



**Աշխարհի պատկերը հայաստանյան
մեդիայում. միջոցներ եւ աղբյուրներ**

**The World in the Armenian Media.
Means and Sources**

POSSIBILITIES AND PRACTICES OF PRESENTING THE WORLD IN THE ARMENIAN MEDIA

Results Of Surveys And Monitoring Among
The Armenian Media Outlets

Yerevan 2015



This research was conducted within the framework of the “International Press-Center "Dialogue": Diversification of the Sources of International News for the Armenian Media” project, implemented by “Region” Research Center, with the support of the OSCE Office in Yerevan. The views expressed herein are those of the authors and do not necessarily reflect those of the OSCE or the OSCE Office in Yerevan.

Research idea, methodology and analysis of results – **Laura Baghdasaryan, Director of “Region” Research Center**

Media monitoring team – **Sosi Khanikyan, Lilit Midoyan, Anzhela Chobanyan, Marine Sargsyan, Armenuhi Sukiasyan**

Surveys among media outlets – **Liana Sayadyan**

Technical processing of results, tables and charts – **Shoghik Stepanyan**

ISBN 978-92-9235-111-3

CONTENT

POSSIBILITIES AND PRACTICES OF PRESENTING.....	2
THE WORLD IN THE ARMENIAN MEDIA	2
Results Of Surveys And Monitoring Among The Armenian Media Outlets	2
WHAT IS THIS STUDY ABOUT?	4
THE TYPICAL FEATURES OF THE ARMENIAN MEDIA OUTLETS AND THE WAYS OF OBTAINING INTERNATIONAL NEWS.....	5
GENERAL INFORMATION ABOUT MASS MEDIA OUTLETS	5
PRACTICES OF APPLYING NEWS FORMATS	6
METHODS OF INTERNET USE BY OFFLINE MEDIA.....	7
TERMINOLOGICAL MESS AND DIVERSITY.....	8
POSSIBILITIES AND GENERAL PRACTICES OF PREPARING INTERNATIONAL NEWS.....	9
WAYS OF RECEIVING INTERNATIONAL NEWS	9
PRACTICES OF DEPICTING THE WORLD IN THE ARMENIAN MEDIA.....	11
MONITORED MEDIA OUTLETS AND METHODOLOGICAL GUIDE.....	11
THE “HOW”? THE FREQUENCY OF INTERNATIONAL NEWS IN THE MONITORED MEDIA OUTLETS.....	13
THE “HOW?” THE WAYS OF INTERNATIONAL NEWS DELIVERY	15
THE “HOW?” GENRES OF MATERIALS ON INTERNATIONAL TOPICS	17
THE GEOGRAPHY OF MATERIALS ON INTERNATIONAL TOPICS	18
EVENTS CONDITIONING THE RATINGS.....	20
THEMATIC RATINGS	21
RATINGS OF COUNTRIES AND ORGANIZATIONS	21
SOURCES OF MATERIALS ON INTERNATIONAL TOPICS	24
RATINGS OF COUNTRIES ACCORDING TO THE REFERENCE MADE TO MEDIA OUTLETS	27
GENERAL CONCLUSIONS	30
APPENDIX 1	33
APPENDIX2.....	39

WHAT IS THIS STUDY ABOUT?

In June 2015 with the support of the OSCE Yerevan office our “Region” Research Center conducted media study which this time was generally intended to find out what possibilities the Armenian media have to receive and process foreign political information against the current internationally active developments and sometimes dramatic processes. On the other hand, this study aimed to describe the geography of the international newsfeed, as well as the forms of their provision and thematic foci, as related either to the foreign policy preferences of this or that media outlet, or simply to their creative and other capacity.

This is the reason why we asked the heads of 50 different media outlets a number of questions, we studied some of the characteristic features of some websites and along with this conducted study of the international news content with a few foci during a month.

Thus, the following matters were to be clarified by the answers given to a set of questions we asked the heads of the media outlets and as a result of the general study of the websites:

- What creative capacity is there in the editorial houses and which part of the creative personnel is professionally engaged in international news coverage?
- What ways of obtaining international news are applied?

The study of international news stories aimed to receive answers to the following questions:

- What portion does the international news coverage constitute in the daily issues of the Armenian media outlets?
- How large is the geography of international newsfeed? What is this conditioned by?
- Which countries and international organizations are stably covered by the Armenian media outlets? Which have occupied top positions within the newsfeed by the so-called one-time, event-based principle?
- What information sources do they use in practice when drawing up the daily international newsfeed? What is the ratio between the media outlet’s original materials and the reprints?

THE TYPICAL FEATURES OF THE ARMENIAN MEDIA OUTLETS AND THE WAYS OF OBTAINING INTERNATIONAL NEWS

Reference

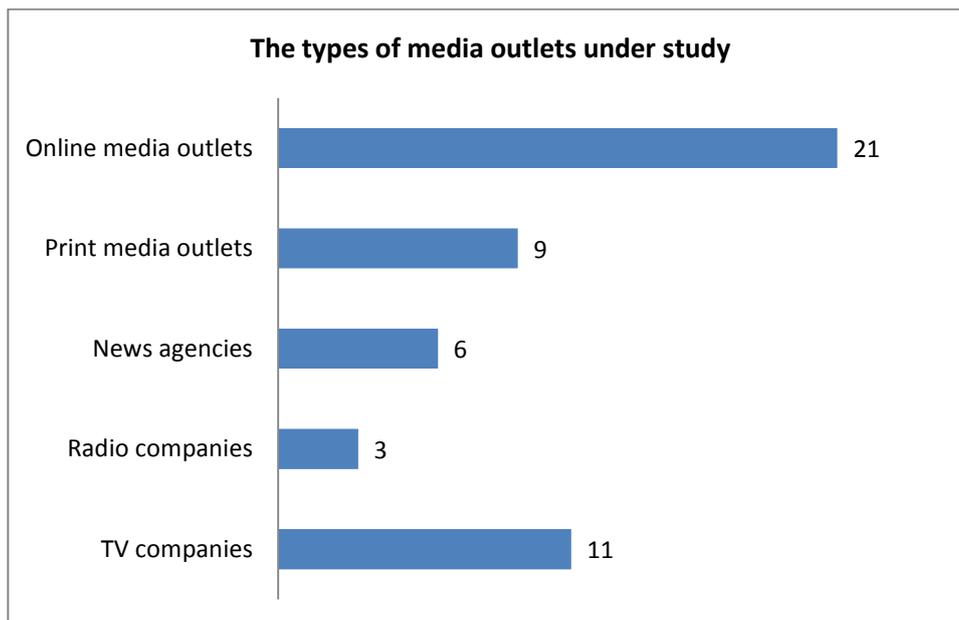
It should once again be underlined that the information about the media outlets has been obtained by studying their websites and due to the results of the brief surveys conducted among the heads of the media outlets.

40 out of the 50 media outlets answered those specific questions (How many staff members does the creative personnel of the editorial office have? Which part of them specializes in international news? Do they have contracts with the media outlets and news agencies in other countries? Do they have permanent correspondents or correspondents working on a contractual basis in foreign countries?). The heads of 3 TV companies (H1, H3, and Shant), 1 radio station (Lratvakan Radio), 2 news agencies (ARKA and Novosti Armenia), and 4 Online media outlets (News.am, 7or.am, Tert.am, Lurer.com) refused to participate in this survey, with the justification that the questions we were interested in were of corporate significance to them and were not subject to publicity, or that our (above-mentioned) questions were of political nature and they did not want to address them, or that their outlets followed the principle of not participating in surveys at all.

GENERAL INFORMATION ABOUT MASS MEDIA OUTLETS

50 different media outlets were studied, including 11 TV companies, 3 radio companies, 6 news agencies, and 9 media outlets, also published in the print format, 21 media outlet that operate exclusively on the Internet (see the list of media outlets in APPENDIX 1).

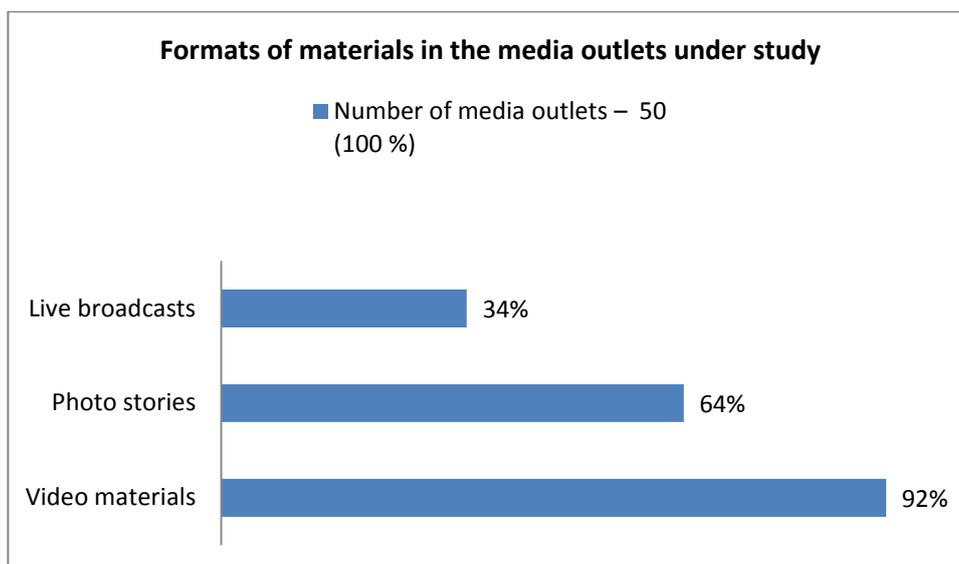
See also the graphics below.



The remaining details of the media outlet profiles (the histories of their operation, the availability of information about their issues, including information about the staff and founders, the languages their content is disseminated in and so on) are presented in APPENDIX 1 (Graphics 2 and 3, Table 4).

PRACTICES OF APPLYING NEWS FORMATS

The vast majority of all kinds of media outlets apply the format of videomaterials (92%). Over half of the media outlets (64%) deliver information with photostories, and 1/3 of them organize live broadcasts from the spot.



METHODS OF INTERNET USE BY OFFLINE MEDIA

All the offline media outlets (TV, radio, print) are active on the Internet, too, however, by a different principle:

- In case of only 4 out of the 9 media outlets issued with a print version to the Internet and the print versions had identical content. In the case of all the other newspapers, the content was different due to the constant updates of the newsfeed, as well as the multimedia materials (audio, video).

On the Internet these media outlets bear the name of the print outlet, even though they could be classified as separate online media their websites can be attributed to a number of online media. The *Zhoghovurd* (People) newspaper is an exception (with its website – armlur.am).

- In 9 cases out of 11, the websites of the TV companies have almost no content difference from the broadcast on air. Simply not all the programs or not all the issues of the shows and programs on air are placed on the Internet.

AR and *GALA TV* companies are exceptions.

AR has no official website, and only the *Azdarar* newscast can be found on the Internet (the *Azdarar* Facebook page).

On *GALA's* website there is a constantly updated newsfeed, and this TV Company operates on the Internet with the features typical of an Internet media outlet.

The websites of all TV companies bear the same names.

- In the case of 2 out of the 3 monitored websites of radio stations we could again observe contently updated newsfeeds (Public Radio and Lratvakan Radio) part of which serve as material for audio programs.
- The official websites of news agencies reflect only a part of their production, the other part is disseminated by means of different bulletins – newsfeeds on contractual basis, thematic digests and so on.

The websites of all these news agencies are also presented with the name of the agency.

Thus, apart from the offline and Internet media outlets, mixed types of media outlets have also emerged among the Armenian media, which exist mostly due to the Internet versions of the print media, presented as an extension of the original format (multimedia materials, online newsfeed that is continually updated).

TERMINOLOGICAL MESS AND DIVERSITY

All the 50 studied outlets define their own websites differently. And it turns out that the larger part of the media outlets present themselves to their audiences in the “About Us” sections or in the sections containing their broadcast information as a “**website**” or simply a “**site**”, just as they most frequently call Internet media outlets in oral communication (for example, 7or.am, Lragir.am, Tert.am websites). As a result of our study, we found also self-qualifications as “**electronic site**” or “**electronic media outlet**” on the websites of the Internet media outlets.

The term “**website**” which is practically the most widely circulated one, formally indicates only the existence of the brand on the Internet. Not only does it fail to specify the kind of the website, but totally overlooks the fact that it is a media outlet. As it is in the case of, say, classical TV, radio and press terms, which denote both media in general, at the same time specifying their kinds.

The same holds true for the terms “**electronic website**” or “**electronic media outlet.**” The definition of the electronic website in this case is formally a nonsense. Whereas the electronic media outlet underlines only one differentiating mark (whether the media outlet is print or electronic) and again fails to clarify whether a TV, radio or an Internet news outlet is meant.

There are media outlets which have identified themselves as news agencies in the “About Us” sections of the websites and in response to our question “What kind of media outlet are you?” (even though they operate exclusively on the Internet and unlike classical news agencies do not offer subscription to their newsfeeds). There are media outlets that present themselves as Internet TV, even though they do not have classical daily newscasts on the Internet, or at least they do not mention their profile specificities.

Today there is a website, operating as a media outlet, which calls itself an “**information platform**” (for all details see APPENDIX 1, Table 5).

Thus, today we are dealing with the terminological mess of mixed media websites and online news outlets, terms that have penetrated into use in Armenian as a result of double terminological interference of English and Russian. The more frequently used terms (Internet website, site) or the versions of electronic site or electronic mass media outlet, that are sometimes used to denote Internet media outlets are either wrong, or do not specify the kind of the news outlet in terms of it being an online media outlet.

