



YEREVAN PRESS CLUB

**MONITORING THE THEMATIC
DIRECTIONS OF ARMENIAN MEDIA**

**Yerevan Press Club
Research**

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REPORT ON MONITORING THE THEMATIC DIRECTIONS OF ARMENIAN MEDIA

BACKGROUND INFORMATION

THE MONITORING of the thematic directions of Armenian media was implemented by Yerevan Press Club under “Alternative Resources in Media” project, supported by USAID.

Through the analysis of quantitative data obtained **the monitoring aim at:**

- providing data for the comparative analysis with the administered in parallel sociological research, defining how the thematic coverage and the media interest towards it reflect their real public significance and correspond to the audience demands;
- determining the level of the diversity in media, particularly focusing on their thematic coverage.

The monitoring covered 12 media in Armenia - seven TV channels, two newspapers and three online publications:

- *6 national TV channels* - First Channel of Public Television of Armenia, “Armenia”, Second Armenian TV Channel, “Yerkir Media”, “Kentron”, “Shant”;
- *1 TV channel of Yerevan* - “Shoghakat”;
- *2 national newspapers*- “Aravot” and the Russian language “Golos Armenii” (their online versions);
- *3 news portals* – 1in.am (<http://1in.am>), Lragir.am (<http://www.lragir.am>), Panorama.am (<http://www.panorama.am>).

The timeframes for the monitoring were one month and a half during **February 1 - March 15, 2011**.

The monitoring object in broadcast media were all the programs, aired by the TV channels above within 10.00-02.00, **except** commercial/political/social advertising and classifieds, announcements between TV programs, “pure” video recordings (with no wordings) and creeping lines. At the same time were differentiated and studied separately: **news/news and comment programs; current affairs/discussion programs** and **all other programs of diverse profiles** (see below).

The monitoring object in print and online media were all the pieces of the abovementioned newspapers’ Internet versions and online publications, archived for the previous day, **except** commercial/political/social advertising and classifieds, “pure” photographs (out of publications and with no titles, headlines, captions).

All the TV and online pieces studied were distributed by the following *thematic sections*:

	Thematic sections	TV Channels			Internet sources
		News/news and comment programs	Current affairs/discussion programs	Other programs of diverse profiles	Online pieces
1.	Karabagh conflict resolution				
2.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)				
3.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)				
4.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code				
5.	Activities of RA President and his Office, information on people whom media relate to the RA President				
6.	Activities of RA National Assembly				
7.	Activities of RA Government				
8.	Activities of RA tax and custom authorities				
9.	Activities of political parties of Armenia				
10.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)				
11.	Foreign policy of Armenia				
12.	Domestic and foreign policy of USA, Armenia-USA relations				
13.	Activities of the European Union, Armenia-EU relations and cooperation				
14.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus				
15.	Environmental issues related to the initiatives of mining and mineral processing in Armenia				
16.	Urban planning and community ecology in Armenia				
17.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia				
18.	Unemployment issues in Armenia				
19.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia				
20.	Criminality in Armenia/criminal chronicle				
21.	Migration from Armenia				

22.	Life of the Armenian Diaspora				
23.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)				
24.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia				
25.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia				
26.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)				
27.	Tourism development in Armenia				
28.	Violation of human rights and fundamental freedoms in Armenia				
29.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia				
30.	Natural disasters, incidents (car crashes, accidents, etc.)				
31.	Culture/arts				
32.	Education and science (with no direct link to health care and education situation in Armenia)				
33.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia				
34.	Sports				
35.	Foreign news (with the exception of the abovementioned)				
36.	Content and quality of TV programs on the Armenian air				
37.	Reference information (weather forecast, exchange rates, etc.)				
38.	Popular Armenian music				
39.	Popular foreign music				
40.	Classical music				
41.	Folk music				
42.	Films (feature and TV films)				
43.	Cartoons				
44.	Soap operas				
45.	TV versions of theatre performances/ballets/operas				
46.	Entertainment TV pieces				
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)				
48.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)				

If one TV/online piece contained references, dealing with two or more thematic sections, the data on that piece was accounted for each of the respective section.

At the same time, the sections had their particularities.

Thus, **Section 7** “Activities of RA Government” included pieces not only dealing with the activities of the Government in whole, but also with each of the ministries.

The pieces about the acting parties of the country (their events, initiatives, statements of different nature regarding different themes, etc.) were included in the appropriate section, as well as in the **Section 9** “Activities of political parties of Armenia”. Stories about the parties’ historical track were also recorded in this section.

Section 10 “Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)” also included pieces dealing with the activities of Armenia in other structures, for example, established within the Commonwealth of Independent States, or in the Collective Security Treaty Organization.

Section 11 “Foreign policy of Armenia” listed only those pieces that told about the priorities, concepts and path of the foreign policy of Armenia.

In **Section 46** “Entertainment TV pieces” TV programs dealing with cooking were also recorded.

Sections 30 “Natural disasters, incidents (car crashes, accidents, etc.)”, “Culture/arts” (**31**), “Education and science (with no direct link to health care and education situation in Armenia)” (**32**), “Sports” (**34**), “Classical music” (**40**), “Folk music” (**41**) contained pieces dealing with not only Armenia, but other countries as well.

The main unit of the study was **a TV piece** and **online piece**.

The following was understood to be a TV piece:

A unit of air, distinguished by subject, composition and design, i.e.:

- a. a separate story in the newscast;
- b. a separate communication, read by the program host;
- c. a part (section, story) of a program, dealing with various subjects/issues and distinguished by subject, composition and design (jingles, captions, etc.);
- d. announcements of stories were considered to be a part of the piece they referred to;
- e. program host text that introduced the TV piece (report, etc.) was considered to be a part of this piece (report, etc.).

At the same time,

- **News/news and comment programs** were divided into stories, each of which was considered as a separate piece;

- **Current affairs/discussion programs** were considered as follows:

1. If the program was dealing with one subject/discussion theme, it was considered as one separate piece;

2. If the program was tessellated, i.e., was divided into separate thematic blocks, each of these blocks was considered as one separate piece.

- **Other programs of diverse profiles** - each of these programs was considered as one separate piece.

The following was understood to be an online piece:

A unit of text, distinguished by subject, composition and design, i.e.:

- a. a separate article, news report, interview, etc.;
- b. announcements of publications were viewed to be a part of the publication they referred to;
- c. the headline/subheadline, the lead (i.e., the text after the headline/subheadline that introduced the publication and bore the main message of the article) were considered to be a part of the story they referred to;
- d. editorial comment on a certain publication, distinguished by words "Editor's note", "Editorial comment", etc., was considered to be a separate piece;
- e. photograph (pictures, cartoons, collages, illustrations, charts, etc.) that was not a part of a newspaper publication but contained a headline or a text or had a message was considered as a separate piece. If the photograph accompanied the newspaper publication, it was considered to be part of the piece it referred to.

In the course of monitoring the following ***was determined and recorded:***

1. Total number of TV and online pieces.

2. The number of references to thematic sections in TV/online pieces. In each TV/online piece only one reference to each of the thematic sections was recorded. If one TV/online piece contained references to two or more thematic sections, each reference went for the appropriate section.

