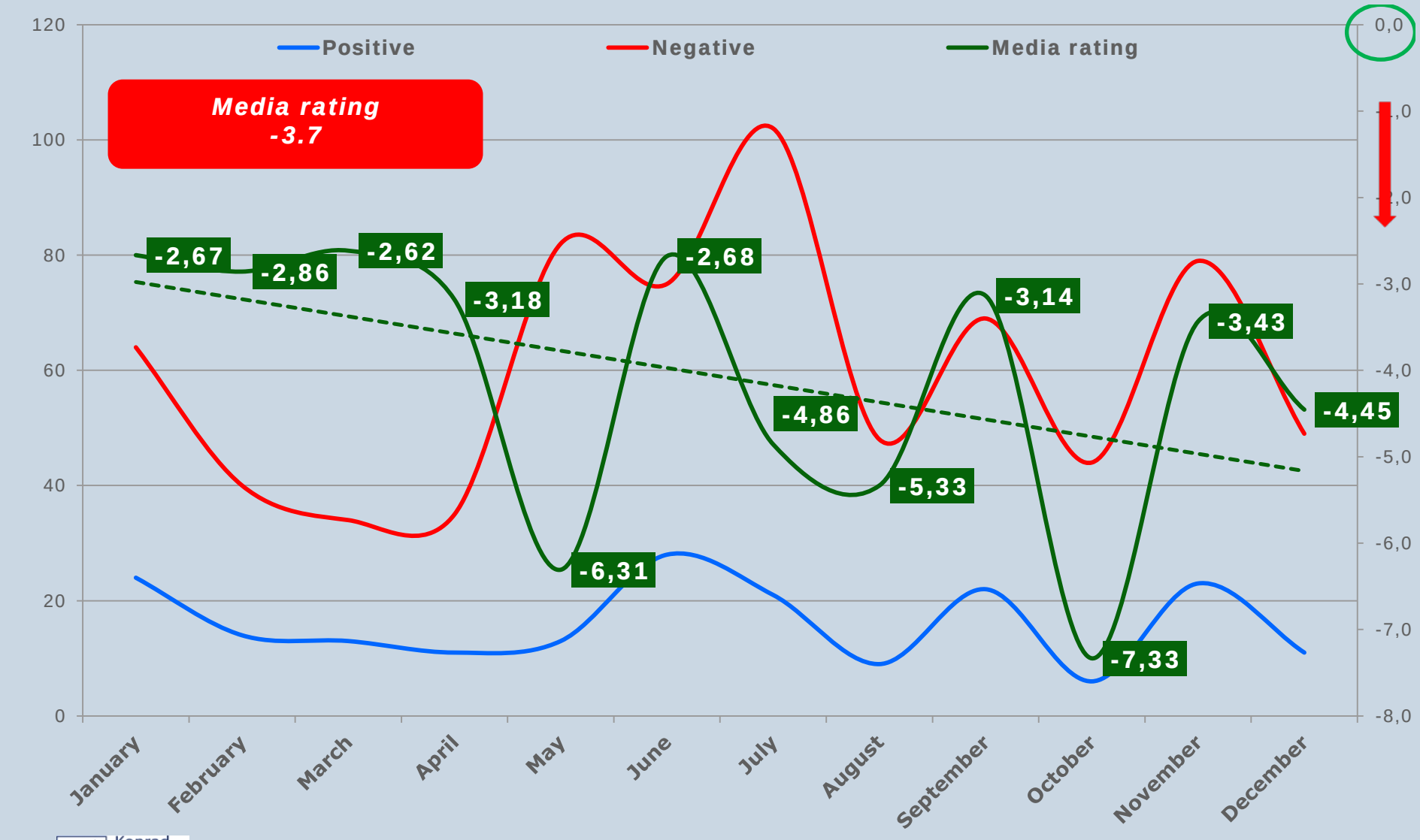


PARTIES/INSTITUTIONS MENTIONED as % of presence in different newspapers – 2015

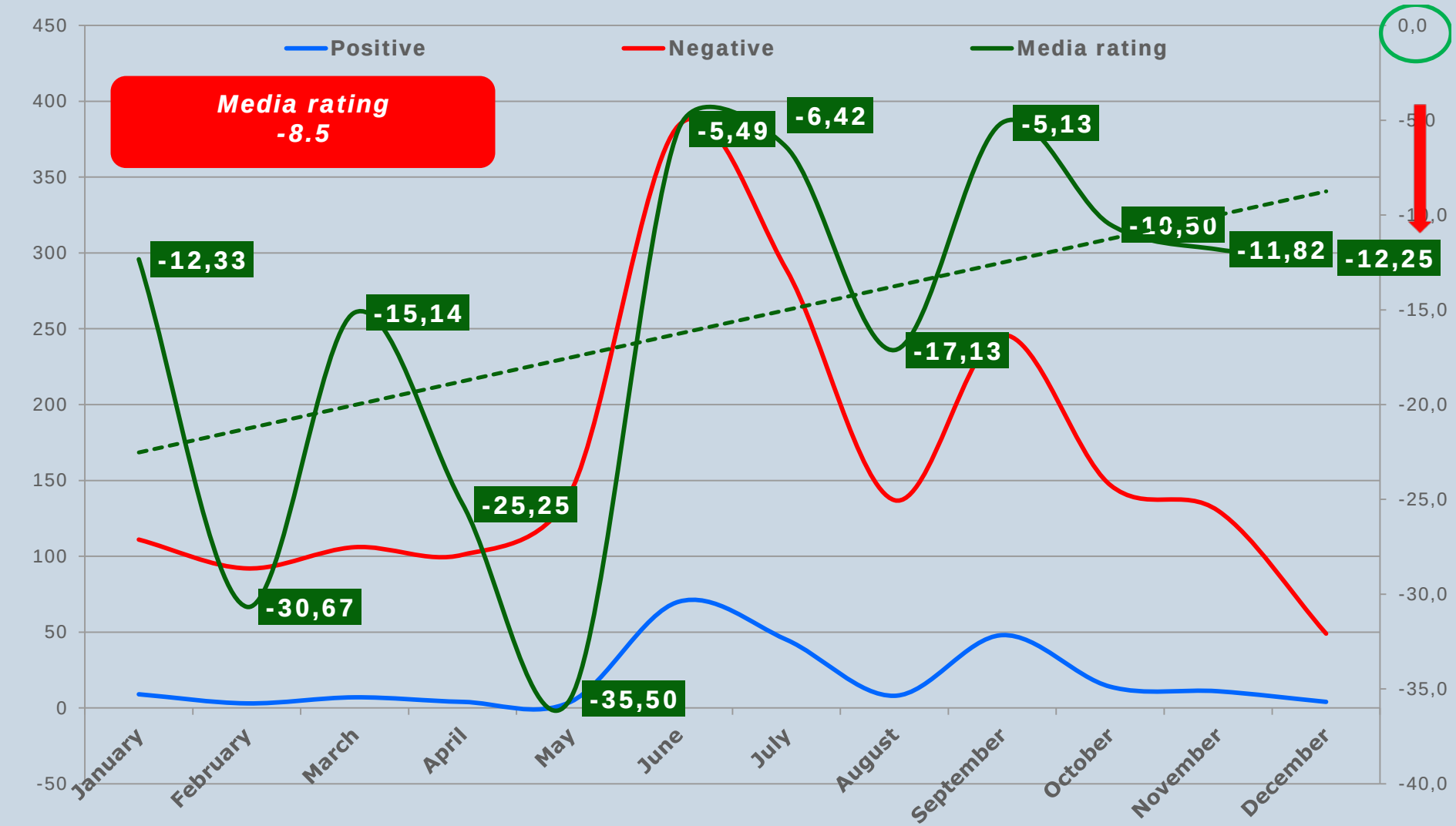
NEWSPAPERS



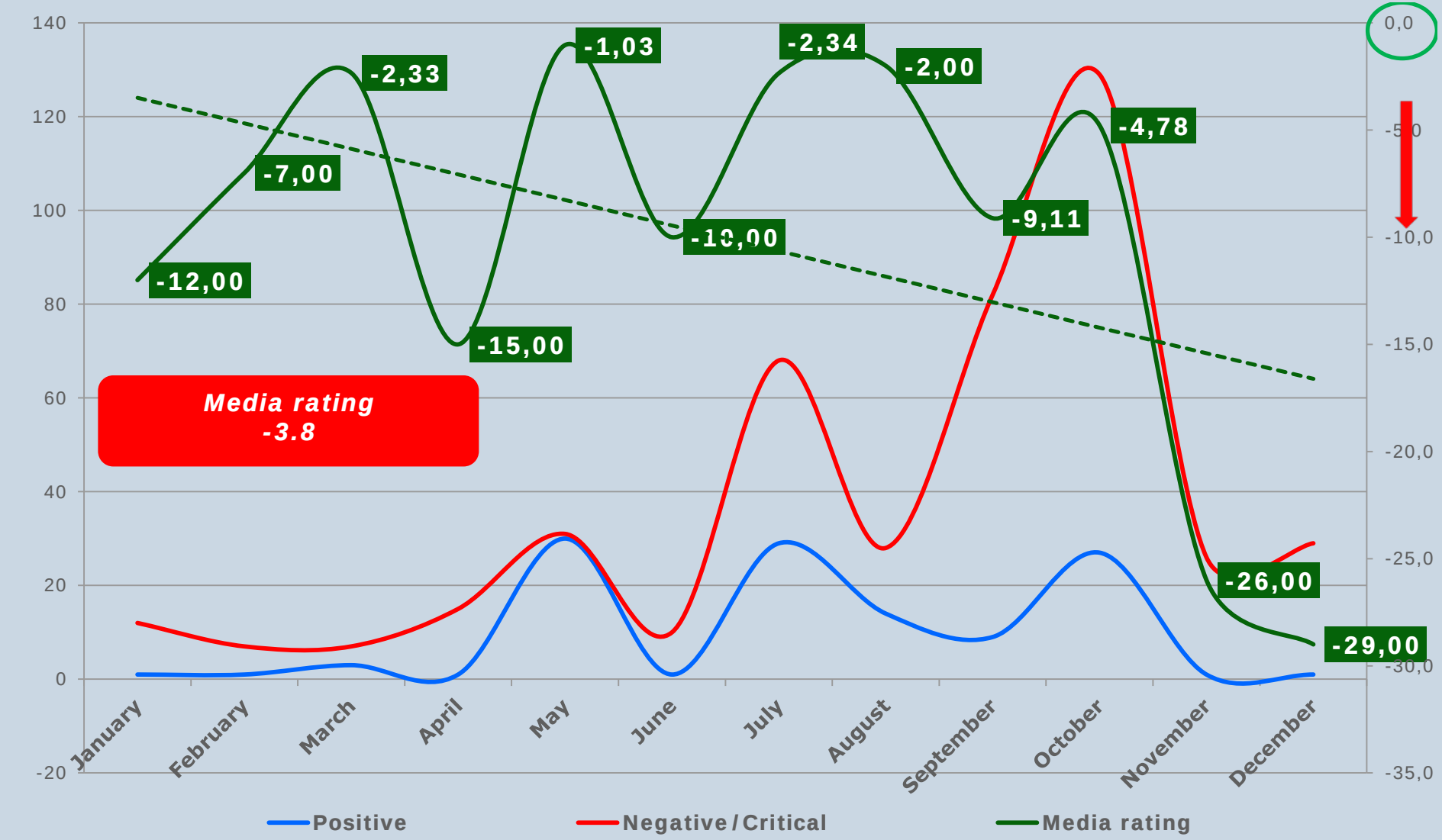
ATTITUDE EXPRESSED TOWARDS **KLAUS IOHANNIS**