We think that there is a need to find common ground here. We may propose our own versions, for example:

- As a typological term **online newspaper, online TV and online radio** (if we accept that video and audio materials can be incorporated in an online newspaper and online radio),

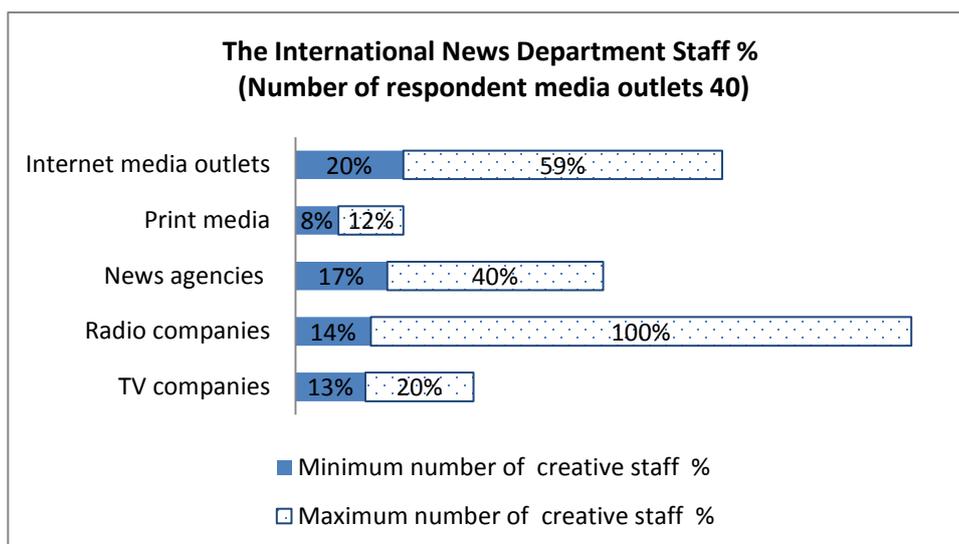
- As a concrete mention of a media outlet **Aravot online, Hetq online, GALA online** (for the Internet edition) and **GALA TV** (as an offline media outlet) and so on.

This is an issue open for discussion.

POSSIBILITIES AND GENERAL PRACTICES OF PREPARING INTERNATIONAL NEWS

The number of staff members dealing with international themes varies among the editorial offices.

Thus, 2 – 9 staff members work on international news in the newscasts of TV companies responding to this set of our questions, 2-5 employees in the radio companies, 2-12 employees in the news agencies, 1-6 employees in the print media outlets and 1-10 employees in the Internet news outlets. There is a radio company and an Internet media outlet all the staff of which (2 and 8 employees respectively) prepare international news too, along with the news on other themes. (Also see APPENDIX 1, Table 6).



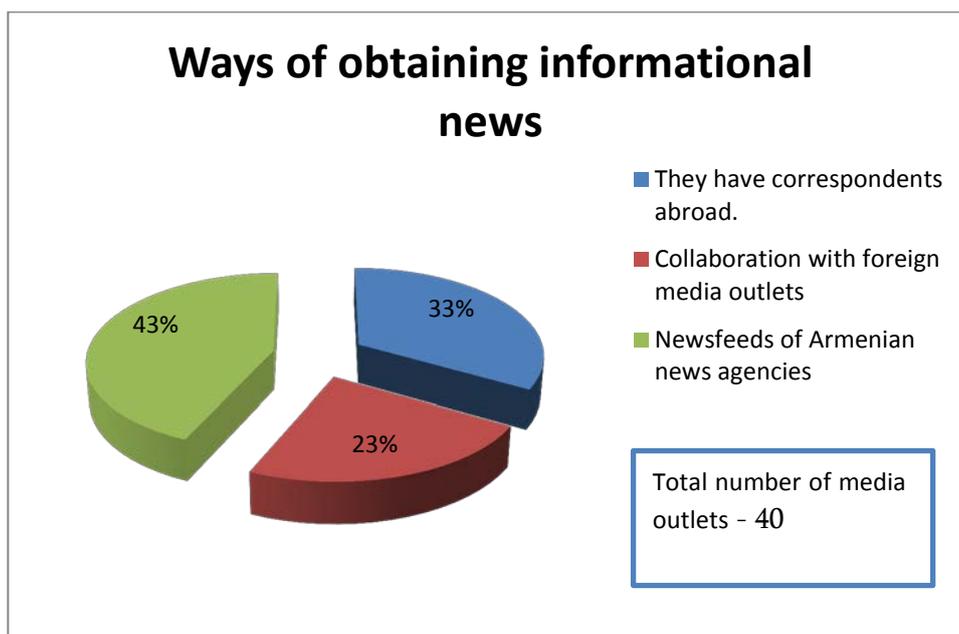
WAYS OF RECEIVING INTERNATIONAL NEWS

Own or special correspondents/other Armenian sources – Approximately 1/3 of the 40 respondent media outlets told us that they had correspondents in foreign countries. That is the answer provided by the heads of TV companies, news agencies and print media outlets. The countries where their colleagues work by permanent (own correspondents) or periodic engagement principle (special correspondents) are as follows for the larger part of the media outlets: Russia, the USA, Turkey, Georgia. There are media outlets that have correspondents in Lebanon, Syria, and several European countries (Germany was mentioned more often than any other country).

17 media outlets (43%) use the newsfeed of Armenian news agencies on international happenings. No one mentioned the reprints from other Armenian media outlets as a source of information.

Foreign sources – All the 40 media outlets that answered our questions mentioned the open access foreign sources as sources of information on international happenings (the websites of foreign media outlets and other entities). The social networks were not mentioned by any head of any media outlet as a source of news on international topics.

A total of approximately 1/5 (9 out of 40 media outlets, 23%) are in partnership with foreign media outlets (either on contractual basis, or they send and receive materials without contracts).



Thus, the possibilities of receiving, processing and presenting information on international topics essentially vary among the Armenian media. The information is mainly received from open access foreign sources. The pool of own and special correspondents is small also within the media outlets having such a resource (the number of the media outlets is small, and they work in only a few countries) and in general across the whole spectrum of the media outlets under study.

In the case of the Armenian media the definition of the creative team professionally working on international themes in the media outlets can be considered quite conventional. And the number of such staff members does not necessarily have to be directly linked with the daily volume of the production on the international topics in the mass media outlets.

PRACTICES OF DEPICTING THE WORLD IN THE ARMENIAN MEDIA

Results of the Monitoring of the Armenian Media Outlets

(June 1 – 30, 2015)

MONITORED MEDIA OUTLETS AND METHODOLOGICAL GUIDE

15 media outlets were studied. Particularly, the main editions of the broadcast newscasts of 4 TV companies (H1 – “Arajin Irtvakan”, 21:00, H3 – “Ory”, 21:30, Kentron – “Epikentron”, 21:30 and Shant – “Horizon”, 22:00) and Public Radio (“Radiolur”, 18:00), the websites of 2 news agencies (Armenpress, Novosti Armenia), 168 Zham and Aravot newspapers, and 8 Internet media outlets (News.am, 1in.am, A1plus.am, Civilnet.am, Panorama.am, Lragir.am).

All the media outlets are from among the group of 50 media outlets among which we conducted the surveys. 5 of the 15 (H1, H3, Shant TV companies, Novosti Armenia News Agency and News.am online) refused to answer the questions we posed with different excuses mentioned above.

We have considered the results, dividing them into two groups:

- News agencies and Internet media outlets,
- Radio and TV.

The media outlets classified in group one have typical differences (news agencies and print newspapers, Internet TV and news or a more diversely formatted Internet media outlet). However, our decision of grouping them under one class and comparing them within that group was conditioned by 2 circumstances that firstly, these media outlets operate (also) on the Internet and during the day they have constantly updated newsfeeds. Similarly, the rationale behind studying the results of the radio and TV content in a separate group was that we monitored the content of only the main editions of the newscasts during the day, and that we used the aired broadcasts.

Thus, the common denominator of the media outlets in both groups was that they issued news every day part of which was stably filled in due to the international newsfeed.

By international newsfeed in this case we mean all the content that described the developments in or related to other countries and international organizations, including those in the relations with the RA.

Material – In the case of Internet media outlets we considered a unit of material all those pieces of content that were formatted and presented as an autonomous piece (that is they had their own title and at least the date and time of uploading them onto the website). In the case of the aired broadcast

we considered the stories that had content cohesion and were bridged by TV or radio specific means (bumps, and other kinds of transitions) as one unit of material. The anchor's texts that did not serve to announce the video(s) following them and had their own content were considered as a unit of material.

The number of themes, countries and international organizations have been counted by the principle of “one material – one and more countries or international organizations”, “one material – one and more topics”. The multiple repetitions of the names of the same countries, international organizations or the same theme within one piece was counted once/as one unit.

No concrete reference/mention of a country/international organization – the descriptions of countries and international organizations that were mentioned without concrete names, mainly as a country or international organization in this or that part of the world (e.g., Arabic, European countries, Islamic organizations, European structures and so on) were perceived as belonging to this group.

Sources of materials – These are the references that are presented in the text of the material and identified the pieces as original and produced by the outlet staff or reprinted from other Armenian media outlets (Other media outlets), foreign media (Foreign media outlets), announcements/releases used by the editorial office, the official websites of different Armenian and foreign agencies and structures (Official Website), as well as social networks.

The wording that indicated any foreign media outlets was considered **not concrete reference**, since it did not make it possible to understand the concrete country the media outlet meant was in (e.g., Arabic, Kurdish, African media and so on).

Materials with 0 reference were qualified the content that did not have any marker of ownership, with no language denoting any ownership of the materials as produced by the outlet's staff (as our correspondent reports) or as belonging to foreign sources, but which covered the events in the foreign country of the day or the day before from the perspective of the witness or participant. In a nutshell, when it was obvious that they were borrowed from foreign media outlets without any reference.

The number of references and sources was calculated by the principle of one material – a few sources, if the sources and the references differed.

THE “HOW”? THE FREQUENCY OF INTERNATIONAL NEWS IN THE MONITORED MEDIA OUTLETS

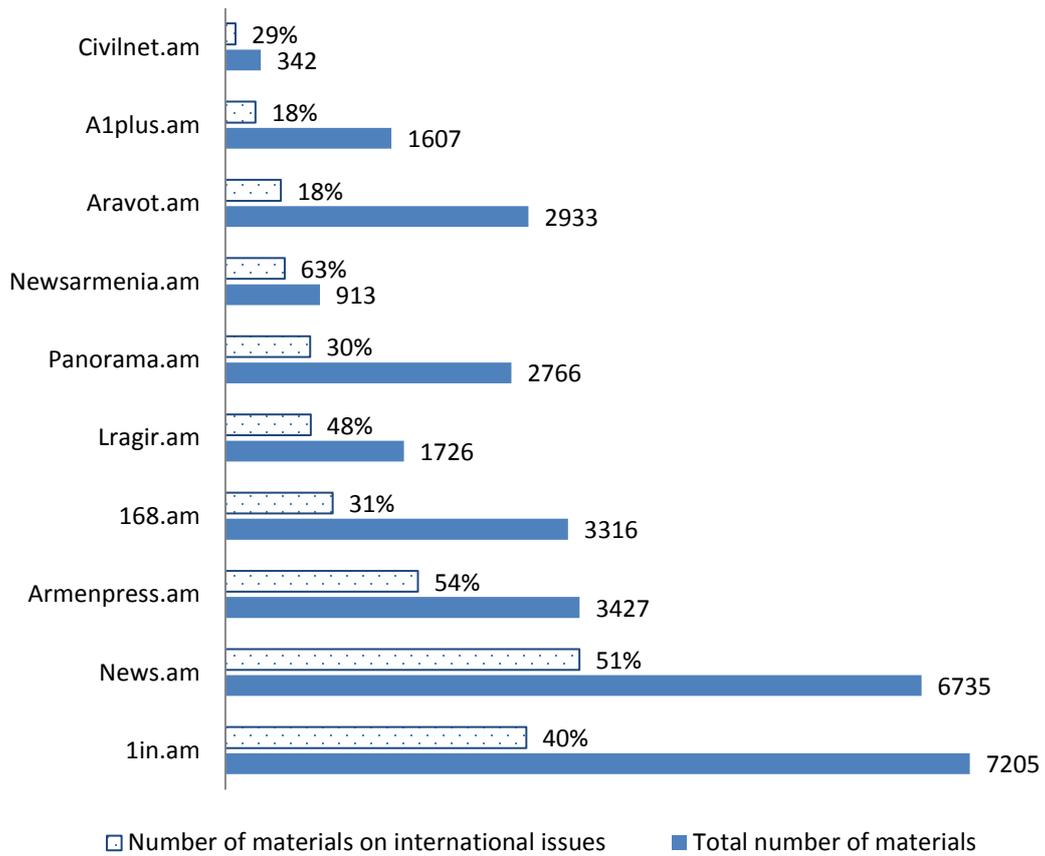
International news pieces were found in the daily issues of 10 out of the 15 monitored media outlets. In 5 media outlets no international news pieces were observed for a day or two, and those days stood out due to the incline in the production activity as compared to other days in those 5 media outlets.

In terms of general comparison, the frequency of this kind of news in the group of Internet media outlets and news agencies varied. There are media outlets in which the number of materials on international themes went up to 160 which was 63% of the total production of the day (News.am), or to 124 which constituted 47% of the production of the day (1in.am), or to 106 pieces which was 69% of the production of the day (Armenpress.am) (See APPENDIX 2, Tables 1 and 2).

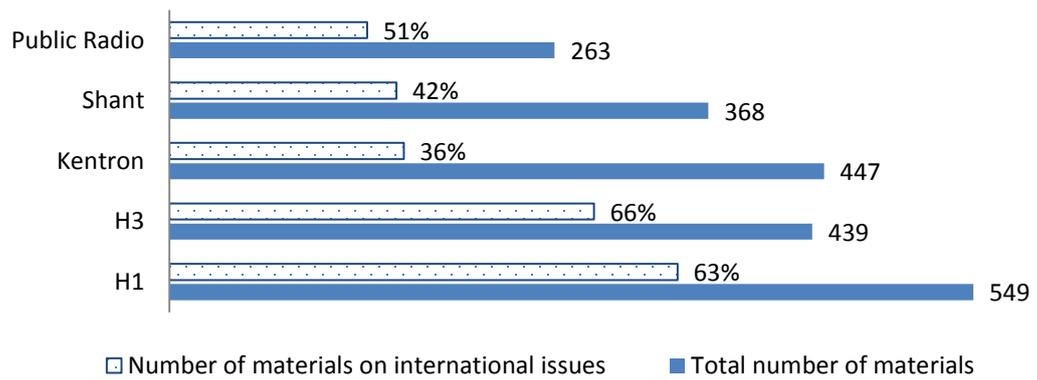
By the sum total 10 media outlets from this group had quite a diverse number of materials on international themes. But their percentage ratio with the total original production had considerably low indicators in comparison with others in the case of only 2 media outlets (in Aravot.am and A1plus.am the number of international stories constituted 18% of the total production of the month which was the lowest indicator). In the remaining cases such materials constituted from 1/3 to about 2/3 of the entire production.

