



ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia



# Research of Media Coverage of the 2020 Parliamentary Elections

## TV News Monitoring Report

February 1 - March 31, 2021



საქართველოს ელექციის ავტორიტეტის  
აქტივობის ქართული

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## About the Project

The Georgian Charter of Journalistic Ethics, within the frameworks of the UNDP project “Research of Media Coverage of the 2020 Parliamentary Elections of Georgia”, with the financial support of the European Union, monitored the coverage of political processes in the country by television news from February 1, 2021 to March 31, 2021. During the monitoring, 12 TV channels were monitored: First Channel, Adjara Public Broadcaster, Mtavari Arkhi, Rustavi 2, Imedi, Formula, TV Pirveli, Maestro, Obiektivi, Kavkasia, Palitra TV, POSTV

## Methodology

The purpose of the TV news monitoring was to determine the extent to which political parties were covered in the post-election period on equal terms and in accordance with journalistic standards.

Media outlets selected as part of the media monitoring were monitored for both quantitative and qualitative components. Quantitative research was focused on the frequency and tone of coverage of this or that subject in the selected media. Qualitative observation was focused on the extent to which the selected media outlet adhered to the standards of journalistic ethics, such as: accuracy of facts, diversity of sources, balanced coverage, encouragement of discrimination on any grounds, replication of gender stereotypes, any kind of manipulation, and so on.

In the course of the monitoring the focus also was on the coverage of issues in TV news and the use of terms that directly or indirectly reinforce gender stereotypes rooted in the society.

During the monitoring, the parties and politicians participating in the 2020 parliamentary elections were observed. In particular, the monitored subjects were both the parties that won parliamentary seats in the October 31, 2020 elections, as well as those political unions that are actively involved in the post-election processes.

Due to the ongoing political processes in the post-election period, the monitoring made special focus on the following topics: parliamentary boycott, electoral system reform, election administration reform, financing political parties, re-election of parliament, local self-government elections, rallies / protests, Nika Melia’s case, government change, political dialogue / negotiations.

The report covers the results of the TV news monitoring period from February 1 to March 31.

Quantitative and qualitative analysis of the materials revealed the following.

## Key Findings:

- According to the data of all channels selected for monitoring in the post-election period, among political parties most of the time was dedicated to the Georgian Dream; followed by the National Movement and European Georgia;
- During the post-election period, the TV news most actively covered political talks mediated by EU representatives and issues related to the arrest of Nika Melia;
- During the monitoring period, it was revealed that the media environment was sharply polarized. One part of the broadcasters was biased towards the government and the other towards the opposition;
- “Georgian Dream” was covered most positively on POSTV. 22% of the time was dedicated to positive evaluation;
- “Georgian Dream” was covered most negatively on “Mtavari Arkhi”. 56% of the time was dedicated to negative evaluation. The most critical stories about the Georgian Dream were often aired on this channel;
- “National Movement” was covered most positively by “Formula”. 15% of the time was dedicated to positive evaluation. This party was covered most negatively by “Obiektivi”. 61% of the time was dedicated to negative evaluation;
- Mtavari Arkhi has a biased editorial policy towards the National Movement and Mikheil Saakashvili.
- First Channel has an uncritical, loyal editorial policy towards the government;
- “Imedi” and POSTV are characterized by partiality towards the government. The ruling team is presented absolutely positively, while the opposition is maximally discredited on these channels;
- POSTV dedicated the most time to Mikheil Saakashvili. Mikheil Saakashvili was covered the most negatively on this channel and the coverage in negative tone was 88%.
- Bidzina Ivanishvili received the most negative coverage on the Mtavari Arkhi. 85% of the time was dedicated to negative evaluation.
- During the monitoring period, it was revealed that the pre-election media environment was pluralistic, although sharply polarized. One part of the broadcasters was biased towards the government and the other towards the opposition. The biasness was manifested in the negative coverage of an undesirable election subject.

- Similar to the results of media monitoring conducted in the pre-election period, cases of violation and manipulation of professional ethics are still frequent in the post-election period. There are frequent facts of imbalance and dissemination of unverified information.
- There were almost no cases of using hate speech and discriminatory terminology in journalists' texts.
- No sexist statements were reported during the monitoring period.

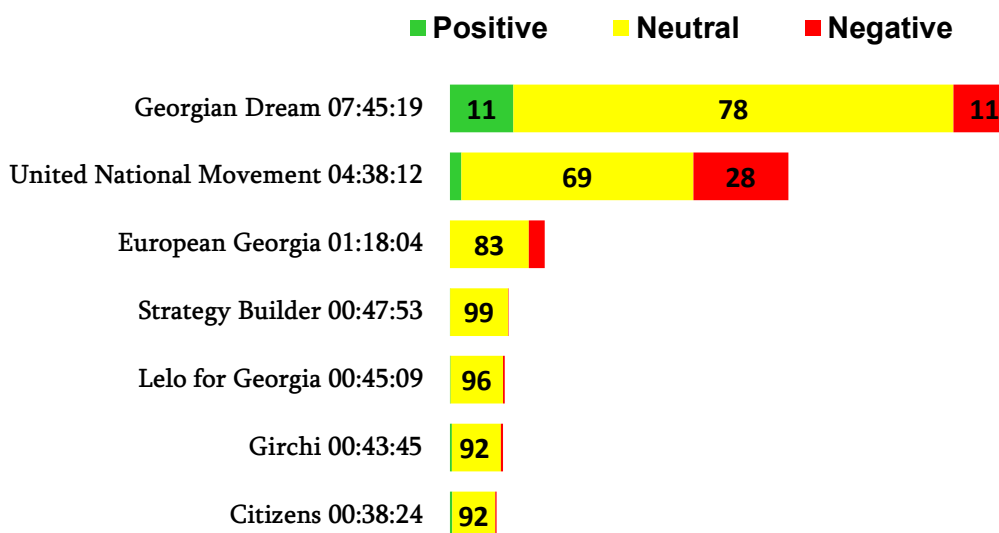
# ANNEX. Charts.