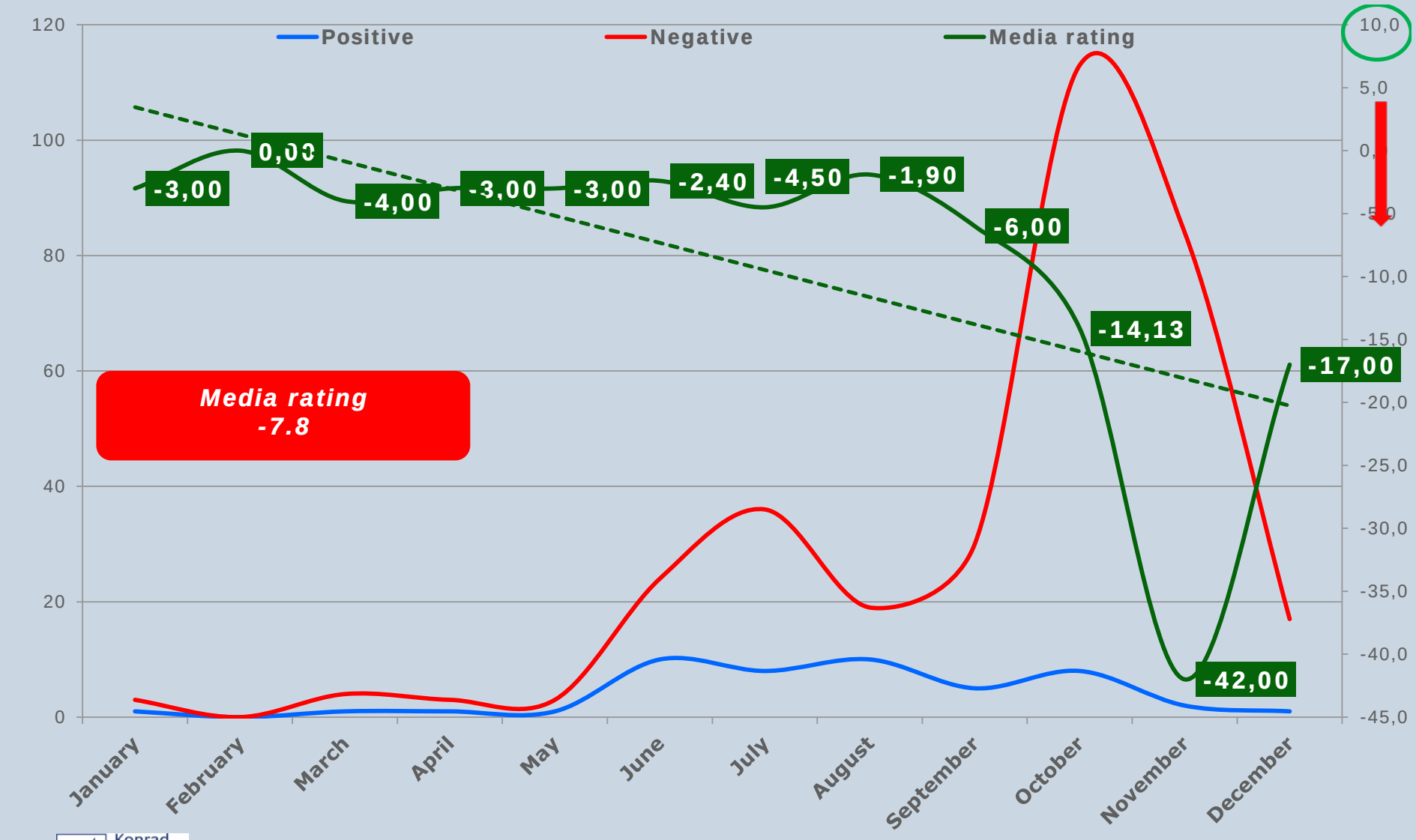
ATTITUDE EXPRESSED TOWARDS **VICTOR PONTA**



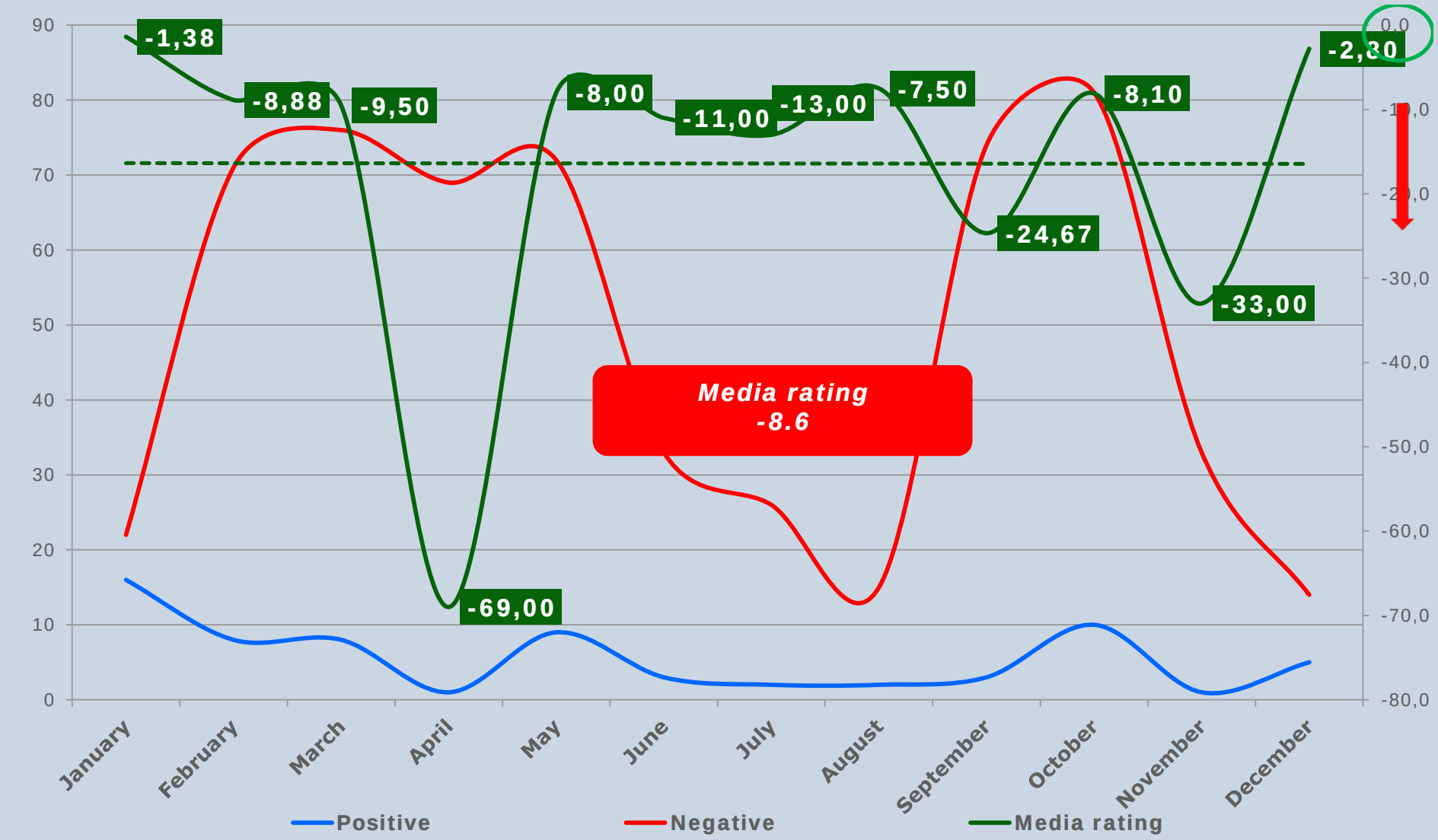
ATTITUDE EXPRESSED TOWARDS **LIVIU DRAGNEA**



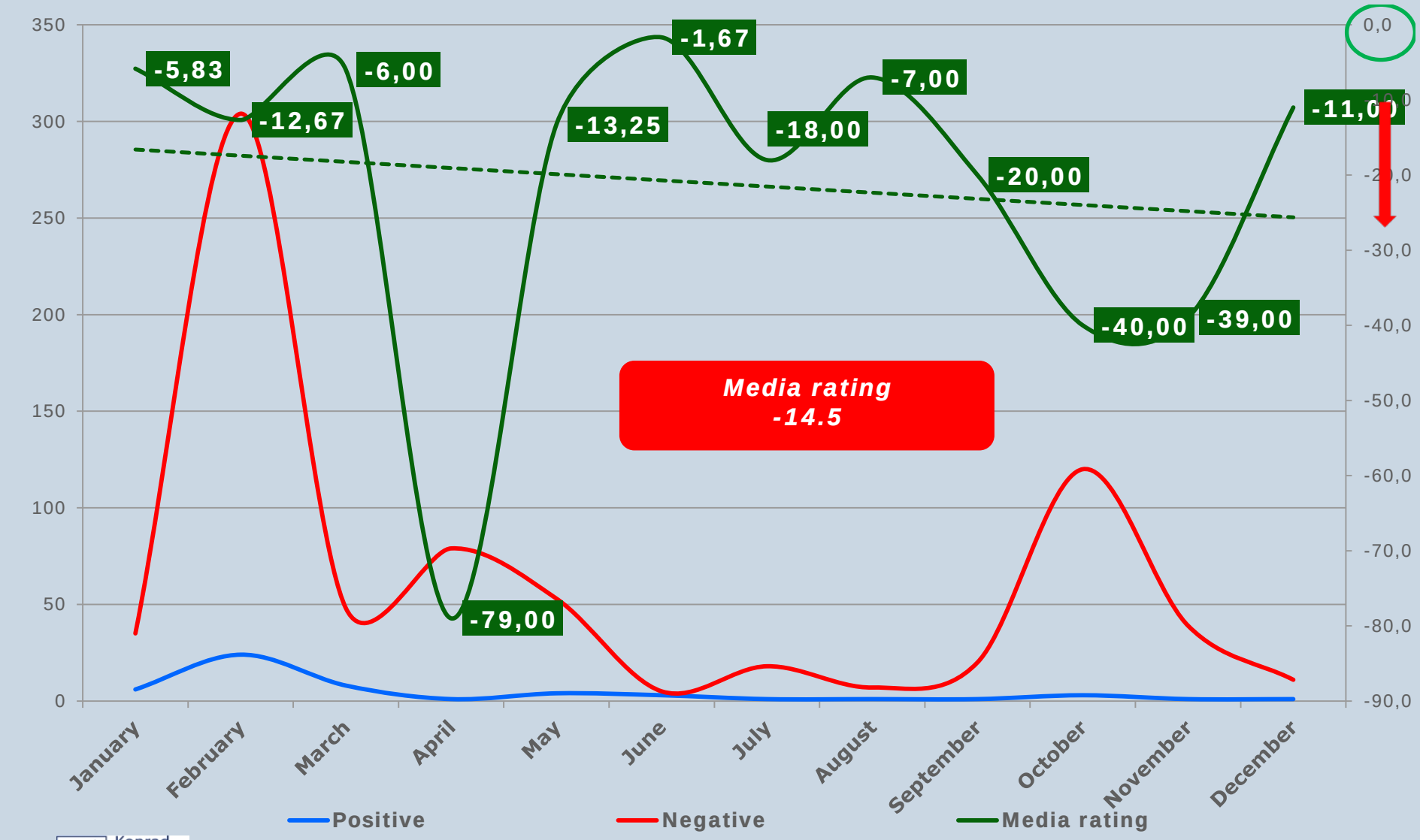
ATTITUDE EXPRESSED TOWARDS **GABRIEL OPREA**



