



«POLITICAL NEWS MONITORING»

MAIN RESULTS

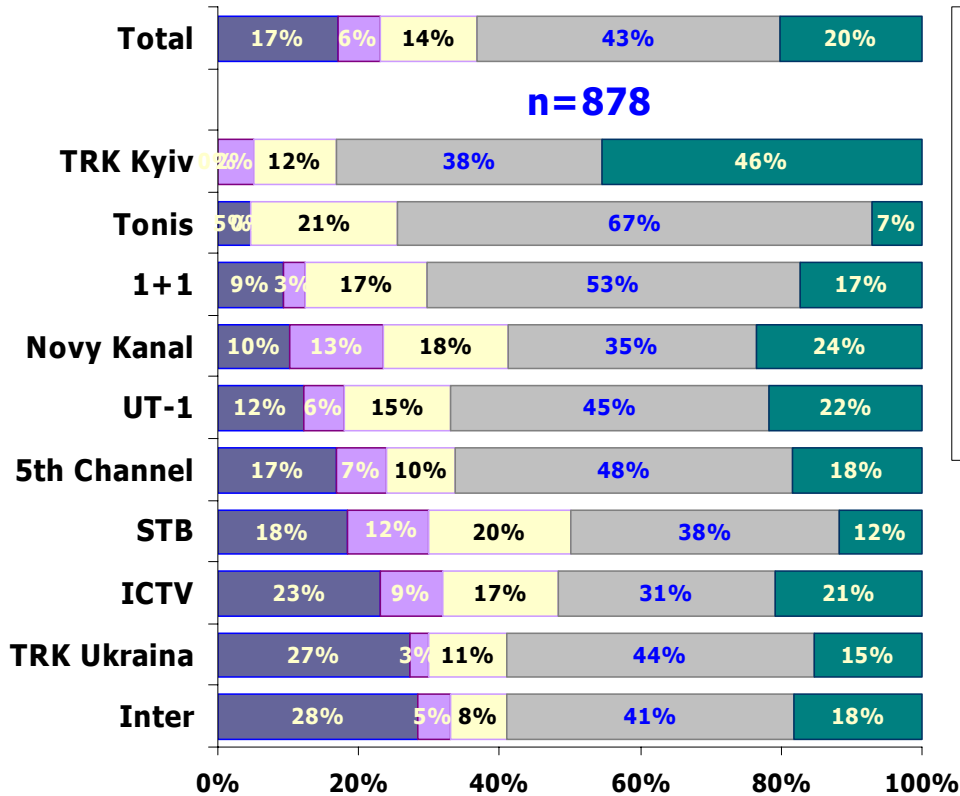
17

Academy of Ukrainian Press
Institute of Sociology of
the National Academy of Sciences of Ukraine

April 2005

INFORMATION FLOW

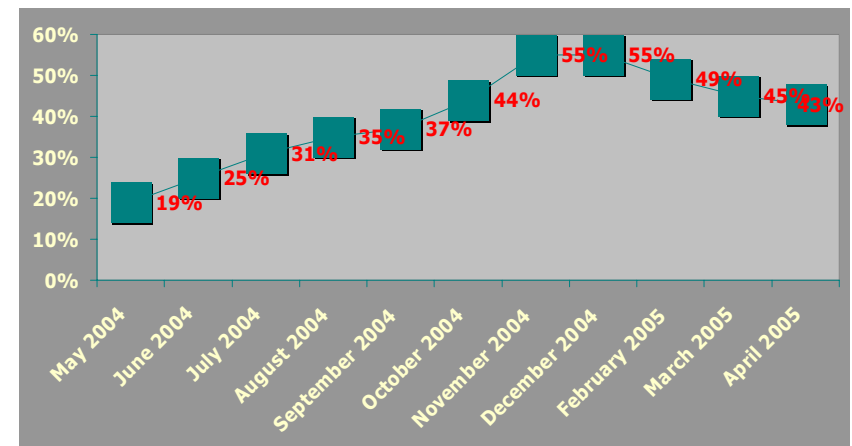
NEWS PROGRAMS 11-16 April 2005, prime-time



- International news, not concerning Ukraine
- International news, concerning Ukraine: not politics
- International news, concerning Ukraine: politics
- Political news in Ukraine
- All other news in Ukraine



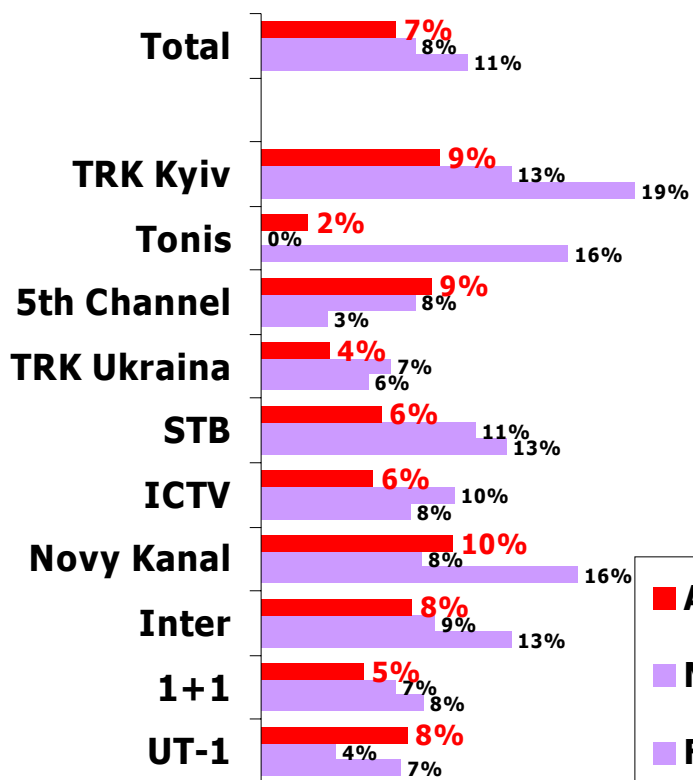
% of political news in Ukraine



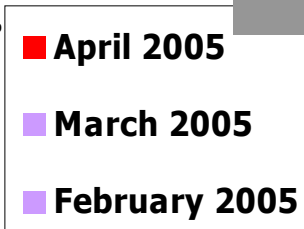
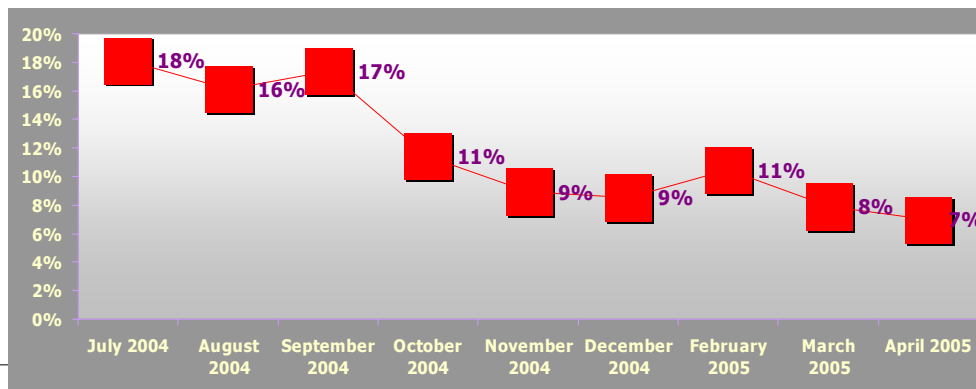
INFORMATION FLOW

NEWS PROGRAMS

February - April 2005, prime-time



News about Ukraine,
N February=733
N March =724
N April =729



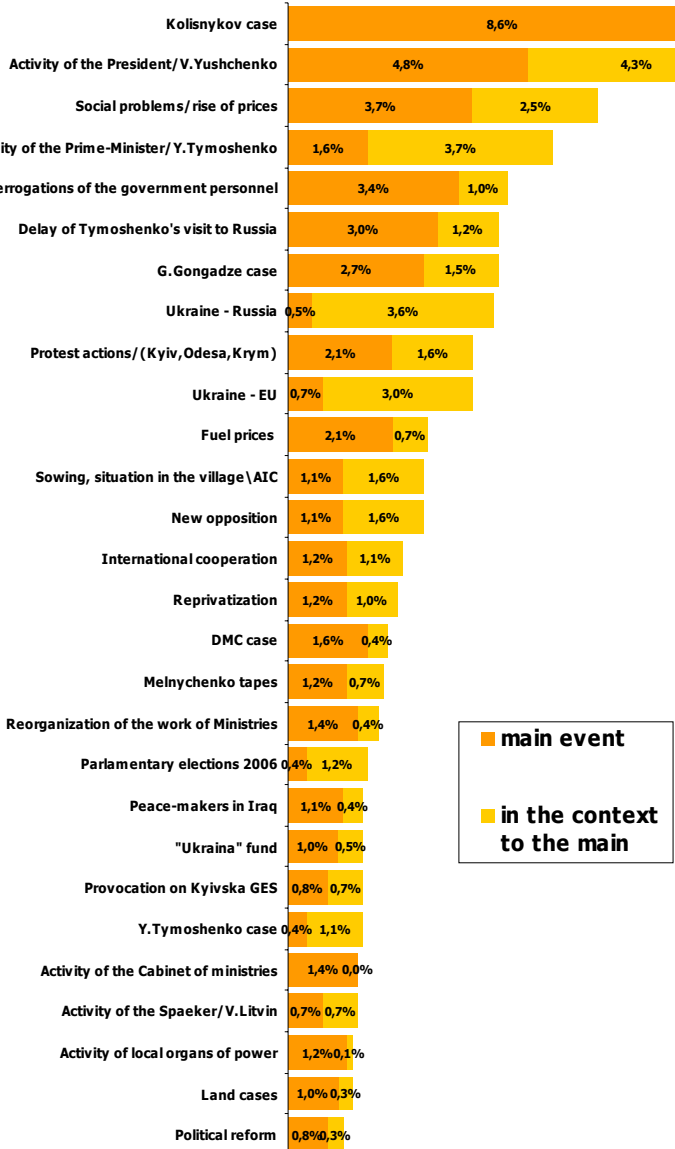
No source of information

POLITICAL EVENTS

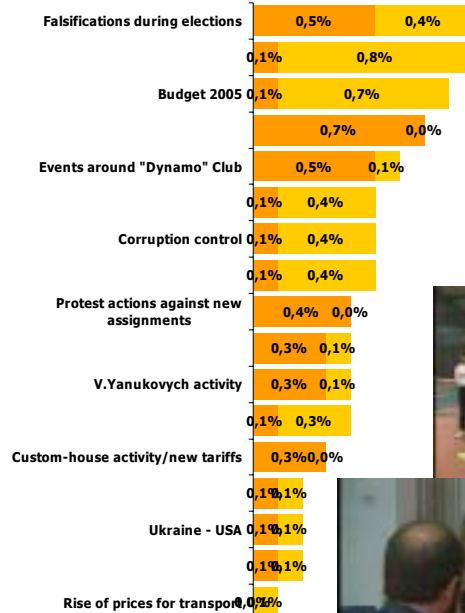
ATTENTION TO THE POLITICAL EVENTS IN NEWS April 2005, prime-time

News about Ukraine,
N April = 729

55% news
about Ukraine,
April 2005



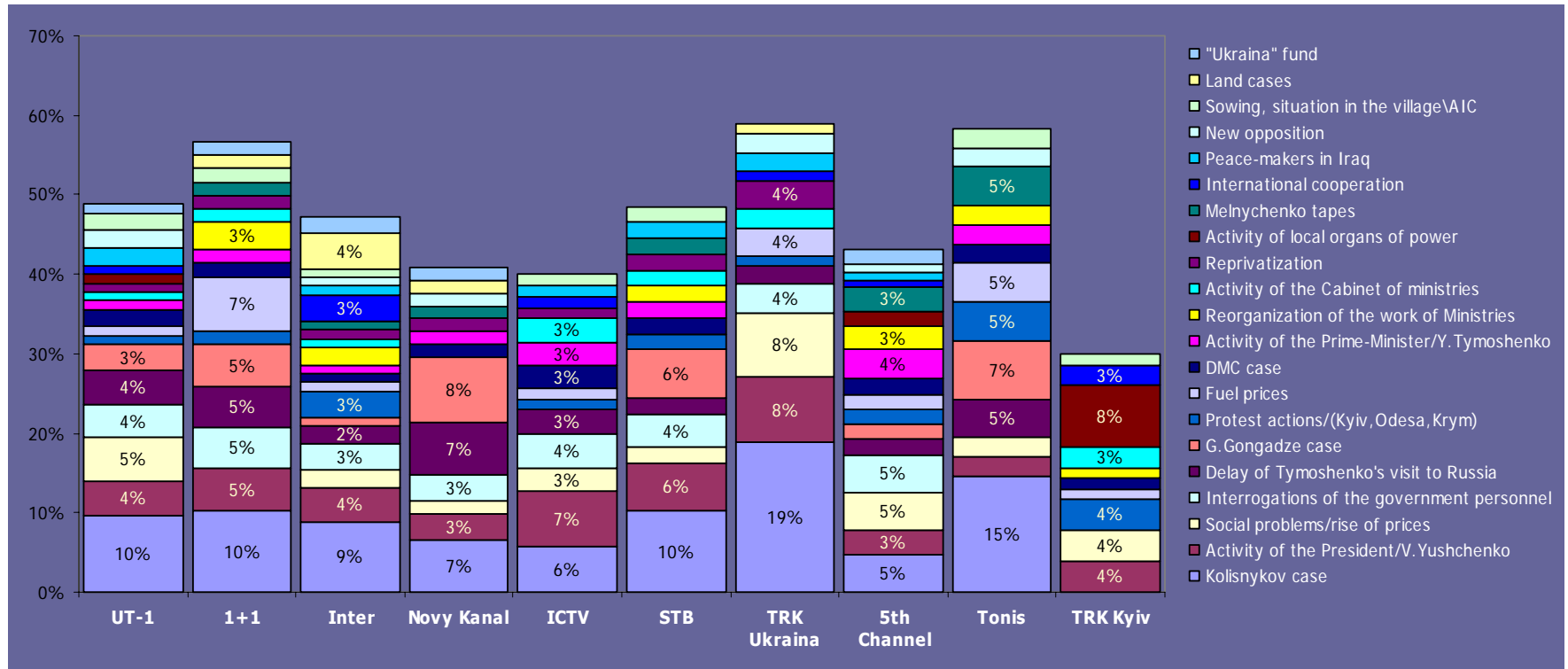
■ main event
■ in the context to the main