3. Determination of the presence form of the thematic section in the TV/online pieces:

- TV/online piece, ***fully*** dealing with the thematic section. The TV/online piece was considered to be fully dealing with the thematic section, even if it contained a reference to another subject, but the reference was linked to the main subject.

- TV/online piece, ***partly*** dealing with the thematic section. The TV/online piece was considered to be partly dealing with the thematic section, when the given TV/online piece equally (regardless of volume) referred to two or more topics. Each of these references was recorded separately as partly dealing with the respective topic. The same approach was applied towards the monitoring themes which were reflected in the TV/online piece along with other themes - not included in the monitoring subject.

All the categories above were measured ***in units***.

THE MEDIA STUDIED: BRIEF OVERVIEW

PUBLIC TELEVISION OF ARMENIA (PTA First Channel) is a part of the Public TV and Radio Company, founded in 2001. The managing body is the Council of Public TV and Radio Company. The daily duration of air of the First Channel is 19.5 hours on the territory of Armenia and 24 hours in Yerevan. The programs of the channel can also be received abroad via satellite. The study focused at: the main daily newscast of PTA First Channel "Haylur" (130 issues were aired throughout the monitoring period) and its Sunday news and comment version, "Sunday Haylur" (6 issues), "Haylur. Index" (29 issues), "Haylur. Parliament" (2 issues), "Parliamentary Week" (5 issues) and other news/news and comment programs; "Tesankyun" (36 issues), "Hraparakum" (13 issues), "Special Reportage" (13 issues), "Discussion with Stepan Zakarian" (5 issues), "European Formula" (3 issues), and other current affairs/discussion programs; as well as other programs of diverse profiles. Throughout the monitoring period for PTA First Channel a total of 3,413 TV pieces was studied. Of these, 2,542 pieces contained in news/news and comment programs, 88 - in current affairs/discussion programs, 783 - in other programs of diverse profiles.

"SHOGHAKAT" is a TV company founded in 2001 by the Holy See Etchmiadzin. The managing body is the Creative Board of "Shoghakat" TV company. Since January 21, 2011 it is transmitted via the 47th frequency of "Ararat" TV channel - part of the Public TV and Radio Company. On February 24, 2011 the "Spiritual and Cultural Public TV Company" CJSC was established upon the Government's decision, which became the structural subdivision of the Public Television and Radio Company, and respectively its management was entrusted to the PTRC Council. The daily duration of air is 18 hours. The programs of the channel can also be received abroad via satellite for 1.5 hours. The study focused at: the news/news and comment programs of "Shoghakat" "Church Life" (39 issues were aired throughout the monitoring period), "Bulletin of Culture" (9 issues), "Phonograph" (5 issues), "News from Vagharshapat" (4 issues); current affairs/discussion program "Third Century" (17 issues), as well as other programs of diverse profiles. Throughout the monitoring period for "Shoghakat" TV company a total of 1,980 TV pieces was studied. Of these, 337 pieces were in news/news and comment programs, 17 - in current affairs/discussion programs, 1,626 - in other programs of diverse profiles.

"ARMENIA" is a private TV company founded in 1998 by "Armenia TV" CJSC. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite. The study focused at: the main daily newscast of "Armenia" "Zham" (154 issues were aired throughout the monitoring period), "Voice of America" (5 issues) and other news/news and comment programs, as well as other programs of diverse profiles (the TV channel has no current affairs/discussion programs). Throughout the monitoring period for "Armenia" TV company a total of 3,342 TV pieces was studied. Of these, 2,389 were in news/news and comment programs, 953 - in other programs of diverse profiles.

"YERKIR MEDIA" is a private TV company, founded in 2004 by "Husaber" CJSC. The daily duration of air is 24 hours. The programs of the channel are received abroad via satellite. The study focused at: the main daily newscast of "Yerkir Media" "Yerkirn Aysor" (470 issues were aired throughout the monitoring period), the daily news and comment program "Barev Yerkir" (43 issues), "Voice of the Armenians in Russia" (4 issues) and other news/news and comment programs; "Yerkri Hartse" (60 issues), "Hraparak" (14 issues), "Khmbagir" (13 issues), "Boiling Point" (7 issues) and other current

affairs/discussion programs, as well as other programs of diverse profiles. Throughout the monitoring period for “Yerkir Media” a total of 5,689 TV pieces was studied. Of these, 4,394 pieces were in news/news and comment programs, 172 - in current affairs/discussion programs, 1,123 - in other programs of diverse profiles.

SECOND ARMENIAN TV CHANNEL (SECOND CHANNEL) is a private TV company, founded in 1998 by “Second Armenian TV Channel” LLC. The daily duration of air is 18 hours. The study focused at: the main newscast of the Second Channel “Lraber” (194 issues were aired throughout the monitoring period), “News from the Commonwealth” (6 issues) and other news/news and comment programs; current affairs/discussion programs “Fourth Studio/Right to Speech” (29 issues), “Hour for Social Dialogue” (3 issues), “Urgent Reportage” (3 issues), as well as other programs of diverse profiles. Throughout the monitoring period for Second Channel a total of 3,262 TV pieces was studied. Of these, 2,515 pieces were in news/news and comment programs, 36 - current affairs/discussion programs, 711 - other programs of diverse profiles.

“KENTRON” is a private TV company, founded in 2004 by “Multimedia Kentron TV” CJSC. The daily duration of air is 24 hours. The study focused at: the main daily newscast of the “Kentron” “Epikentron” (181 issues were aired throughout the monitoring period), “What Do They Write About?” (28 issues) and other news/news and comment programs; current affairs/discussion programs “Urvagits” (62 issues), “Youth Center” (12 issues), as well as other programs of diverse profiles. Throughout the monitoring period for “Kentron” a total of 4,078 TV pieces was studied. Of these, 3,284 pieces were in news/news and comment programs, 116 - in current affairs/discussion programs, 678 - in other programs of diverse profiles.

“SHANT” is a private TV company, founded in 1994 by “Shant” LLC. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite. The study focused at: the main daily newscast of “Shant” “Horizon” (190 issues were aired throughout the monitoring period), “Supplement to ‘Horizon’” (61 issues), “Emergency Channel” (8 issues) and other news/news and comment programs; current affairs/discussion programs “Perspective” (10 issues), “Armenian World” (13 issues), as well as other programs of diverse profiles. Throughout the monitoring period for “Shant” a total of 3,491 TV pieces was studied. Of these, 2,772 pieces in news/news and comment programs, 23 - in current affairs/discussion programs, 696 - in other programs of diverse profiles.

“ARAVOT” is a daily newspaper, issued five times a week (Tuesday-Saturday), founded in 1994 by “Aravot’ Daily Newspaper” LLC. During the monitoring period 30 issues of “Aravot” was stored on the daily’s website www.aravot.am. Throughout the monitoring period for “Aravot” a total of 1,866 online pieces was studied.