## Georgian Public Broadcaster

Coverage of subjects by tone (%)

Public Broadcaster

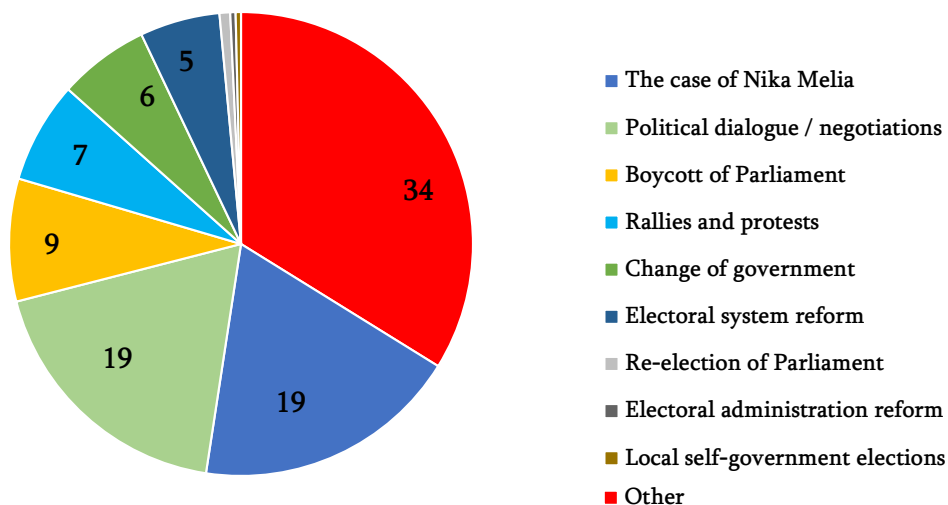
February 1 - March 31, 2021



Coverage of topics (%)

Public Broadcaster

February 1 - March 31, 2021



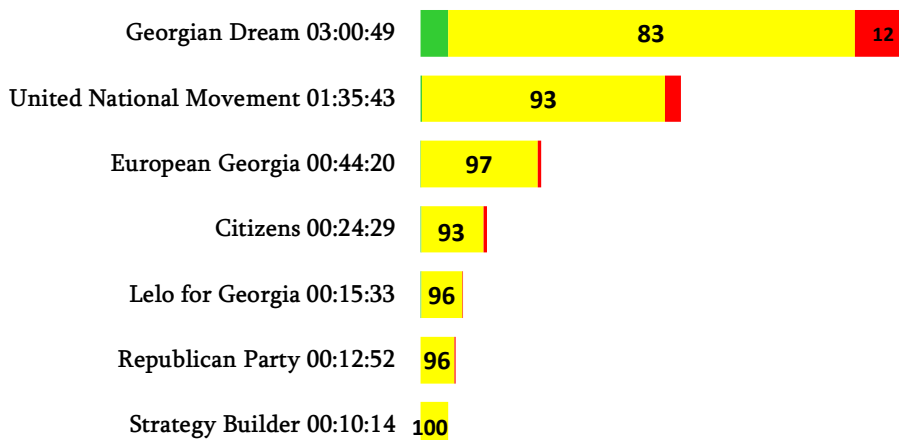
## Ajara TV (GPB).

### Coverage of subjects by tone (%)

Adjara TV

February 1 - March 31, 2021

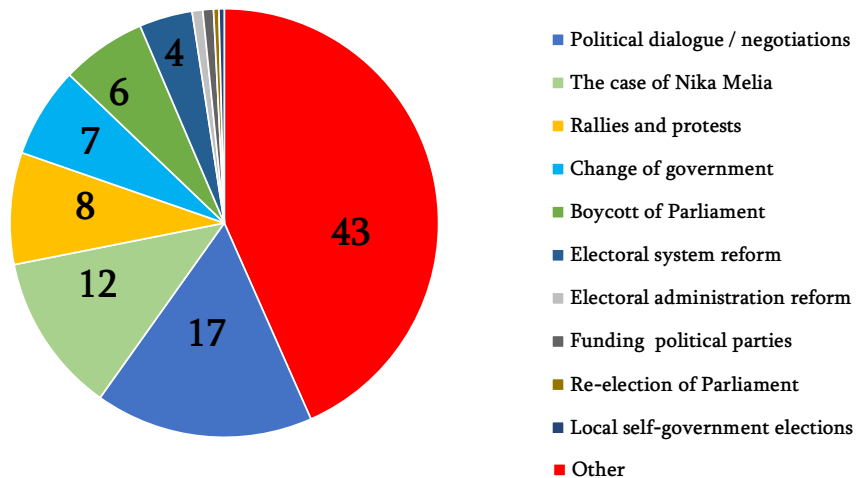
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Adjara TV