POLITICAL EVENTS

ATTENTION TO THE POLITICAL EVENTS IN NEWS

11 -16 April 2005, prime-time

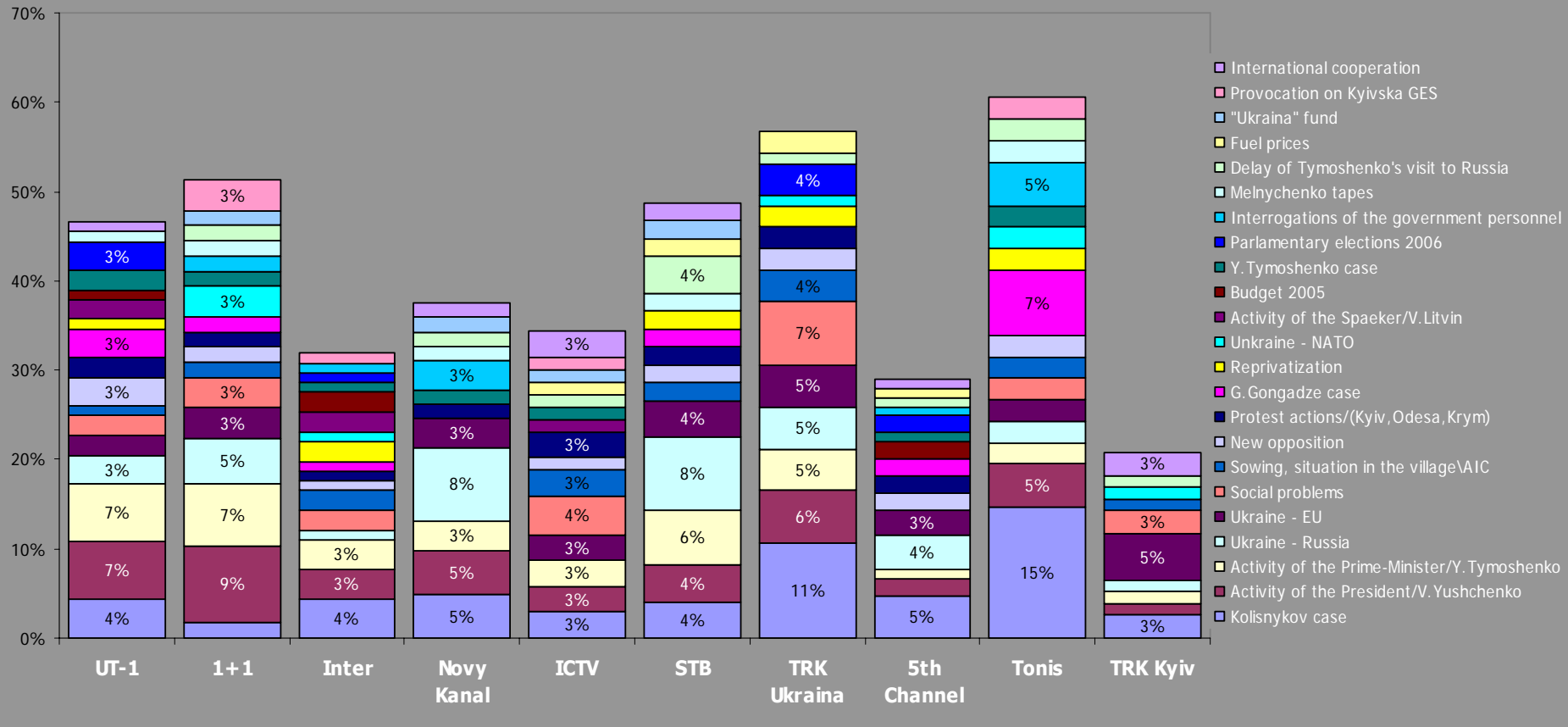


MAIN EVENT

News about Ukraine,
N April = 729

POLITICAL EVENTS

ATTENTION TO THE POLITICAL EVENTS IN NEWS 11-16 April 2005, prime-time



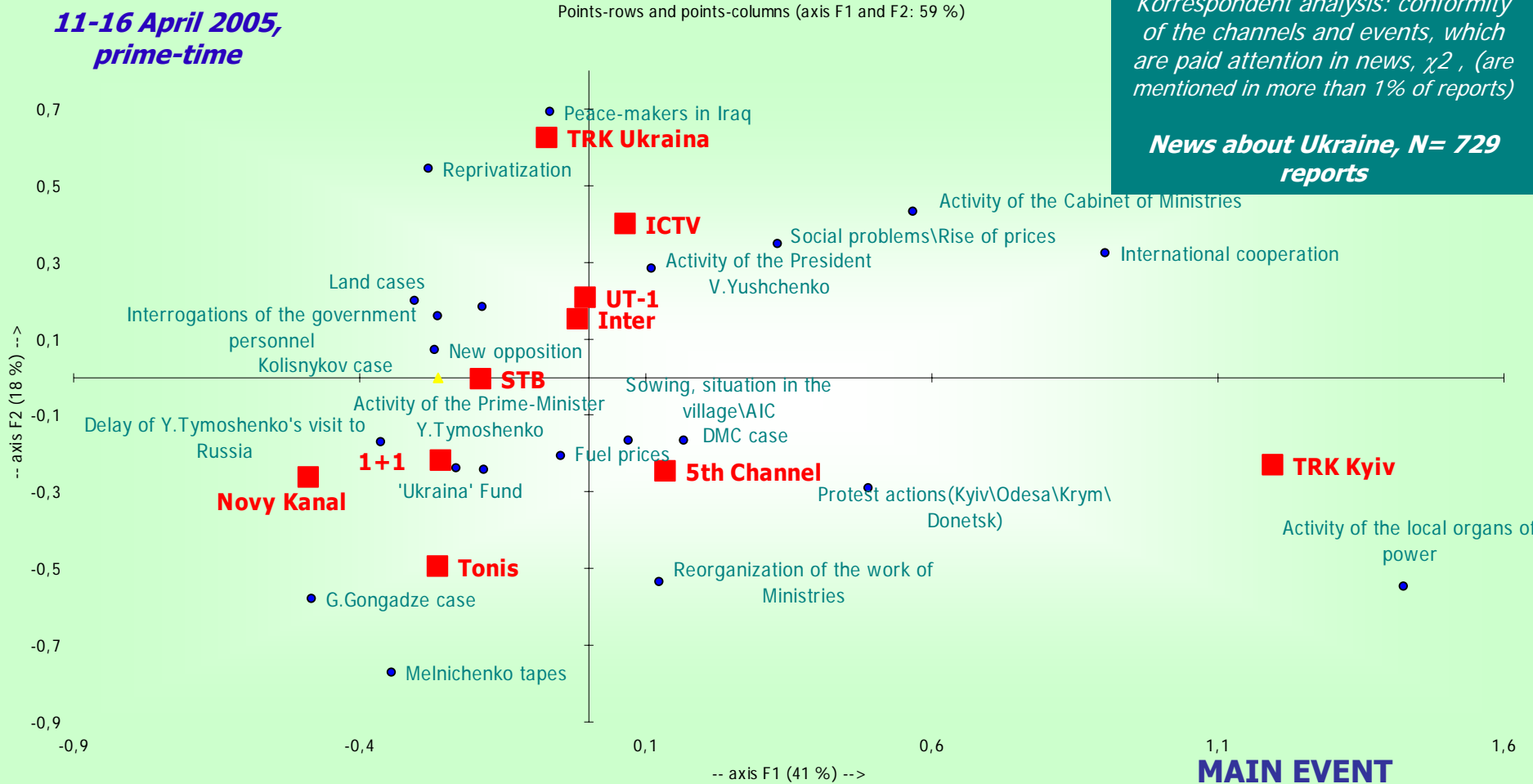
News about Ukraine,
N April = 729

IN THE CONTEXT TO THE MAIN EVENT

POLITICAL EVENTS

ATTENTION TO THE POLITICAL EVENTS IN NEWS

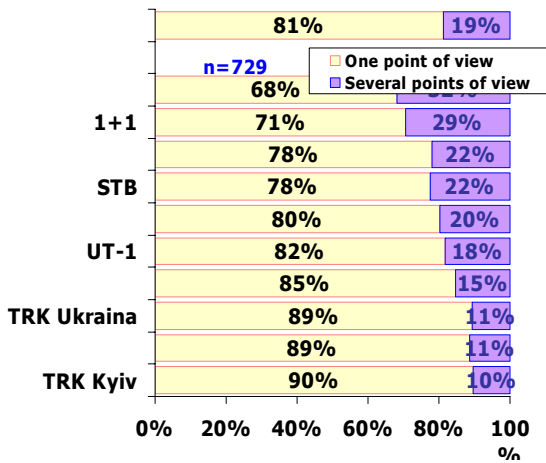
11-16 April 2005,
prime-time



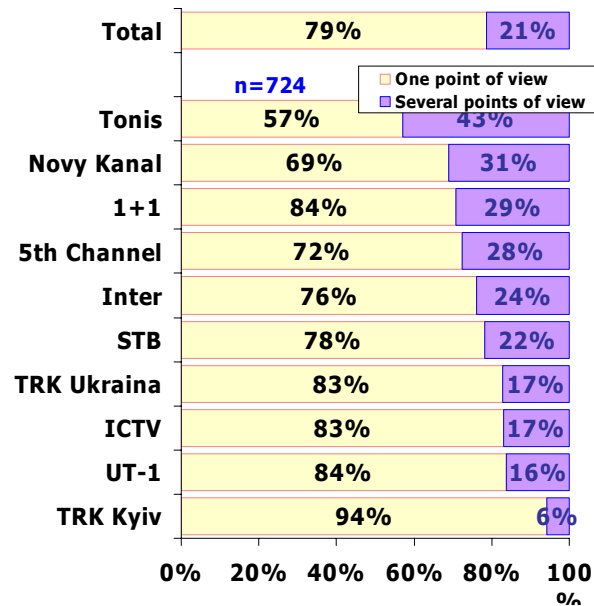
POLITICAL EVENTS

OPINION ON EVENTS IN UKRAINE

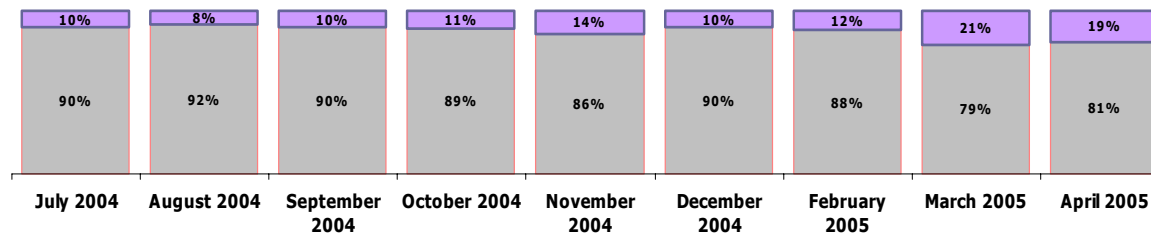
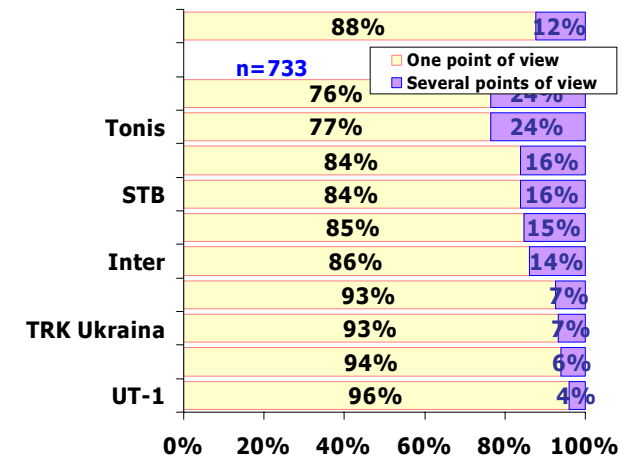
**April 2005,
prime-time**