“GOLOS ARMENII” is a Russian-language newspaper, issued three times a week (Tuesday, Thursday, Saturday), founded in 1991 by “Golos” LLC. During the monitoring period 18 issues of “Golos Armenii” were stored on the newspaper’s website www.golos.am. Throughout the monitoring period for “Golos Armenii” a total of 1,085 online pieces was studied.

1IN.AM is an online publication founded in 2010 by “1in Lratvakan” LLC. Within the monitoring period there have been 43 issues of 1in.am and a total of 1,085 1in.am pieces was studied.

LRAGIR.AM is an online publication founded in 2006 by “ATAK Hamakarg” LLC. Within the monitoring period there have been 43 issues of Lragir.am and a total of 1,798 Lragir.am pieces was studied.

PANORAMA.AM is an online publication founded in 2005 by ADX Ltd. Within the monitoring period there have been 38 issues of Panorama.am and a total of 3,204 Panorama.am pieces was studied.

ANALYSIS OF THE MONITORING RESULTS

THROUGHOUT THE MONITORING PERIOD (February 1 - March 15, 2011) a total number of TV/online pieces 37,838 was studied, of these 25,255 were aired by the seven TV channels, 2,951 - stored on the online versions of the two newspapers and 9,632 - on the three online publications.

TV CHANNELS

As noted in “Background Information” Chapter the news/news and comment programs, current affairs/discussion programs and the other programs of diverse profiles on 7 broadcast media were studied separately. From 25,255 of the TV pieces that made the monitoring subject, 18,233 (or 72.2%) account for news/news and comment programs, 452 (1.8%) - current affairs/discussion programs and 6,570 (26%) - other programs of diverse profiles.

News Coverage

In the 37-lines rating list of thematic preferences of the 7 TV channels studied “**Foreign news**” hold the first rank: 19.4% of the total number of TV pieces on news/news and comment programs of the 7 TV channels was accounted for this very thematic section. This section became the leader on all the TV channels, except for “Shoghakat”. (This channel has its own cultural-spiritual specific, which is the main component of all the programs, and will therefore be considered separately.) Among all the thematic sections “Foreign news” account for the one fifth of the aggregate news coverage. Moreover, in the majority of cases - 85.1% - the news/news and comment programs of all the 6 TV channels fully devoted their stories and reports to the foreign agenda, and only 14.9% were partly dealing with this thematic. Such an interest to this direction was first of all due to the revolutions spread in the Arab world. The TV channels not only widely covered the situation in the countries (Egypt, Tunisia, Libya, etc.), but also presented the position of the international community on this issue, including the ones of the USA, European Union, Iran and Turkey. The revolutionary trends in the Arab world also initiated a debate whether a similar social outbreak can take place in Armenia (anticipating, it should be noted that this topic was raised most frequently in newspapers and online publications).

The news/news and comment programs of the TV channels studied paid almost twice less attention to the theme “**Activities of RA Government**” (11.4% of the aggregate news coverage), which ranked the 2nd. At the same time, 78.2% of the references were partly dealing with this section (21.8% - fully). This is natural: as noted in the monitoring methodology, this section also included pieces that presented the activities of certain ministries, raised specific issues related to other directions (for example, education and health care situation in Armenia, etc.). Hence, these pieces were properly divided.

“**Sports**” took the third rank (10.9% of aggregate news coverage) in the rating of thematic preferences of the news programs. In the vast majority of cases (98.5%) these were pieces fully dealing with the thematic. At the same time, the newscasts of PTA First Channel, “Kentron” and “Shant” have a sports block with a special host, whereas “Armenia” and Second Channel do not have it; however here again the sports is on the upper ranks.

8.9% of aggregate news coverage was allocated to “**Karabagh conflict resolution**” (fourth rank), out of which roughly the one third accounts for “Yerkir Media”. However, taking into account that the Karabagh problem took the second rank on the current affairs/discussion programs of the TV channels studied, one can observe an overall vivid interest paid by broadcast media to this section. In addition to prompt information on the conflict resolution (visits of the OSCE Minsk Group Co-Chairs to the region, the meeting of Armenia, Azerbaijan, Russia Presidents in Sochi, etc.), the establishment of the PACE Subcommittee on Nagorno-Karabakh received extensive coverage both on news and on current affairs programs. Particularly, this gave floor to opinions that this structure is superfluous and replicates the Minsk Group. The report of the International Crisis Group on Mountainous Karabagh was also discussed. The Referendum on Independence of South Sudan, held in Sudan in January 2011, led to speculations by the Armenian politicians on the possibility of using this experience for settling the Karabagh issue. There were many pieces dedicated to the Commemoration Day of the February 27-29, 1988 tragic events in Sumgait. Particularly, active coverage was given to the events organized by the Armenian Diaspora in 2011 on these very days in many countries. In other words, while addressing the Karabagh conflict the news and current affairs programs of the broadcast media also referred to other themes, which led to the prevalence of pieces partly dealing with the theme over the ones fully dealing with it: 71.7% - news/news and comment programs and 86.7% - in current affairs/discussion programs. Notably, the frequency and the thematic nature of references to the Karabagh issue in newspapers and online publications studied were comparable to the ones in broadcast media.

The leading four sections of the news coverage are followed by the “Natural disasters, incidents (car crashes, accidents, etc.)” and “Culture/arts”, which have prevailed the 7-percent bar of the news coverage on the TV channels studied (7.7% and 7.5% of aggregate news coverage, respectively), unlike the “Activities of political parties of Armenia”, “Activities of RA President...” and “Regional developments...”.

85.5% pieces of the section “**Natural disasters, incidents**” were fully dealing with natural catastrophes and tragic events in the world, including Armenia. The heavy snowfalls occurred in Armenia in the beginning of February and their consequences (car crashes, closed roads, etc.) pulled this theme to the 5th rank. The rest 14.5% were pieces partly dealing with the theme. They also referred to other thematic sections, informing about the activities of the Government for overcoming snow drifts, activities of the RA Ministry of Emergency Situations in these and other cases, providing reference information on weather forecast in the country.

As regards “**Activities of political parties of Armenia**” (seventh rank, 6.4% of aggregate news coverage), 77.7% pieces were partly dealing with the section, 22.3% - fully. Like in the case of Karabagh conflict resolution, the media displayed more vivid attention to the parties on current affairs/discussion programs, where the theme got the third ranking and where all the materials, except for the 2 (93 from 95), were partly dealing with the topic. Since the start of the monitoring both on news and current affairs/discussion programs the activities of the parties were actively addressed by the media due to the upcoming 2012-2013 national elections. Hence, the party initiatives on amending the RA Electoral Code were presented; discussions about what parties and president candidates will run in the 2012-2013 elections were held. The most active interest was paid to the issues whether the ruling coalition will run for the parliamentary elections with a fusion ticket, and who will the “Prosperous Armenia” support at the presidential elections. The latter stipulated the attention of the broadcast media to the February 12, 2011 Congress of the party. It should be noted that the same piece on the Congress of “Prosperous Armenia” (in the form of a

special report) went on the air of “Kentron”, “Shant”, “Yerkir Media” TV channels. The very three TV channels aired the same stories about the events organized by “Prosperous Armenia” and its leader, prominent businessman Gagik Tsarukian on February 19, the Day of Saint Sargis, and on Women’s Day, March 8. Finally, the same pieces on other events of that party and its leader were showed by two TV channels - “Kentron” and “Shant”. The presentation form of all these pieces (as editorials), their demonstration on the air of at once several TV channels raises doubts. The most intensive in covering the activities of Gagik Tsarukian was “Kentron”. Thus, in addition to the pieces on newscasts, throughout the monitoring period 63 special reports dealing with the activities of Gagik Tsarukian and his party, and 9 stories telling about the February 12, 2011 Congress of “Prosperous Armenia” party were aired by that TV channel.