February 1 - March 31, 2021



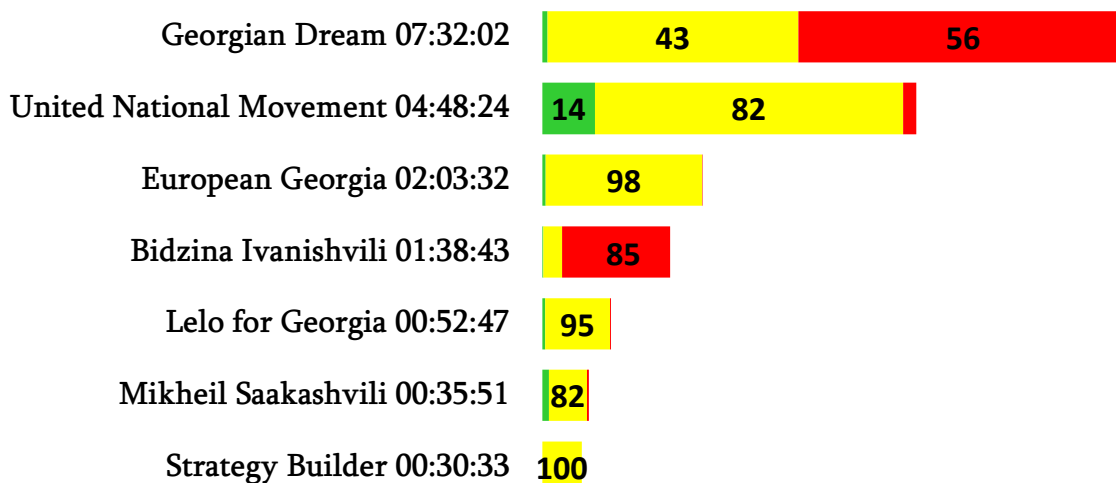
## Mtavari Arkhi

### Coverage of subjects by tone (%)

Mtavari Arkhi

February 1 - March 31, 2021

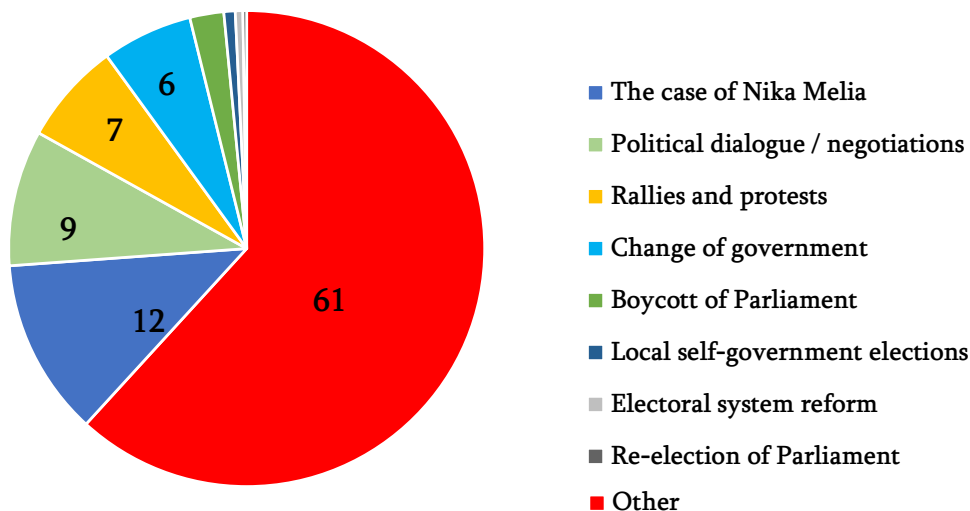
■ Positive    ■ Neutral    ■ Negative



### Coverage of topics (%)

Mtavari Arkhi

February 1 - March 31, 2021



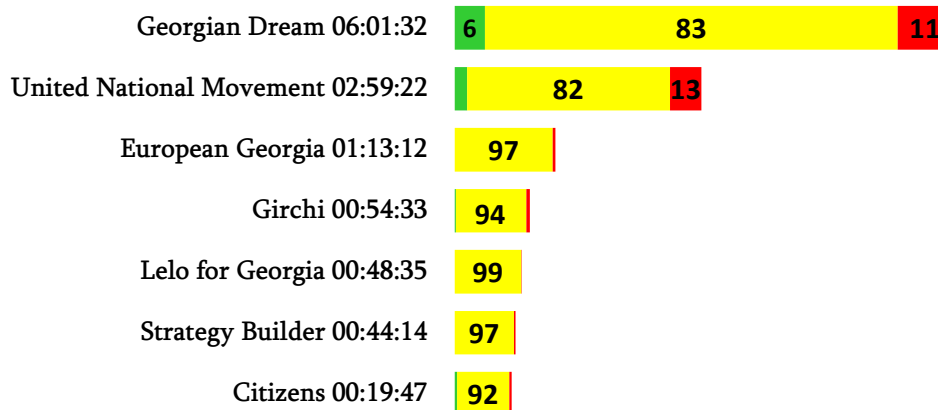
## Rustavi 2

### Coverage of subjects by tone (%)

Rustavi 2