ATTITUDE EXPRESSED TOWARDS **TRAIAN BĂSESCU**



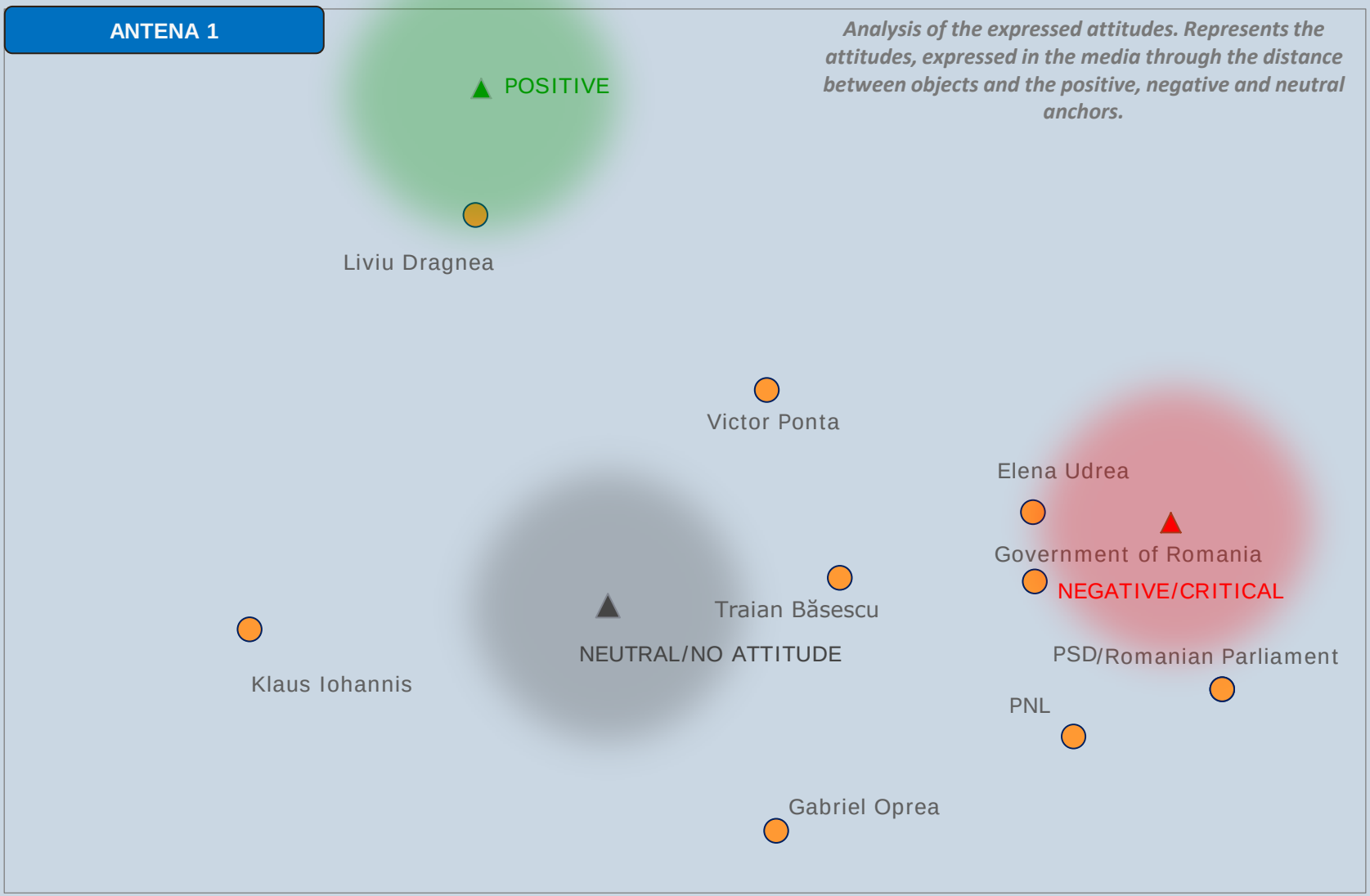
ATTITUDE EXPRESSED TOWARDS **ELENA UDREA**



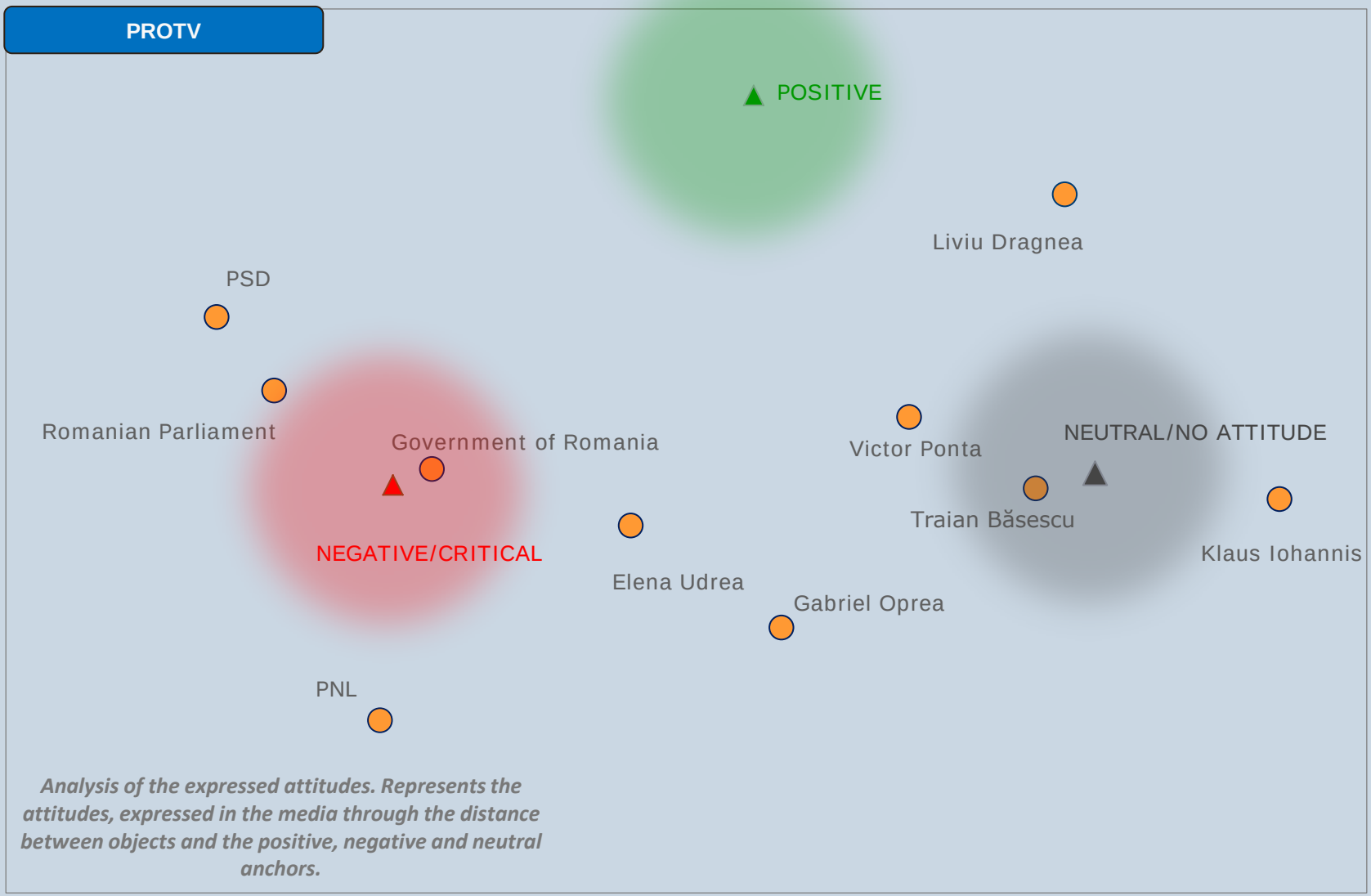
EXPRESSED ATTITUDE TOWARDS OBJECTS

ANTENA 1

Analysis of the expressed attitudes. Represents the attitudes, expressed in the media through the distance between objects and the positive, negative and neutral anchors.