71.9% news pieces about the “**Activities of RA President and his Office, information on people whom media relate to the RA President**” were partly dealing with the thematic section (fully - 28.1%). The section holds the eight rank (6.1% of aggregate news coverage). At the same time, in the vast majority of cases prompt information on the activities of the State’s Head was provided, the second aspect was not being addressed.

6% of aggregate news coverage (ninth rank) was allocated to “**Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus’ countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus**”. The correlation of pieces, fully (42.8%) and partly (57.2%) dealing with this thematic is almost the same. In fact, the newscasts of the TV channels studied equally presented both the developments in the region and the information related or linked to Armenia (say, Armenian-Georgian, Armenian-Iranian visits, initiatives, etc.).

The ten most intensively covered themes are concluded by the “**Domestic and foreign policy of USA, Armenia-USA relations**” section (5.8% of aggregate news coverage). 72.2% pieces of this section were partly, and 27.8% were fully dealing with the theme. They, particularly, presented the positions of the USA on a number of issues, including on the developments in the Arab world, different types of Armenian-US relations, as well as the dispatches of the USA diplomats released by Wikileaks.

The rest 27 thematic sections took from 4.3% to 0.2% of the aggregate news coverage. And there was never a reference to the “**Foreign policy of Armenia**” section (as noted, this section did not include pieces on the foreign policy activities of the country, but priorities, concepts, etc.).

In terms of separate broadcast media the picture is as follows: the ranking is headed by “Yerkir Media” - 24.1% of the total number of pieces on news/news and comment programs of all the 7 TV channels studied, it is followed by “Kentron” - 18%, “Shant” - 15.2%, PTA First Channel - 13.9%, Second Armenian TV channel - 13.8%, “Armenia” - 13.1% and “Shoghakat” - 1.8%.

Among all the TV channels studied “**Yerkir Media**” is distinguished by a saturation of news programs. For one and a half month of the monitoring there have been 470 issues of the main newscast, in average - 11 in a day (to compare, the maximum number of news programs on the other channels did not prevail 6). The morning program of “Yerkir Media”, “Barev Yerkir” was also claimed as a news and comment. The following 5 thematic sections were the most intensively covered on the news programs of “Yerkir Media”: “Foreign news”, “Karabagh conflict resolution”, “Activities of RA Government”, “Activities of political parties of Armenia” and “Culture/arts”. Quite often this TV channel referred to the

“Life of the Armenian Diaspora” (seventh place), particularly through the weekly news program “Voice of Armenians in Russia” telling about the developments in the Armenian Diaspora in Russia.

The leading themes on the news/news and comment programs of “**Kentron**” were: “Foreign news”, “Sports”, “Activities of RA Government”, “Regional developments...” and “Karabagh conflict resolution”.

The top five thematic of the news coverage of “**Shant**” are: “Foreign news”, “Sports”, “Natural disasters, incidents (car crashes, accidents, etc.)”, “Activities of RA Government” and “Reference information” (in the majority of cases these were weather forecasts aired during the newscasts of the TV channel).

PTA First Channel the following themes were the most covered on news programs: “Foreign news”, “Sports”, “Activities of RA Government”, “Karabagh conflict resolution” and “Activities of RA President...”. It takes note that the public broadcaster is distinguished by a quite detailed coverage of the “Activities of RA National Assembly” (fifteenth place), to which seven newscasts of “Haylur. Parliament” and “Parliamentary Week” were dedicated.

Second Armenian TV Channel on its news/news and comment programs most frequently addressed the following sections: “Foreign news”, “Reference information”, “Activities of RA Government”, “Sports”, “Karabagh conflict resolution”. The second place of the “Reference information” section is primarily due to a large amount of pieces on the main newscast of the TV channel “Lraber” which informed the viewers about the operation of public services (say, about preventive cutoffs of electricity, water, etc.). Besides, “Lraber” had special weather forecasts blocks.

The leading five sections on “**Armenia**” TV channel are: “Foreign news”, “Activities of RA Government”, “Sports”, “Domestic and foreign policy of USA, Armenia-USA relations” and “Karabagh conflict resolution”. Notably, information on the USA, ranked the fourth, was presented through the pieces of the “Voice of America” TV and Radio company, aired during the main newscast of “Armenia”, “Zham”. Moreover, the “Voice of America” Sunday news magazine was aired by the TV channel and told about the developments in the USA, including in the US Armenian Diaspora.

As noted above, “**Shoghakat**” TV channel has a pure cultural-spiritual nature which affects the majority of the programs, including news programs that inform about the events in the Armenian Apostolic Church, culture, arts, etc. Out of 337 news pieces of this channel, 213 and 138 references were accordingly dedicated to two sections - “Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia” and “Culture/arts”. The next third section “Education and science (with no direct link to health care and education situation in Armenia)” received only 38 references.

Coverage on Current Affairs/Discussion Programs

A distinctive feature of the thematic directions on current affairs/discussion programs of the TV channels studied was their presence form: the references made to all the 36 sections were partly. The broadcast media were the most active in covering the following three themes: “**Activities of RA Government**” (27.9% of the total number of pieces in current affairs/discussion programs of the TV channels studied), “**Karabagh conflict resolution**” (23.2%), “**Activities of political parties of Armenia**” (21%). In other words, more than 70% of the overall current affairs/discussion programs were allocated to these themes (the

aspects in which they were discussed are given above, in “News Coverage”). The fourth place is taken by **“Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus’ countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus”** (14.2%).

All the abovementioned four thematic sections are the top ten themes which media paid the most attention on both news/news and comment programs and current affairs/discussion programs. The “Culture/arts” section is also among them.

Further, the picture varies. The second group of the five most intensively covered themes on current affairs/discussion programs lists: **“Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia ”** - 13.9% of the total number of pieces in current affairs/discussion programs of the TV channels studied (fifth rank), **“Activities of RA National Assembly”**- 13.1% (sixth rank), **“Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia”** - 11.5% (seventh rank), **“Corruption, monopoly, oligopoly and unfair competition issues in Armenia”** - 11.3% (eight rank), the abovementioned **“Culture/arts”** - 10.6% (ninth rank), **“Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code”** - 8.6% (tenth rank). As one can observe, the majority of the listed thematic (social and corruption issues, upcoming national electoral campaigns) are of public significance, therefore they are referred to in a discussion format, which - unlike news programs - provides a possibility for a more detailed and thorough analysis of urgent issues. Notably, the **“Foreign policy of Armenia”** became the outsider not only on news but on current affairs/discussion programs of all TV channels studied. Meanwhile, the foreign policy path, priorities of Armenia, particularly given the unresolved Karabagh conflict, is not a less significant issue.