February 1 - March 31, 2021

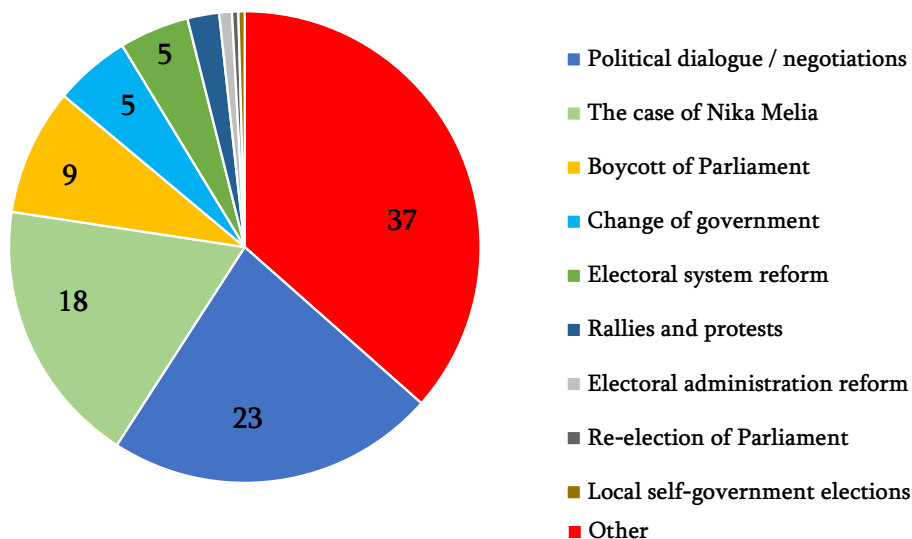
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Rustavi 2

February 1 - March 31, 2021





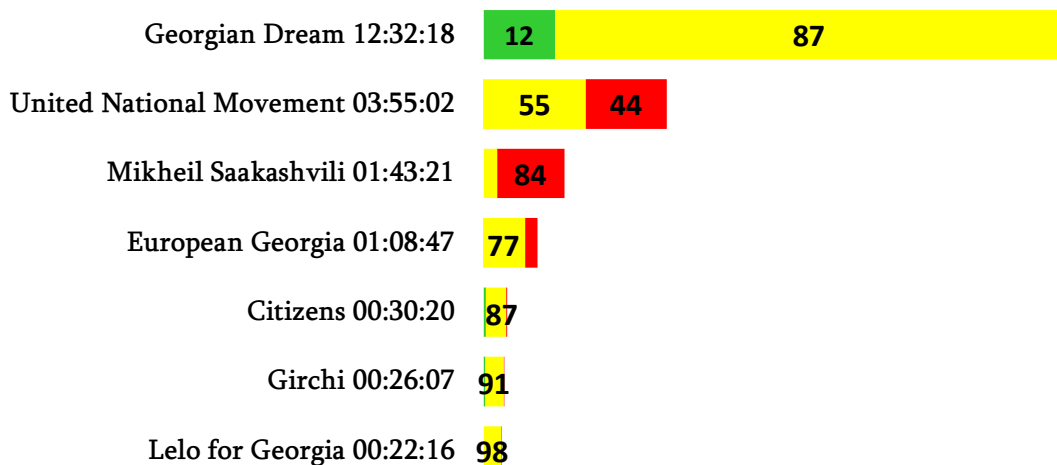
## Imedi TV

### Coverage of subjects by tone (%)

Imedi

February 1 - March 31, 2021

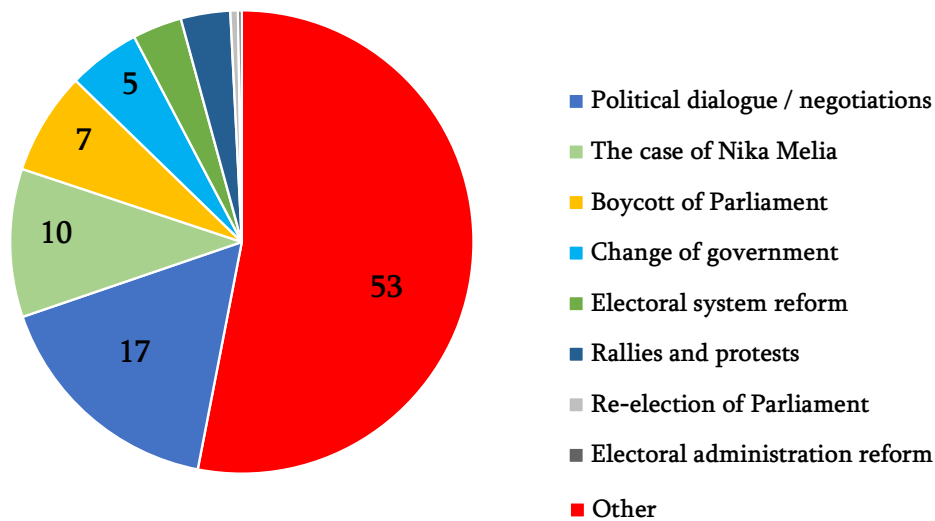
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Imedi