In the case of radio and TV the situation looks just the opposite. The media outlets in this group broadcast a proportionate number of materials which did not vary a lot within one month. However, the shares of materials on international themes constituted 36% minimum (Kentron), and 63% (H1) and 66% (H3) maximum of all materials.

Frequency of coverage of international topics in the internet media outlets under study



Frquency of coverage of international topics in in radio and TV channels

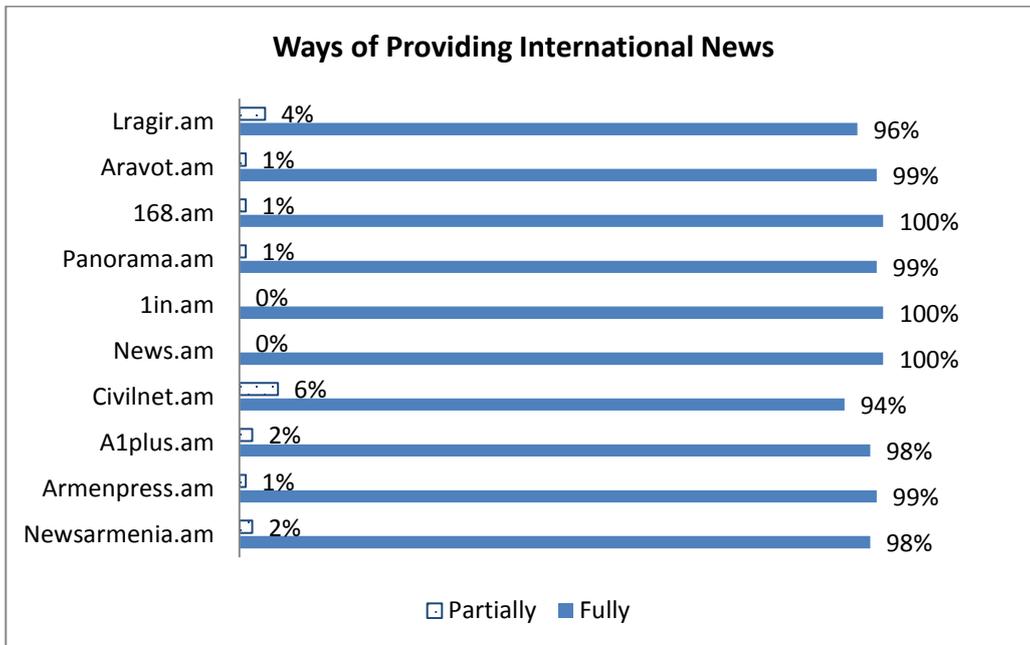


Thus, if we put aside the circumstance of the higher and lower productivity (the number of the production of materials in a day), a common trend becomes noticeable: the vast majority of media outlets allocates a lot of space to materials on international themes, and there are only few media outlets the vast majority of the materials of which is devoted to the domestic happenings and processes in Armenia. This is what the situation is like in the case of both the group of news agencies and Internet media outlets, and that of TV newscasts. And the particular circumstance is that the media outlets that recorded high productivity reached up to similar indicators at the expense of materials on international themes.

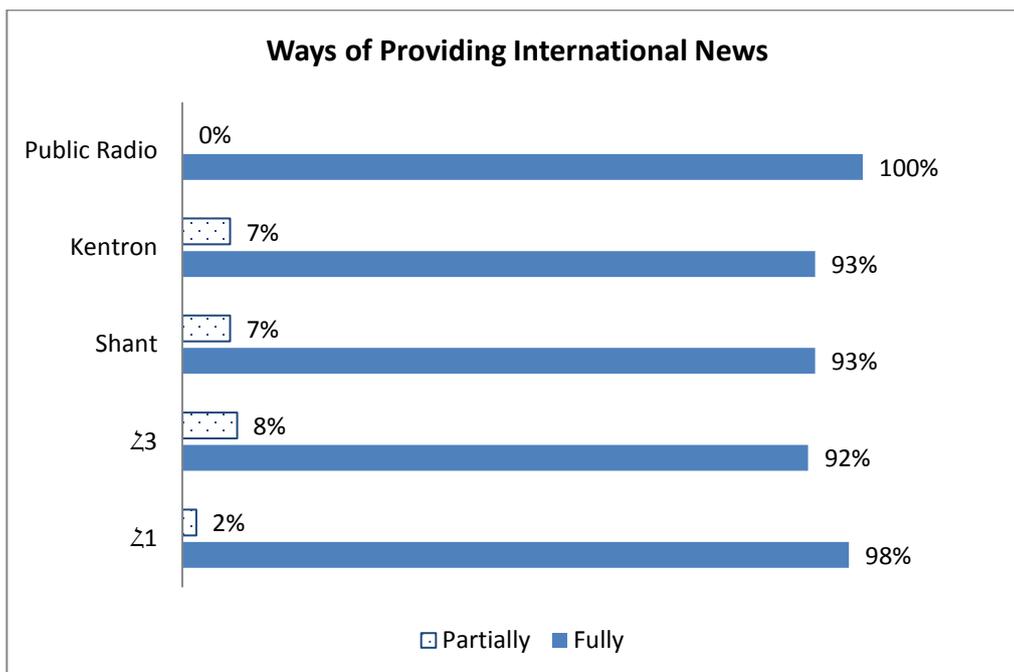
THE “HOW?” THE WAYS OF INTERNATIONAL NEWS DELIVERY

We came across international themes in materials that did not fully cover international developments, but rather addressed domestic Armenian issues only as a section of the piece, and mainly as a comparison of the Armenian and foreign realities, as a joint description of the weekly developments in Armenia and abroad.

However, in all the 15 media outlets under study the materials that were fully devoted to international topics constituted the vast majority of the materials on the events outside the borders of Armenia. Civilnet.am (6% of partially international materials against 94% of materials on fully international themes) and Lragir.am (4% of partially international materials against 96% of materials on fully international themes) had the largest number of materials, partially devoted to international themes. In the remaining cases the ratio was either 1% and 2% of materials partially devoted to international themes and 98% and 99% materials fully devoted to international themes, or all the materials that were the subjects of our study were fully devoted to international themes without combination with the domestic developments in Armenia (this holds true for 1in.am and News.am).

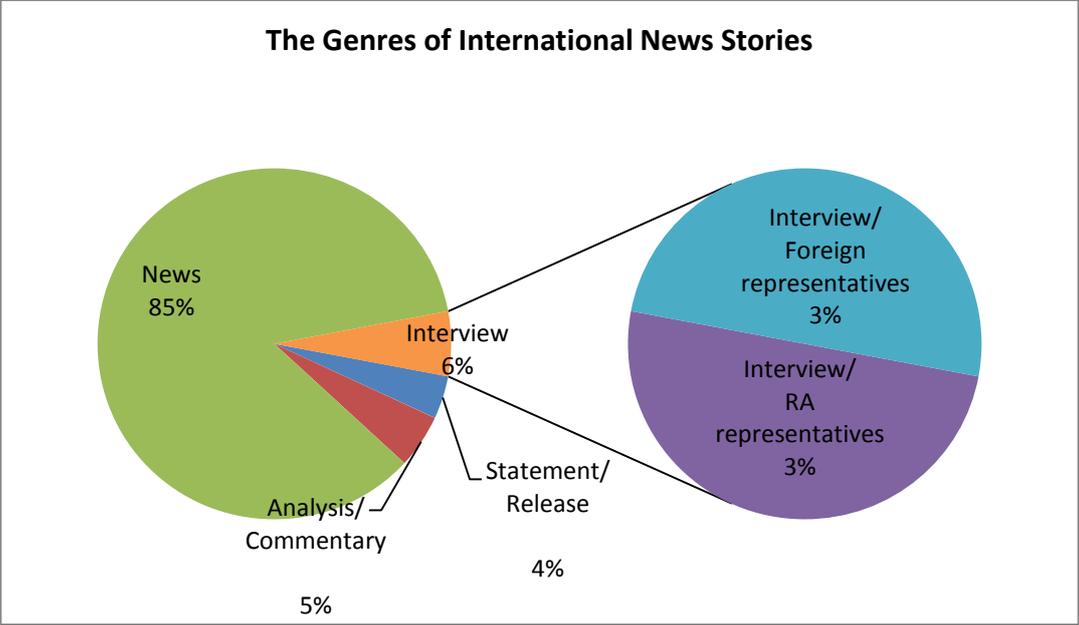


In the case of radio and TV programs the picture is generally the same: the materials fully devoted to international themes prevailed by a big margin.

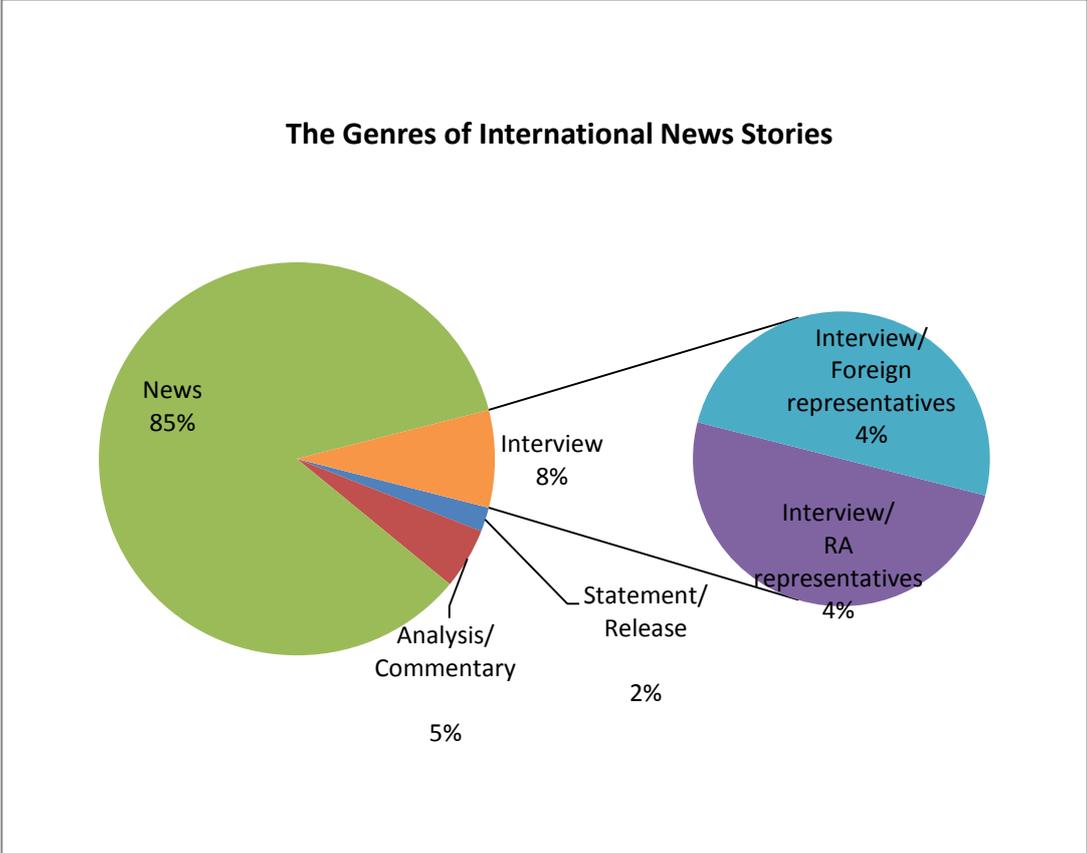


THE “HOW?” GENRES OF MATERIALS ON INTERNATIONAL TOPICS

News Agencies and Internet Media Outlets



Radio and TV



As it can be seen in the figures above, the genre distribution of materials on international topics in the monitored media outlets are same in both groups of the media outlets. The genre of news is of dominating majority (85%) in each group, the remaining genres (interview, analysis, statement) have jointly constituted 15% of these materials. The indicators of interviews, analyses and statements are not essentially different in these two groups of media outlets under study.

Thus, the materials on international topics are more in number in the radio and TV newscasts in the group of media outlets where the multiformat media outlets (newspaper websites, Internet media outlets of social and political nature) outnumber news agencies, they are mainly linked to news pegs and are part of the daily newsfeeds. The genre formulations of this kind of materials do not at all have any relation with the typical features of the media outlets (whether it mainly produces news or not, whether it mainly produces audio/video or text materials).

THE GEOGRAPHY OF MATERIALS ON INTERNATIONAL TOPICS

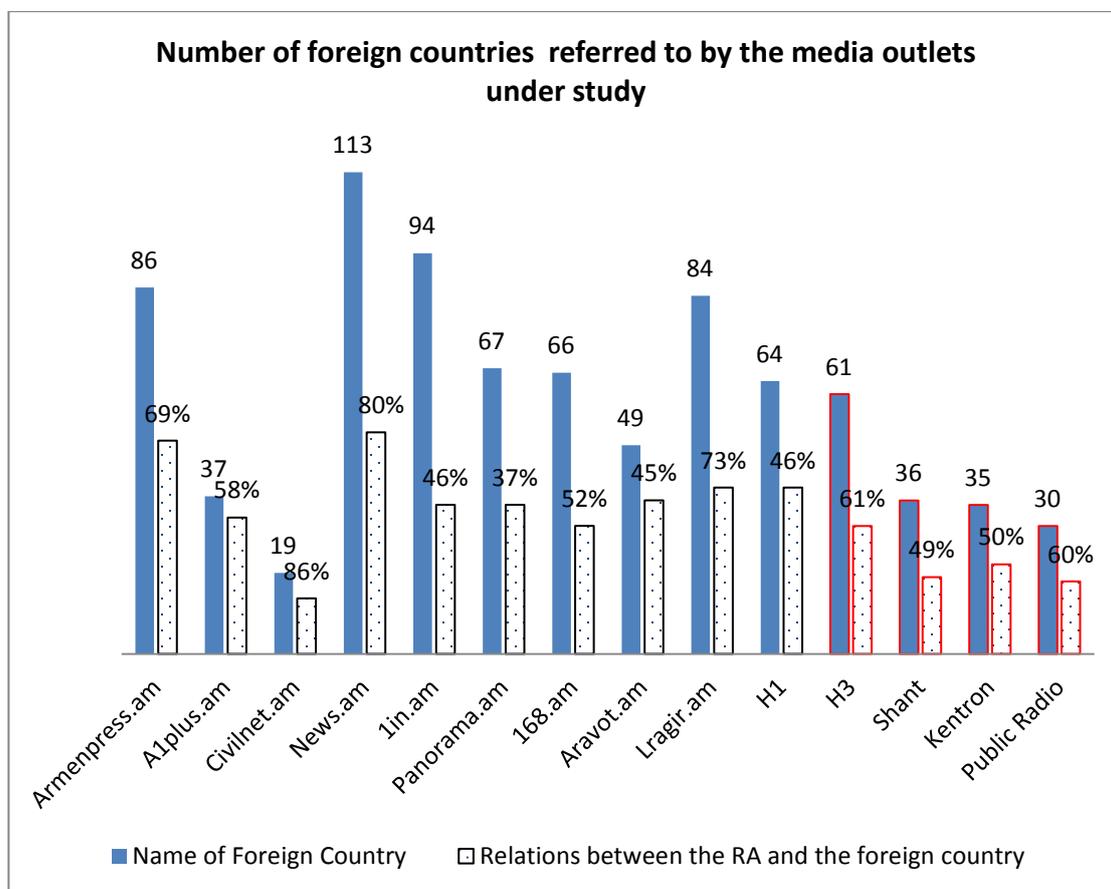
The list of foreign countries, the developments and relations of which the monitored media outlets covered was solid in the course of one month. We have media outlets where 113 (News.am), 94 (1in.am), 86 (Armenpress.am), and 84 (Lragir.am) different countries were presented in the course of a month. Civilnet.am (with references to 19 different countries in a month) had the lowest indicator.