EXPRESSED ATTITUDE TOWARDS OBJECTS



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EXPRESSED ATTITUDE TOWARDS OBJECTS

REALITATEA

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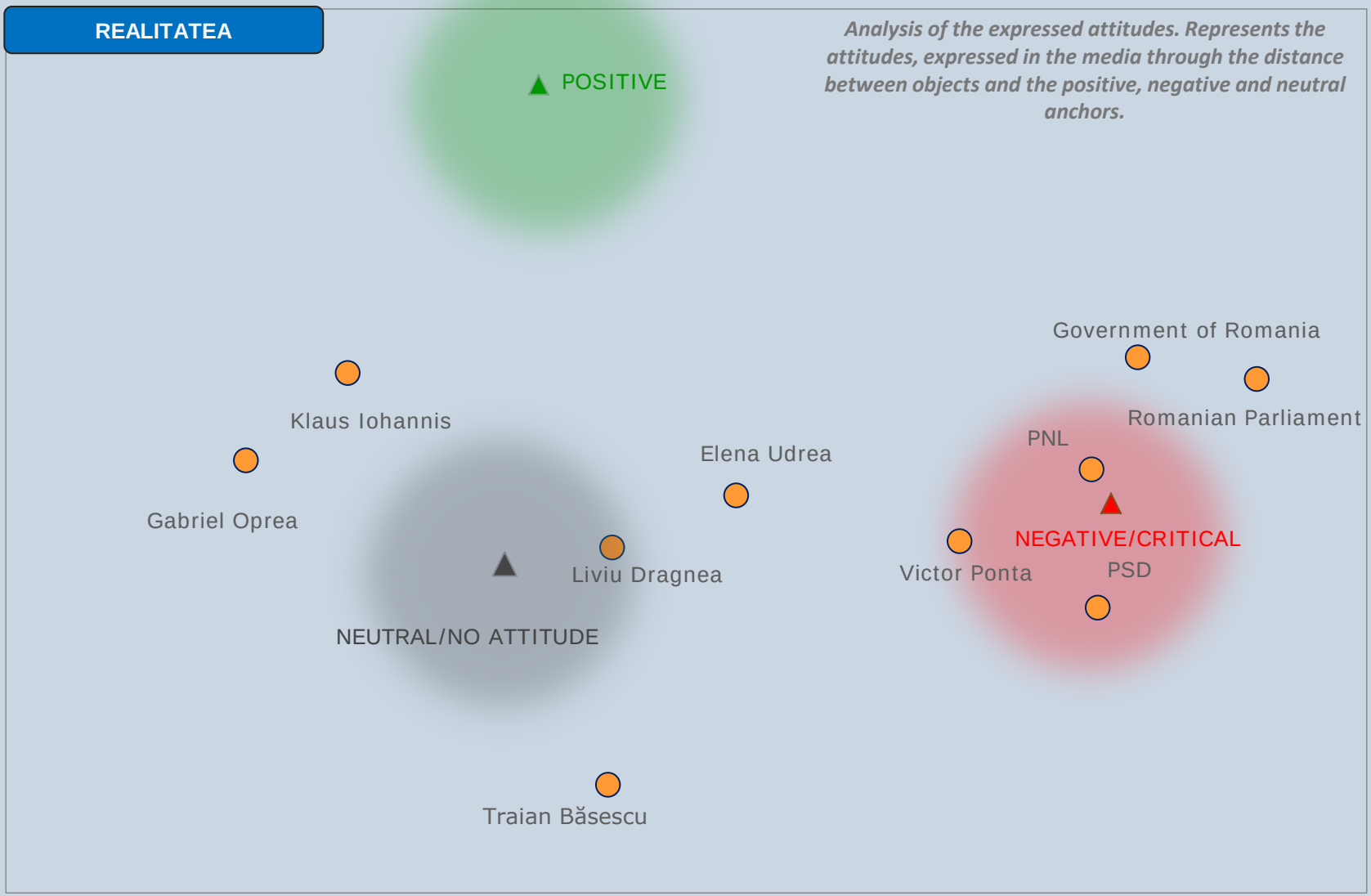
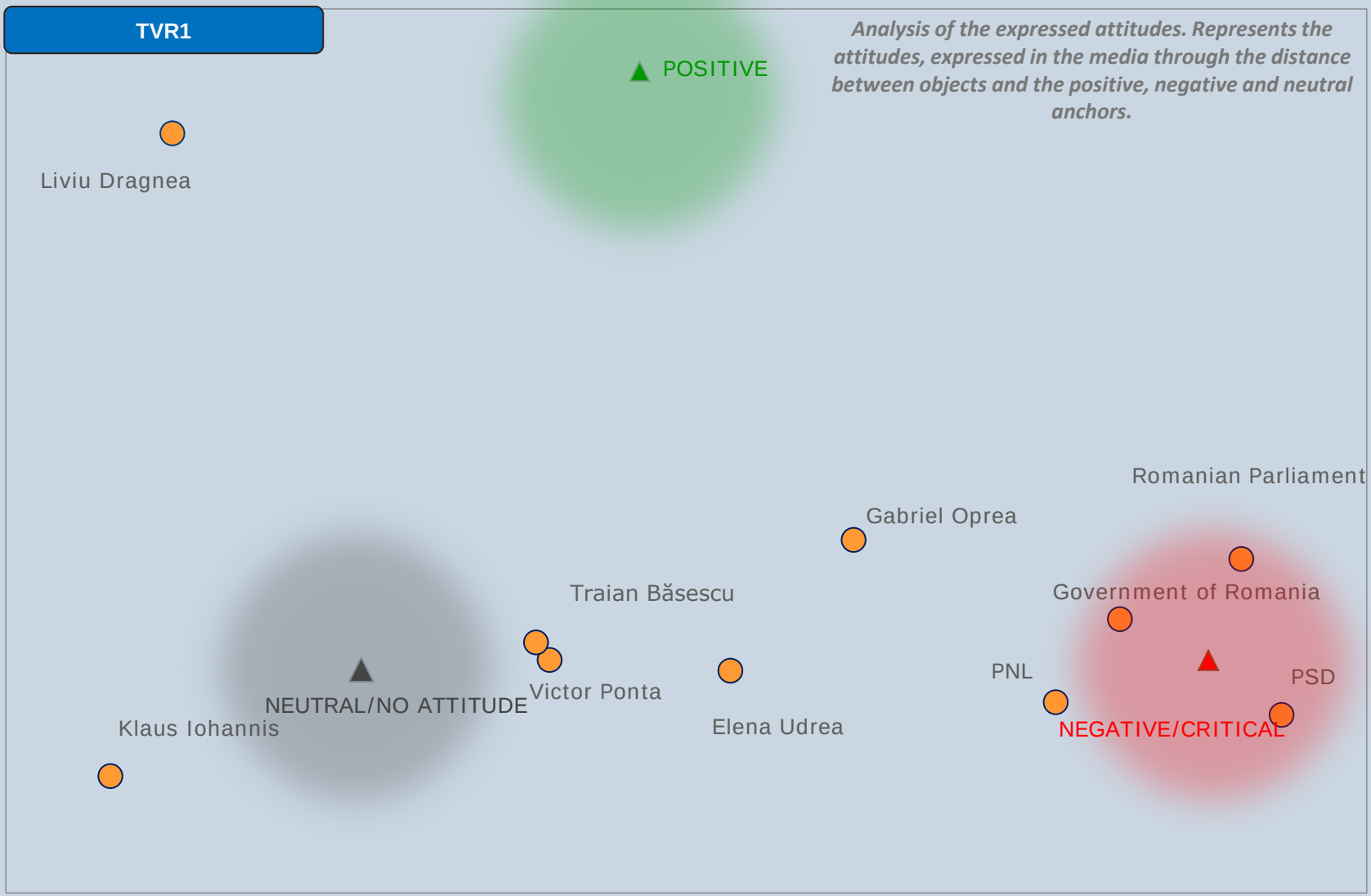