**March 2005,
prime-time**



**February 2005,
prime-time**



**News about Ukraine,
N February=733
N March =724
N April =729**

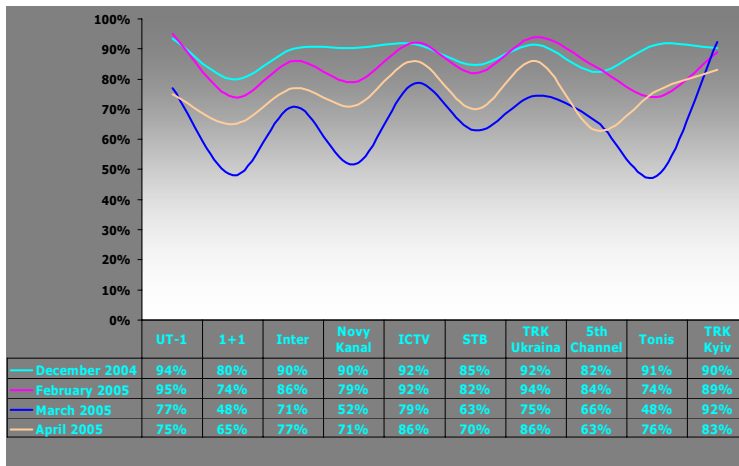
POLITICAL EVENTS

OPINION ON POLITICAL EVENTS

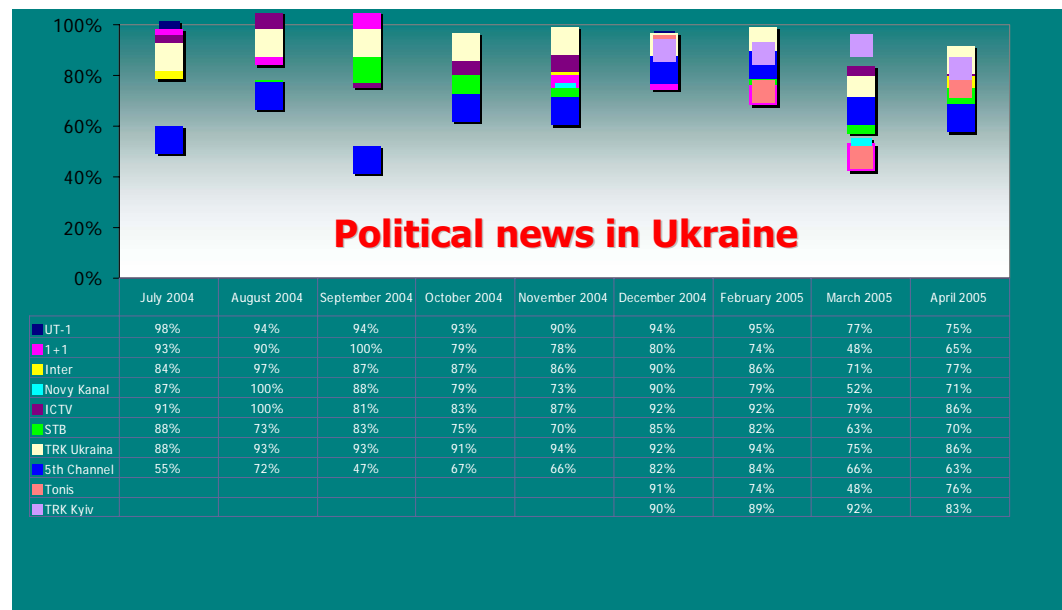
July 2004 – April 2005, prime-time

% of the reports with one point of view

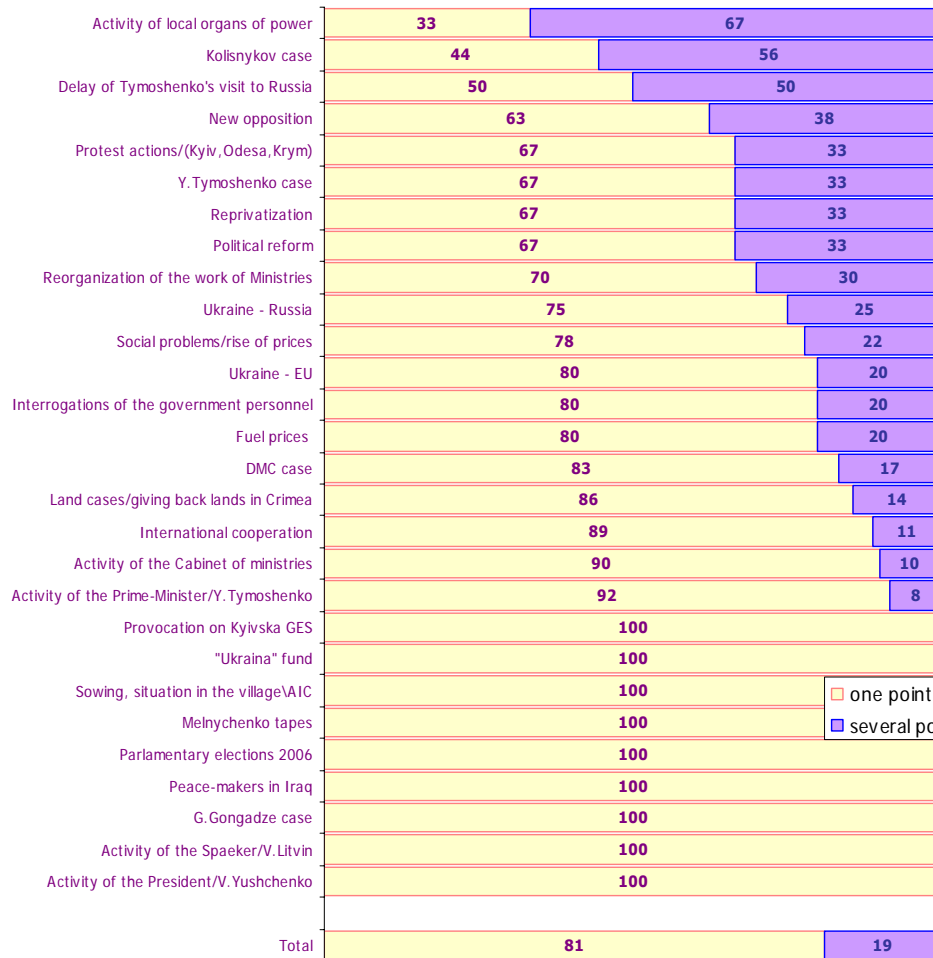
International political news, concerning Ukraine



Political news in Ukraine



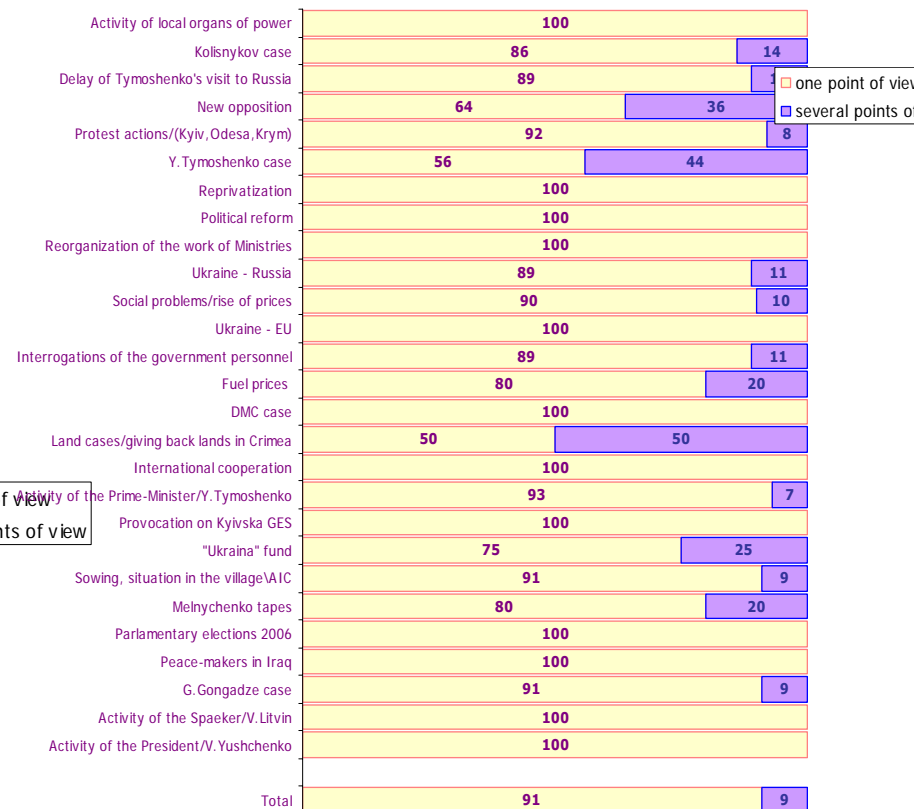
POLITICAL EVENTS



MAIN EVENT

OPINION ON POLITICAL EVENTS

11 -16 April 2005 , prime-time



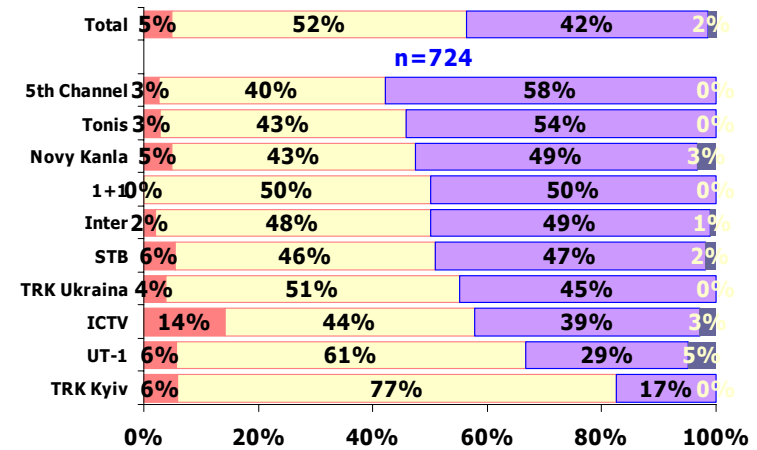
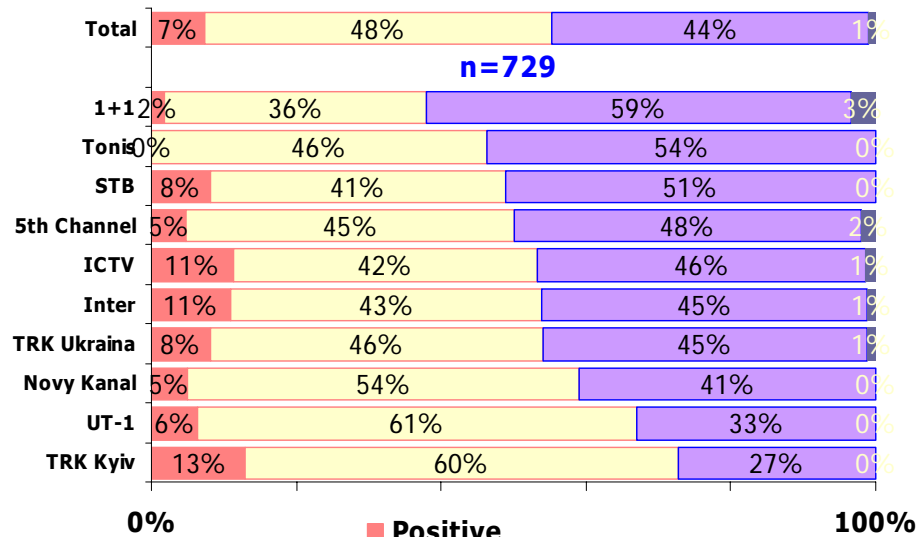
IN THE CONTEXT TO THE MAIN EVENT

POLITICAL EVENTS

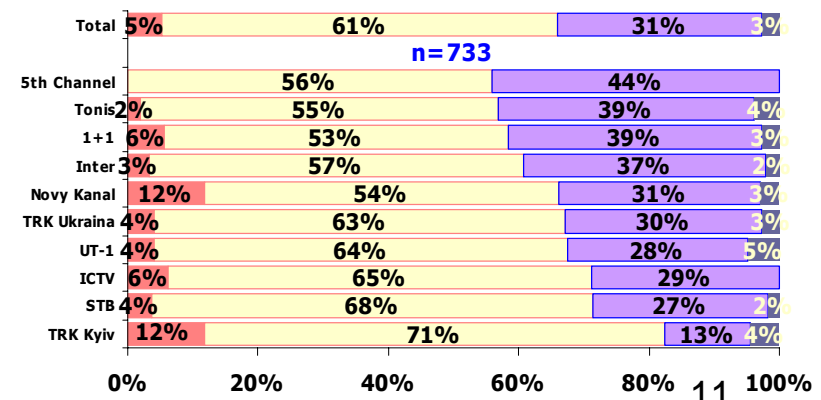
CONTEXT OF DISCUSSION OF EVENTS IN UKRAINE

*April 2005,
prime-time*

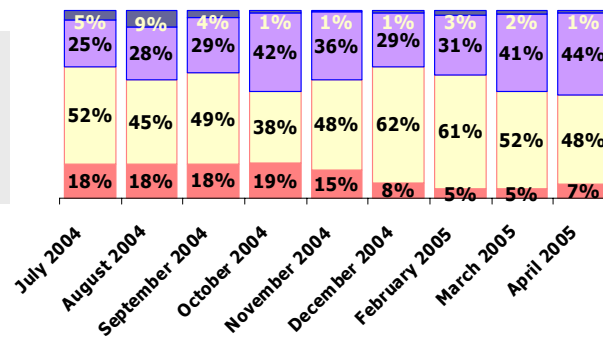
*March 2005,
prime-time*



*February 2005,
prime-time*

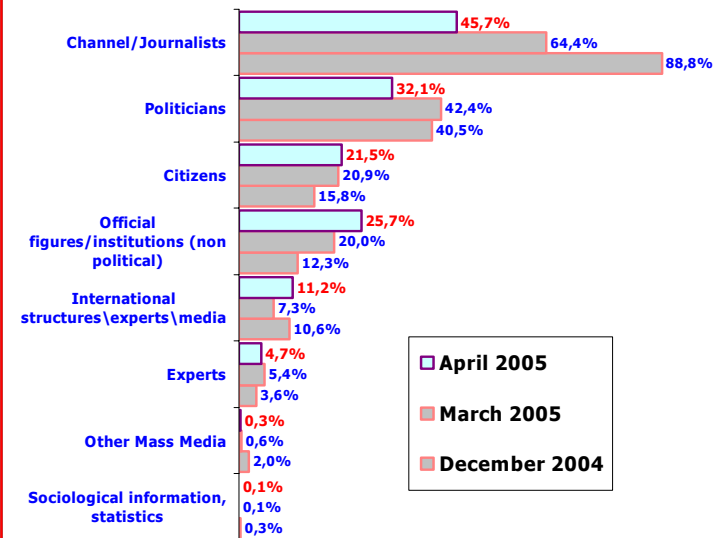
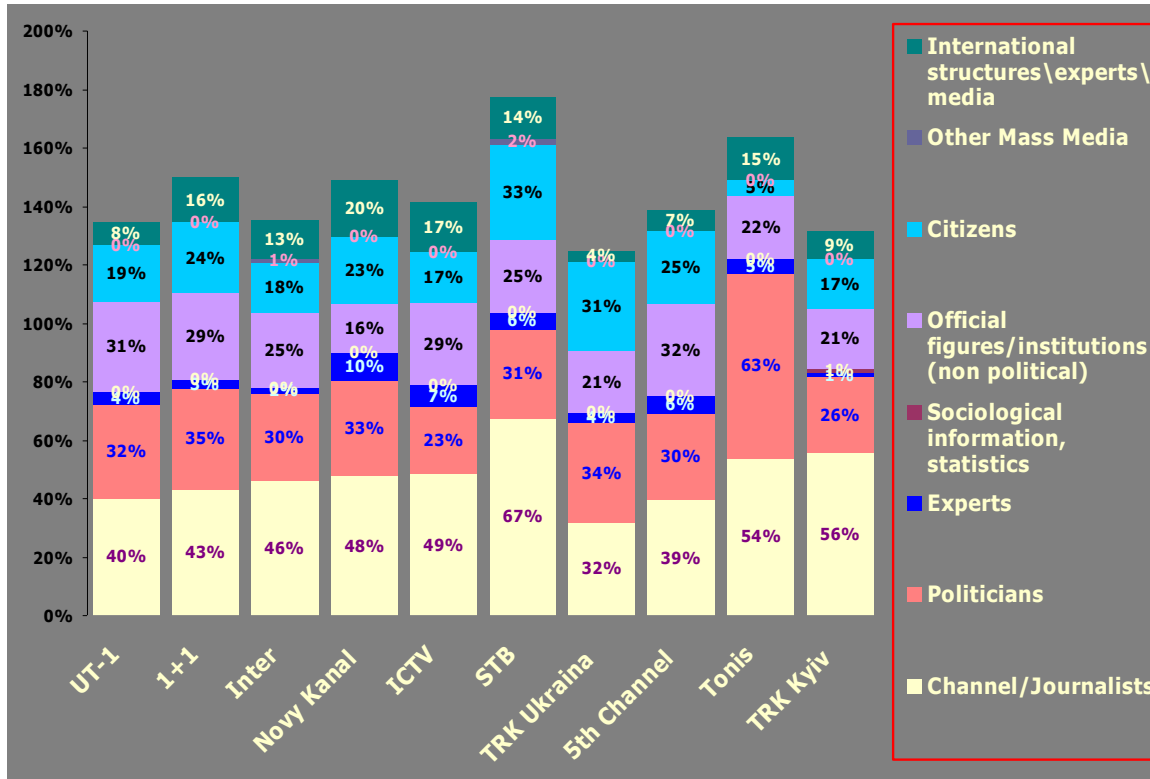