In the radio and TV group these results are more modest and do not go over 64 (H1) countries. The Public Radio had the lowest indicator (with references to 30 different countries in a month), even though this is comparable with the indicators of the Kentron and Shant TV newscasts (with mentions of 35 and 36 countries respectively).

All these countries were mentioned or described also in terms of their relations with Armenia in various spheres. It is interesting to note that in the groups of news agencies and Internet media we have singled out media outlets in which the greater share of materials on foreign countries were devoted to these very cases, that is to say the relations with Armenia. And these were the media outlets which referred to fewer numbers of foreign countries as compared with the others (Aravot.am, Civilnet.am, Newsarmenia.am). Whereas in the media outlets that covered wider geography the relations with the RA constituted approximately half of the total volume of materials on foreign countries (see the figure below).

Besides the countries that are traditionally and stably referred to by the Armenian media (neighboring countries, countries determining the political atmosphere internationally), there are mentions of countries too exotic for the Armenian reality, its audiences and their problems such as

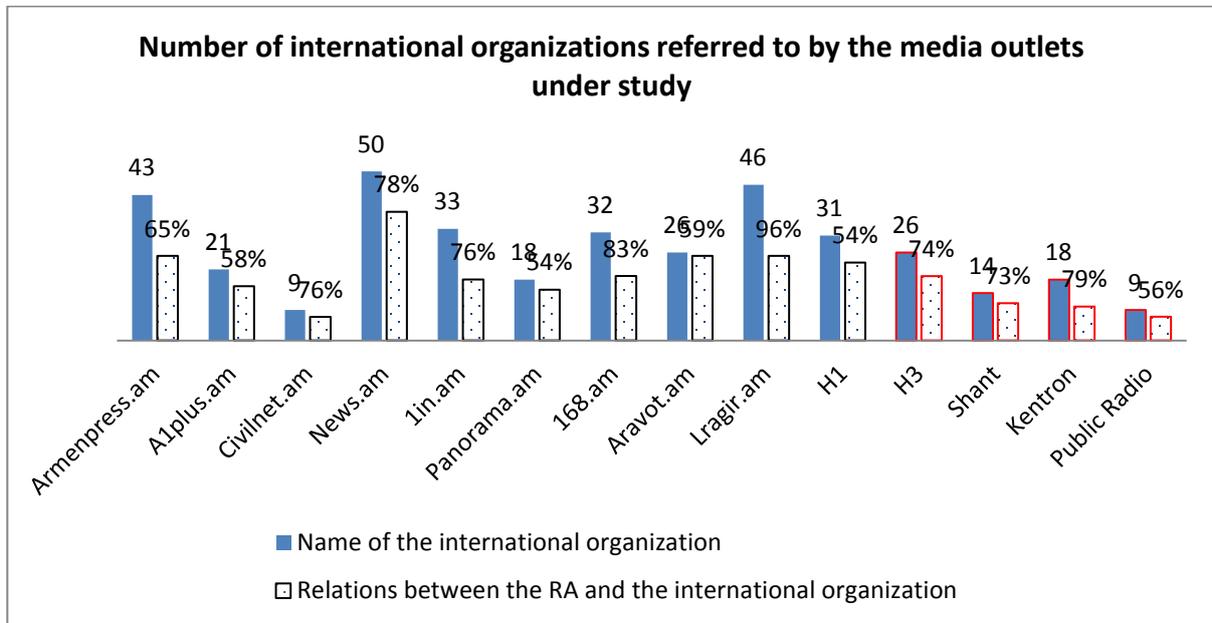
Uganda, Chad, Haiti, Guinea Bissau, Fiji, Cote d'Ivoire and so on. Instead there are incomparably fewer materials about countries with which Armenia has common interests (for example there is no noticed information interest in other member states of the CSTO and EEU, except Russia). And the occasional materials about these countries are conditioned by concrete happenings.



The list of international organizations is comparably more modest. Civilnet.am recorded the lowest indicator (the names of 9 international organizations), News.am (50 organizations), Lragir.am (46 organizations), Armenpress.am (43 organizations) have the highest indicators. Unlike materials on foreign countries, the greater number of materials on international organizations was issued within the frame of their relations with the RA.

In principle, we see an approximately identical picture in the radio and TVgroup. The number of international organizations yields to the number of foreign countries mentioned in every individual media outlet, and they have again been mentioned by obvious majority in connection with their relations with Armenia (see the figure below).

The organizations Armenia affiliates with (EEU, EaP program of the EU) have been mentioned incomparably less frequently than NATO, for example.



EVENTS CONDITIONING THE RATINGS

In June 2015, a number of developments happened in the outside world and its relations with Armenia. These significantly impacted on the number of mentions and more substantial references to foreign countries and international organizations by the Armenian media.

Here are a number of central story lines which were covered by all the 15 media outlets and part of which was also on the top lines of world news.

Relations with other countries – In June protest actions against the rise in the electricity prices were held in Armenia. The administration of the Russian Inter RAO UES subsidiary company intended to raise the price. None of the media outlets we studied viewed these events purely within the context of Russian and Armenian relations, but it was one of the story lines with Russia which was adopted in the Russian media firstly in light of “Maidan Armenia,” and then “Electricity Maidan in Armenia”. In June it became known that the Russian soldier who killed all the members of a sleeping family in Gyumri in January 2015 will be handed over to the Armenian justice. These were the two most active information occasions upon which the topic of Russia was most intensively covered. Even though the high level of interest in Russia was not conditioned exclusively by the Armenian and Russian relations also in June.

International events – The G7 meeting took place without Russia, the stage of negotiations on Iran with the ‘Normandy Quartet’; in Syria, Iraq and other countries the activities of the terroristic organizations became more aggressive; Parliamentary elections were held in Turkey followed by the crisis of forming the Cabinet; the Governor of Odessa Saakashvili initiated non-popular steps in the context of the continuing crises in Ukraine; there were dramatic developments in the relations between Greece and the EU when the issue of whether the country should stay in or withdraw

from the Euro zone was being solved, the issue of the probable withdrawal of Great Britain from the EU and its implications was raised; the eavesdropping of the telephone conversations of the German and French Presidents' telephone conversation by the USA became known; the first waves of refugee influx started from Yemen to Europe. The list can be continued.

Sport – The FIFA corruption scandal became known; the first European Games were held in Azerbaijan; the championship of Greco-Roman wrestling was held in Turkey; the Armenia-Portugal football match was held in Yerevan; the Spanish football championship was held in Spain.

Karabakh conflict – In June the attempts of the Armenian delegation in PACE to suspend the expression “occupied lands” in the report on Azerbaijan. Regardless of the relative calm along the Armenian – Azerbaijani contact line, this issue was covered also in the context of the domestic situation in Azerbaijan, the various cases and kinds of repressions and arrests in this country.

These and all the other more locally significant events were recorded in the course of the study with a higher or lower frequency.

It is understandable that the events of this kind were the main factors that generally shaped the ratings of other countries and international organizations and determined the frequency of the coverage of this or that topic in the Armenian media.

THEMATIC RATINGS

21 themes have been recorded on the top lines of which sport (mainly due to the sport championships in June) occupied higher positions than those traditionally of interest to the Armenian media (economy, the Karabakh conflict, army and security, domestic freedoms and society). The topic of diaspora and migration was mentioned less frequently than the so-called hotcake content – accidents, entertainment newsfeed, health issues of general importance, for example how many people infected with the mers virus there were in South Korea and what the government was doing about the situation (See Appendix, Table 7)

RATINGS OF COUNTRIES AND ORGANIZATIONS

Among the foreign countries covered by the Armenian media, it was surprising to see Spain and Italy, the rest of the countries have traditionally been in the focus of the Armenian media. At that, this holds true for the charts on the results of the news agencies and Internet media, as well as the radio and TV programs monitoring.

Russia occupies the first position, and then it is followed by the USA, Azerbaijan, and Turkey and so on in descending order. The frequency of materials on Great Britain, Germany and France was related to the activities of these countries in the international processes.

The materials on Iran outnumbered the materials on Ukraine in the group of Internet media. In the radio and TV programs we have the reverse order, a larger number of materials was broadcast on the happenings in Ukraine than those on the happenings in Iran.

The presence of Georgia in the top ten of the more frequently covered countries was largely conditioned by the flood and the casualties in Tbilisi in June (See APPENDIX 2, Tables 8 and 9)

We have singled out the results on a number of countries denoting from which specific angles these countries were covered by the Armenian media.

Thus, **Russia** as a country with its own external and domestic happenings was presented in all the 15 monitored media outlets almost inasmuch as on the RA/RF plain.

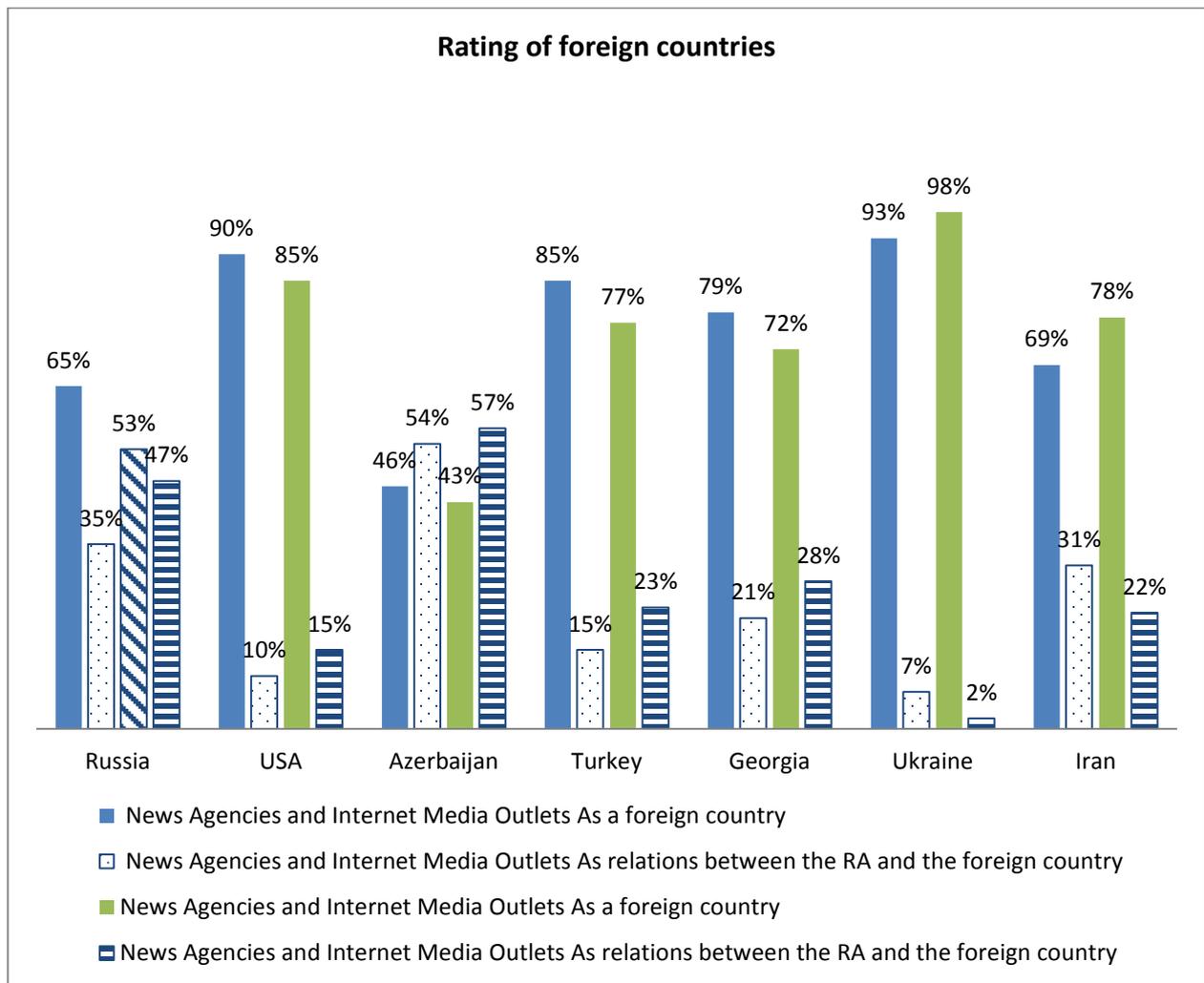
In the case of the **USA** the descriptions of its domestic and foreign policy developments rather than its interactions with Armenia were the overwhelming majority (90% and 10% respectively in the Armenian websites, and 85% and 15% on air).

In case of **Azerbaijan** there are no surprises either, since the materials on the relations of this country with Armenians have outnumbered the materials on the so-called domestic and foreign policy events of Azerbaijan. Even though the difference between the indicators of these two conventional groups have not traditionally differed much.

In the case of **Turkey**, the Armenian media covered the domestic Turkish issues more frequently than the Armenian and Turkish relations. This, in fact, is an absolutely inexplicable circumstance, given the total lack of such relations.