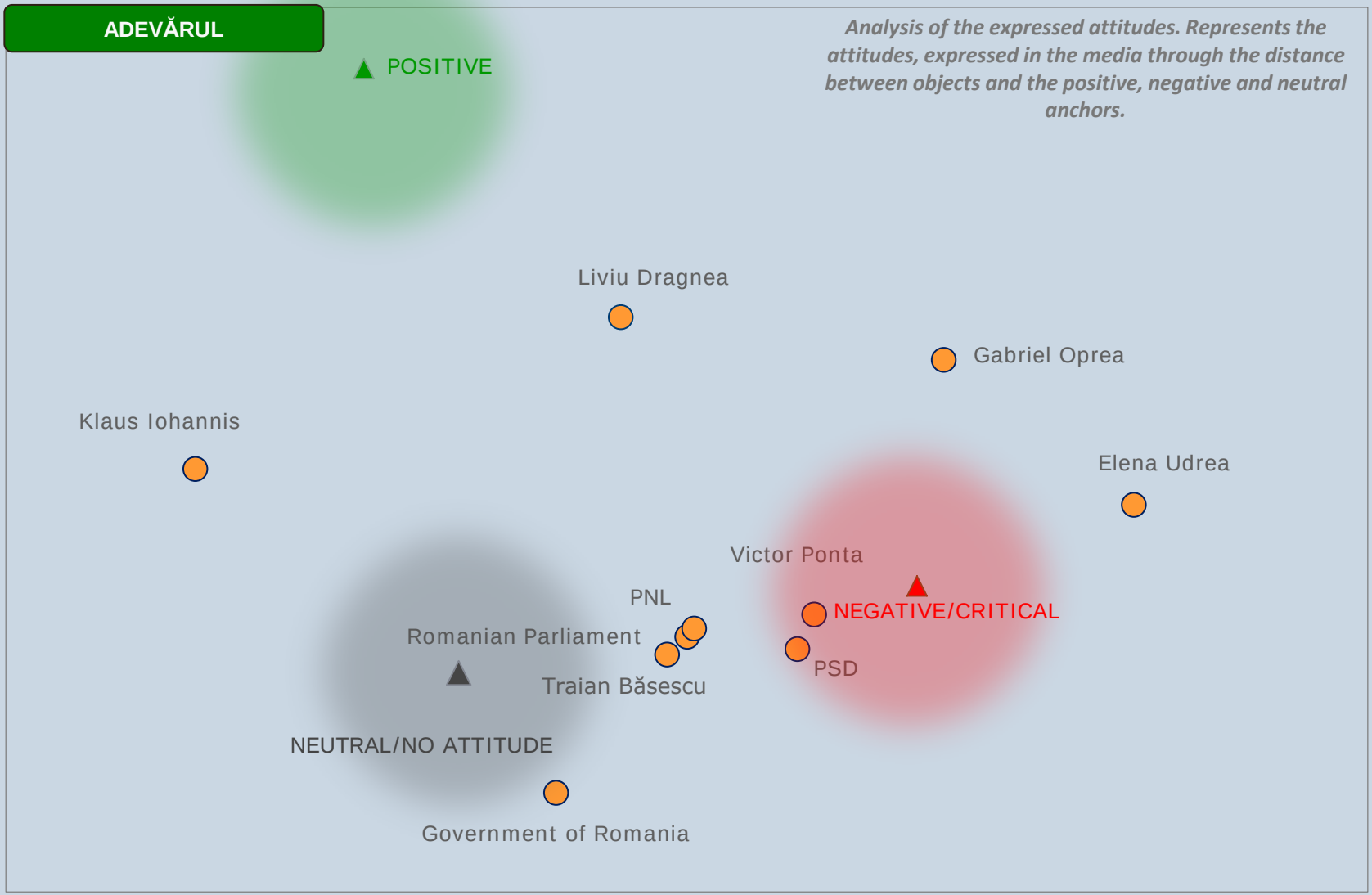
EXPRESSED ATTITUDE TOWARDS OBJECTS



EXPRESSED ATTITUDE TOWARDS OBJECTS

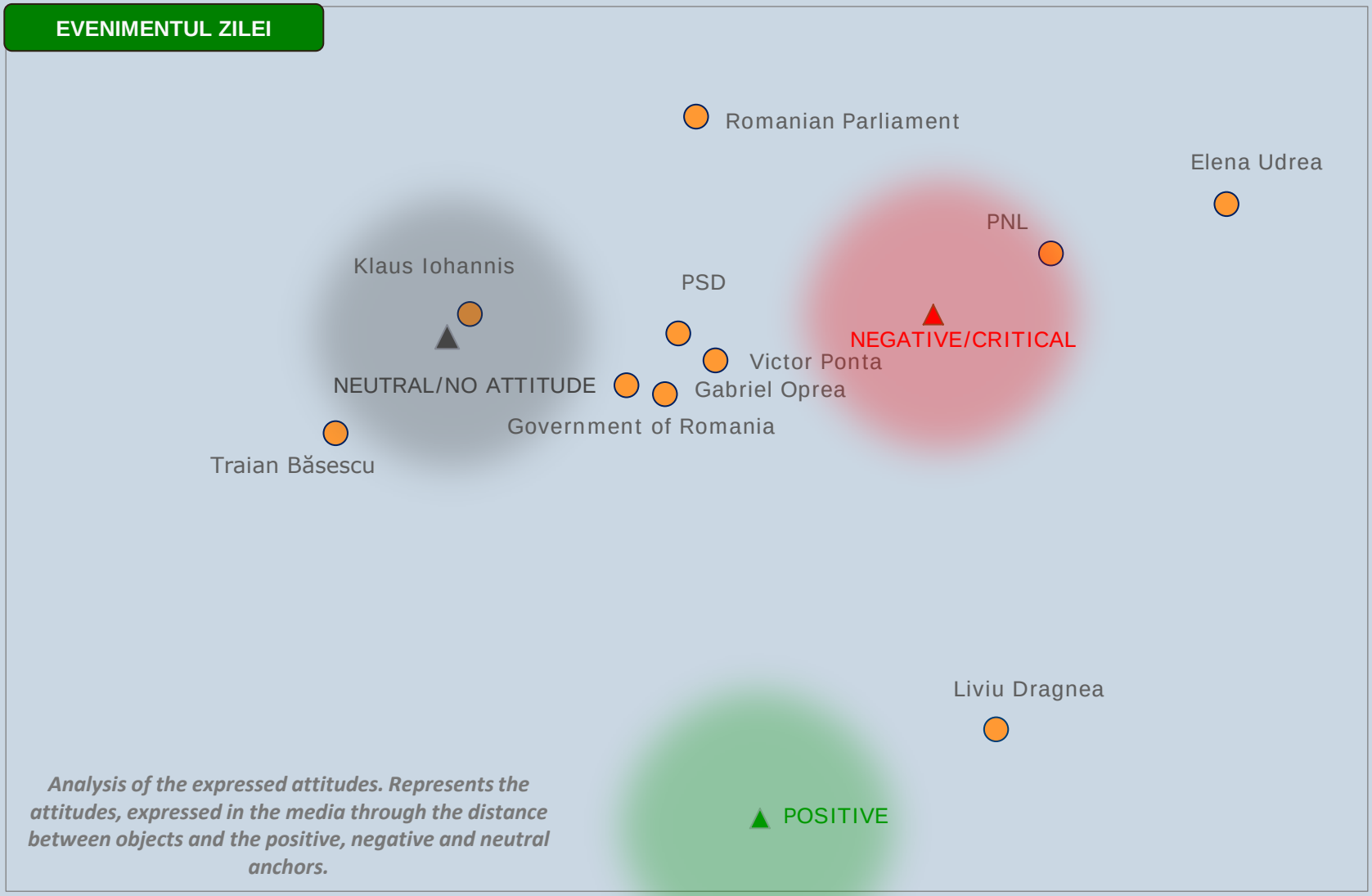
ADEVĂRUL

Analysis of the expressed attitudes. Represents the attitudes, expressed in the media through the distance between objects and the positive, negative and neutral anchors.



EXPRESSED ATTITUDE TOWARDS OBJECTS

EVENIMENTUL ZILEI



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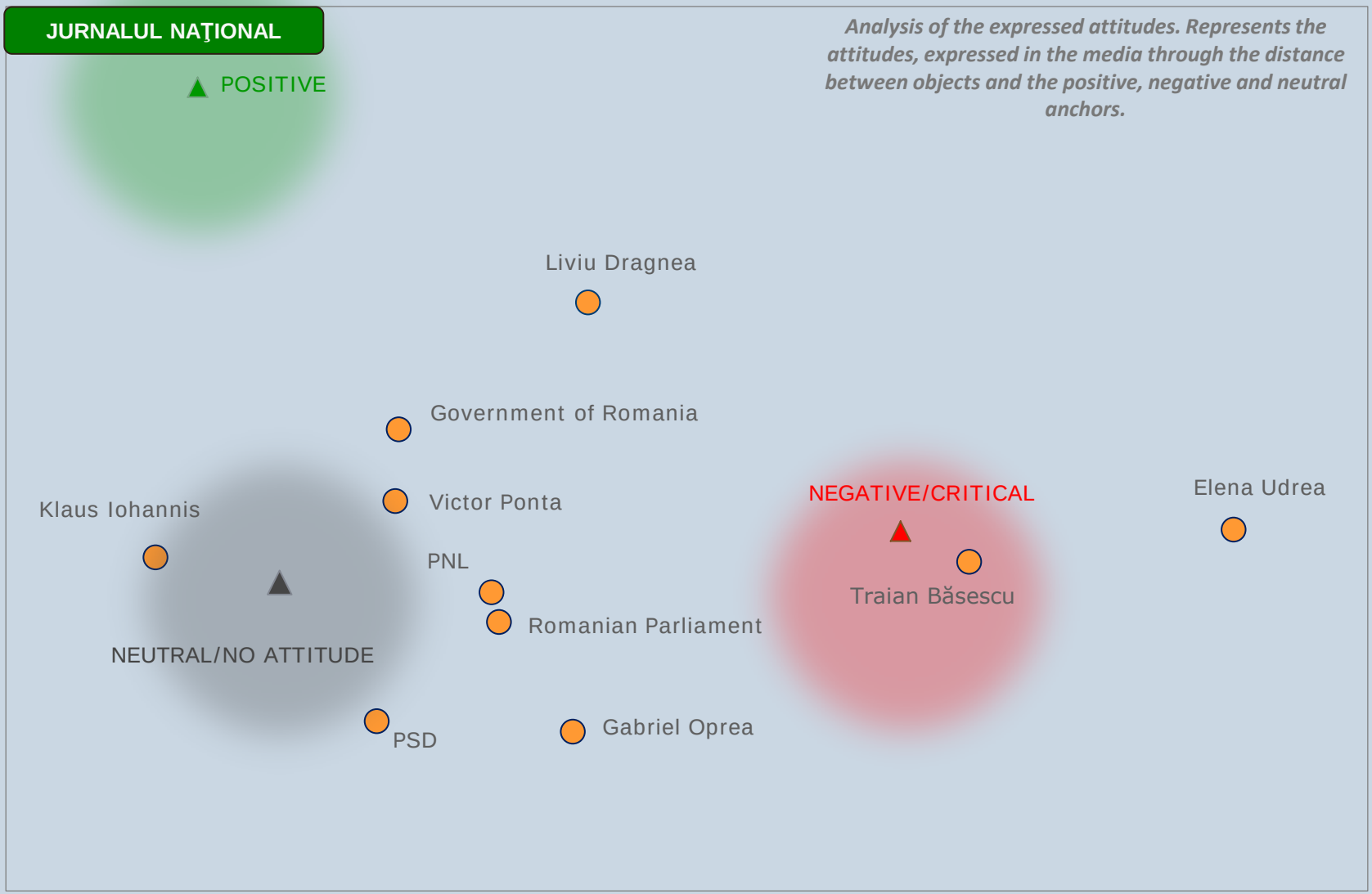
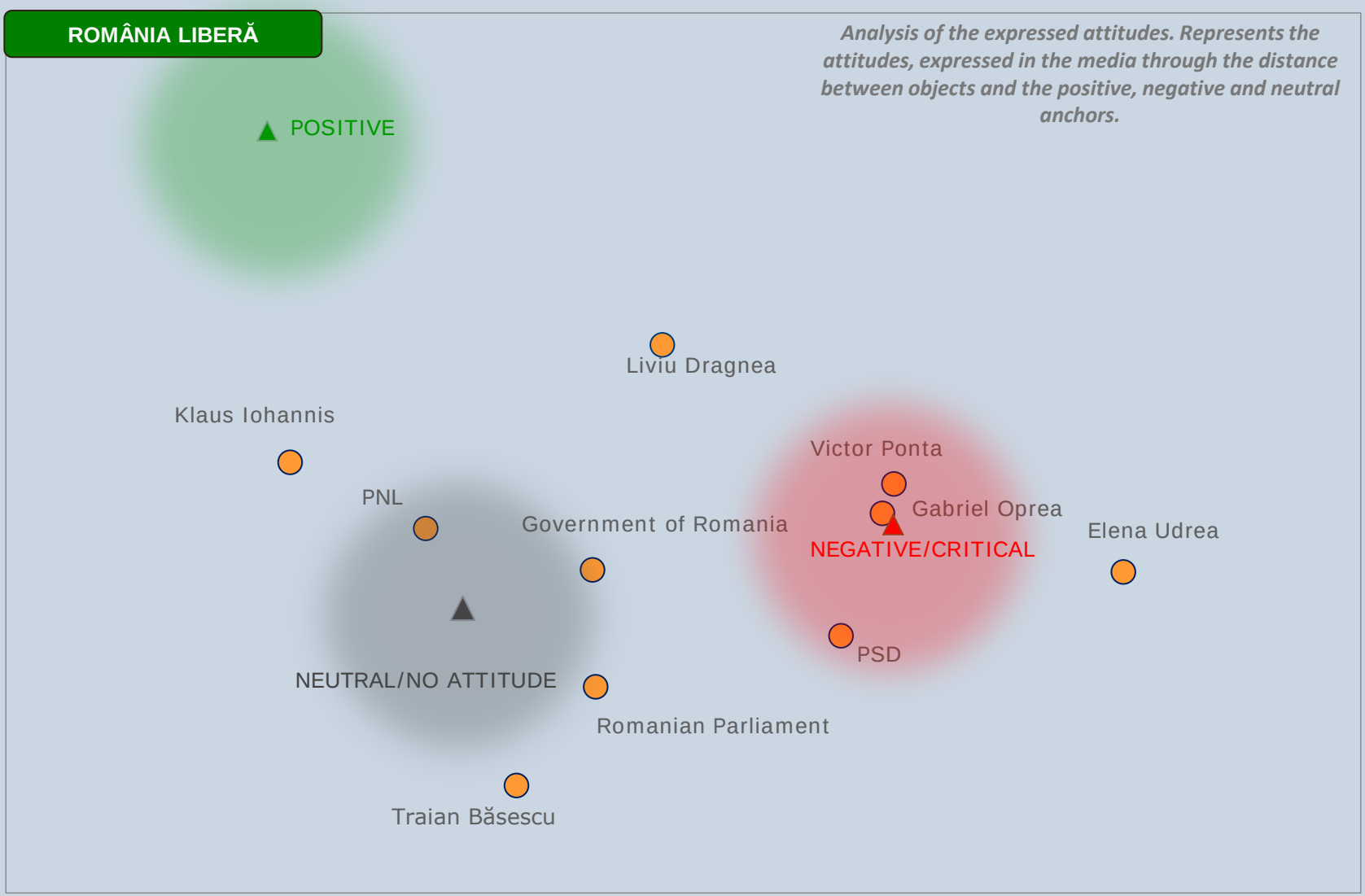
EXPRESSED ATTITUDE TOWARDS OBJECTS