News about Ukraine,
N February=733
N March =724
N April =729



POLITICAL EVENTS

WHO APPRAISES/COMMENTS NEWS IN UKRAINE April 2005, prime-time

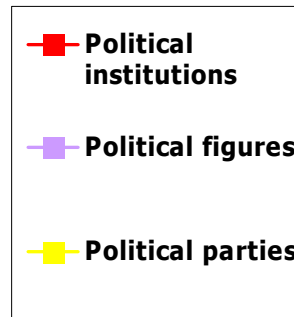
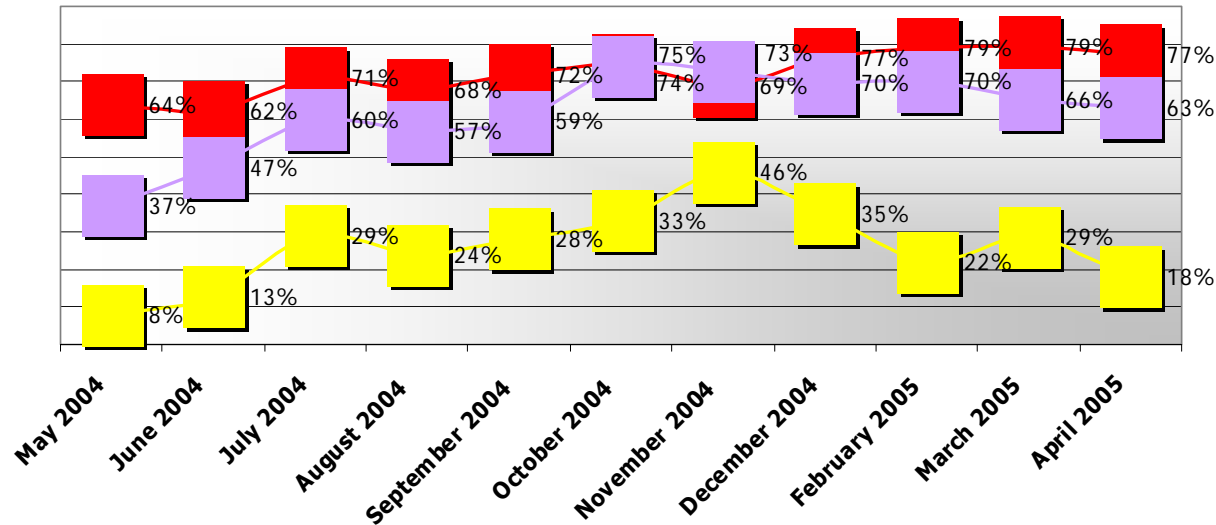


News about Ukraine,
N April = 729

POLITICAL PLAYERS

MAIN POLITICAL SUBJECTS

News about Ukraine



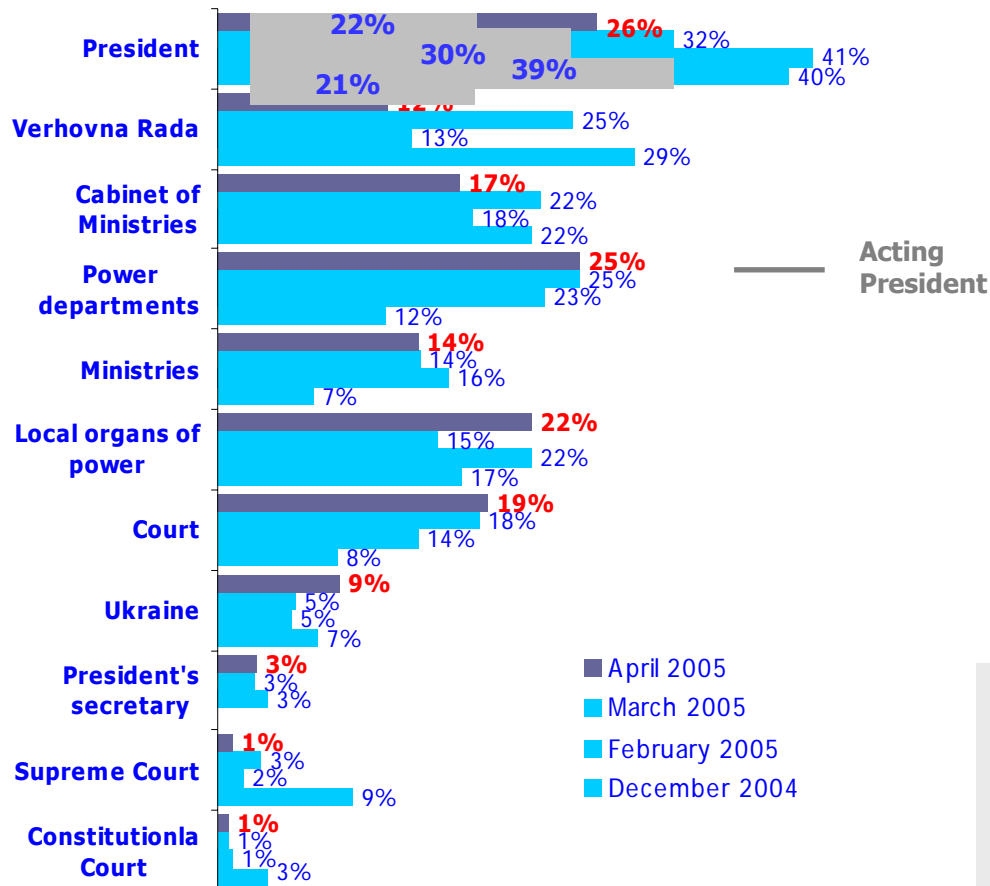
News about Ukraine, 2004

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- N September =559
- N October =568
- N November =539
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- 2005
- N February =733
- N March=724
- N April=729



POLITICAL PLAYERS

ATTENTION TO THE POLITICAL INSTITUTES



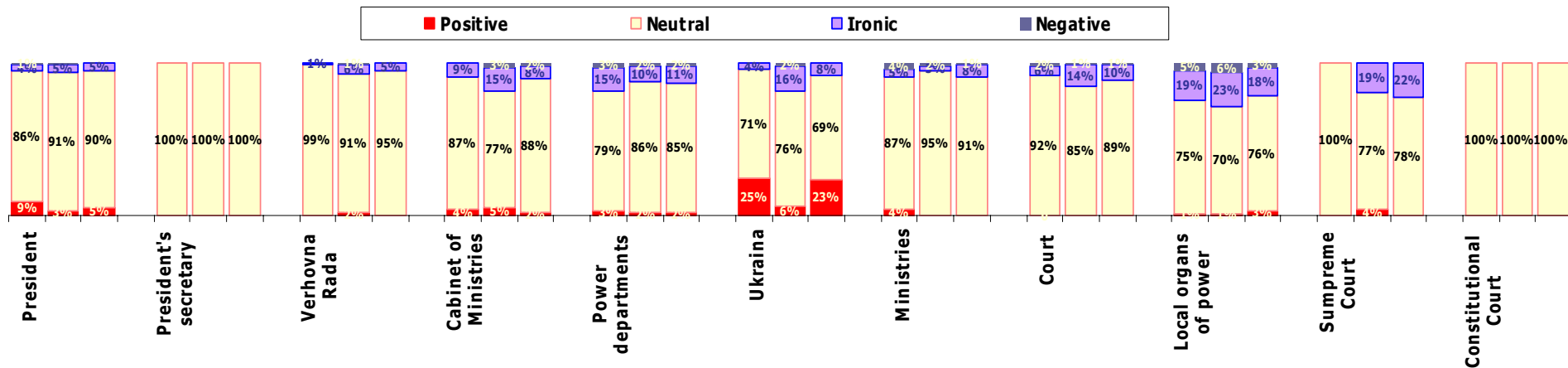
December 2004 – April 2005, prime-time

News about Ukraine,
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N February = 733
N March = 724
N April = 729

POLITICAL PLAYERS

APPRAISAL OF POLITICAL INSTITUTES

February - April 2005



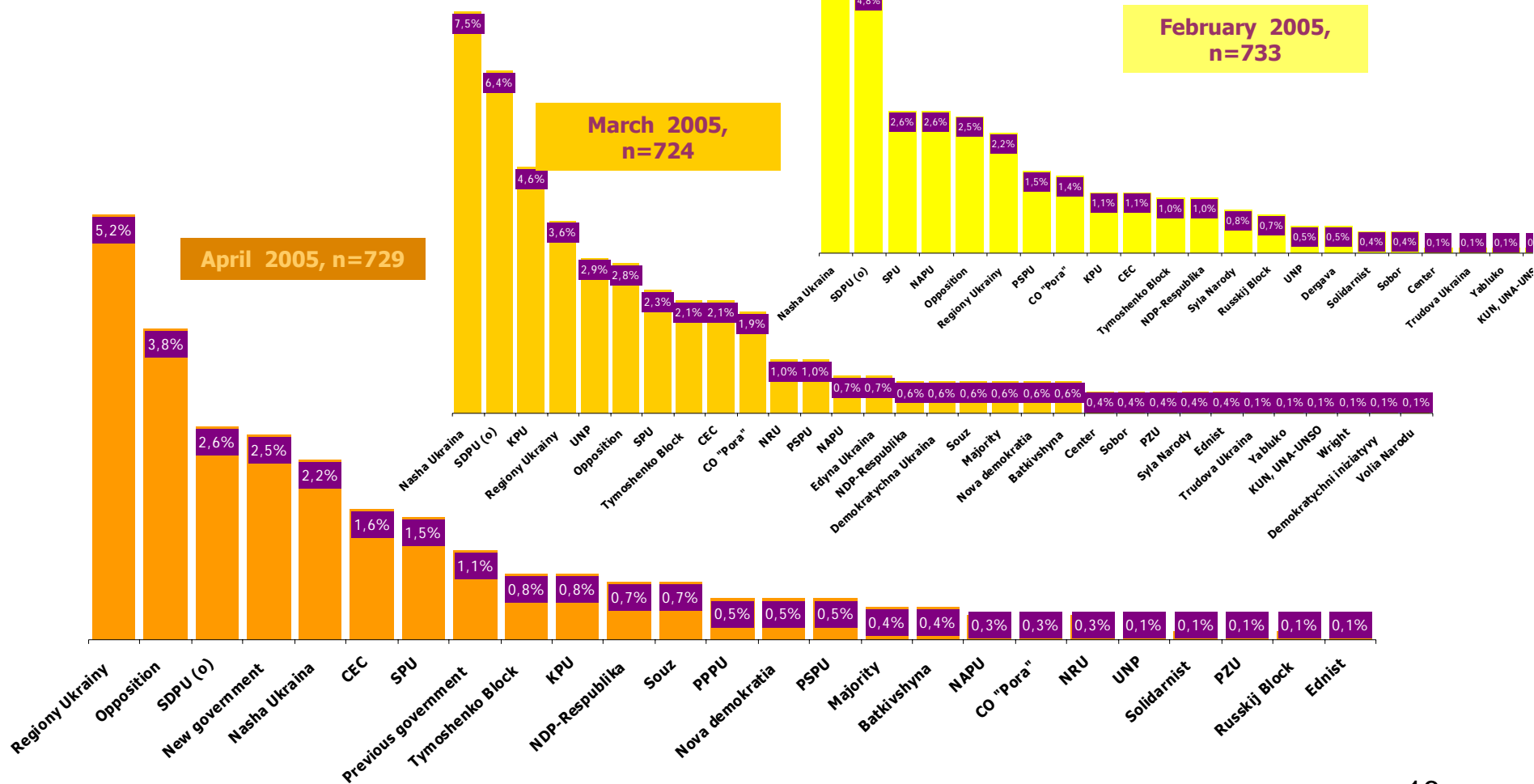
News about Ukraine,
N February = 733
N March = 724
N April = 729