February 1 - March 31, 2021



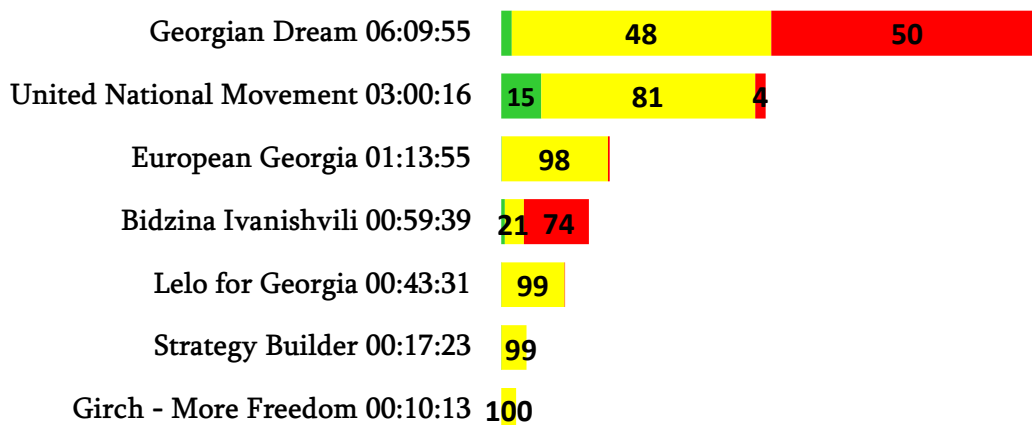
## Formula TV

### Coverage of subjects by tone (%)

Formula

February 1 - March 31, 2021

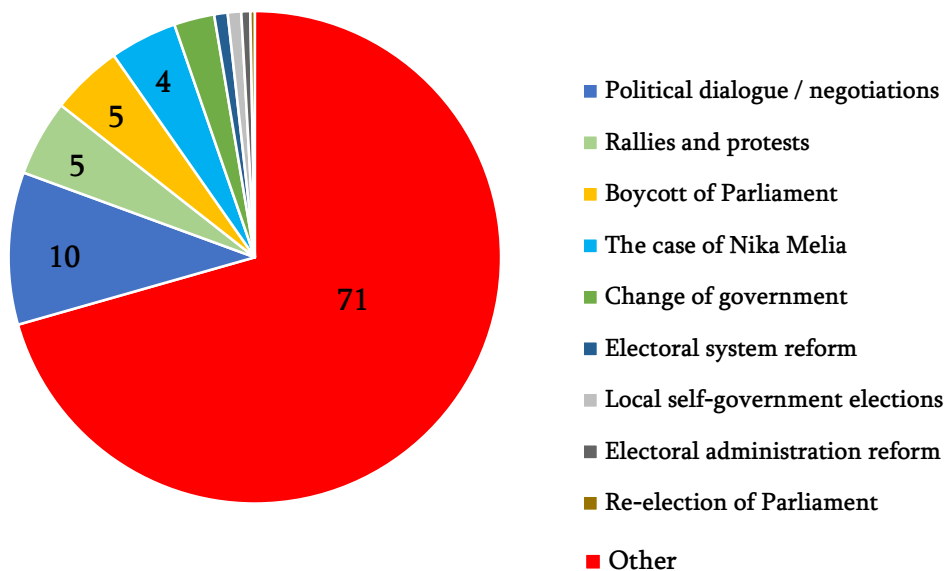
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Formula

February 1 - March 31, 2021



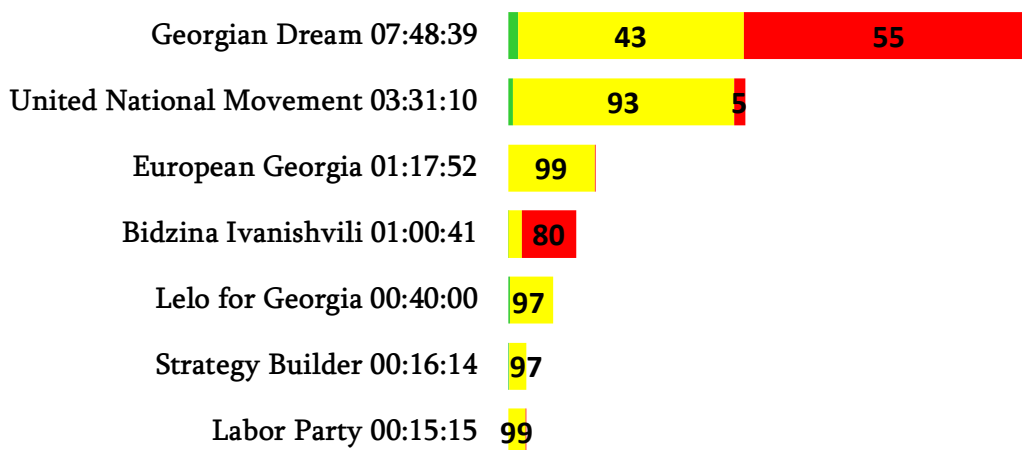
## TV Pirveli

### Coverage of subjects by tone (%)

TV Pirveli

February 1 - March 31, 2021

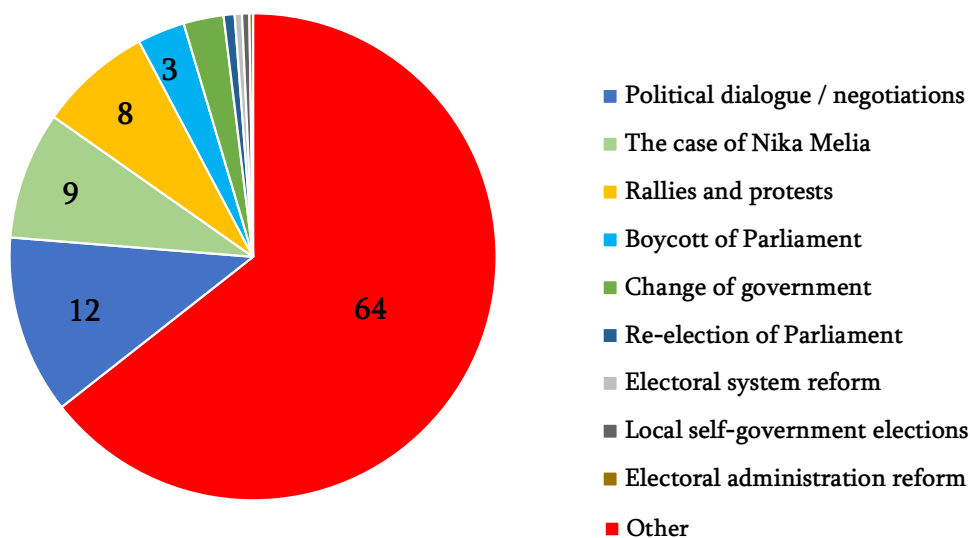
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