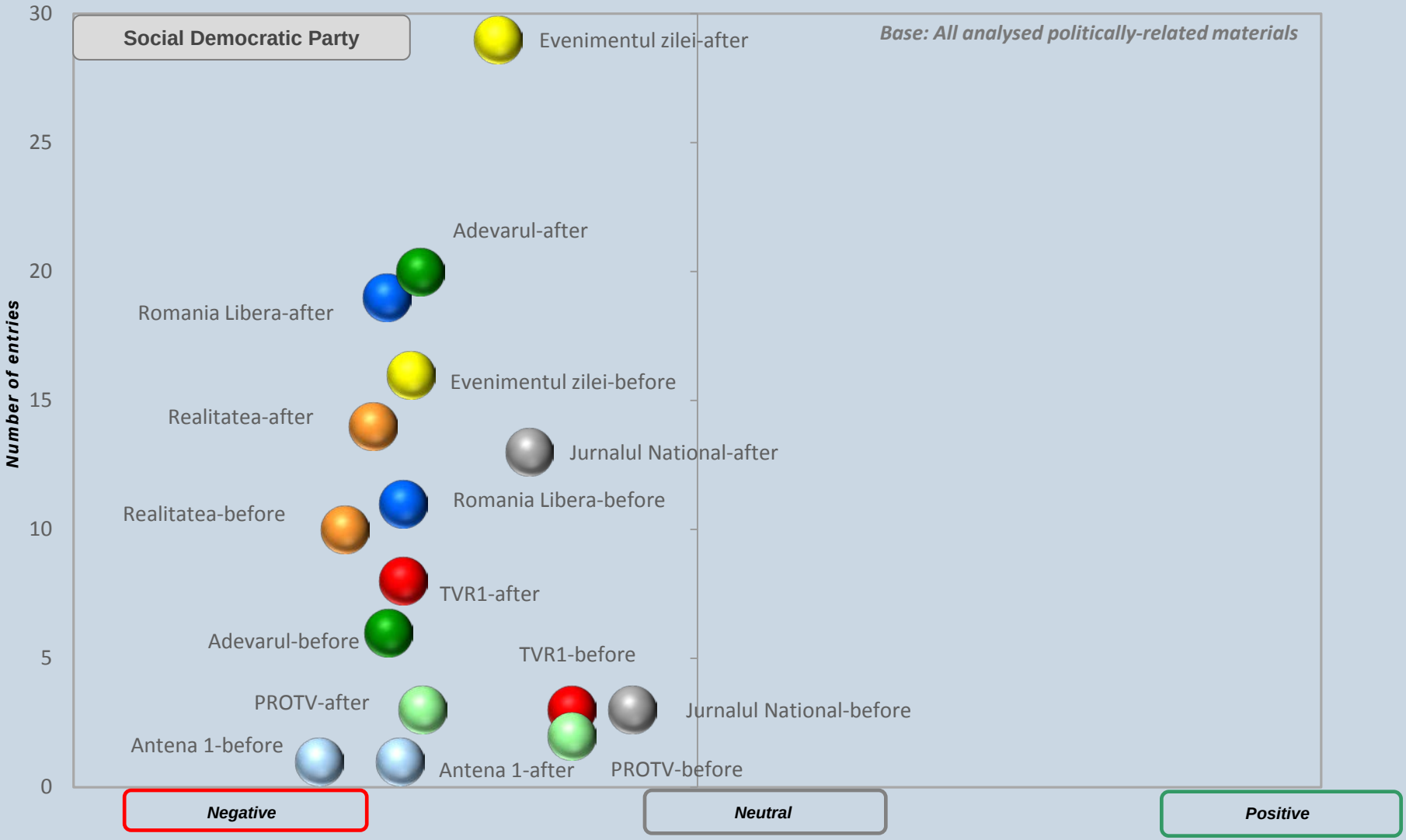
EXPRESSED ATTITUDE TOWARDS OBJECTS

ROMÂNIA LIBERĂ

Analysis of the expressed attitudes. Represents the attitudes, expressed in the media through the distance between objects and the positive, negative and neutral anchors.



ATTITUDE TOWARDS POLITICAL PARTIES (comparison between the two periods)



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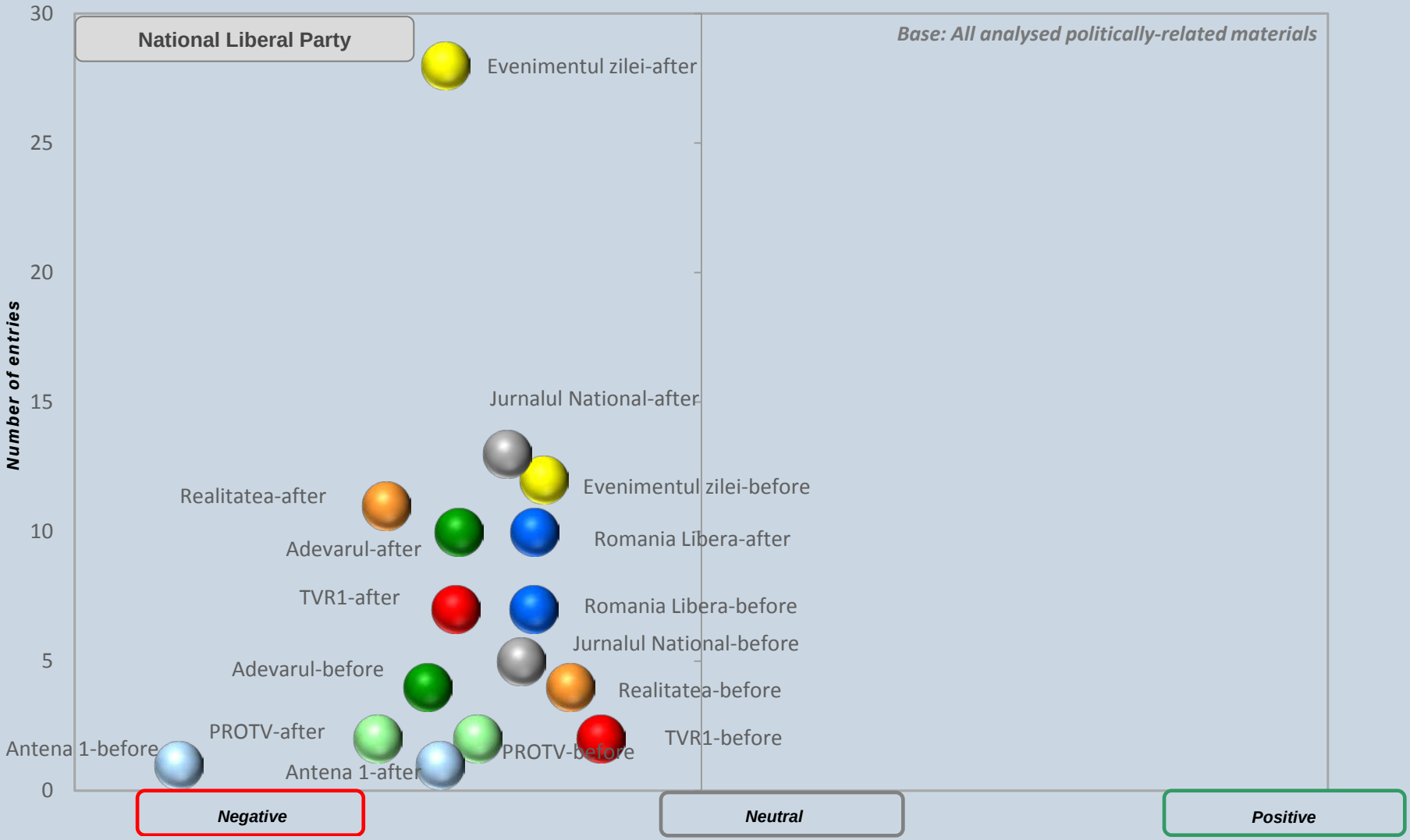
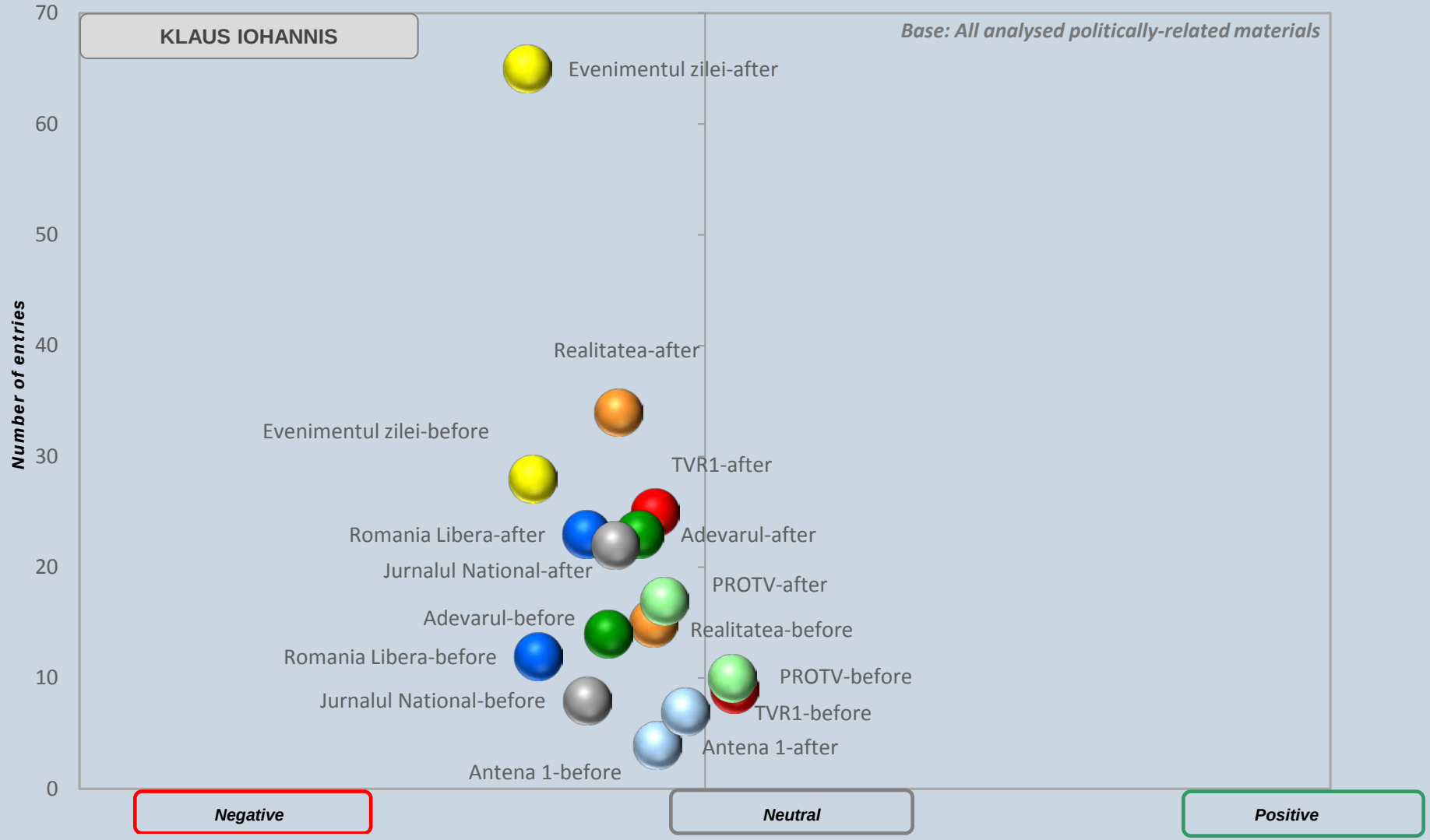