In the case of **Ukraine**, there was a larger number of purely Ukrainian crisis reports than those on the Armenian and Ukrainian relations. The Armenian Internet media and news agencies allocated more space to the Armenian and Ukrainian issues and relations, than the radio and TV.

Even though in the materials on Iran the themes of the interrelations between this country and the outside world prevailed, it is also obvious that the number of references to the relations between Armenia and **Iran** was larger than the that to the relations with all the remaining countries, besides the stories and subject lines, devoted to the Armenian and Russian and Armenian and Azerbaijani relations (see the figure below).



In the materials and fragments on international organizations the picture is not quite clear. The most frequently mentioned and covered organizations are four in number – the EU, OSCE, PACE, and NATO.

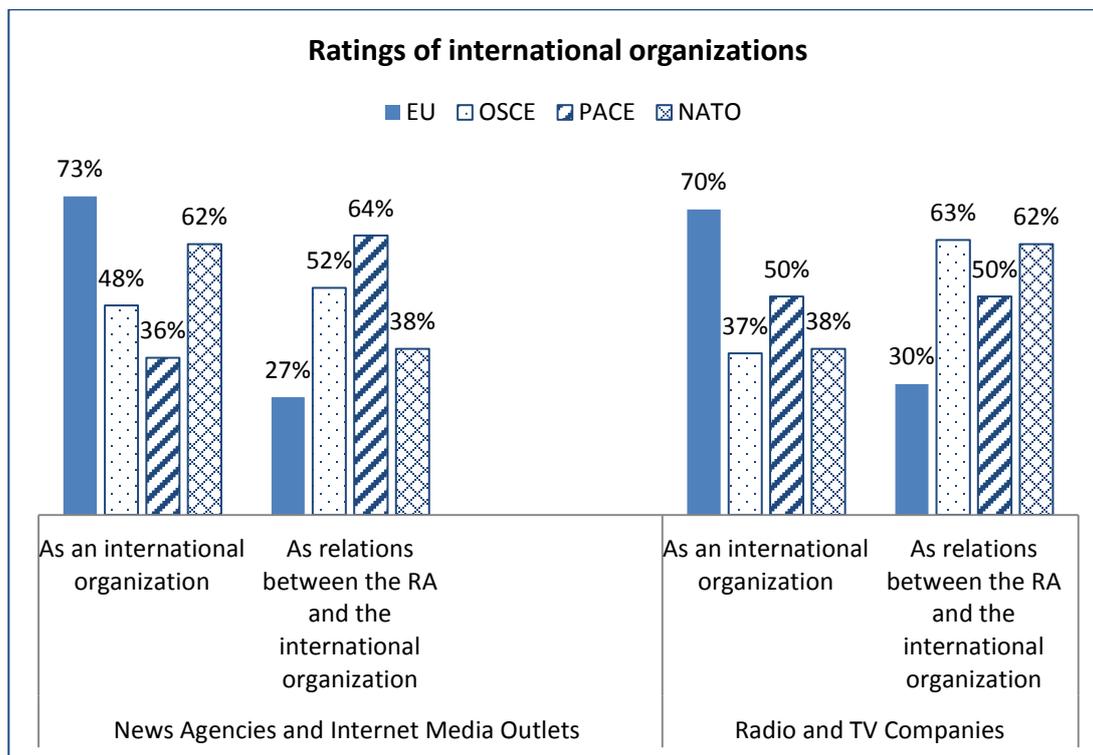
In both groups of monitored media outlets the materials that described the so-called non-Armenian portfolio of the EU.

In case of the OSCE the issues in the relations with Armenia and the activities of the organization in all other remaining directions were covered by the news agencies and Internet media almost proportionally. The situation is the opposite in the case of radio and TV, the cases of covering the RA/OSCE relations were twice as many as the cases of the presentation of activities of the OSCE in all the other directions.

There were twice fewer references to PACE in the first group of studied Internet media, than the references to the relations between Armenia and PACE. Whereas, there were proportional references on air to the relations between Armenia and PACE and the happenings on the other platforms of this organization (50% in either case).

In the case of NATO the picture is the reverse mirror image. The websites had twice more coverage of NATO's activities on the borders of other countries and in other areas than the Armenia – NATO

relations. Whereas on air there were twice more stories on the relations between the RA and NATO than those on the role of the NATO in the different regions and countries of the world.



SOURCES OF MATERIALS ON INTERNATIONAL TOPICS

News agencies and Internet media outlets produced materials on international topics making use of all the available foreign and Armenian sources. Including, foreign media (57% of materials), publicly accessible official websites of various Armenian and foreign bodies (6% of materials), releases specifically for the media and public announcements (4%), other Armenian media (3% of materials), and social networks (2%).

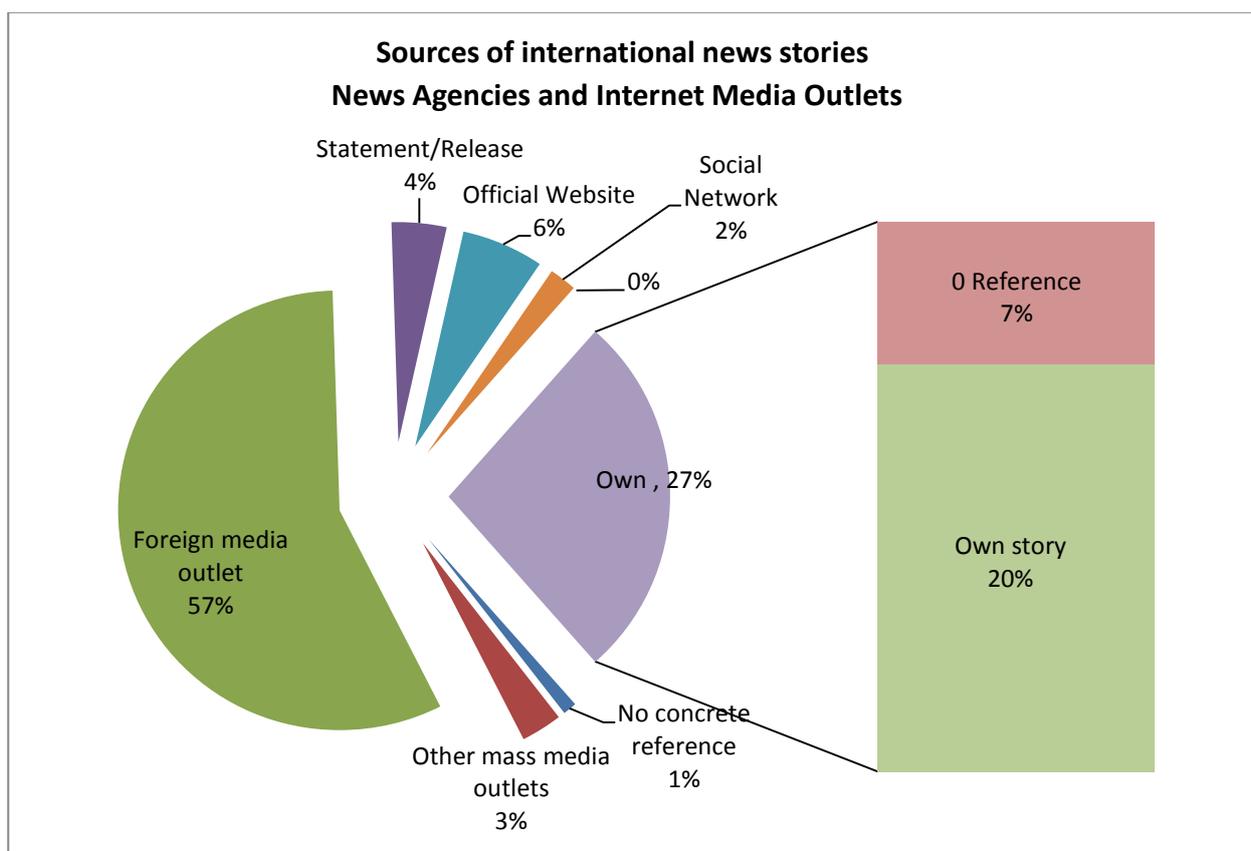
The media outlets in this group have presented to their audiences also a number of materials in which the references are not concrete (1%). These are the materials in which processes and happenings going on in different countries and organizations are presented with references to different sources on the one hand denoting that they are foreign media, however, on the other, they, are of the so-called general nature and do not make it clear which concrete country media outlet is meant as the source of the information, since they are differentiated by geographical (Latin American, Baltic media and so on) or national (Arabic, Kurdish media and so on) features.

Out of the 15 monitored media outlets the largest number of suchlike references to foreign media was found in Armenpress.am. By the way, in Armenpress.am among such non-concrete mentions of foreign media the unclear word-combination “**international media outlets**” was often encountered, too. The authors probably meant either the media outlets founded by international organizations, or

looked at it from a broader perspective as foreign media. As a matter of fact, non concrete references to foreign sources were not made by Civilnet.am, 1in.am, Lragir.am at all. We were able to identify 1 – 6 similar cases in all the remaining media outlets in this group.

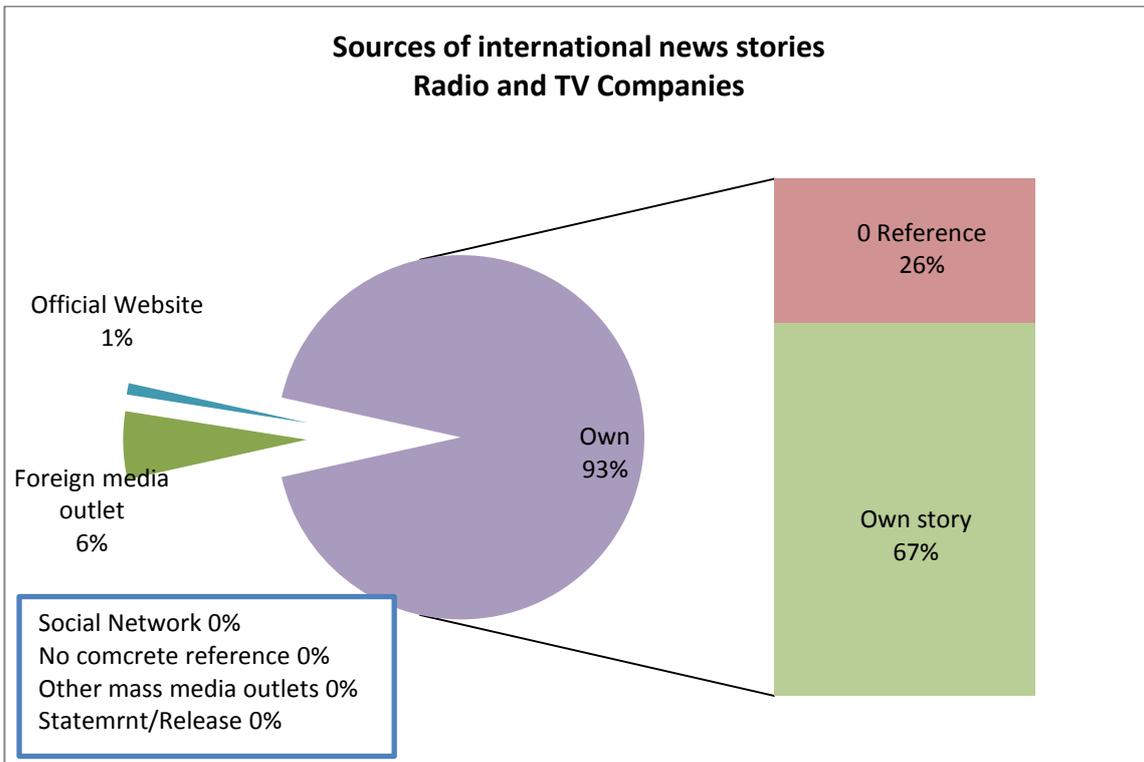
The number of **original materials** constituted 1/3 of all materials on international topics (27%). It should be underlined that here we have assigned the materials in which the fact of making use of foreign sources was felt very strongly (they included quotes, events were described with the sensed presence effect and so on), however they were presented as original materials (0 reference to foreign sources).

(See the figure below and APPENDIX 2, Table 10).



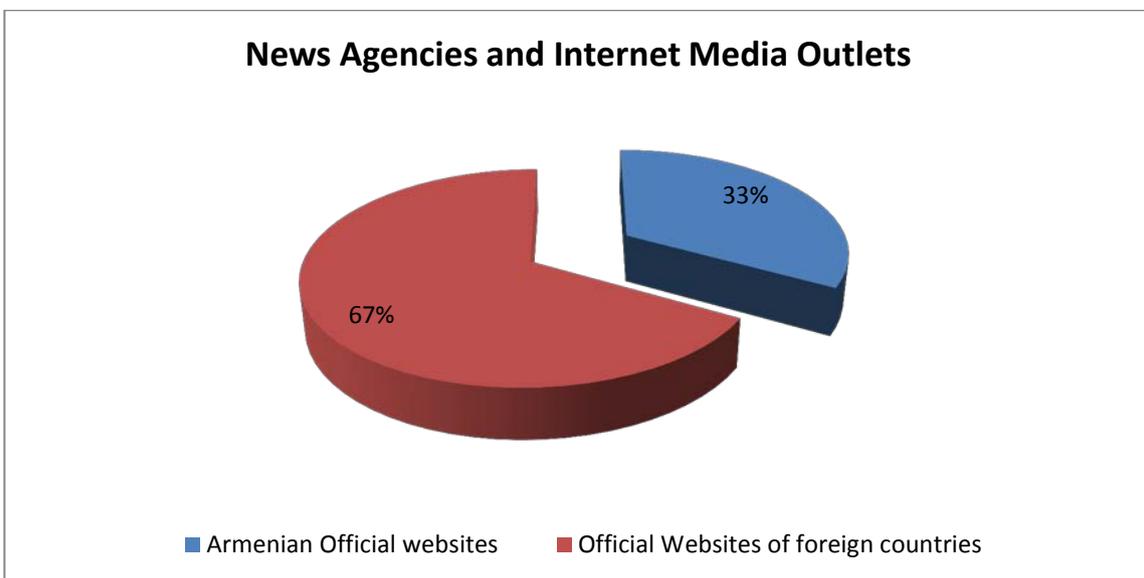
In the radio and TV programs the proportions are totally different. The vast majority of the materials was presented as original stories (93%) among which even though video materials of events happening in other countries were used, yet these were presented with the own logos and without any reference (0 reference, 26%). The concrete references to the foreign media (oral references or the shown video materials with the logo of the concrete foreign media outlet) constituted about 6% of such materials. There was a miserable number of other kinds of references, and this indicator varied from ranging from 0% to 1% in different media outlets.