TV Pirveli

February 1 - March 31, 2021



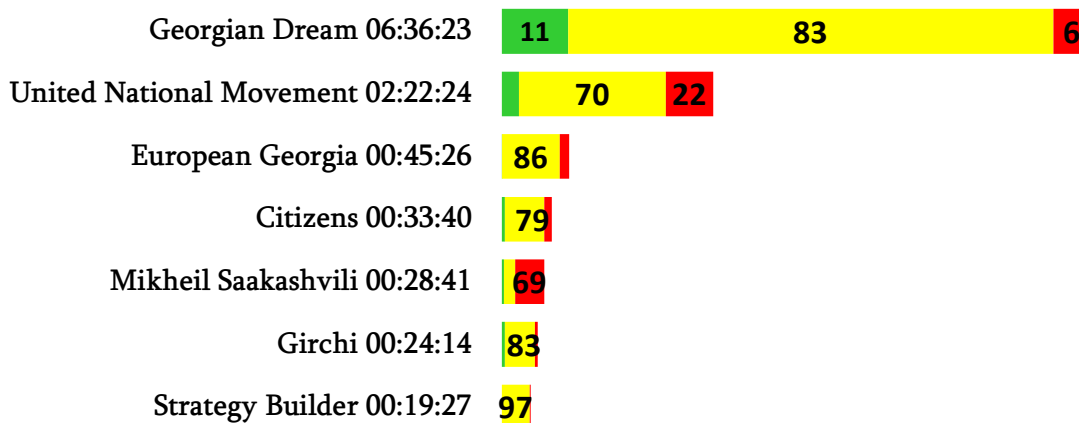
## Maestro TV

### Coverage of subjects by tone (%)

#### Maestro

February 1 - March 31, 2021

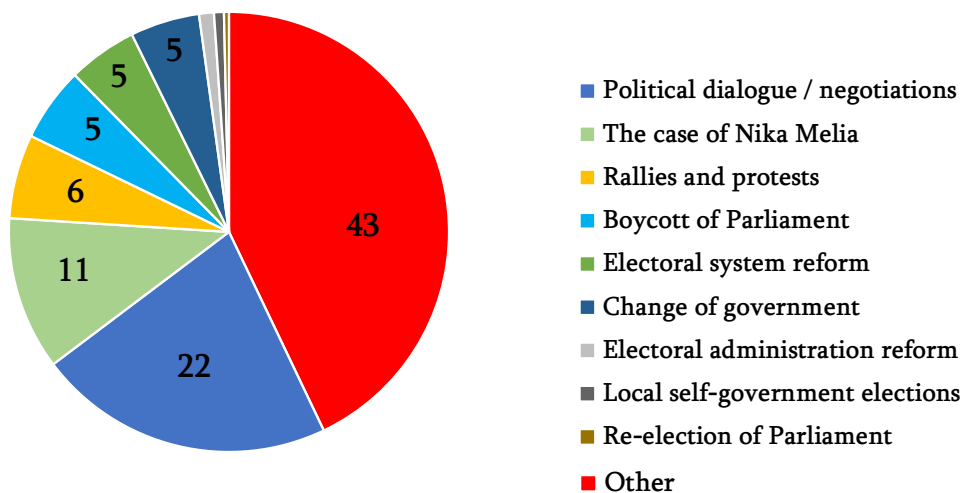
■ Positive    ■ Neutral    ■ Negative



### Coverage of topics (%)

#### Maestro

February 1 - March 31, 2021



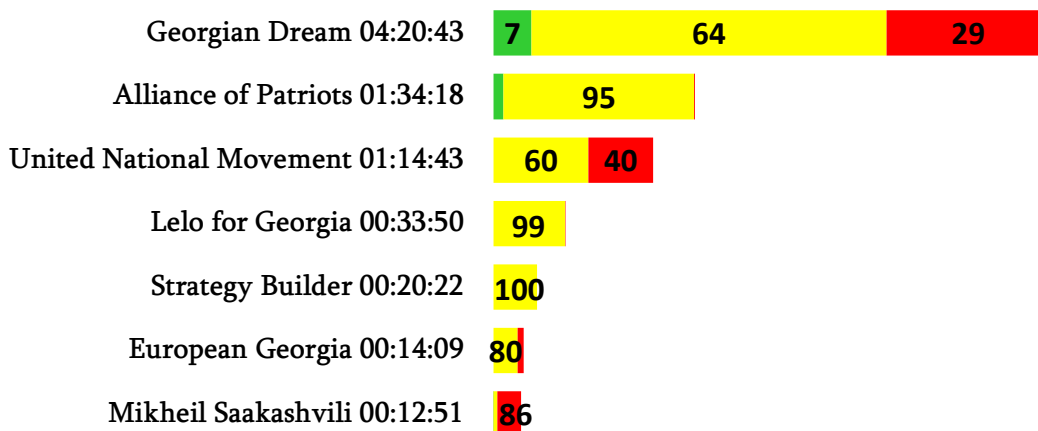
# ObiekTV

## Coverage of subjects by tone (%)

### Obiektivi

February 1 - March 31, 2021