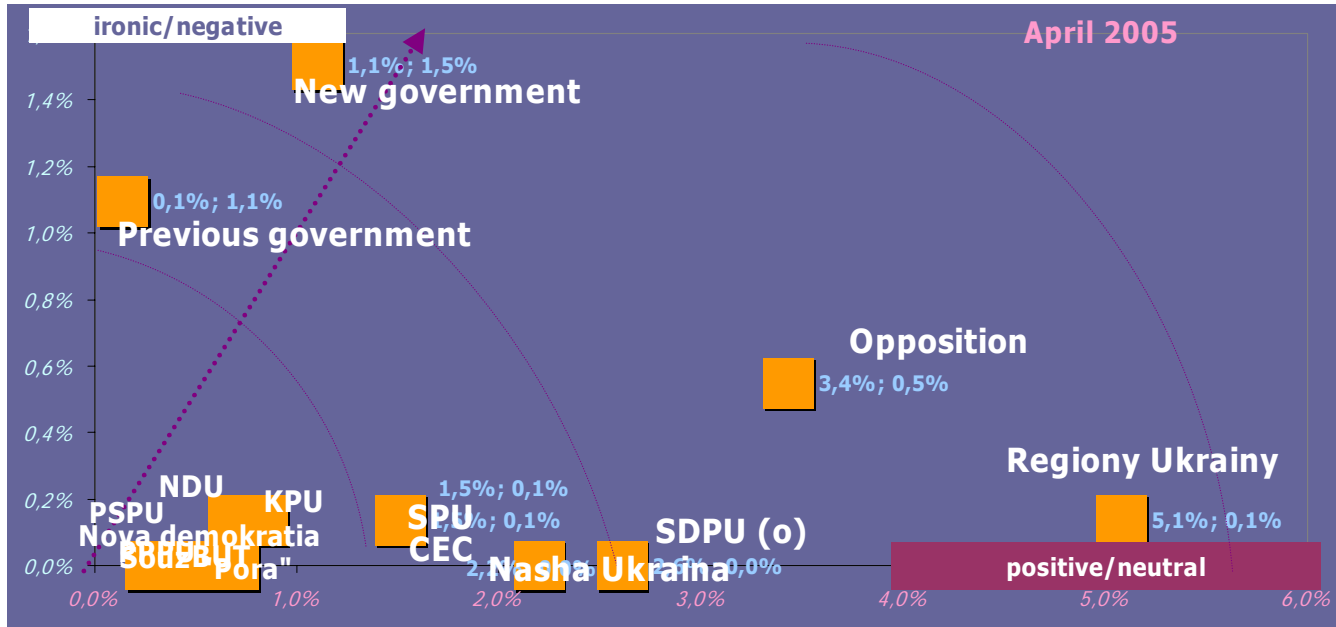
POLITICAL PLAYERS

ATTENTION TO THE POLITICAL PARTIES AND FACTIONS

News about Ukraine

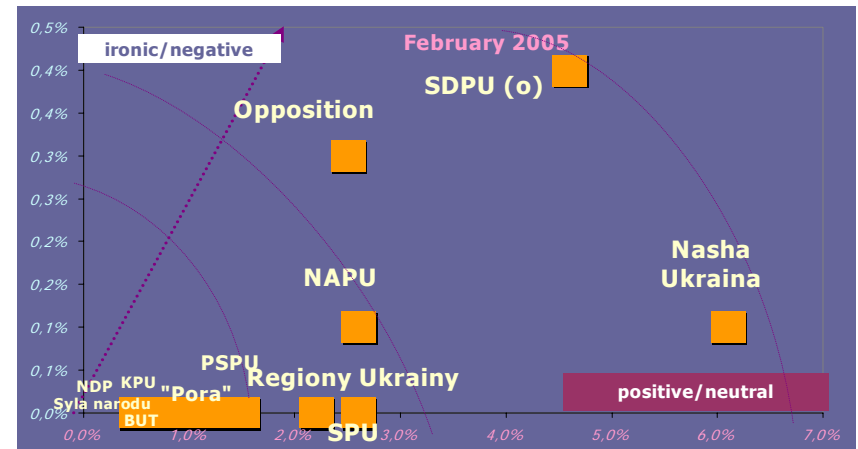
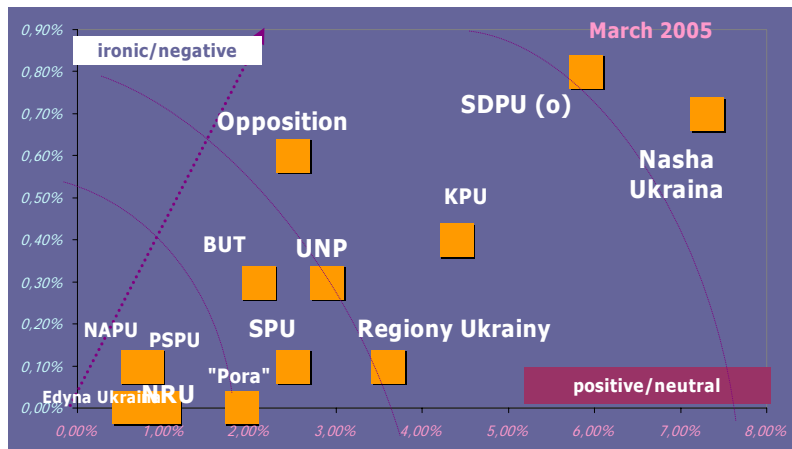


POLITICAL PLAYERS



APPRAISALS OF THE POLITICAL PARTIES AND FACTIONS
February - April 2005, prime-time

News about Ukraine,
N February=733
N March =724
N April =729



POLITICAL PLAYERS

APPRAISALS OF THE POLITICAL PARTIES AND FACTIONS

February 2005, N=733	Positive/neutral	Ironic/negative
Nasha Ukraina	6,1%	0,1%
SDPU (o)	4,6%	0,4%
SPU	2,6%	
NAPU	2,6%	0,1%
Opposition	2,5%	0,3%
Regiony Ukrainy	2,2%	
PSPU	1,5%	
CO "Pora"	1,4%	
KPU	1,1%	
CEC	1,1%	
Tymoshenko Block	1,0%	
NDP-"Respublika"	1,0%	
Syla Narodu	0,8%	
Russkij Block	0,7%	
UNP	0,5%	
Solidarnist	0,4%	
Sobor	0,4%	
Trudova Ukraina	0,1%	
Yabluko	0,1%	
KUN, UNA-UNSO	0,1%	
"Center"	0,1%	

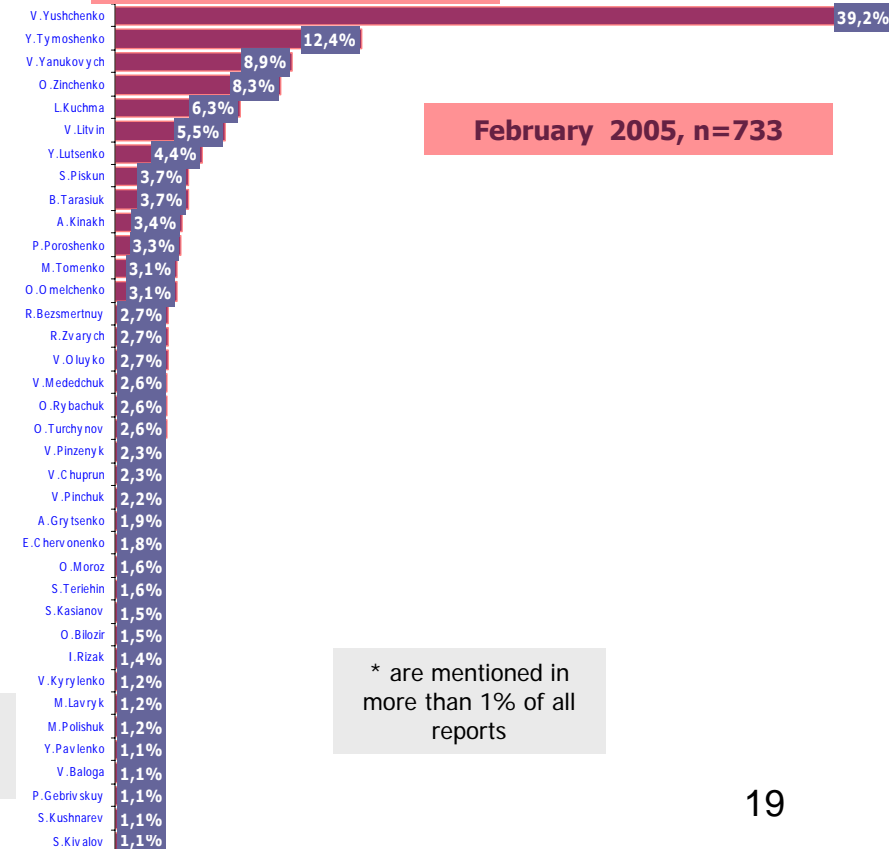
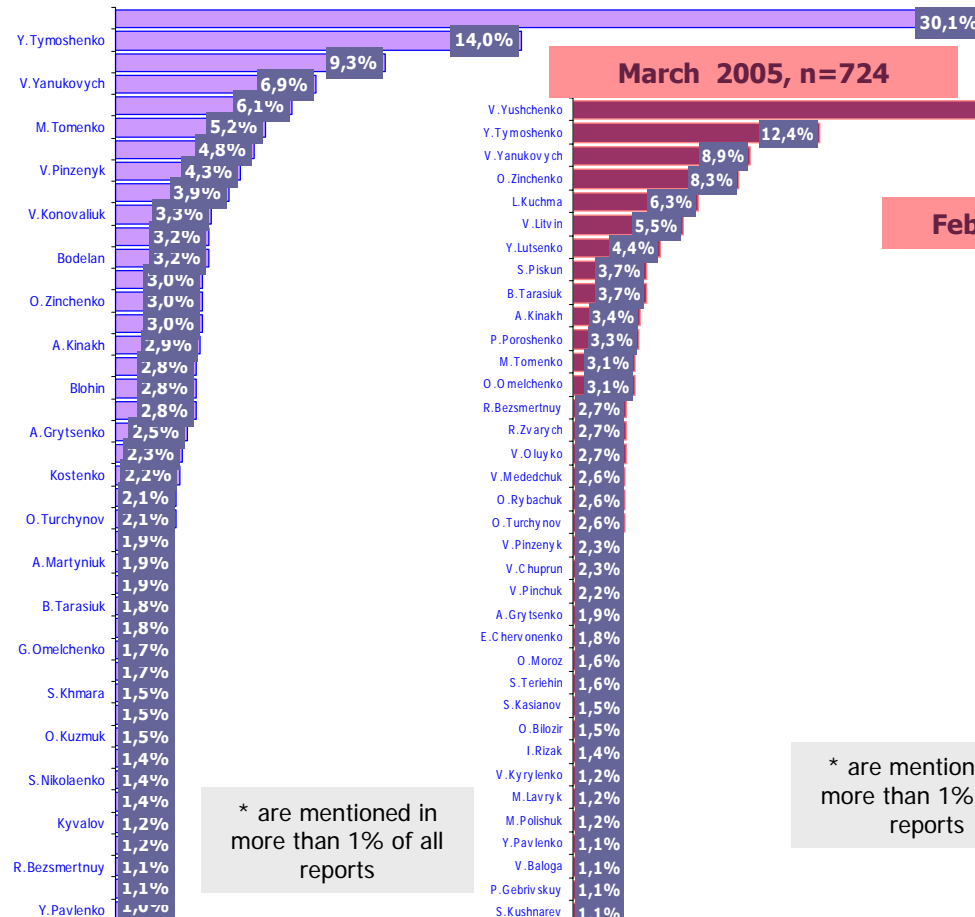
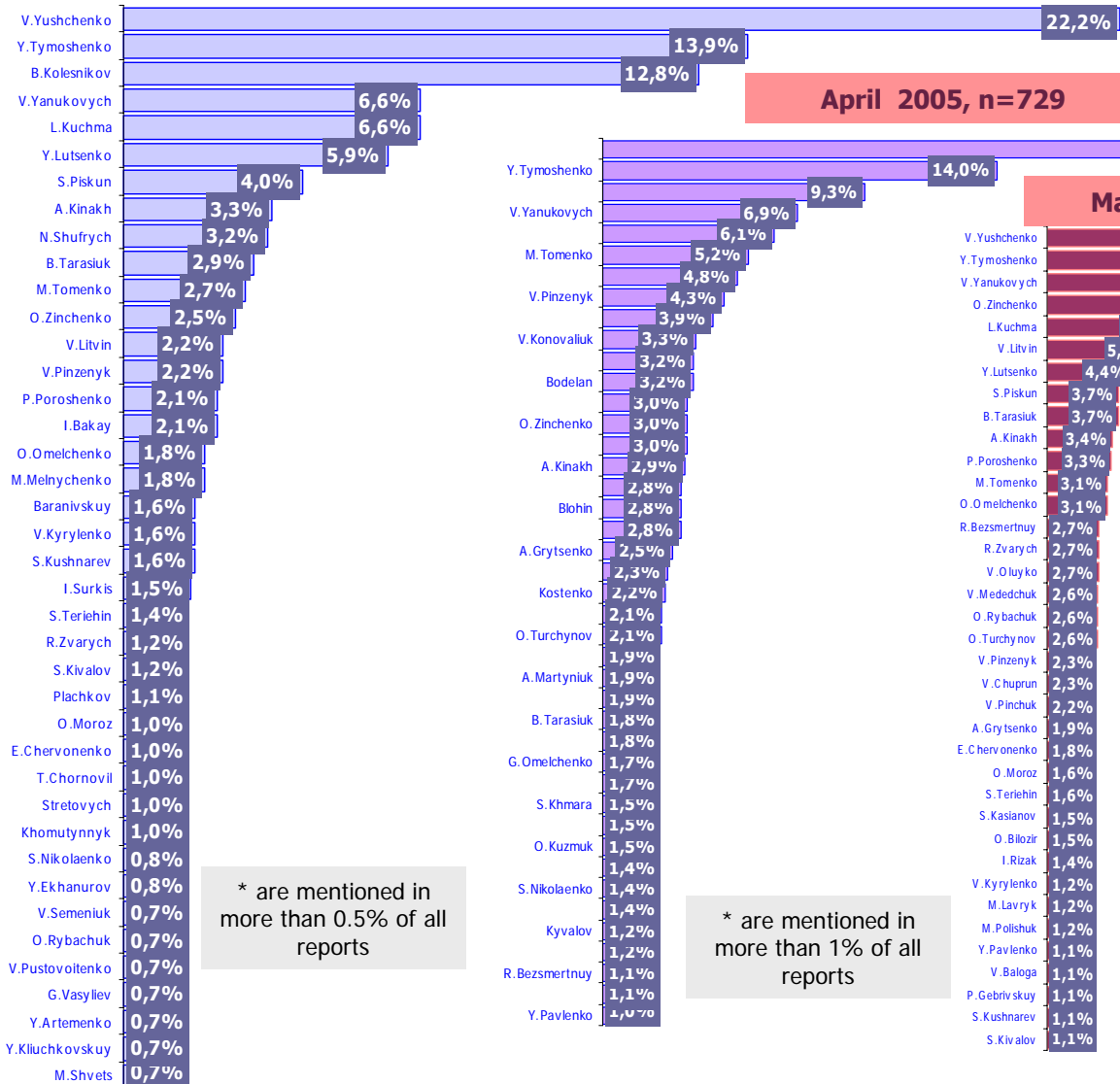
March 2005, N=724	Positive/neutral	Ironic/negative
Nasha Ukraina	7,3%	0,7%
SDPU (o)	5,9%	0,8%
KPU	4,4%	0,4%
Regiony Ukrainy	3,6%	0,1%
UNP	2,9%	0,3%
Opposition	2,5%	0,6%
SPU	2,5%	0,1%
Tymoshenko Block	2,1%	0,3%
CO "Pora"	1,9%	
NRU	1,0%	
PSPU	0,8%	0,1%
NAPU	0,7%	0,1%
Edyna Ukraina	0,7%	
NDP-"Respublika"	0,6%	
Demokratychna Ukraina	0,6%	
Souz	0,6%	
Majority	0,6%	
Nova demokratia	0,6%	
Batkivshyna	0,6%	