Among all the broadcast media studied **“Yerkir Media”** is distinguished not only by highly extensive news coverage, but also by its intensiveness in current affairs/discussion programs. 38.1% of the total number of pieces in current affairs/discussion programs of the seven TV channels studied was accounted for that TV channel. **“Kentron”** displayed the same activeness in terms of this indicator - 25.7%. Thus, within the 1.5 month of the monitoring there were more than 60 issues of only the main, brand discussion programs - **“Yerkri Hartse”** (**“Yerkir Media”**), **“Urvagits”** (**“Kentron”**) - on each of the TV channels. The two broadcasters are followed by the **PTA First Channel** (19.5%), which - like **“Yerkir Media”**- stands out for the variety of its current affairs/discussion programs. The gap between these three and the other two national TV channels of general profile is considerable - **Second Armenian TV Channel** (8%) and **“Shant”** (5.1%). The list is concluded by **“Shoghakat”** (3.8%), which, as already mentioned, is of spiritual-cultural profile and has only one discussion program (**“Third Century”**). At the same time, the range of issues discussed on that program is quite comparable to the thematic coverage of current affairs/discussion programs of Second Armenian TV Channel and **“Shant”**. In light of the above **“Armenia”** is particularly outstanding: while being granted a license as a national TV channel of general profile, it does not air a single current affairs/discussion program.

Coverage on Other Programs of Diverse Profiles

“Culture/arts”, “Soap operas” and “Entertainment TV pieces” are the sections that hold the first ranks in the 47-points rating list of thematic preferences of the TV channels studied. Out of the 1,139 references to **“Culture/arts”** (or 17.3% of the total number of TV pieces

in other programs of diverse profiles of the 7 TV channels studied), 50.7% were fully dealing with the theme and 49.3% - partly. Hence, the aggregate airtime contained an equal number of programs, fully devoted to the issues of culture/arts, and programs in which these issues were reflected along with others. The second in terms of popularity on the aggregate airtime are **“Soap operas”**, making 16.1% of the total number of TV pieces in other programs of diverse profiles. The leading trio is concluded by **“Entertainment TV pieces”** - 15.1%. 85.8% of this section included programs of purely entertainment nature and 14.2% - programs which along with other themes referred to entertainment. The **“Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia”** that ranks the fourth is immediately behind the leading trio (14.5%). The high rating of this section is primarily due to the extensive coverage by “Shoghakat”, which has accounted for 80% of the total number of references to this section of aggregate airtime.

The second group of the most popular themes lists: **“Reference information (weather forecast, exchange rates, etc.)”** - 10.3%, **“Films (feature and TV films)”** - 8.8%, **“Popular Armenian music”** - 7.5%, **“Cartoons”** - 4.5%, **“Education and science (with no direct link to health care and education situation in Armenia)”** - 4.1%, **“Popular foreign music”** - 3.5%, **“Sports”** - 3.3%. The majority of pieces were fully dealing with all the abovementioned sections, except “Education and science...” (where the proportion of pieces partly dealing with the theme is a little higher). It takes note that 29 partly references to the “Cartoons” were made on the air of Second Armenian TV Channel. Its children’s program “Multiknik” was made of two parts: the first one was educational, the second - showed cartoons.

The other themes took up to 1.6% and less of the aggregate airtime. And not once there was a reference to the **“Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code”** and the **“Foreign policy of Armenia”** on other programs of diverse profiles.

Among the seven TV channels other programs of diverse profiles were more frequent on the air of **“Shoghakat”** - 24.7% of the total number of TV pieces in other programs of diverse profiles. Being loyal to its ideology, the TV channel prioritizes the spiritual values, issues regarding religion, primarily the Armenian Apostolic Church (46.9% of the total number of pieces on programs of diverse profiles of “Shoghakat”), and the cultural component (33.3%). Moreover, spirituality is emphasized actually in all the programs of “Shoghakat” of different nature. Program intermissions quoting the Bible are constantly aired by the TV channel. Besides, “Shoghakat” is the sole of the TV channels studied which has periodically broadcast classical music concerts, televised versions of operas, rarely of ballets.

“Shoghakat” is followed by **“Yerkir Media”** with 17.1% of the total number of TV pieces in other programs of diverse profiles of the aggregate airtime. Here, the biggest number of references was made to the section “Culture/arts” (27% of the total number of TV pieces in other programs of diverse profiles on the given channel). At the same time, a significant part of pieces fully dealing with this section constitute the program intermissions on Armenian culture (national musical instruments, dances). The “Reference information” section (21.9%), which is on the second rank, mainly included issues of the weather forecast programs “Meteo TV”. The leading trio is concluded by the “Theme of spiritual values...” (9.9%), which mostly includes a cycle of program intermissions, “Ko Tesake” (quotations of famous people about the particularities of the Armenian mentality, character, traditions, etc.) and “Ko Lezun” (quotations of famous people about the purity of the Armenian language).

The rating list on “**Armenia**” TV channel (14.5% of the total number of TV pieces on other programs of diverse profiles of the aggregate airtime) is headed by the entertainment programs (28.2% of the total number of pieces of other programs of diverse profiles of the given channel) and soap operas (23.1%). Among all the TV channels studied the “Intellectual TV shows” section was solely referred to by “Armenia” (the domestic version of the intellectuals’ program “Who? Where? When?”) and by **PTA First Channel** (11.9% of the total number of TV pieces in other programs of diverse profiles of the aggregate airtime), which started to air the quiz “Armenian Knight”, contest between school teams. The list of programs of diverse profiles of the public broadcaster is headed by the soap operas (33.2% of the total number of TV pieces on other programs of diverse profiles on the given channel), and is followed by feature/TV films (14.2%), popular Armenian music (12.3%), culture/arts (10.1%). “Theme of spiritual values...” was mainly addressed through the program intermissions cycle “Armenian” (quotations of prominent people about spiritual heritage, etc.).

Second Armenian TV Channel (10.8% of the total number of TV pieces in other programs of diverse profiles of the aggregate airtime) makes an emphasis on entertainment programs (46% of the total number of TV pieces in other programs of diverse profiles on the given channel), popular Armenian music (27.3%) and feature/TV films (15.5%). On the programs of diverse profiles of “**Shant**” (10.6% of the total number of TV pieces in other programs of diverse profiles of the aggregate airtime) soap operas are prevailing (52.6% of the total number of TV pieces in other programs of diverse profiles on the given channel), which are followed - with a huge gap - by programs of entertainment nature (21.8%). The first place on the air of “**Kentron**” (10.3% of the total number of TV pieces in other programs of diverse profiles of the aggregate airtime) is taken by reference information (24.6% of the total number of TV pieces in other programs of diverse profiles on the given channel), presented through “Meteo TV” weather forecast programs, which were as a rule aired after “Epikentron” newscast. The sports programs (14.6%) and cartoons (12.2%) come behind.