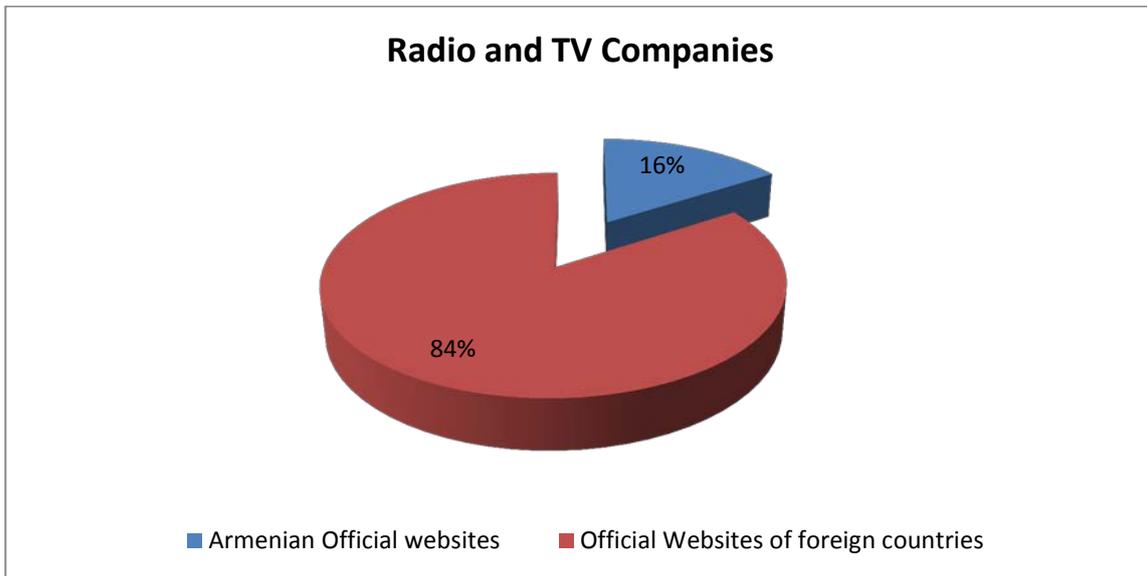
According to the description above, H3 TV company used the so-called non-concrete referencing more frequently than anyone else. We did not see any such reference in Public Radio (see the figure below, also APPENDIX 2, Table 11).



The official websites of various foreign bodies have constituted the majority of sources for materials on international themes. 2/3 (67%) of the official websites mentioned in the news agencies and Internet media outlets were foreign. In the radio and TV programs these were more frequent (84%).

See the Graphics below.





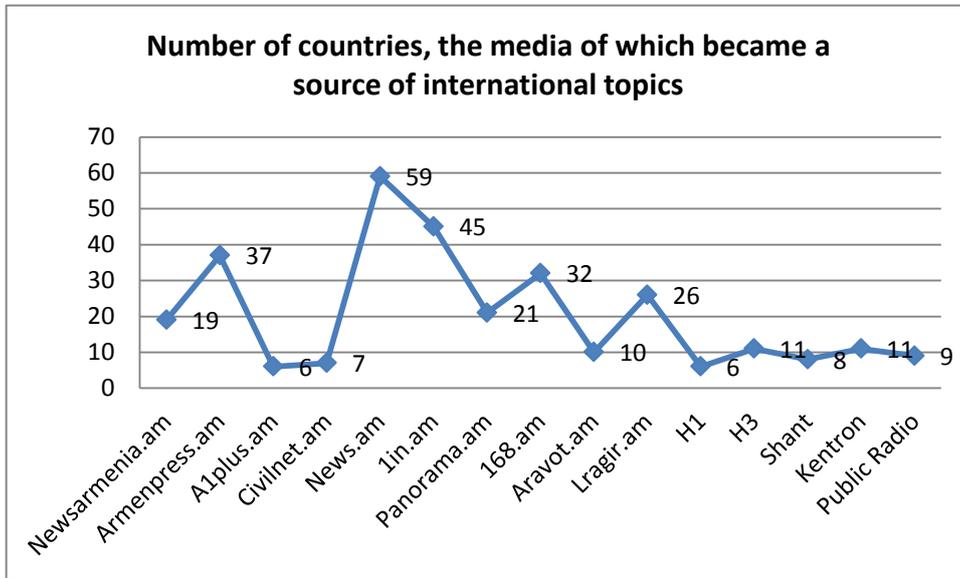
RATINGS OF COUNTRIES ACCORDING TO THE REFERENCE MADE TO MEDIA OUTLETS

The media we monitored demonstrated different preferences to the media outlets in the foreign countries as sources for their materials. The number of the countries the media of which were referred to in the period under review varied, too.

Two regular trends were observed:

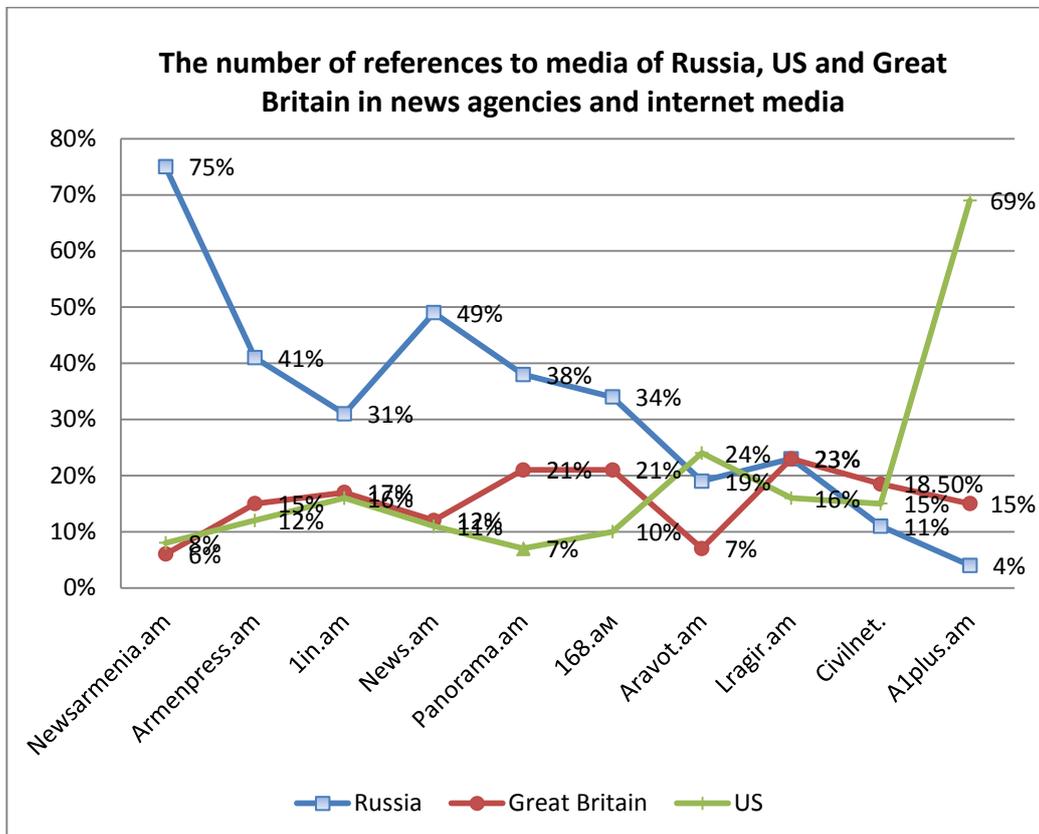
- The maximum number of references to foreign media were found in the media outlets that had the highest indicator of international news as compared with the rest (News.am, 1in.am, Armenpress.am, 168.am, andLragir.am).
- The maximum number of foreign countries was noticed in the media outlets that had the highest number of references to foreign media in those very countries.

Thus, the maximum number of names of countries whose media were referred to was recorded in the media outlets (News.am, 1in.am, Armenpress.am, 168.am and Lragir.am) producing the largest number of materials on international topics and having the largest number of references among the monitored media outlets. In News.am references were made to the media of 59 different countries, 45 such mentions were found in 1in.am and so on.



Regardless of this, there are countries the media of which were mentioned more frequently than others, often as the overwhelming majority as compared with other sources.

In 7 media outlets of the 10 classified to the group of news agencies and Internet media the largest number of references were made to the media outlets in the RF, the USA, and Great Britain. Aravot.am, Civilnet.am, A1Plus.am were exceptions. See the figure below. APPENDIX 2 (Tables 12, 13 and 14) presents the table of countries the media outlets of which were mentioned in their materials in a month.

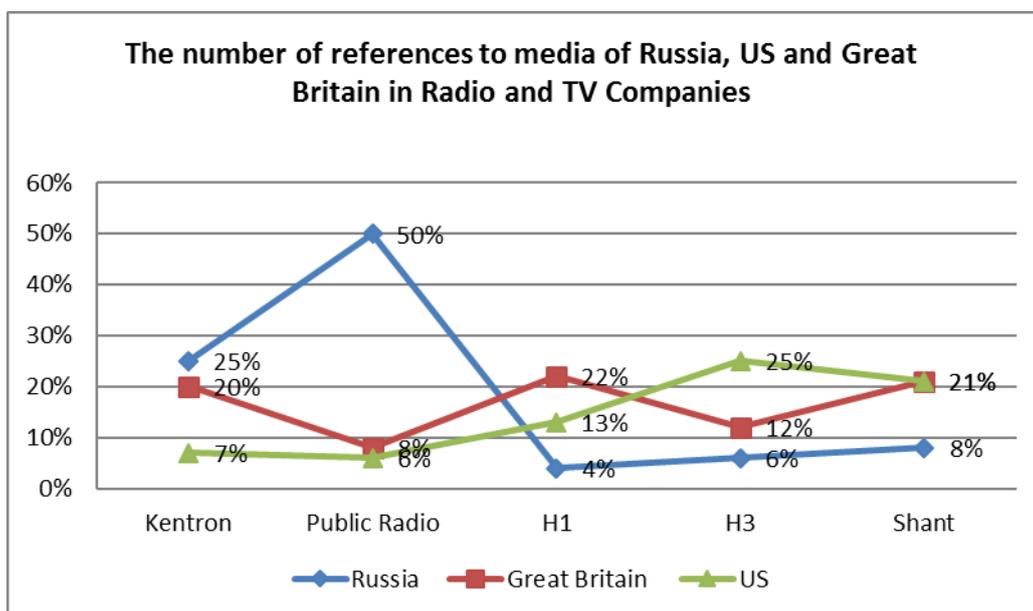


In the case of radio and TV programs the picture is essentially different also from the perspective of the number of the countries, the media of which were more frequently referred to, and also from the perspective of the diversity on the list of those countries in general.

Thus, the media outlets in the different countries were most of all mentioned in the programs of Kentron TV (the media outlets of 11 different countries were mentioned as a source for the material) and the media outlets of the fewest countries were referred to in the newscasts of H1 (media outlets in 6 countries).

From this group Kentron TV and Public Radio most frequently used the RF media as sources for materials on international topics.

In the remaining three cases incomparably fewer references were made to the RF media.



There is a common trend. Regardless of how well-known the foreign media outlets are, especially those in the group of news agencies and Internet media make references to this or that foreign media outlet, predominantly mentioning their names only. For example, when the local outlet says this is reported/written/mentioned and so on by this or that agency or media outlet, the audience may identify with RIA Novosti, BBC, AP or Euronews, knowing which foreign outlet is meant. But this does not hold true for Egyptian, South Korean and even European not quite famous media outlets, when only the names are mentioned. In this case the massive audience of the outlet that does not specialize in international topics identifies the name heard or read as a certain media outlet in a foreign country.

GENERAL CONCLUSIONS

- **Three types (offline, mixed and online) of media outlets operate in Armenia.**

a) **From among the offline media** (print media, radio, TV) the websites of the majority of radio and TV companies are the duplication of their air time. There were only a few of the republican newspapers (*The Iravunq, The Irates de Facto, The Chorrod Ishkhanutyun, The Golos Armenii*) we could group with the offline media, since their websites continue to only reflect the content of the print issues.

b) **Media of mixed type**, the offline issues of which are content-wise different from their websites, mainly due to the multimedia materials and the constantly updated text-format newsfeed (*Aravot, 168 Zham, Haykakan Zhamanak, Hraparak, Zhoghovurd*). We have mixed types of media also among the TV (*GALA TV*) and radio companies (*Lratvakan Radio*). Most mixed type media are presented on the Internet with their offline brand. But the websites of all of them live their own separate lives and have all the characteristic features of online media.

c) **Online media** (7or.am, Zham.am, Hetq.am, Ilur.am, Yerkir.am and so on), that operate only on the Internet.

- **Today there is a need for new definitions of the types of the Armenian Internet media, a necessity to hold expert discussion and to find the common denominator in this issue.** The definitions in use either fully fail to describe all the characteristic features of the media outlets, or do not have the messages they had in the previous periods. For example, an electronic media outlet used to denote TV or radio. Now, an electronic media outlet may also mean an Internet media outlet, yet nothing more than that. Whereas now Internet media are so diverse by their functions that they themselves need differentiation and specific definitions. Besides, the presence of any media outlet on the Internet also makes it an Internet media outlet. For example, it is not at all sufficient to provide the definition of *the Internet websites of the Aravot and Iravunq newspapers* to the Internet space of the newspapers issued in print, since these are now essentially different media outlets (*Aravot* is an online media outlet on the Internet, whereas *Iravunq* is the duplication of the print editions).

- **The possibilities of the Armenian media to get international information (cooperation with foreign media, correspondents in other countries, staff specialized in the international themes and so on) are generally limited.** Even these media outlets (1/3 of the 40) that have their own correspondents in 3 – 5 foreign countries, mention that the main sources of their news on international topics are the various official and foreign media websites. In other words we could state that the sources of information on international topics are the same for the Armenian media and ordinary users. The special releases sent out for the media are 4% of all the sources on international themes.