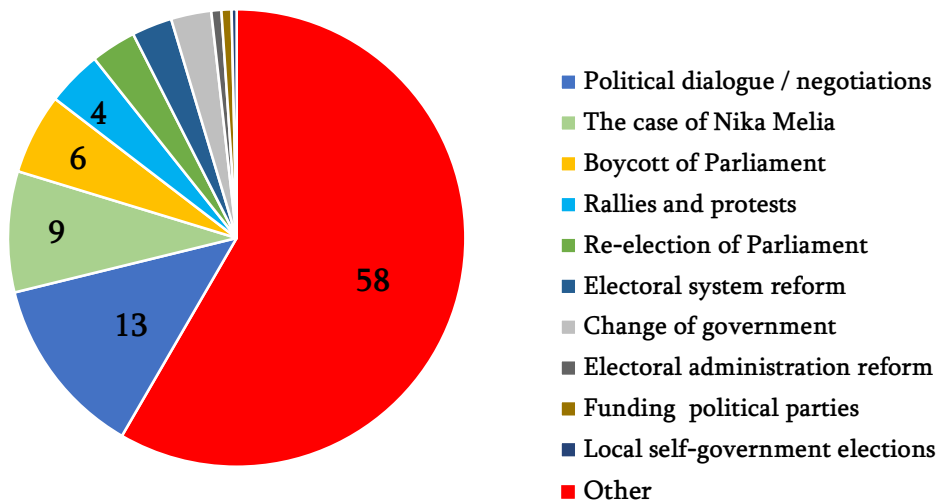
■ Positive ■ Neutral ■ Negative



## Coverage of topics (%)

### Obiektivi

February 1 - March 31, 2021



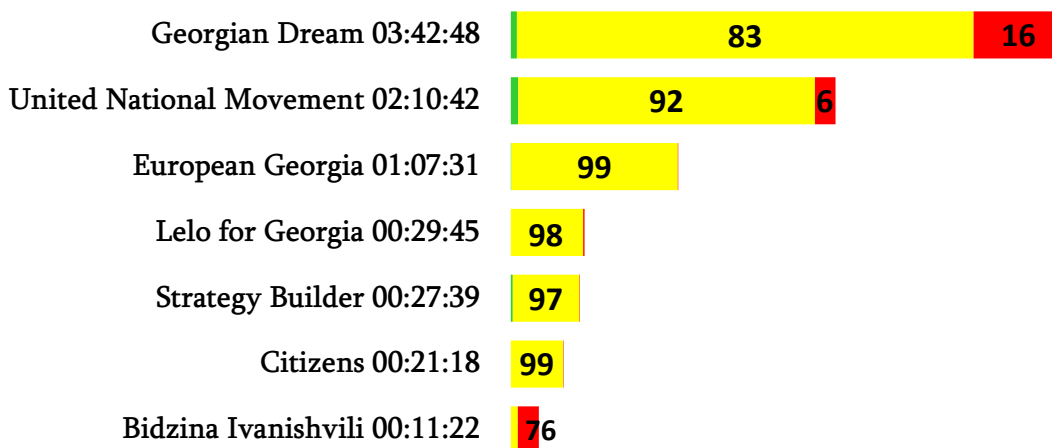
## Kavkasia TV

### Coverage of subjects by tone (%)

Kavkasia

February 1 - March 31, 2021

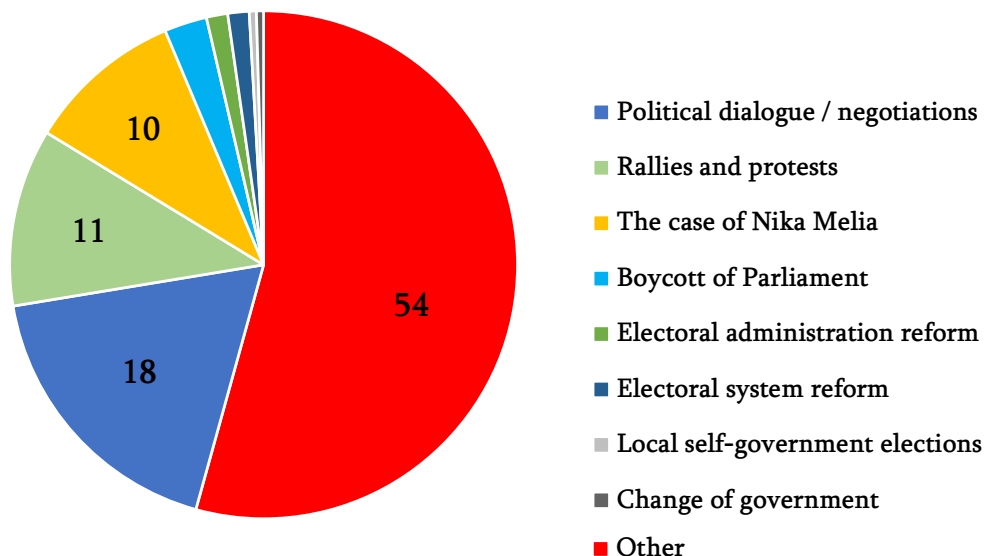
■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Kavkasia