NEWSPAPERS

As noted above in the “Background Information” Chapter, among the print media the online versions of the national newspapers, “Aravot” and “Golos Armenii” were monitored. Notably, the content of the online and print versions of these newspapers are mostly identical, hence, the content studied overall matches in the both versions.

Out of the 38 thematic sections the biggest number of references were dedicated to “**Sports**” (10.9% of the total number of pieces of the two newspapers studied), and they were all fully dealing with the thematic, except one piece of “Aravot”, published on February 1, 2011 (interview with a then-famous boxer Israel Hakobkoxhian, in which besides the sports, issues of human rights and freedom of expression violations in Armenia were also considered). The second rank is held by “**Activities of RA Government**” (9.6%), in which 58.8% of the references were partly dealing with the topic and 41.2% - fully. The same picture is observed in the “**Activities of political parties of Armenia**” section (8.9%), which is on the third rank and where 53.3% of the references were partly and 44.7% - fully dealing with the theme. In other words, with a slight difference, the newspapers studied somewhat equally made pure references to the activities of the Government and parties, as well as considered it along with other themes. On the contrary, when addressing the “**Karabagh conflict resolution**” (8.2% - fourth rank), the majority of pieces were fully dealing with this theme - 57.4%, and 42.6% - partly.

The top five is concluded by the **“Foreign news”** section (7.2%), where the vast majority of pieces (90.6%) fully related to the ongoing developments in the world.

At the same time, it should be noted that both of the newspapers studied, unlike the TV channels, have referred to all of the 38 thematic sections with a certain frequency.

Out of the 2,951 pieces of the two newspapers studied, 63.2% are accounted for “Aravot” and 36.8% - “Golos Armenii”. On one hand, this gap may be due to the periodicity of the newspapers (5 times a week and three times a week, respectively), but, on the other hand, the paper format of “Golos” is A2 , whereas “Aravot” is A3.

“Aravot” was the most frequent in addressing the “Activities of political parties of Armenia” (10.7% of the total number of pieces in the newspaper), “Foreign news” (9.8%), “Sports” (9%), “Activities of RA Government” (8.9%) and “Culture/arts” (6.1%). Among all the media studied “Aravot” was the only which has persistently referred to the “Issues of freedom of speech and media, including the broadcast digitalization process in Armenia”. This section was in the list of the top 10 themes by “Aravot”, whereas in all the other media studied it was not even in the top 20. Moreover, the daily not only provided prompt news of the media field (court proceedings, incidents with journalists, etc.), but also tracked the issues regarding broadcast digitalization. Thus, since February 17, 2011 “Aravot” started a cycle, which examined the applications of the digital broadcast competition winners. (The competitions were announced by the National Commission on Television and Radio in December 2010.) The cycle author, “Aravot” observer Anna Israelian, had requested the applications copies from the NCTR and had analyzed the 25 competition packages, except the ones of rebroadcasters. Another example of covering a certain topic were the February 19, 2011 “Aravot” pages dealing with the youth and related issues, and presenting different youth movements active in Armenia. The youth movements are included in the section “Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia”. Nonetheless, the studied media pieces manifest that references made to this section regard moral issues, present the Armenian Apostolic Church, and rarely address different minorities or youth movements.

“Karabagh conflict resolution ” is the section that received the most frequent coverage in **“Golos Armenii”** (14.3% of the total number of pieces of the newspaper), and most of the pieces were fully devoted to the theme (63.9%, partly - 36.1%). The Karabagh conflict, Armenian-Azerbaijani relations and other aspects are permanently in the scope of attention of “Golos Armenii”, as the previous studies show. Within the monitoring period the newspaper was also active while referring to the sports thematic (14.2%). This section is followed by the “Activities of RA Government ” (10.8%), “Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus’ countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus” (9.1%) and “Culture/arts” (7.6%).

ONLINE PUBLICATIONS

As noted in “Background Information” Chapter, the study covered three online publications - 1in.am (<http://1in.am>), Lragir.am (<http://www.lragir.am>), Panorama.am (<http://www.panorama.am>).

The leader among 38 thematic sections is **“Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus’ countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus”**

section (13.9% of the total number of pieces of the three online publications studied). The high proportion of pieces, fully dealing with the given section (80.2%, with 19.8% partly references), also manifests the extensive interest of news sites towards this theme. This primarily regards Turkey and Iran. A particular intent attention was allocated to Iran during the February 14-15, 2011 protest actions in the country due to the social revolt that broke in the Arab world. Hence, only within February 15 out of 78 pieces regarding the region, one third (24) presented the Iranian developments, some pieces examined the possible consequences of these actions and how this situation might affect the traditionally friendly Armenian-Iranian relations.

“Foreign news” (12.4%) and **“Activities of political parties of Armenia”** (12.3%) come right after this section. 60% of the pieces were partly dealing with the political parties. This is due to the extensive coverage of developments in which the parties, especially opposition ones, were active role-players. Say, the protest actions of the drivers in Gyumri, Vanadzor, Tavush, caused by the governmental decision on mandatory custom clearance of vehicles with Georgian tags, were also referred to from the perspective of political parties involved in the actions. The same picture was observed in the coverage of the ban on street trading that raised a burst of public indignation. For example, the role of the “Heritage” party in fighting for the rights of the drivers was stressed, the legislative initiatives of “Heritage” parliamentary faction on amending the Customs Code was mentioned, the opinions of party leaders on the violence of constitutional rights of the protesters, primarily on freedom of movement were voiced. The ban on street trading was also commented through the party statements about social insecurity, the state interference to freedom of assembly, and numerous arrests of activists. The detention of the RA National Assembly deputies from “Heritage” party in front of the RA Government during the protest action in Yerevan against the ban on street trading received a wide outcry. The criminal proceedings instituted against the brother of RA NA deputy Zaruhi Postanjian (“Heritage” party) were not less consistently addressed to. There were opinions published as to in this way the authorities are trying to put it across the opposition activist Zaruhi Postanjian.

In other words, the fourth in the list **“Activities of RA Government”** (9.9%) section, along with official information, contained many pieces that criticized the measures taken by the executive power which exacerbated social tensions. The February 25, 2011 interview of the RA Prime-Minister to some major TV channels was criticized by the online publications studied. The meeting of Catholicos of All Armenians Garegin II with the RA Minister of Agriculture was covered in an ironic tone.

The fifth and the sixth ranks of the thematic preferences of the online publications are held by the sections **“Karabagh conflict resolution”** (8%) and **“Sports”** (7.5%). The other themes received up to 5.7% and less.

The news online publications, as well as the newspapers studied, have referred to all of the thematic sections in a certain frequency, except the “Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)”.

Out of the 9,632 pieces of the three online publications almost the half, 48% was accounted for 1in.am, 33.3% - for Panorama.am and 18.7% - for Lragir.am.

“Regional developments...” is the most widely covered theme by **1in.am** (19.2% of the total number of pieces of the online publication); the majority of the pieces were fully dealing with the thematic (82.6%, partly - 17.4%). The second and third ranks are taken by

“Foreign news” (16.8%) and “Activities of political parties of Armenia” (12.3%).