• **Regardless of these, the total volume of materials on foreign countries and international organizations occupies quite a large portion of the daily product of the Armenian media.** There are only a few media outlets the larger share of whose production is on domestic happenings in Armenia. A part of their materials on international topics is related to Armenia since it describes the relations of the RA with foreign countries and organizations (*Aravot.am, A1plus.am, Civilnet.am*). In all the remaining media the materials of that kind make up 1/3 – 2/3 part of the total production of the media outlet. We can surely state that these media outlets frequently achieve high productivity (in terms of the number of materials issued daily) due to the materials on international topics.

• **Materials on international topics are written mainly on the occasions of certain events, and they are usually incorporated into the daily newsfeed.** The larger share of this information is issued in the genre of news report (85% is news report, 15% is constituting by all the remaining genres), regardless of the type of the media outlet meant – a news agency or TV news broadcast or a more diversely formatted online media outlet.

• **The geography of materials on international topics is impressively solid.** There are media outlets which in the course of one month referred to over half or about half of the approximately 200 countries in the world (materials on 113 different countries in *News.am*, 86 in *Aremenpress.am*, 84 in *Lragir.am*, 64 in the newscast of H1 and so on), including references to exotic countries for the Armenian audiences and reality such as Uganda, Chad, and Guinea Bissau and so on.

• **If we put aside the happenings outside the borders of Armenia in the period of this study, which impacted on the ratings of the countries, the major trend was the larger number of references to the relations between Armenia and Iran than those to the relations with any other countries, except the stories and story lines devoted to the relations between Armenia and Russia and Armenia and Azerbaijan.** In the remaining cases the proportionality in the materials on foreign countries was as follows: Russia occupies the first position by the number of references, at that the materials with events unrelated to Armenia, or on the relations between Armenia and the Russian Federation are proportional. The USA was covered due to its so-called Armenian agenda rather than the label of its relations with the RA. In the case of Azerbaijan, the number of materials on the relations of this country with Armenia outnumbered the materials on Azerbaijan's domestic and foreign policy events. However, it should be mentioned that there was an increase in the interest in the domestic happenings in this country as compared to the previous stages. The Armenian media covered Turkey focusing more on the domestic Turkish issues than on the Armenian and Turkish relations which, in the case of their absence is an explicable phenomenon. In the case of Ukraine, there was more frequent coverage of the Ukrainian crisis, rather than that of the relations between Armenia and Ukraine. The Internet media outlets and news agencies in Armenia allocated more space to the Armenian and Ukrainian issues and relations than radio and TV. There were especially few

materials on the CSTO and EEU member countries with the exception of Russia. Georgia was in the top ten of the most frequently covered countries mainly due to the reports on the flood and its consequences in the period of the study. Another member state of the EU Eastern Partnership, Moldova, appeared in the Armenian media outlets on a few occasions.

- **The number of international organizations that received coverage is again significant.** The EU, OSCE, PACE and NATO received most coverage. The EU received coverage mainly in relation to its non - Armenian portfolio. The OSCE received almost equal coverage in terms of its relations with the RA (mainly on the themes of the Karabakh settlement) and regarding its activities unrelated with Armenia.

- **Approximately 1/3 of materials on international topics is own production.** At that we also considered the cases when the material did not have any references to any foreign media or other sources, had no proof of being the own material and was issued without any sign of where it belonged. 57% of sources of the materials were from foreign media. Besides, the preferences for using these or those concrete sources varied in different media outlets. However, the information sources of the Russian Federation, the USA and Great Britain prevailed in most outlets.

APPENDIX 1

Table 1. The list of media outlets under study

TV companies	
1.	Armenia (Armeniatv.am)
2.	Armnews (Armnews.am)
3.	Ar (https://www.facebook.com/azdarar?fref=ts)
4.	ATV(ATV.am)
5.	Gala(Galatv.am)
6.	H1 (1tv.am)
7.	H2 (H2.am)
8.	H3(H3tv.am)
9.	Kentron (Kentrontv.am)
10.	Shant (Shanttv.am)
11.	Yerkir media (Yerkirmedia.am)
Radio companies	
12.	Public Radio (Armradio.am)
13.	Lratvakan Radio (Lratvakan.am)
14.	Radio Van (Radiovan.fm)
News agencies	
15	Armenpress (Armenpress.am)
16	Arka (Arka.am)
17	Arminfo (Arminfo.am)
18	Mediamax (Mediamax.am)
19	Novosti-Armenia (Newsarmenia.am)
20	NoyanTapan (NT.am)

Print and online media outlets

21 1in.am

22 168.am

23 7or.am

24 A1plus.am

25 Araratnews.am

26 Aravot.am

27 Armlur.am

28 Armtimes.com

29 Asekose.am

30 Aysor.am

31 Chi.am

32 Civilnet.am

33 Epress.am

34 Golosarmenii.am

35 Hetq.am

36 Hraparak.am

37 Ilur.am

38 Irates.am

39 Iravunq.com

40 Lragir.am

41 Lurer.com

42 News.am

43 NT.am

44 Panarmenian.net

45 Panorama.am

46 Pastinfo.am

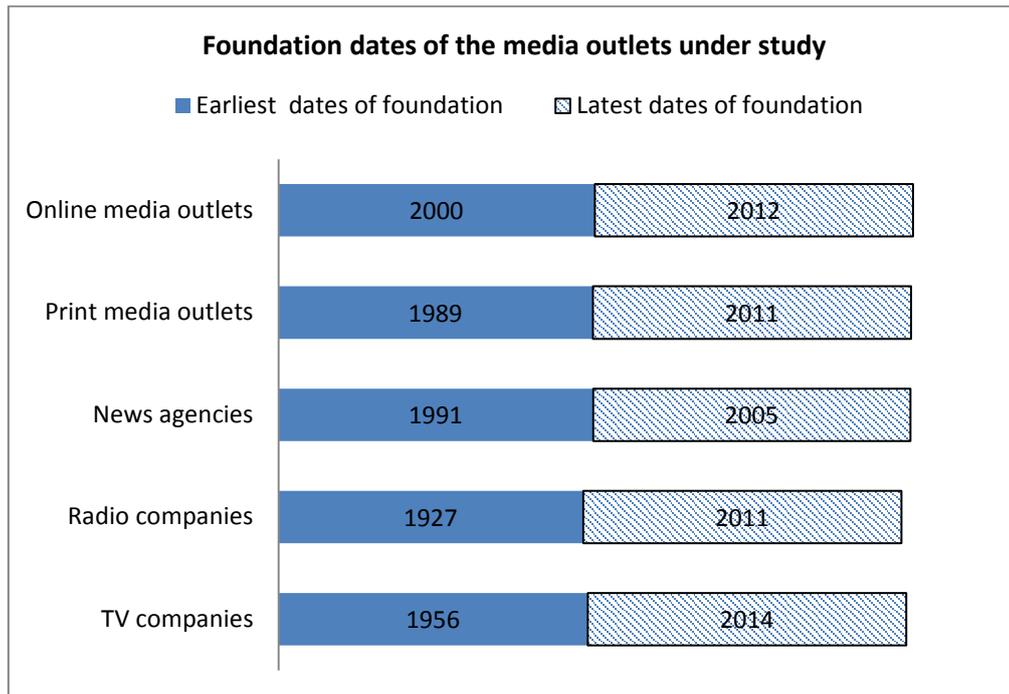
47 Replik.am

48 Slaq.am

49 Tert.am

50 Zham.am

Graphics 2. Performance dates



Graphics 3. Availability of data on media outlets on their websites

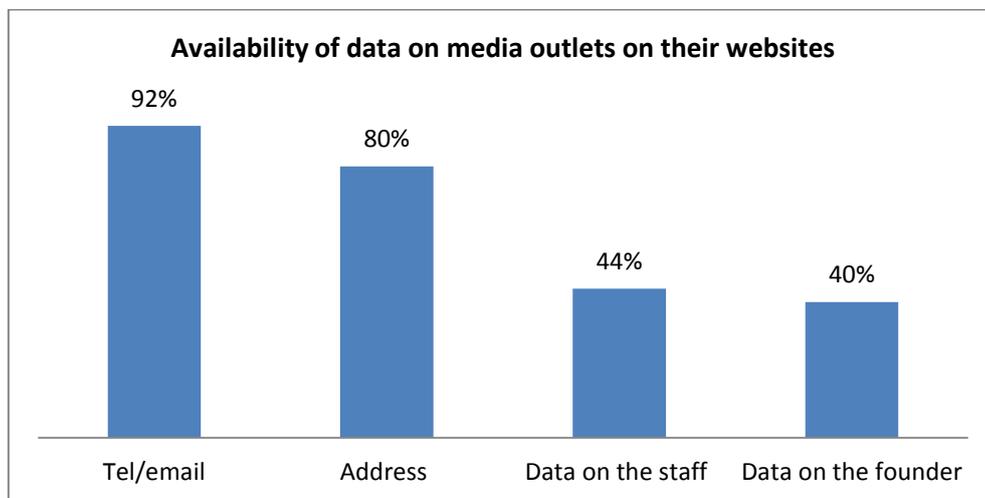


Table 4. Languages content is disseminated on the Internet

Media outlets by the number of languages of dissemination	Number of media outlets	%
Monolingual	17 (Armenian only - 15, Russian only -2)	34%
Bilingual	8 (Armenian and Russian - 6, Armenian and English -2)	16%
Trilingual	23 (Armenian, English, Russian)	46%
Quadrilingual	2(Armenian, English, Russian, Turkish – 1, (Armenian, English, Russian, French -1)	4%
Number of media outlets	50	100%

Table 5. Definition of the types of print media websites and Internet media outlets (the data have been received via surveys and monitoring of information available on the websites)

Types of media outlets	Media outlets, also in print format	Internet media outlets	Total
Electronic/online version of a newspaper	Chorrord Ishkhanutyun (Fourth Power) , GolosArmenii (Voice of Armenia), Iravunk (Law), Zhoghovurd (People)		4
Internet website	168.am, Hraparak.am, Aravot.am,	Replik.am	4
Electronic media outlet	Haykakan		1

	Zhamanak (Armenian Time)		
Website		7or.am, Lragir.am, Tert.am	3
An analytical Internet media outlet		Ilur.am	1
An analytical political website	Irates.am		1
An analytical and news website		lin.am	1
An analytical news agency		News.am	1
An analytical news Internet agency		Panarmenian.net	1
An electronic website		Epress.am	1
An electronic multimedia news website		Lurer.com	1
An Internet news website		Panorama.am Yerkir.am	2
News website		Asekose.am, Aysor.am Zham.am	3
Information platform		Pastinfo.am	1
Internet newspaper		Hetq.am	1
Internet TV		Civilnet.am A1Plus Araratnews Slaq.am	4
Total	9	21	30

The International News Department Staff
(Number of respondent media outlets 40)

Media outlets	Maximum and minimum number of staff members, dealing with international news	% Of the whole creative staff
TV companies	2-9 employees	13-20%
Radio companies	2-5 employees	14-100%
News agencies	2-12 employees	17-40%
Print media	1-6employees	8 – 12%
Internet media outlets	1-10employees	20-59%

APPENDIX2

Frequency of coverage of international topics in the media outlets under study

(June 1-30, 2015)

Table 1

News Agencies and Internet Media Outlets	Maximum number of international news stories per day	Total number of all news stories of the day	Minimum number of international news stories per day	Total number of all news stories of the day
News.am	160 (63%)	255 (100%)	46 (42%)	109 (100%)
1in.am	124 (47%)	265 (100%)	49 (31%)	157 (100%)
Armenpress.am	106 (69%)	154 (100%)	7(27%)	26 (100%)
168.am	62 (48%)	129 (100%)	9 (21%)	42 (100%)
Panorama.am	51 (45%)	114 (100%)	0 (0%)	33 (100%)

Lragir.am	49 (64%)	77 (100%)	4 (9%)	43 (100%)
Aravot.am	41(29%)	140 (100%)	1 (1%)	69 (100%)
Newsarmenia.am	36(80%)	45 (100%)	0 (0%)	1 (100%)
A1plus.am	22 (34%)	65 (100%)	0(0%)	8 (100%)
Civilnet.am	9 (60%)	15 (100%)	0(0%)	10 (100%)

Table 2

Radio and TV Companies	Maximum number of international news stories per day	Percentage of all stories of the day %	Minimum number of international news stories per day	Percentage of all stories of the day %
H1	21 (70%)	30 (100%)	5 (50%)	10 (100%)
H3	14 (93%)	15 (100%)	3 (38%)	8 (100%)
Kentron	12 (57%)	21 (100%)	2 (18%)	11 (100%)
Shant	10 (63%)	16 (100%)	1 (7%)	14 (100%)
Public Radio	9 (53%)	17 (100%)	0 (0%)	1 (100%)

Table 3

News Agencies and Internet Media Outlets	Total number of materials	Number of materials on international issues	%
1in.am	7205	2913	40%
News.am	6735	3428	51%
Armenpress.am	3427	1865	54%
168.am	3316	1038	31%
Lragir.am	1726	826	48%
Panorama.am	2766	822	30%
Newsarmenia.am	913	574	63%
Aravot.am	2933	539	18%
A1plus.am	1607	292	18%
Civilnet.am	342	100	29%

Table 4

Radio and TV Companies	Total number of materials	Number of materials on international issues	%
H1	549	347	63%
H3	439	290	66%
Kentron	447	160	36%
Shant	368	155	42%
Public Radio	263	135	51%

Table 5. The Genres of International News Stories

News Agencies and Internet Media Outlets	Interview/ RA representatives	Interview/ Foreign representatives	News	Statement/ Release	Analysis/ Commentary	Total
Newsarmenia.am	15	3	536	10	10	574
	3%	1%	93%	2%	2%	100%
Armenpress.am	41	14	1678	106	26	1865
	2%	1%	90%	6%	1%	100%
A1plus.am	44	7	194	22	25	292
	15%	2%	66%	8%	9%	100%
Civilnet.am	7	2	75	11	5	100
	7%	2%	76%	11%	5%	100%
News.am	109	154	2980	97	88	3428
	3%	5%	87%	3%	3%	100%
1in.am	24	25	2736	102	26	2913

	1%	1%	94%	4%	1%	100%
Panorama.am	19	8	615	54	126	822
	2%	1%	75%	7%	15%	100%
168.am	29	63	862	44	40	1038
	3%	6%	83%	4%	4%	100%
Aravot.am	52	42	360	31	54	539
	10%	8%	67%	6%	10%	100%
Lragir.am	35	6	611	17	157	826
	4%	1%	74%	2%	19%	100%
Total	375	324	10643	494	557	12397
	3%	3%	86%	4%	5%	100%