April 2005, N=729	Positive/neutral	Ironic/negative
Regiony Ukrainy	5,1%	0,1%
Opposition	3,4%	0,5%
SDPU (o)	2,6%	
New government	1,1%	1,5%
Nasha Ukraina	2,2%	
CEC	1,5%	0,1%
SPU	1,5%	0,1%
Previous government	0,1%	1,1%
Tymoshenko Block	0,8%	
KPU	0,8%	0,1%
NDP-"Respublika"	0,7%	0,1%
Souz	0,7%	
PPPU	0,5%	
Nova demokratia	0,5%	
PSPU	0,5%	
Majority	0,4%	
Batkivshyna	0,4%	
NAPU	0,3%	
CO "Pora"	0,3%	
NRU	0,3%	
UNP	0,1%	
Solidarnist	0,1%	
PZU	0,1%	
Russkij Block	0,1%	
Ednist	0,1%	

POLITICAL PLAYERS

POLITICAL PERSONS: RATING OF ATTENTION*

News about Ukraine

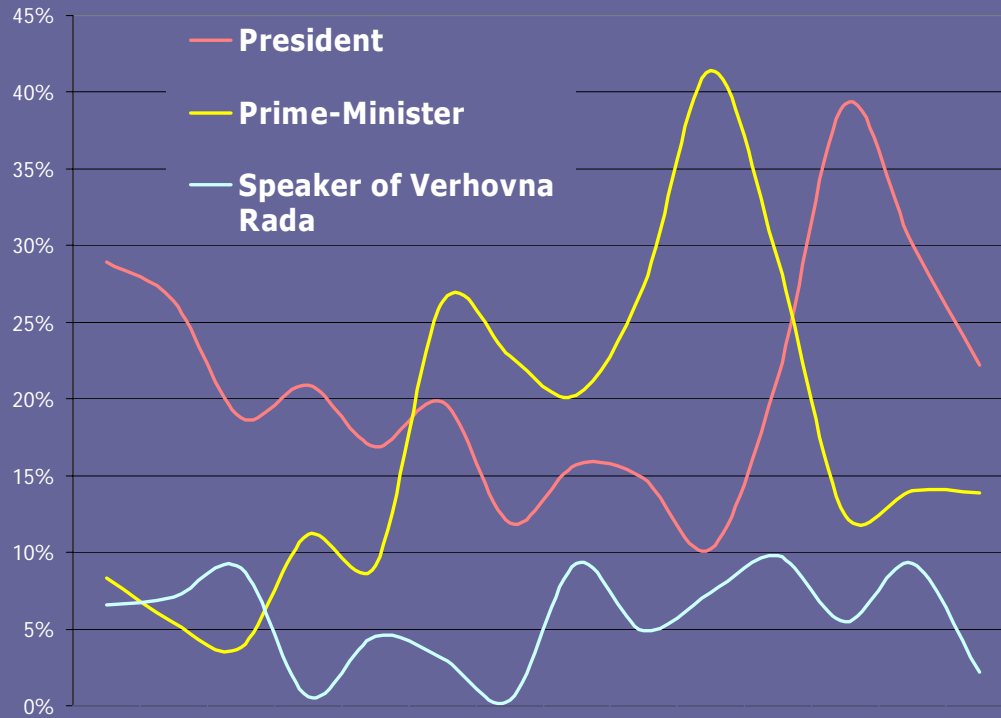


POLITICAL PLAYERS

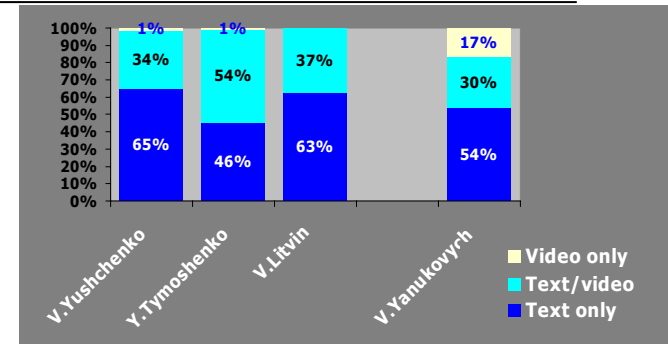
April 2005

ATTENTION TO THE POLITICIANS: "BONUS OF POWER"

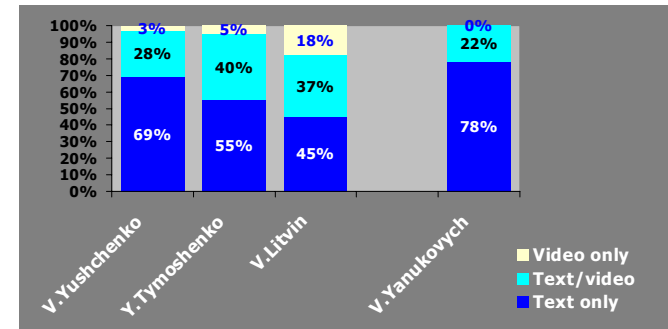
February 2004 - April 2005



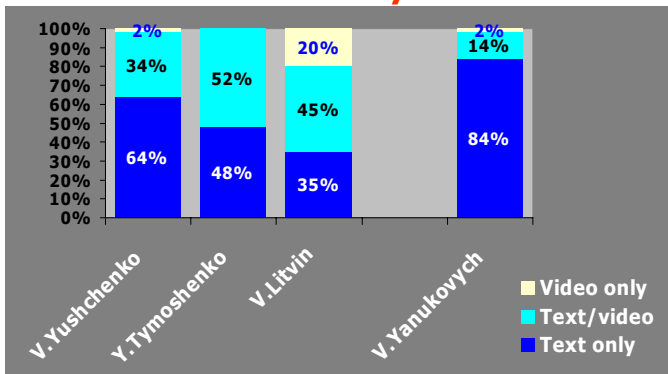
	February 2004	March 2004	April 2004	May 2004	June 2004	July 2004	August 2004	September 2004	October 2004	November 2004	December 2004	February 2005	March 2005	April 2005
President	28,9%	26,4%	18,8%	20,9%	16,9%	19,8%	11,9%	15,7%	14,8%	10,2%	21,4%	39,2%	30,1%	22,2%
Prime-Minister	8,3%	5,4%	3,8%	11,2%	9,1%	26,4%	22,8%	20,2%	27,3%	41,4%	29,1%	12,4%	14,0%	13,9%
Speaker of Verhovna Rada	6,6%	7,1%	9,0%	0,6%	4,5%	3,1%	0,4%	9,3%	4,9%	7,4%	9,8%	5,5%	9,3%	2,2%



March 2005



February 2005



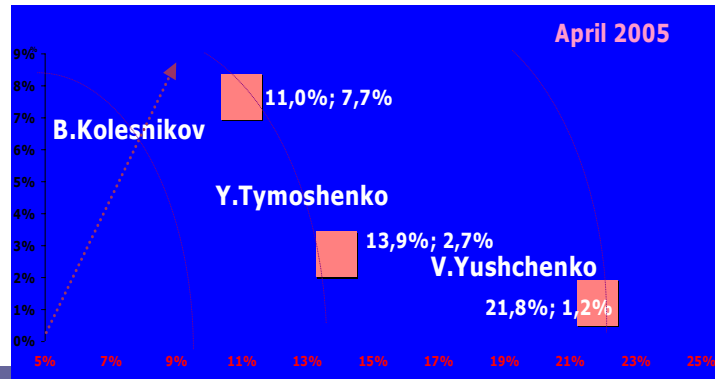


POLITICAL PLAYERS

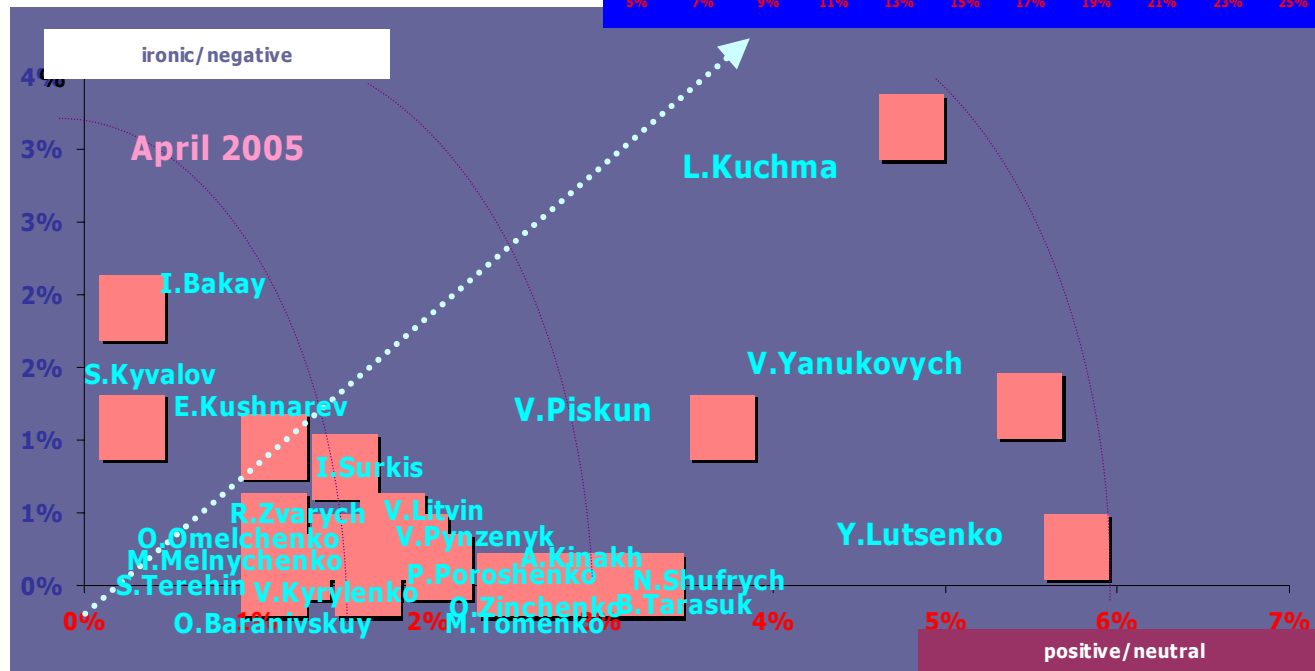
POLITICAL PERSONS: APPRAISAL April 2005, prime-time

News about Ukraine

April 2005,
n=729



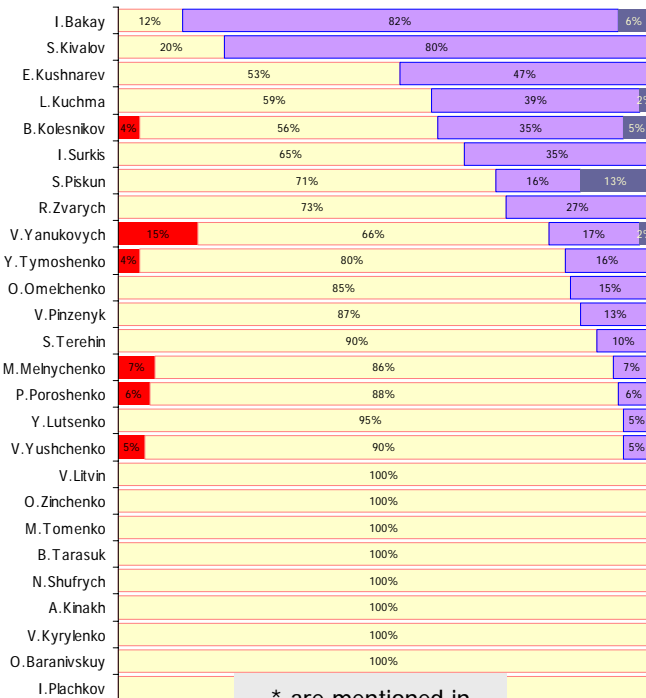
	Positive/ neutral	Ironic/ negative
V.Yushchenko	21,8%	1,2%
Y.Tymoshenko	13,9%	2,7%
B.Kolesnikov	11,0%	7,7%
V.Yanukovych	5,5%	1,2%
L.Kuchma	4,8%	3,2%
Y.Lutsenko	5,8%	0,3%
S.Piskun	3,7%	1,1%
A.Kinakh	3,3%	
N.Shufrych	3,2%	
B.Tarasiuk	2,9%	
M.Tomenko	2,7%	
O.Zinchenko	2,5%	
V.Litvin	1,8%	0,4%
V.Pinzenyk	1,9%	0,3%
P.Poroshenko	2,1%	0,1%
I.Bakay	0,3%	1,9%
O.Omelchenko	1,5%	0,3%
M.Melnychenko	1,6%	0,1%
O.Baranivskuy	1,6%	
V.Kyrylenko	1,6%	
E.Kushnarev	1,1%	1,0%
I.Surkis	1,5%	0,8%
S.Terehin	1,2%	0,1%
R.Zvorych	1,1%	0,4%
S.Kivalov	0,3%	1,1%
I.Plachkov	1,1%	