ATTITUDE TOWARDS POLITICAL FIGURES (comparison between the two periods)



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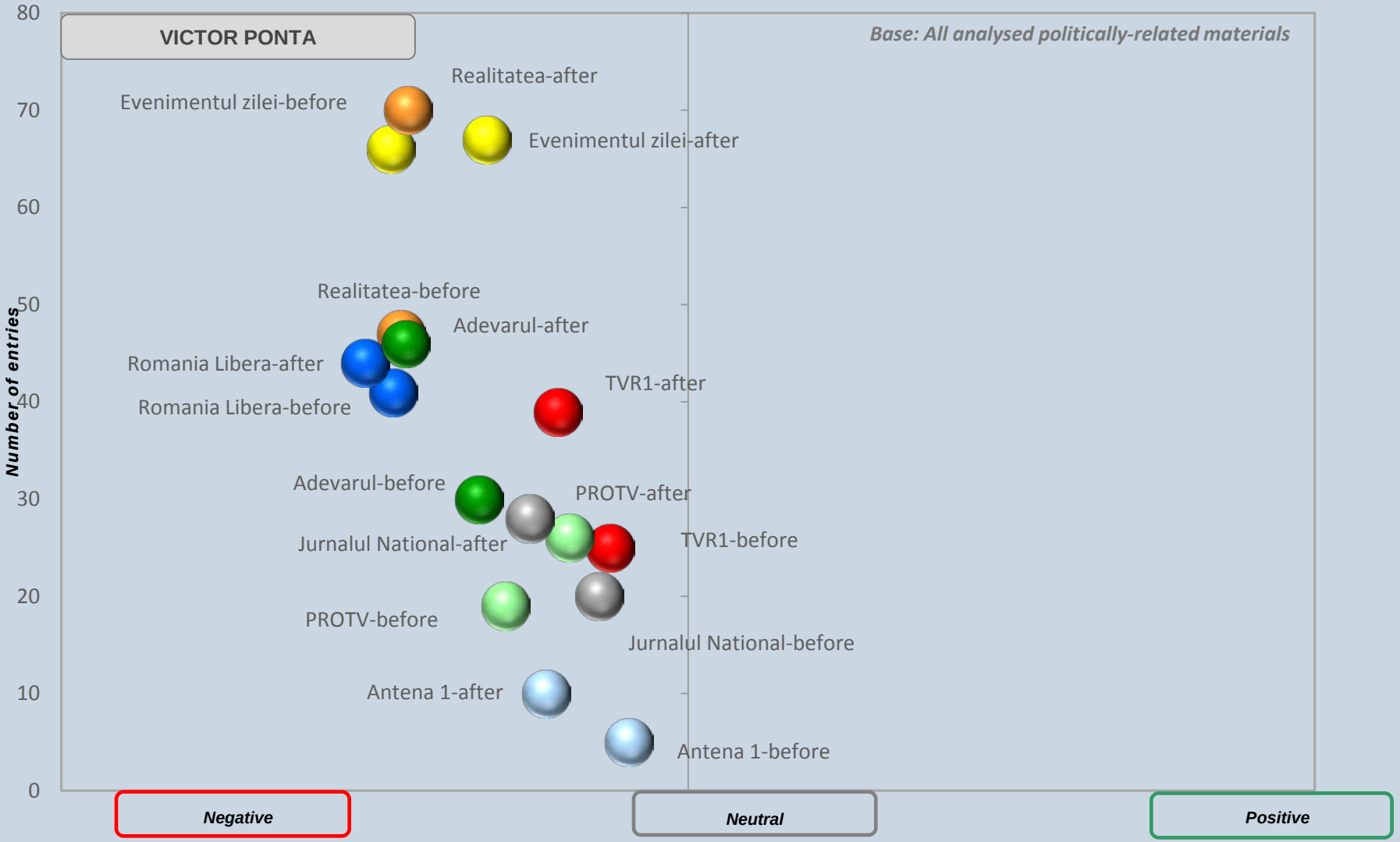
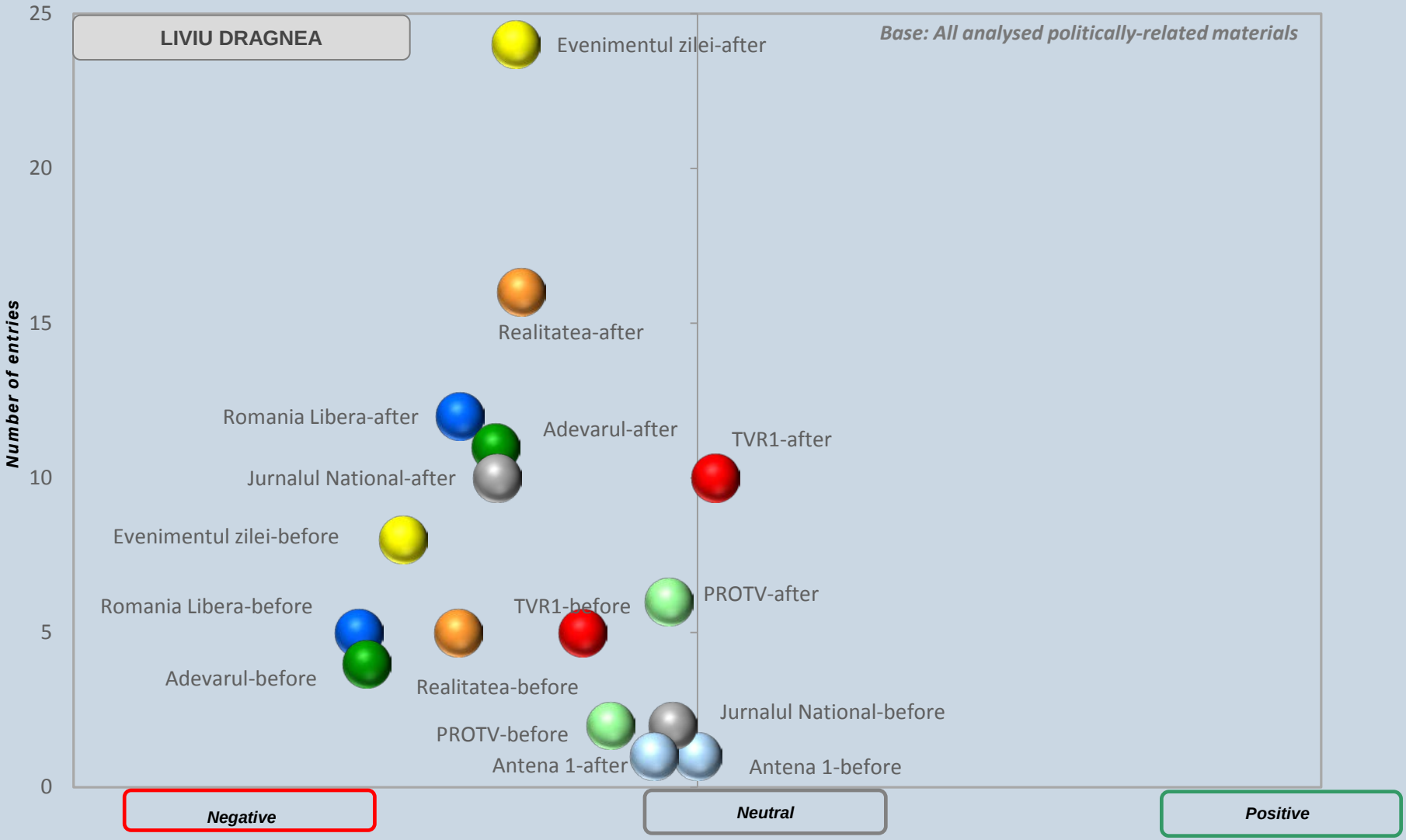


ATTITUDE TOWARDS POLITICAL FIGURES (comparison between the two periods)