The biggest number of references made by **Panorama.am** was devoted to “Activities of RA Government” (12.1% of total number of pieces of the online publication), “Sports” (11.7%), “Regional developments...” (11.2%) and “Activities of political parties of Armenia” (10.6%).

“Activities of political parties of Armenia ” (15.2% of total number of pieces of the online publication), “Activities of RA Government” (12.6%) and “Foreign news” (12.4%) are the top rated thematic preferences of **Lragir.am**.

GENERAL TRENDS OF THEMATIC DIRECTIONS OF THE MEDIA STUDIED

In the “**Life of the Armenian Diaspora**” section, ranked the 10-13 in the thematic preferences of the media studied, the RA President’s Serzh Sargsian’s initiative on creating a bicameral parliament was actively covered. The latter would enable the Armenian Diaspora to be represented in the legislative body of the country. The pros and cons for the initiative were voiced out. Many pieces were devoted to the story about the return to his roots and acquisition of Armenian identity of a man leaving in Dersim and visiting Yerevan. The information on the arrest of the criminal group, “Armenian Power”, by the USA authorities in California was accompanied by some views of the US Armenian Diaspora; several media draw parallels with the case of another Armenian gang (“Case of Pzo”), disclosed by the US authorities in 2010.

The stagnation in the rapprochement process between Yerevan and Ankara affected media coverage of “**Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)**” section, which fell in the second ten and more behind of the media thematic preferences. Particularly, during the first monitoring week (beginning of February 2011) the attacks of Turkish hackers on the Armenian websites made the news. There was an opinion that by hacking the Armenian sites and denying the Armenian Genocide, the Turks strive for the inverse effect: attract the attention of those who never knew anything or has not paid any interest to the 1915 Issue. The decision of the Kars municipality on removing the monument in honor of Armenian-Turkish amity also received significant coverage. The Armenian-Turkish Protocols ratification was considered in terms of the necessity of their withdrawal from the RA National Assembly’s general agenda. The position of the Turkish expert stating that the absence of high-level meetings procrastinate the Armenian-Turkish rapprochement was voiced. Osman Koker, the Turkish writer, author of the book “Armenians in Turkey 100 Years Ago”, was quoted. The latter had noted that such books contribute to the normalization process.

Media paid much less attention to the theme “**Migration from Armenia**”. In the vast majority of cases it was mentioned in passing, in the context of other issues, mainly social. A number of pieces mentioned about the acting Russian governmental program on assisting the resettlement to Russia. This gave floor to an opinion that such initiatives increase the flow of migration from Armenia.

Comparing to the migration processes, the media studied more often referred to the “**Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia**”. However, as a rule, these references were caused by prompt

information. The stories dealing with the activities of the Government, certain ministries and agencies talked about the possible price increase on gas, sugar, metro fare; the heavy social situation was mentioned in the statement of opposition parties, views of party figures.

The outsider on the TV channels, **“Foreign policy of Armenia”**, received 11 references, mainly partly, by online publications and newspapers, primarily by “Aravot”. Hence, a party leader criticized the foreign policy path of Armenia under the former Minister of Foreign Affairs. The Armenian foreign priorities were considered by the acting Foreign Affairs Minister in the context of Armenian participation in the EU Eastern Partnership, as well as by the newly-appointed RA Ambassador in Georgia - in the context of Armenian-Georgian relations. One of the articles noted about the necessity of carrying out an autonomous foreign policy, independent from Russia. Another article criticized the foreign policy trends in Armenia and Mountainous Karabagh, the insufficient qualification of diplomats was being stressed.

CONCLUSION

1. The news/news and comment programs of all the six national TV channels of general profile displayed the greatest interest to foreign news. This section accounted for the one fifth of the aggregate news coverage.
2. The activities of RA Government, Karabagh conflict resolution and activities of Armenian parties were the most frequently considered on the current affairs/discussion TV programs (more than 70% of the aggregate coverage).
3. The three abovementioned themes (governmental and party activities, Karabagh issue) along with regional developments (Iran, Turkey, South Caucasus, partially Russia) and culture/arts were in the top ten of the news and discussion TV programs.
4. None of the seven TV channels studied made a single reference in its news and discussion programs to the concepts, priorities of the foreign policy of Armenia.
5. In the other TV programs of diverse profiles culture/arts, soap operas and entertainment pieces are the leading directions.
6. Among all the broadcast media studied “Yerkir Media” is distinguished by its extensive news coverage. This TV channel, as well as “Kentron” stand out for their intensity of current affairs/discussion programs. The diversity of these programs is also typical for the First Channel of Public Television of Armenia. In comparison to these broadcasters, the broadcast schedules of the Second Armenian TV Channel and “Shant” are hardly focused on current affairs discourse. “Armenia”, being a national TV channel of general profile just like the others, does not have any discussion program.
7. Among all the broadcast media studied “Shoghakat” keeps aloof, as a spiritual-cultural TV channel. Being loyal to its profile, the TV channel prioritizes spiritual values, issues related to religion, primarily - the Armenian Apostolic Church. Moreover, spirituality is emphasized actually in all the programs of “Shoghakat” of different nature, including newscasts mainly covering the events in the Armenian Apostolic Church. At the same time, the range of issues considered on the “Third Century”, the only “Shoghakat”

discussion program, is quite comparable to the thematic coverage of current affairs programs of Second Armenian TV Channel and “Shant”.

8. In the aggregate coverage of the two newspapers studied the main focus was made on the sports, activities of RA Government, activities of political parties of Armenia, Karabagh conflict resolution and foreign news. Among all the media studied “Aravot” was the only which has persistently referred to the issues of freedom of speech and media, particularly to the broadcast digitalization process in Armenia. Within the monitoring period the Karabagh conflict, Armenian-Azerbaijani relations and other aspects were permanently in the scope of attention of “Golos Armenii”, just like before.

9. Regional developments (Iran, Turkey, South Caucasus, partially Russia) were the top thematic preferences of the three online media studied. This section received particular attention of the news portals, primarily due to the developments in Turkey and Iran. The online media were not less actively concentrating on foreign news, activities of Armenian parties, and activities of RA Government. Overall, 1in.am, Lragir.am and Panorama.am stand out, firstly from the TV channels, for both wide coverage of various news and readiness of voicing out diverse opinions, including critical ones.

10. Unlike the broadcast media, the scope of themes in online publications and newspapers is more extensive and diverse. In other words, the present study, as many other previous ones, came to prove once again that online and print media have a higher level of pluralism and are more inclined to criticism.