POLITICAL PLAYERS

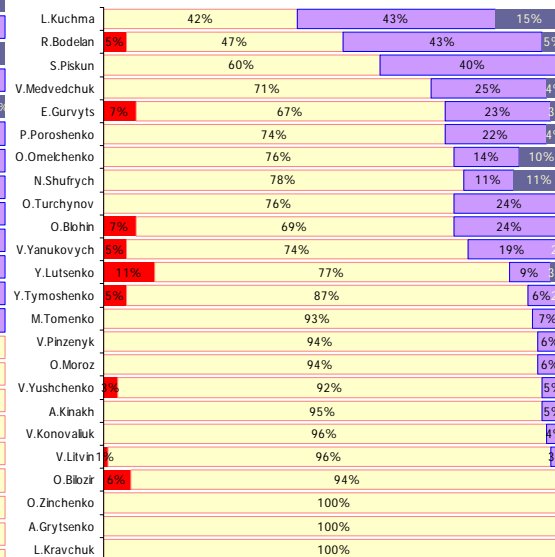
POLITICAL PERSONS: APPRAISAL

April 2005, prime-time



* are mentioned in more than 1% of all reports

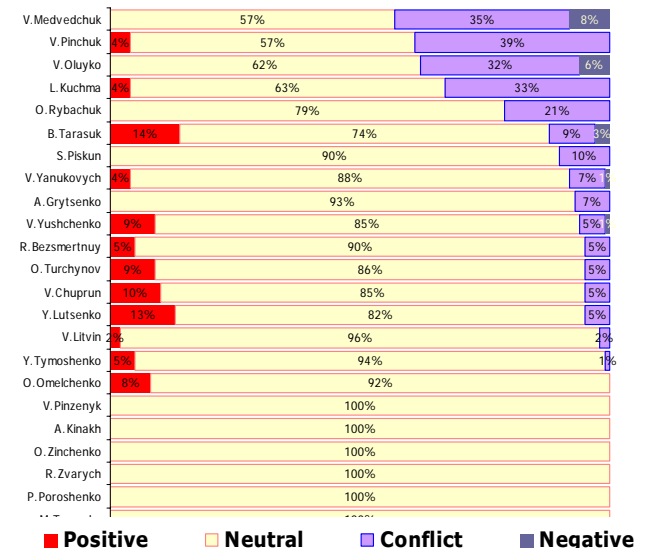
March 2005, prime-time



* are mentioned in more than 2% of all reports

News about Ukraine

February 2005, prime-time



■ Positive ■ Neutral ■ Conflict ■ Negative

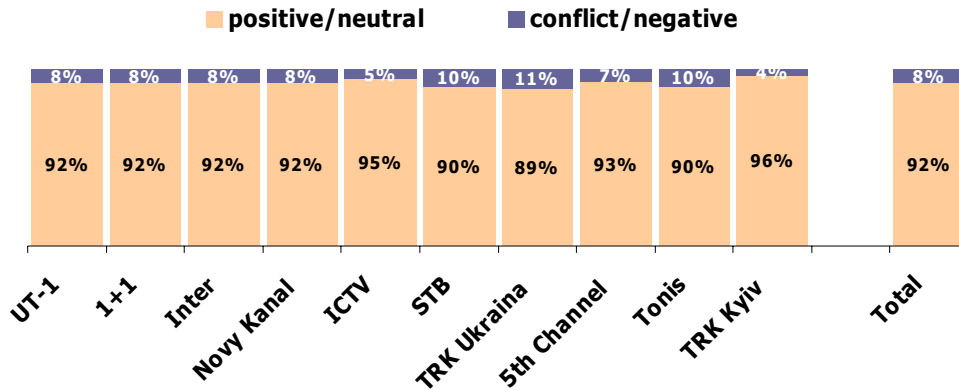
* are mentioned in more than 2% of all reports