February 1 - March 31, 2021



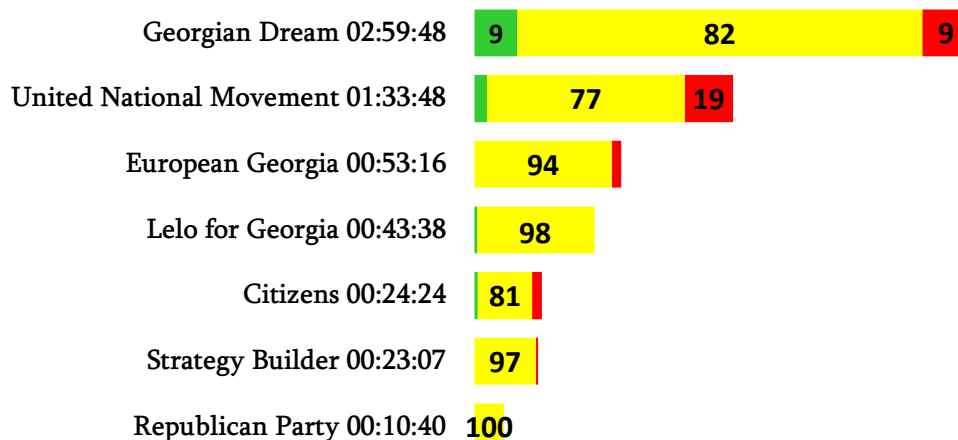
## Palitra TV

### Coverage of subjects by tone (%)

Palitra TV

February 1 - March 31, 2021

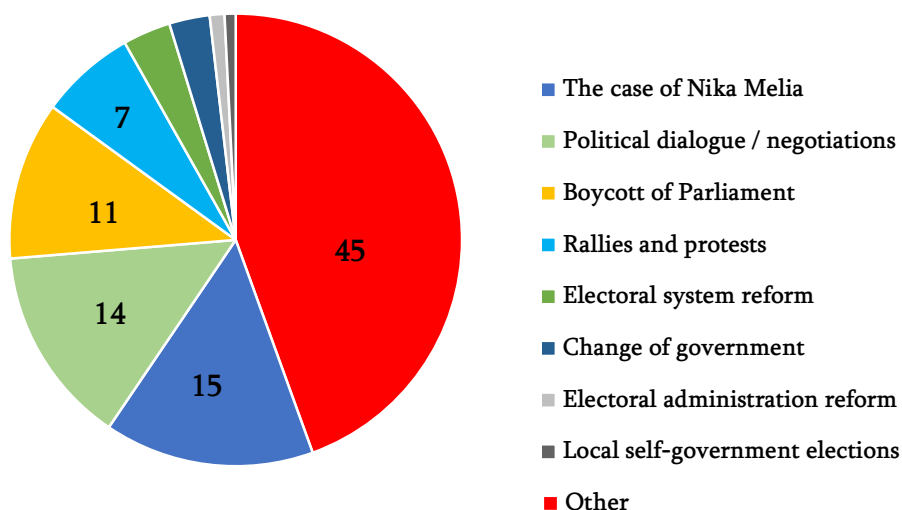
■ Positive    ■ Neutral    ■ Negative



### Coverage of topics (%)

Palitra TV

February 1 - March 31, 2021



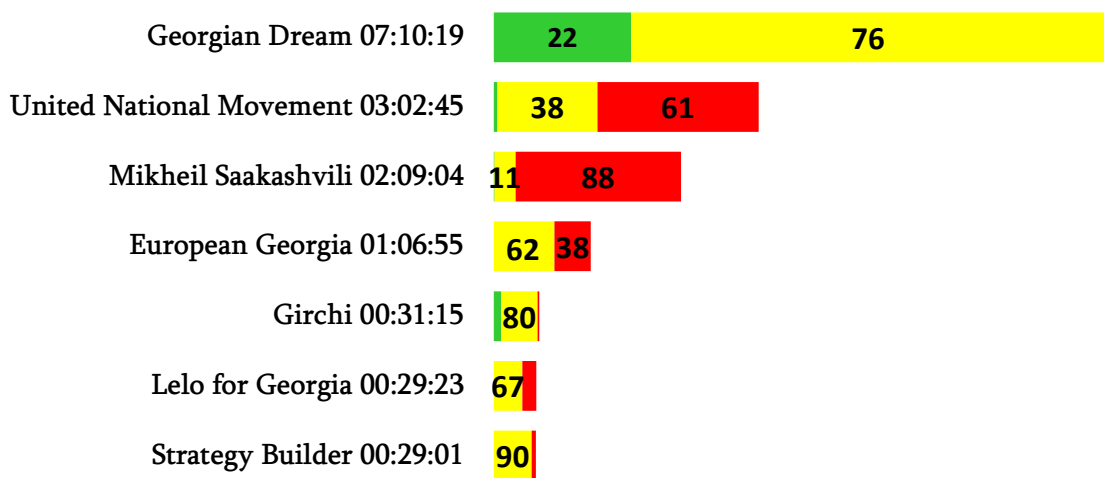
# PosTV

## Coverage of subjects by tone (%)

Pos TV

February 1 - March 31, 2021

■ Positive    ■ Neutral    ■ Negative



## Coverage of topics (%)

Pos TV

February 1 - March 31, 2021