Table 6

Radio and TV Companies	Interview/ RA representatives	Interview/ Foreign representatives	News	Statement/ Release	Analysis/ Commentary	Total
H1	2	1	333	1	21	3
	1%	0%	93%	0%	6%	100%
H3	36	61	519	16	18	650
	6%	9%	80%	3%	3%	100%
Shant	25	3	152	6	28	214
	12%	1%	71%	3%	13%	100%
Kentron	4	3	193	12	8	220
	2%	1%	88%	6%	4%	100%
Public Radio	0	0	151	2	0	153
	0%	0%	99%	1%	0%	100%
Total	67	68	1348	37	75	1595
	4%	4%	85%	2%	5%	100%

Table 7. Rating of International News Themes

Description Themes	Number of Descriptions
1 Foreign affairs	2482 (17%)
2 Sport	2190 (15%)
3 Economy	1497 (10%)
4 Army/Security	1292 (9%)
5 Domestic Affairs	1226 (8%)
6 Law-Enforcement/Judicial Matters	862 (6%)
7 Accidents	790 (5%)
8 Society/ Freedoms/Media	788(5%)
9 Entertainment	714(5%)
10 Karabakh Conflict	489(3%)
11 Diaspora	428(3%)
12 Culture	394(3%)
13 International Organizations	294(2%)
14 Healthcare	291(2%)
15 Science	191(1%)
16 Migration	136(1%)
17 Church	131(1%)
18 History	100(1%)
19 Education	89(1%)
20 Environmental Protection	83(1%)
21 Social Matters	57(0%)
Total	14524(100%)

Table 8. Geography of international news coverage and ratings of countries/international organizations in News Agencies and Internet Media Outlets

Foreign countries	As a foreign country	As an international organization	As relations between the RA and the foreign country	As relations between the RA and the international organization	Foreign countries without concrete reference	Relations between the RA and foreign countries without concrete reference	Total
1. Russia	1217(65%)	0	650(35%)	0	0	0	1867 (13%)
2. USA	1633 (90%)	0	178 (10%)	0	0	0	1811 (12%)
3. Azerbaijan	549 (46%)	0	648 (54%)	0	0	0	1197 (8%)
4. Turkey	720(85%)	0	127 (15%)	0	0	0	847 (6%)
5. Great Britain	610	0	39	0	0	0	649 (4%)
6. Georgia	486 (79%)	0	134 (21%)	0	0	0	619(4%)
7. Spain	462	0	4	0	0	0	466 (3%)
8. France	303	0	101	0	0	0	404(3%)
9. Germany	278	0	93	0	0	0	371(3%)
10. Ukraine	320(93%)	0	23 (7%)	0	0	0	343 (2%)
11. Iran	241 (69%)	0	109 (31%)	0	0	0	350(2%)
12. Italy	269	0	15	0	0	0	284(2%)
13. Greece	264	0	7	0	0	0	271(2%)
14. Syria	230	0	29	0	0	0	259(2%)
15. EU	0	207(73%)	0	78(27%)	0	0	285(2%)
16. NATO	0	118 (62%)	0	73(38%)	0	0	191 (1%)

17. China	158	0	34	0	0	0	192(1%)
18. Portugal	18	0	162	0	0	0	180(1%)
19. OSCE	0	90(48%)	0	96 (52%)	0	0	186(1%)
20. Japan	118	0	33	0	0	0	151(1%)
21. PACE	0	49 (36%)	0	88 (64%)	0	0	137(1%)
22. Czech Republic	15	0	112	0	0	0	127(1%)
23. Iraq	192	0	3	0	0	0	126(1%)
24. FIFA	0	110	0	9	0	0	119(1%)
25. South Korea	107	0	5	0	0	0	112(1%)
26. UNO	0	79	0	23	0	0	102(1%)
27. Belgium	68	0	27	0	0	0	95(1%)
28. India	74	0	5	0	0	0	79(1%)
29. EEU	0	25 (32%)	0	53 (68%)	0	0	78(1%)
30. Egypt	73	0	1	0	0	0	74(1%)
Other countries and international organizations							2550
Total	9697(67%)	1071(7%)	2894 (20%)	713 (5%)	125(1%)	22 (0%)	14522(100%)

Table 9. Geography of international news coverage and ratings of countries/international organizations in Radio and TV Companies

Foreign countries	As a foreign country	As an international organization	As relations between the RA and the foreign country	As relations between the RA and the international organization	Foreign countries without concrete reference	Relations between the RA and foreign countries without concrete reference	Total
1 Russia	116 (53%)	0	103 (47%)	0	0	0	219 (11%)
2 USA	179 (85%)	0	32(15%)	0	0	0	211(11%)
3 Azerbaijan	80 (43%)	0	104(57%)	0	0	0	184(10%)
4 Turkey	137(77%)	0	42 (23%)	0	0	0	179 (9%)
5 Georgia	81(72%)	0	32(28%)	1	0	0	114 (6%)
6 France	47	1	37	0	0	0	85 (4%)
7 Ukraine	52(98%)	0	1(2%)	0	0	0	53 (3%)
8 Great Britain	41	1	10	0	0	0	52(3%)
9 Syria	40	2	8	1	0	0	51(3%)
10 Greece	45	0	3	0	0	0	48 (2%)
11 Germany	27	0	18	0	0	0	45(2%)
12 Iran	32 (78%)	0	9(22%)	0	0	0	41(2%)
13 EU	0	28 (70%)	0	12(30%)	0	0	40(2%)
14 OSCE	0	10 (37%)	0	17(63%)	0	0	27(1%)
15 Italy	19	0	7	0	0	0	26(1%)
16 China	11	0	11	0	0	0	22(1%)
17 Spain	17	0	0	0	0	0	17(1%)
18 UNO	0	9	1	7	0	0	17(1%)
19 Argentina	10	0	6	0	0	0	16(1%)
20 Czech Republic	0	0	16	0	0	0	16(1%)

21 Norway	2	0	14	0	0	0	16(1%)
22 PACE	1	7	1	7	0	0	16(1%)
23 Belgium	13	0	2	0	0	0	15(1%)
24 Portugal	1	0	14	0	0	0	15(1%)
25 NATO	0	5 (38%)		8 (62%)	0	0	%)
26 CoE	1	6	0	6	0	0	13(1%)
27 Pakistan	12	0	0	0	0	0	12(1%)
28 ECHR	0	7	0	5	0	0	12(1%)
29 Vatican	10	0	1	0	0	0	11(1%)
30 FIFA	2	6	0	3	0	0	11(1%)
Other countries and international organizations							343(18%)
Total	1124	129	536	126	7	2	1924(100%)

Sources of international news stories

Table 10.

News Agencies and Internet Media Outlets	Own story	Other media outlet	Foreign media outlet	Statement/ Release	Official website	Social Network	0 reference	No concrete reference	Total
Newsarmenia.am	175 (7%)	40(10%)	242(3%)	7(1%)	99(13%)	24(8%)	8(1%)	4(4%)	599(5%)
Armenpress.am	552 (22%)	7(2%)	1178(16%)	227(47%)	43(6%)	58(19%)	2(0%)	71(73%)	2138(16%)
A1plus.am	114(4%)	10(2%)	26(0%)	31(6%)	8(1%)	11(4%)	107(11%)	1(1%)	308(2%)
Civilnet.am	48(2%)	4(1%)	27(0%)	7(1%)	18(2%)	4(1%)	0(0%)	0(0%)	108(1%)
News.am	640(25%)	31(8%)	2273(30%)	12(2%)	252(32%)	113(36%)	450(47%)	1(1%)	3772(29%)
1in.am	193(8%)	25(6%)	2364(31%)	97(20%)	111(14%)	33(11%)	81(8%)	0(0%)	2904(22%)
Panorama.am	245(10%)	19(5%)	453(6%)	6(1%)	76(10%)	23(7%)	0(0%)	6(6%)	828(6%)
168.am	101(4%)	44(11%)	629(8%)	19(4%)	30(4%)	29(9%)	178(18%)	12(12%)	1042(8%)
Aravot.am	150(6%)	56(14%)	86 (1%)	71(15%)	93(12%)	6(2%)	81(8%)	2(2%)	545(4%)
Lragir.am	327(13%)	171(42%)	231(3%)	11(2%)	46(6%)	9(3%)	56(6%)	0(0%)	851(6%)
Total	2545(100%)	407(100%)	7509 (100%)	488(100%)	776(100%)	310(100%)	963(100%)	97(100%)	13095(100%)

Table 11.

Radio and TV Companies	Own story	Other media outlet	Foreign media outlet	Statement/ Release	Official website	Social network	0 reference	No concrete reference	Total
H1	576 (29%)	1(6%)	23(12%)	1 (25%)	9 (38%)	0(0%)	126 (16%)	2(13%)	738(24%)
H3	769 (38%)	6(35%)	32(16%)	0 (0%)	5 (21%)	1(25%)	427(54%)	11(69%)	1251 (41%)
Shant	335 (17%)	0(0%)	24(12%)	0(0%)	2(8%)	0(0%)	76(10%)	1(6%)	438 (14%)
Kentron	271 (14%)	3(18%)	40(20%)	1(25%)	1(4%)	1(25%)	162(20%)	2(13%)	481(16%)
Public Radio	54(3%)	7(41%)	78(40%)	2 (50%)	7(29%)	2 (50%)	2(0%)	0(0%)	152(5%)
Total	2005(100%)	17(100%)	197(100%)	4(100%)	24(100%)	4(100%)	793(100%)	16(100%)	3060 (100%)

Rating of Countries the Media of Which Were Referred to by the Armenian Media

Table 12. News Agencies and Internet Media Outlets

Foreign Country	Newsarmenia.am	Foreign Country	Armenpress.am	Foreign Country	1in.am	Foreign Country	News.am	Foreign Country	Panorama.am
Russian Federation	181 75%	Russian Federation	487 41%	Russian Federation	727 31%	Russian Federation	1112 49%	Russian Federation	174 38%
USA	19 8%	Great Britain	181 15%	Great Britain	395 17%	Great Britain	284 12%	Great Britain	94 21%
Great Britain	14 6%	USA	144 12%	USA	375 16%	USA	256 11%	USA	33 7%
France	8 3%	Turkey	99 8%	Turkey	170 7%	Spain	85 4%	Spain	33 7%
Italy	5 2%	Azerbaijan	64 5%	Spain	159 7%	Turkey	56 2%	Iran	30 7%
Media outlets of other 14 countries	15 6%	Media outlets of other 32 countries and foreign media outlets with no concrete reference	203 17%	Media outlets of other 40 countries and foreign media outlets with no concrete reference	379 16%	Media outlets of other 54 countries	479 21%	Media outlets of other 16 countries and foreign media outlets with no concrete reference	89 20%
Total number of references to foreign media	242 100%	Total number of references to foreign media	1178 100%	Total number of references to foreign media	2364 100%	Total number of references to foreign media	2273 100%	Total number of references to foreign media	453 100%

Table 13.

Foreign Media Outlet	168.am	Foreign Media Outlet	Aravot.am	Foreign Media Outlet	Lragir.am	Foreign Media Outlet	Civilnet.am	Foreign Media Outlet	A1plus.am
Media outlets of Russian Federation	212 34%	Media outlets of Azerbaijan	23 27%	Media outlets of Russian Federation	53 23%	Media outlets of Turkey	8 30%	Media outlets of USA	18 69%
Media outlets of Great Britain	135 21%	Media outlets of USA	21 24%	Media outlets of Great Britain	52 23%	Media outlets of Great Britain	5 18.5%	Media outlets of Great Britain	4 15%
Media outlets of USA	62 10%	Media outlets of Russian Federation	16 19%	Media outlets of USA	36 16%	Media outlets of Georgia	5 18.5%	Media outlets of Russian Federation	1 4%
Media outlets of Georgia	48 8%	Media outlets of Turkey	12 14%	Media outlets of Turkey	19 8%	Media outlets of USA	4 15%	Media outlets of Turkey	1 4%
Media outlets of Azerbaijan	45 7%	Media outlets of Great Britain	6 7%	Media outlets of Azerbaijan	16 7%	Media outlets of Russian Federation	3 11%	Media outlets of Georgia	1 4%
Media outlets of other 27 countries	127 20%	Media outlets of other 5 countries and foreign media outlets with no concrete reference	8 9%	Media outlets of other 21 countries and foreign media outlets with no concrete reference	55 23%	Media outlets of other 2 countries	2 7%	Media outlets of other countries and foreign media outlets with no concrete reference	1 4%

Total number of references to foreign media outlets	629 100%	Total number of references to foreign media outlets	86 100%	Total number of references to foreign media outlets	231 100%	Total number of references to foreign media outlets	27 100%	Total number of references to foreign media outlets	26 100%
--	---------------------------	--	--------------------------	--	---------------------------	--	--------------------------	--	--------------------------

Table 14. Radio and TV Companies

Foreign Country	Kentron	Foreign Country	Public Radio	Foreign Country	H1	Foreign Country	H3	Foreign Country	Shant
Media outlets of Russian Federation	10 25 %	Russian Federation	39 50%	Turkey	6 26%	USA	8 25%	USA	5 21 %
Media outlets of Great Britain	8 20%	Turkey	10 13%	Great Britain	5 22%	Turkey	5 16%	Great Britain	5 21 %
Media outlets of Azerbaijan	4 10%	Georgia	7 9%	Georgia	4 17%	Great Britain	4 12%	Azerbaijan	3 12 %
Media outlets of Italy	6 15%	Great Britain	6 8%	Germany	3 13%	Azerbaijan	5 16%	Georgia	3 13 %
Media	1	USA	6	USA	3	Russian	2	Russian	2 references

outlets of Syria	3%		7%		13%	Federation Georgia Spain Italy Lebanon	references to each, 6% for each (Total-30%)	Federation EU(Euro news)	to each, 8% for each (Total-16%)
References to media outlets of 6 other countries	11 27 %	References to media outlets of 4 other countries	10 13%	References to media outlets of 1 other country	2 9%	References to media outlets of 1 other country	1 3%	References to media outlets of 3 other countries	4 17%
Total number of references to foreign media outlets	40 100%	Total number of references to foreign media outlets	78 100%	Total number of references to foreign media outlets	23 100%	Total number of references to foreign media outlets	32 100%	Total number of references to foreign media outlets	24 100%