POLITICAL PLAYERS

POLITICAL PERSONS: APPRAISAL

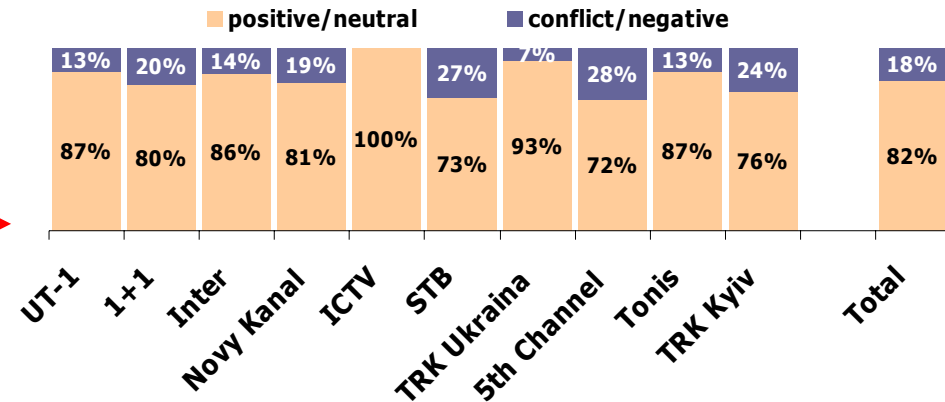
March 2005, prime-time

News about Ukraine
N appraisals = 1313

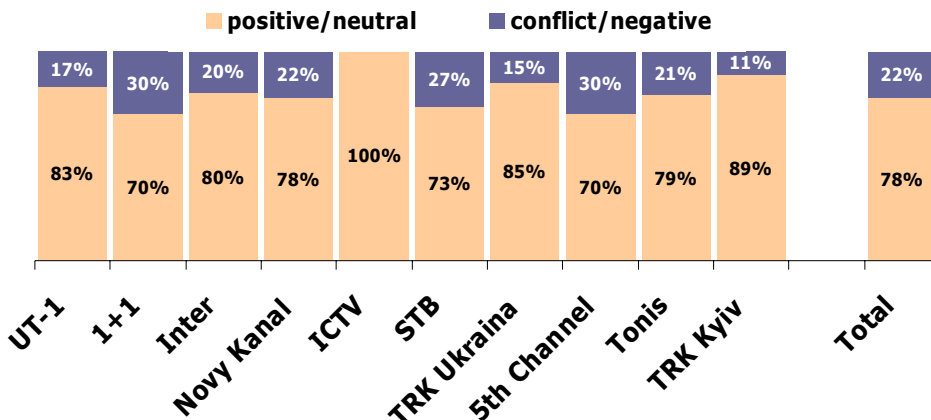


Appraisals of the government's representatives

Appraisals of the opposition's representatives



Appraisals of the politicians, who didn't define their position in public



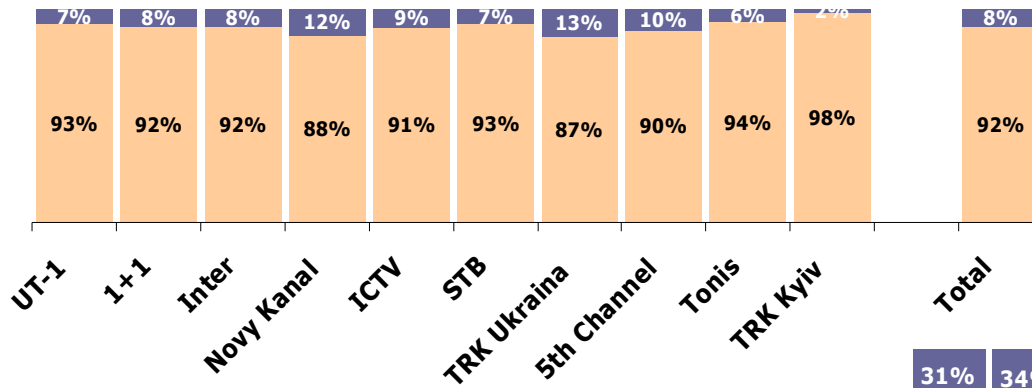
POLITICAL PLAYERS

POLITICAL PERSONS: APPRAISAL

April 2005, prime-time

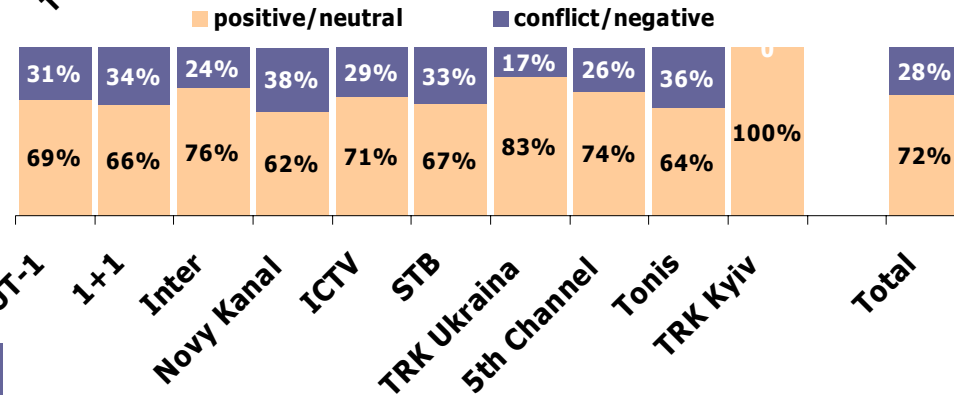
News about Ukraine
N appraisals = 1032

■ positive/neutral ■ conflict/negative

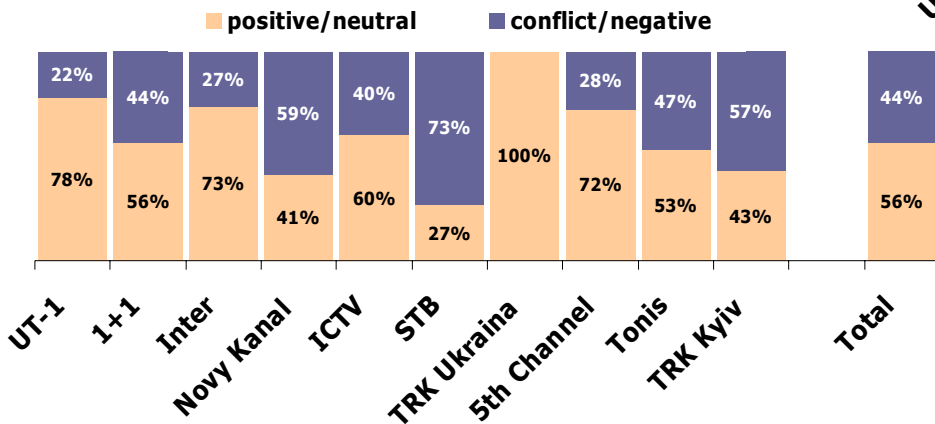


Appraisals of the government's representatives

Appraisals of the opposition's representatives

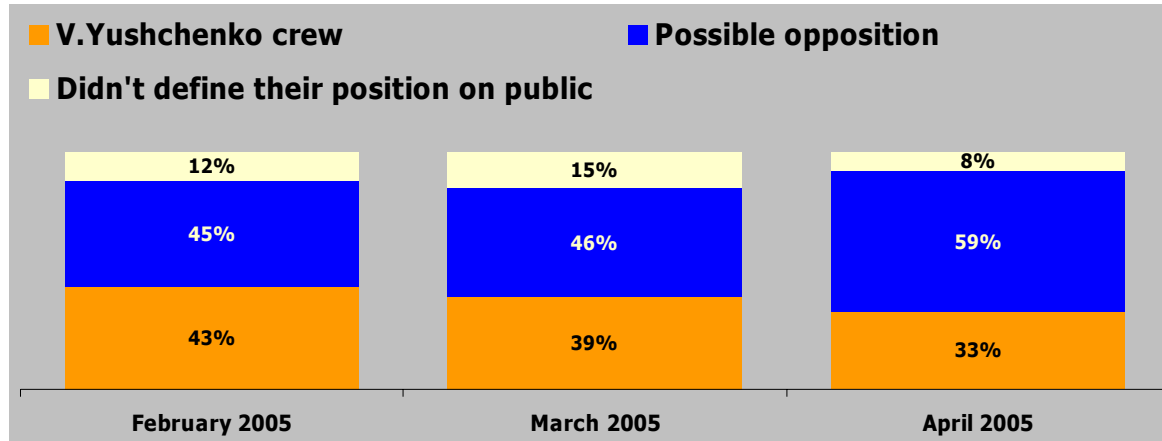


Appraisals of the politicians, who didn't define their position in public



POLITICAL PLAYERS

ATTENTION TO THE POLITICAL PARTIES / FACTIONS AND FIGURES

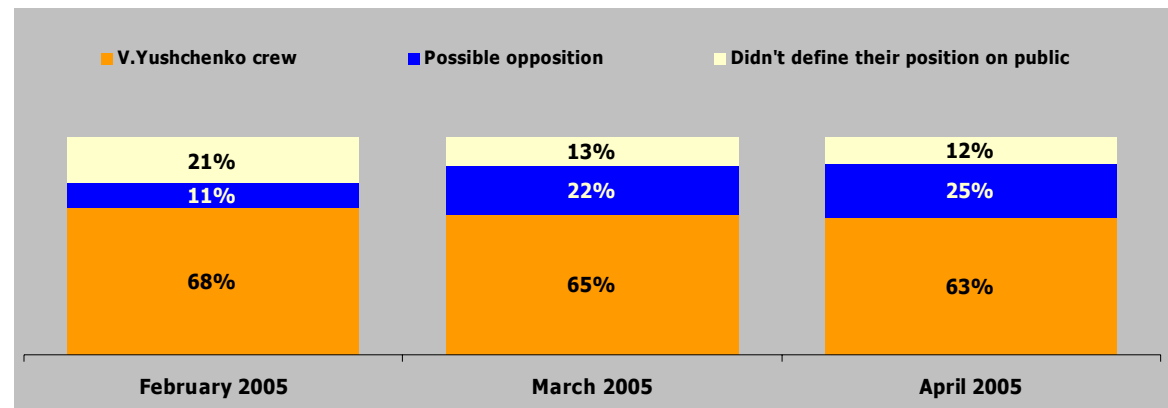


News about Ukraine,
N February = 733
N March = 724
N April = 729

PARTIES AND FACTIONS



POLITICAL FIGURES

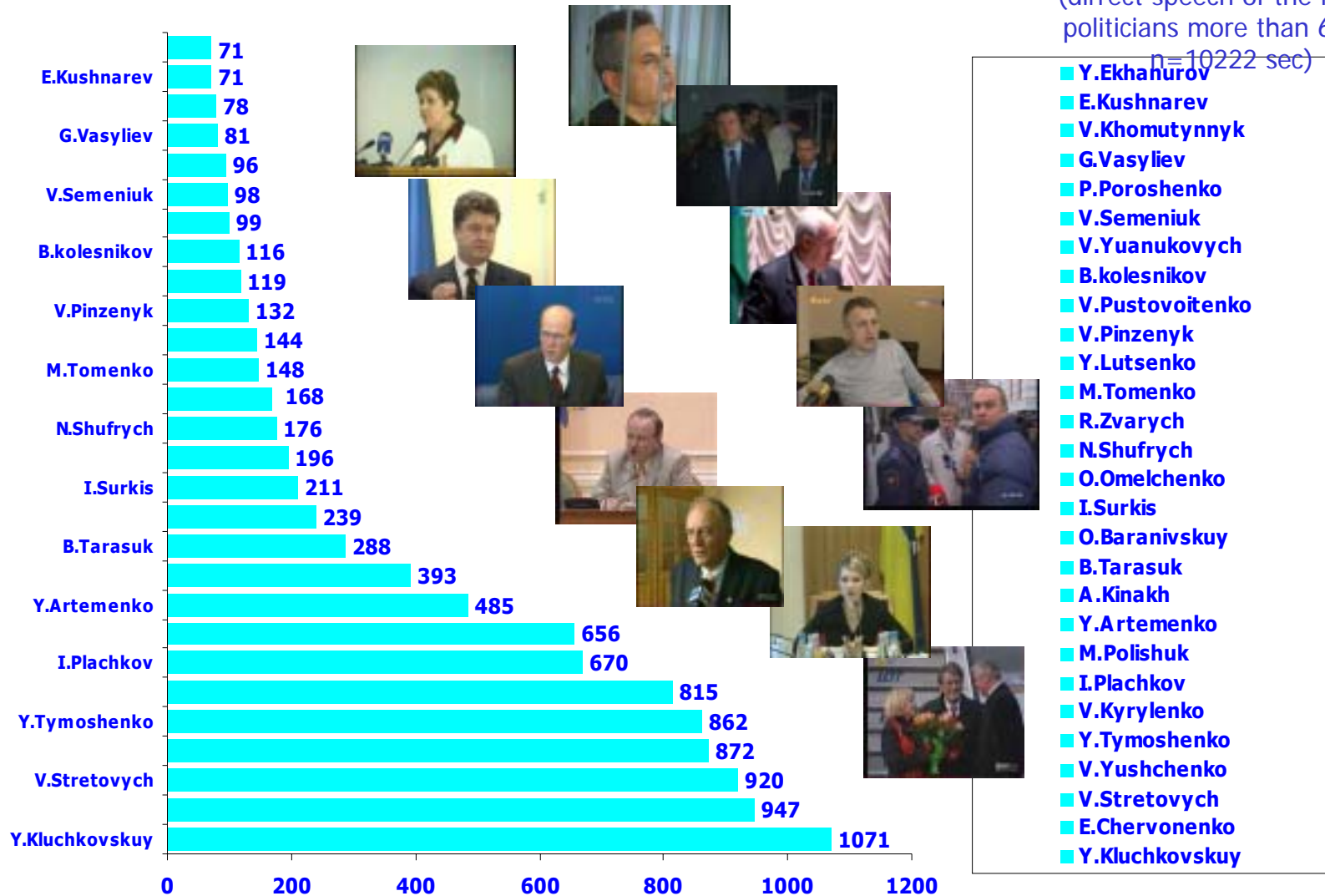


POLITICAL PLAYERS

POLITICAL PERSONS: DIRRECT SPEECH

April 2004

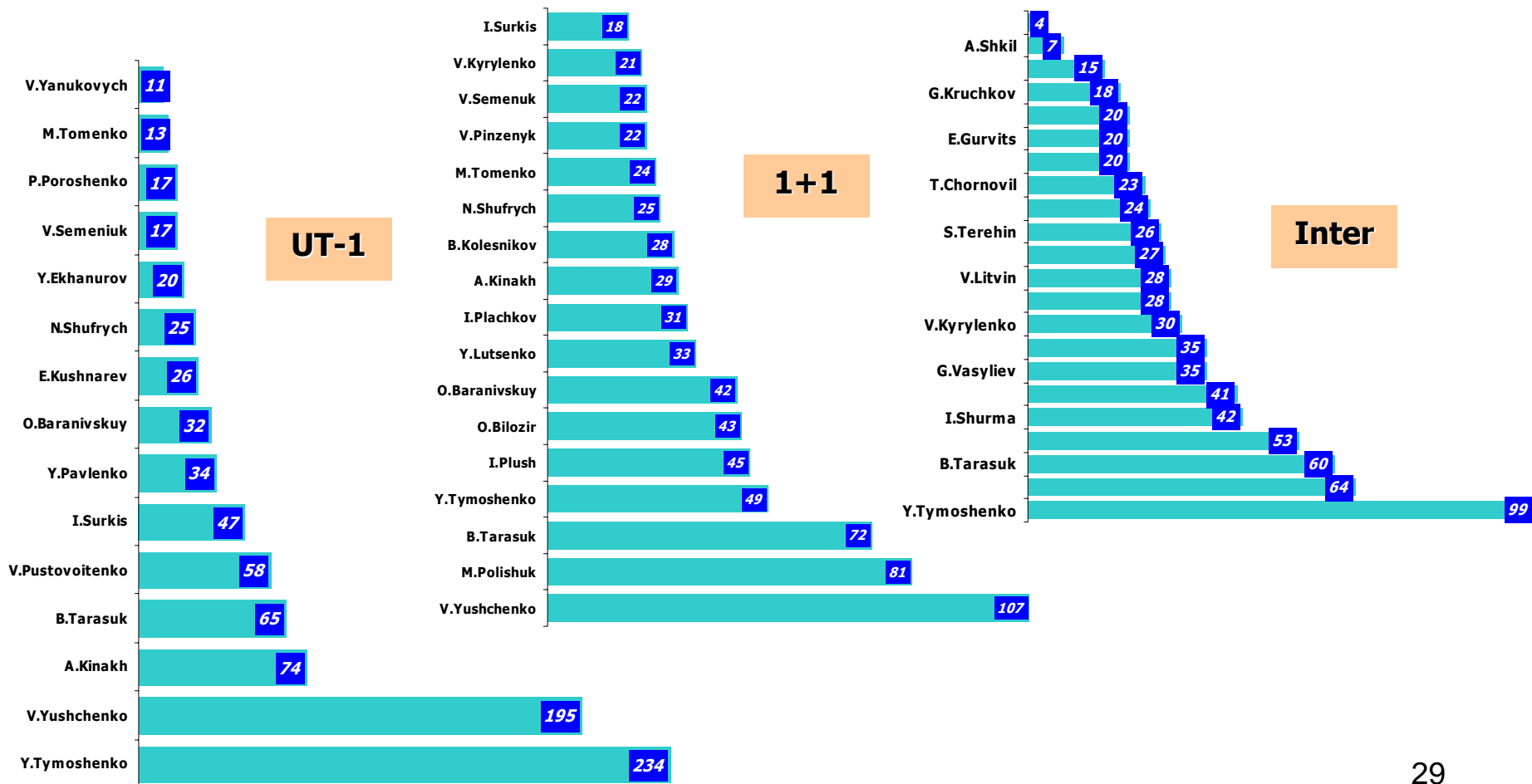
(dirrect speech of the famous politicians more than 60 sec, n=10222 sec)



POLITICAL PLAYERS

POLITICAL PERSONS: TOP – DIRECT SPEECH ON THE CHANNELS (SEC.)

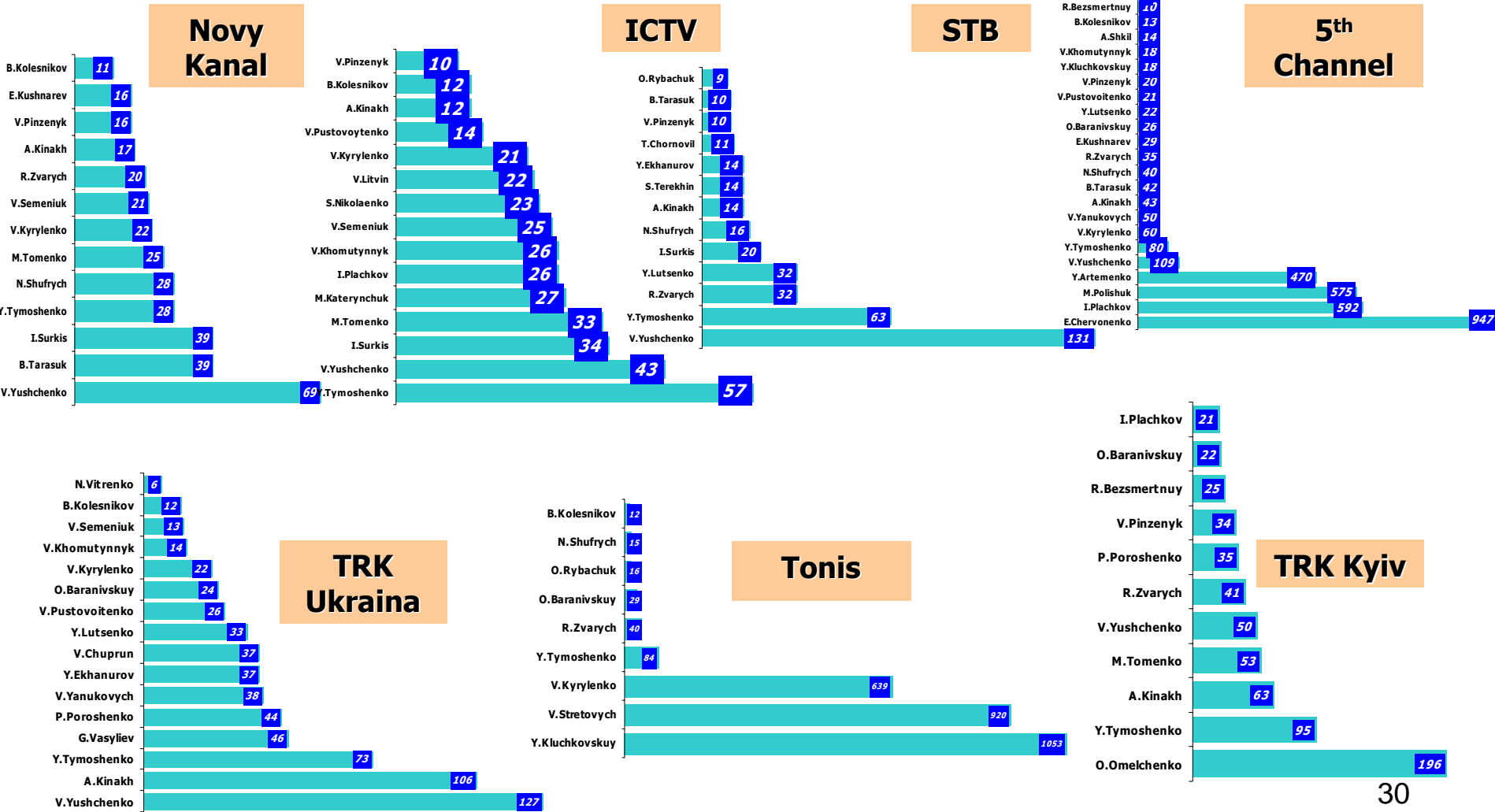
News about Ukraine
April 2005, n= 12920 sec



POLITICAL PLAYERS

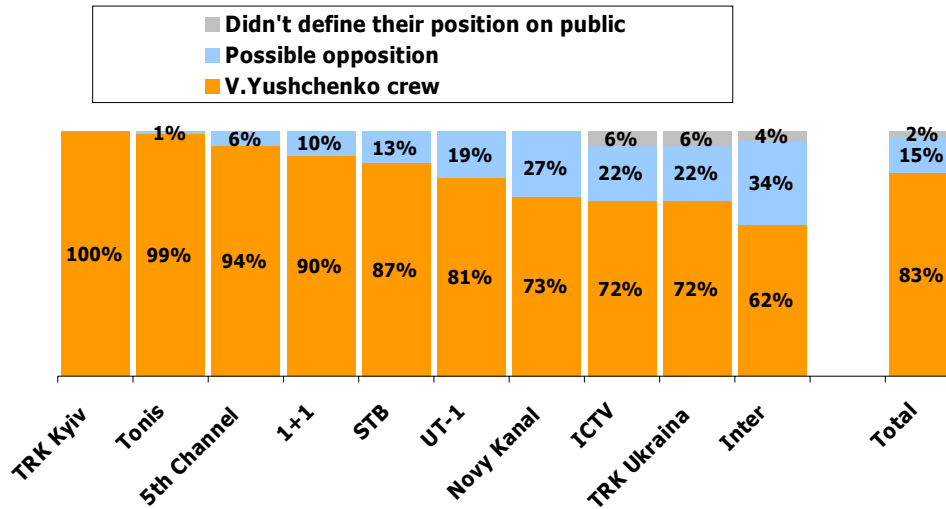
POLITICAL PERSONS: TOP – DIRECT SPEECH ON THE CHANNELS (SEC.)

News about Ukraine
April 2005, n= 12920 sec

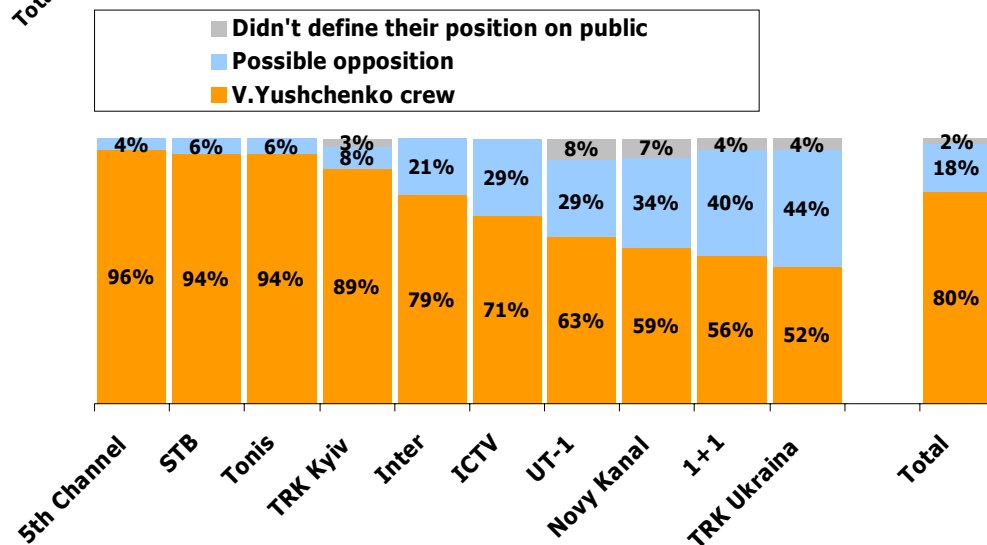


POLITICAL PLAYERS

POLITICAL PERSONS: TOP – DIRRECT SPEECH ON THE CHANNELS (SEC.)



News about Ukraine
April 2005, n= 12920 sec



News about Ukraine
March 2005, n= 17644 sec

POLITICAL FIELD

ACCESS OF THE POLITICIANS TO THE AIR IN NEWS

11-16 April 2005

Korrespondent analysis: conformity of the channels and persons, whom the ether time in news is given to
The direct speech of politicians in news about Ukraine, N= 12920 sec

Points-rows and points-columns (axis F1 and F2: 54 %)