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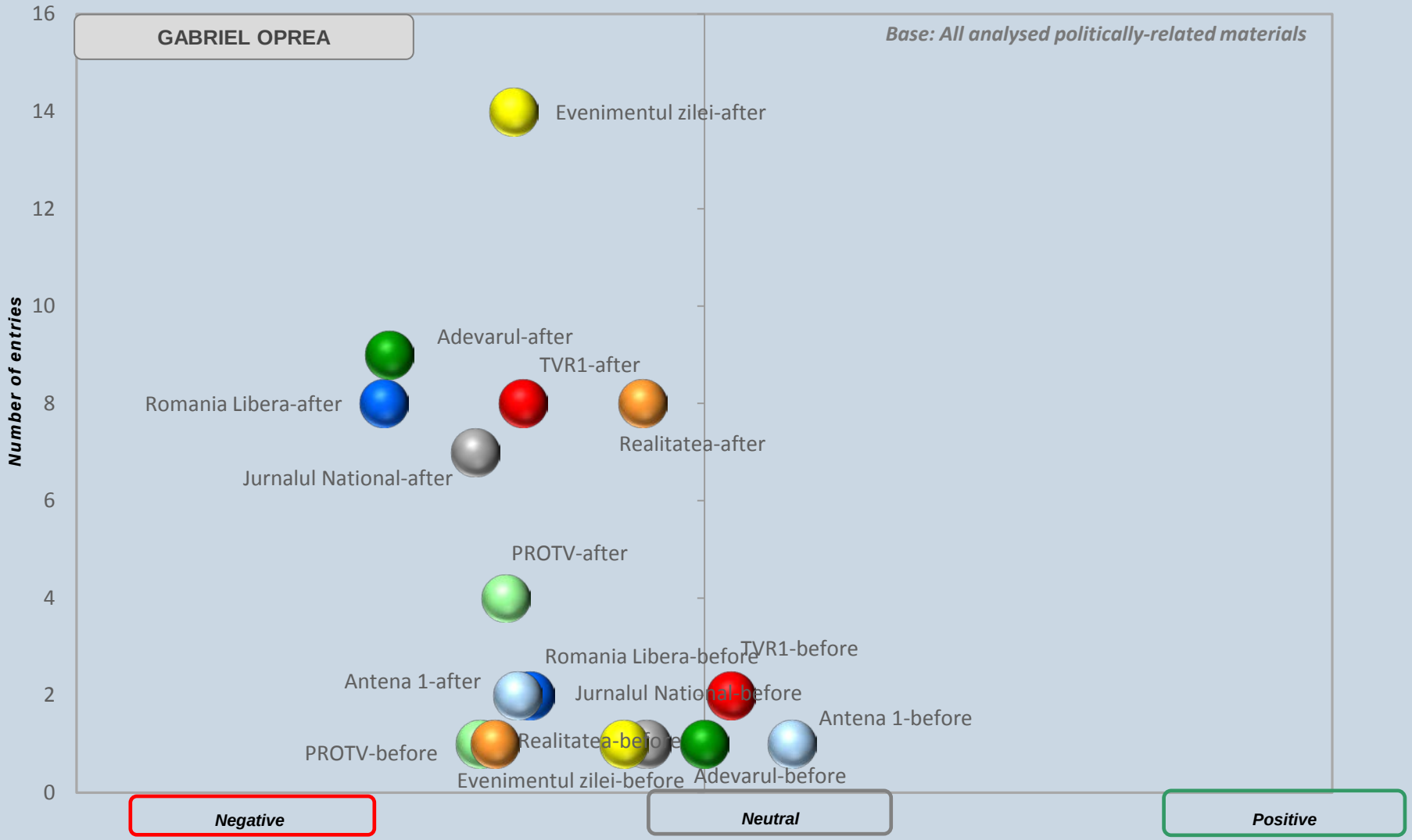

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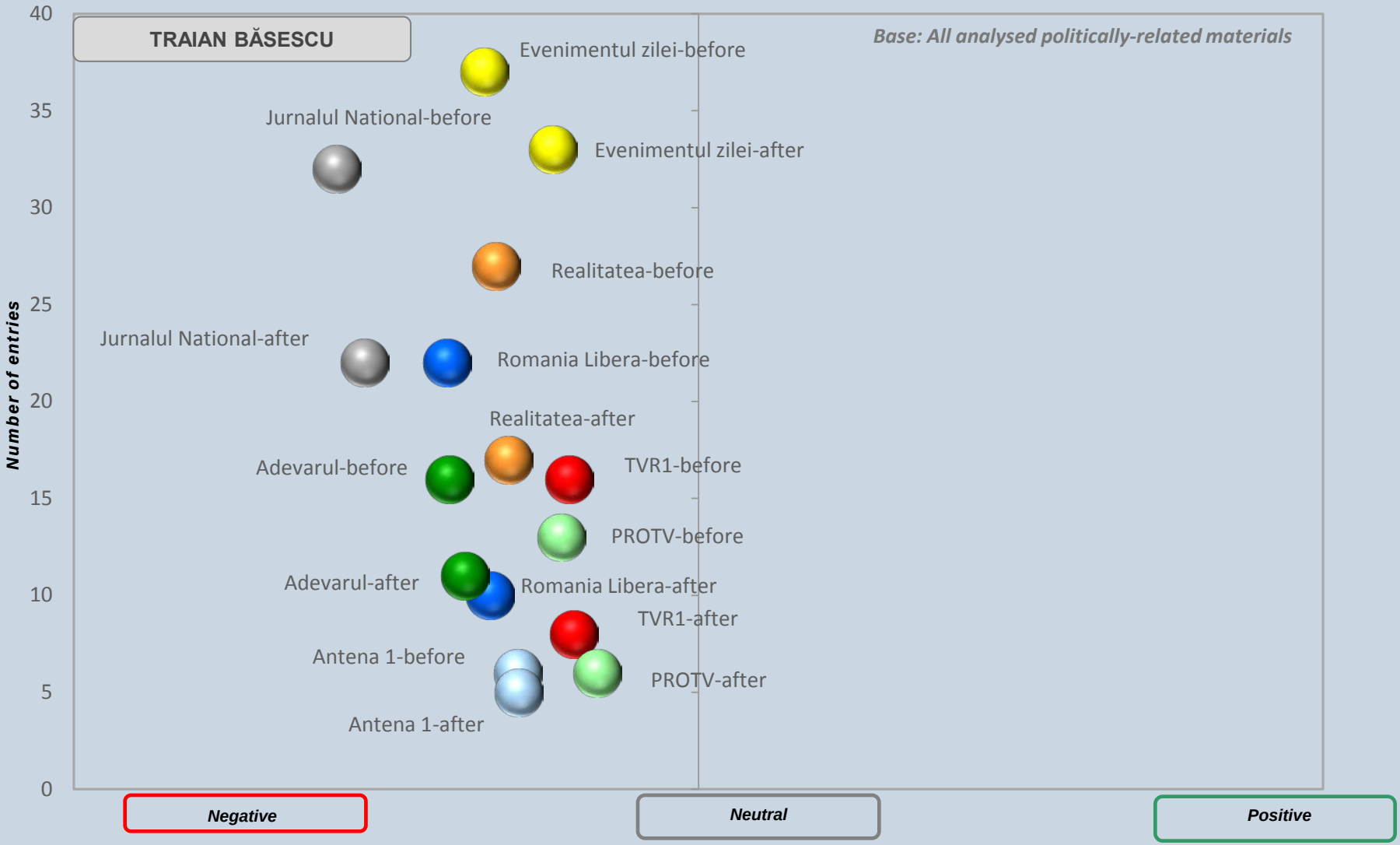
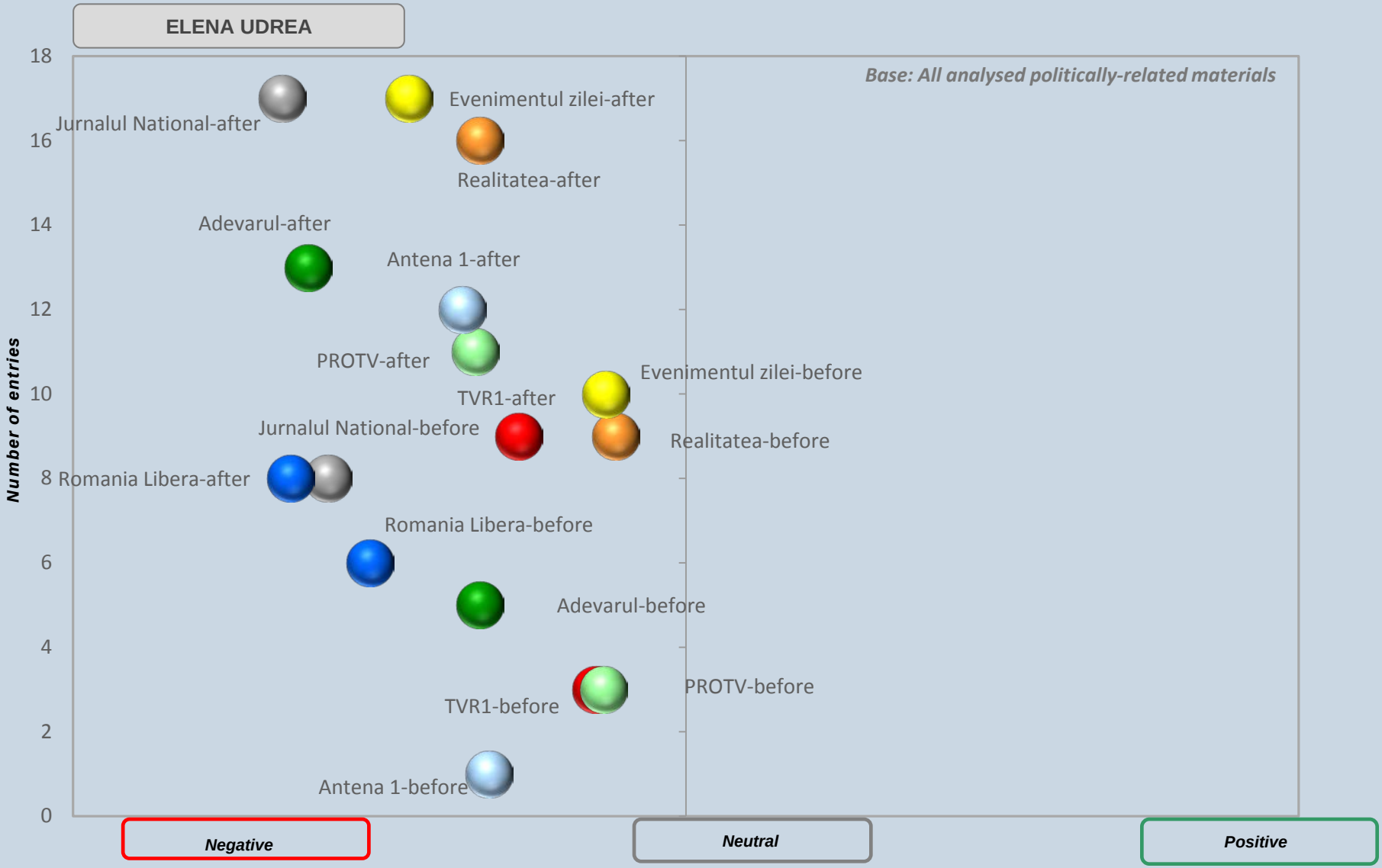
ATTITUDE TOWARDS POLITICAL FIGURES (comparison between the two periods)