Annex

TABLES WITH QUANTITATIVE DATA OF MONITORING THE THEMATIC DIRECTIONS OF ARMENIAN MEDIA (February 1 - March 15, 2011)

February 1 - March 15, 2011

TABLE No.1.1. TV CHANNELS

NEWS/NEWS AND COMMENT PROGRAMS

Public Television of Armenia (h1), "Shoghakat", "Armenia",
"Yerkir Media", Second Armenian TV Channel (h2), "Kentron", "Shant"

Total number of TV pieces		18233		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	3532	3004	528
2.	Activities of RA Government	2072	452	1620
3.	Sports	1986	1956	30
4.	Karabagh conflict resolution	1622	459	1163
5.	Natural disasters, incidents (car crashes, accidents, etc.)	1397	1194	203
6.	Culture/arts	1373	924	449
7.	Activities of political parties of Armenia	1168	260	908
8.	Activities of RA President and his Office, information on people whom media relate to the RA President	1120	315	805
9.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	1094	468	626
10.	Domestic and foreign policy of USA, Armenia-USA relations	1051	292	759
11.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	785	164	621
12.	Reference information (weather forecast, exchange rates, etc.)	749	725	24
13.	Life of the Armenian Diaspora	745	181	564
14.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	611	369	242
15.	Activities of RA National Assembly	594	80	514
16.	Education and science (with no direct link to health care and education situation in Armenia)	424	350	74
17.	Activities of the European Union, Armenia-EU relations and cooperation	378	48	330
18.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	360	12	348
19.	Activities of RA tax and custom authorities	291	97	194

20.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	275	80	195
21.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	268	91	177
22.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	222	110	112
23.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	216	36	180
24.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	207	32	175
25.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	193	44	149
26.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	183	14	169
27.	Criminality in Armenia/criminal chronicle	176	141	35
28.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	146	5	141
29.	Violation of human rights and fundamental freedoms in Armenia	141	14	127
30.	Unemployment issues in Armenia	131	32	99
31.	Content and quality of TV programs on the Armenian air	78	53	25
32.	Urban planning and community ecology in Armenia	67	42	25
33.	Migration from Armenia	58	0	58
34.	Tourism development in Armenia	41	14	27
35.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	39	8	31
36.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	30	15	15
37.	Foreign policy of Armenia	0	0	0

February 1 - March 15, 2011

TABLE No.1.2. TV CHANNELS

CURRENT AFFAIRS/DISCUSSION PROGRAMS

Public Television of Armenia (h1), "Shoghakat", "Armenia",
"Yerkir Media", Second Armenian TV Channel (h2), "Kentron", "Shant"

Total number of TV pieces		452		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Activities of RA Government	126	3	123
2.	Karabagh conflict resolution	105	14	91
3.	Activities of political parties of Armenia	95	2	93
4.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	64	1	63
5.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	63	5	58
6.	Activities of RA National Assembly	59	2	57
7.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	52	9	43
8.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	51	0	51
9.	Culture/arts	48	13	35
10.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	39	1	38
11.	Education and science (with no direct link to health care and education situation in Armenia)	38	12	26
12.	Domestic and foreign policy of USA, Armenia-USA relations	36	0	36
13.	Life of the Armenian Diaspora	29	10	19
14.	Foreign news (with the exception of the abovementioned)	28	6	22
15.	Violation of human rights and fundamental freedoms in Armenia	26	4	22
16.	Activities of RA tax and custom authorities	22	1	21
17.	Activities of RA President and his Office, information on people whom media relate to the RA President	21	0	21
18.	Unemployment issues in Armenia	20	2	18
19.	Migration from Armenia	20	0	20

20.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	20	1	19
21.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	17	3	14
22.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	17	0	17
23.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	16	0	16
24.	Tourism development in Armenia	15	1	14
25.	Natural disasters, incidents (car crashes, accidents, etc.)	15	3	12
26.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	10	1	9
27.	Activities of the European Union, Armenia-EU relations and cooperation	10	2	8
28.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	10	2	8
29.	Criminality in Armenia/criminal chronicle	9	0	9
30.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	8	1	7
31.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	7	0	7
32.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	6	1	5
33.	Sports	5	1	4
34.	Content and quality of TV programs on the Armenian air	5	0	5
35.	Urban planning and community ecology in Armenia	2	0	2
36.	Foreign policy of Armenia	0	0	0

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TABLE No.1.3. TV CHANNELS

OTHER PROGRAMS OF DIVERSE PROFILES

Public Television of Armenia (h1), "Shoghakat", "Armenia",
"Yerkir Media", Second Armenian TV Channel (h2), "Kentron", "Shant"

Total number of TV pieces		6570		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Culture/arts	1139	577	562
2.	Soap operas	1055	1055	0
3.	Entertainment TV pieces	990	849	141
4.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	953	572	381
5.	Reference information (weather forecast, exchange rates, etc.)	677	646	31
6.	Films (feature and TV films)	580	580	0
7.	Popular Armenian music	492	326	166
8.	Cartoons	296	267	29
9.	Education and science (with no direct link to health care and education situation in Armenia)	269	131	138
10.	Popular foreign music	230	119	111
11.	Sports	215	174	41
12.	Life of the Armenian Diaspora	103	25	78
13.	TV versions of theatre performances/ballets/operas	71	70	1
14.	Activities of RA Government	67	2	65
15.	Karabagh conflict resolution	66	12	54
16.	Classical music	59	55	4
17.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	58	1	57
18.	Foreign news (with the exception of the abovementioned)	43	0	43
19.	Folk music	33	10	23
20.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	29	1	28
21.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	26	13	13

22.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	22	1	21
23.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	19	0	19
24.	Activities of political parties of Armenia	19	4	15
25.	Activities of RA President and his Office, information on people whom media relate to the RA President	17	0	17
26.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	17	15	2
27.	Unemployment issues in Armenia	16	0	16
28.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	16	2	14
29.	Migration from Armenia	15	2	13
30.	Urban planning and community ecology in Armenia	14	0	14
31.	Criminality in Armenia/criminal chronicle	14	0	14
32.	Violation of human rights and fundamental freedoms in Armenia	14	3	11
33.	Tourism development in Armenia	13	0	13
34.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	11	1	10
35.	Natural disasters, incidents (car crashes, accidents, etc.)	11	0	11
36.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	10	0	10
37.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	10	4	6
38.	Activities of RA National Assembly	6	0	6
39.	Content and quality of TV programs on the Armenian air	6	1	5
40.	Domestic and foreign policy of USA, Armenia-USA relations	5	0	5
41.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	5	0	5
42.	Activities of RA tax and custom authorities	4	0	4
43.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	4	0	4
44.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	2	0	2
45.	Activities of the European Union, Armenia-EU relations and cooperation	2	1	1
46.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
47.	Foreign policy of Armenia	0	0	0

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TABLE No.2.1. NEWSPAPERS
“Aravot”, “Golos Armenii”

Total number of online pieces		2951		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Sports	322	321	1
2.	Activities of RA Government	284	117	167
3.	Activities of political parties of Armenia	262	117	145
4.	Karabagh conflict resolution	242	139	103
5.	Foreign news (with the exception of the abovementioned)	212	192	20
6.	Culture/arts	195	168	27
7.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	170	103	67
8.	Education and science (with no direct link to health care and education situation in Armenia)	144	128	16
9.	Natural disasters, incidents (car crashes, accidents, etc.)	96	91	5
10.	Life of the Armenian Diaspora	93	39	54
11.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	87	29	58
12.	Activities of RA President and his Office, information on people whom media relate to the RA President	78	28	50
13.	Reference information (weather forecast, exchange rates, etc.)	76	76	0
14.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	73	45	28
15.	Activities of RA National Assembly	71	25	46
16.	Criminality in Armenia/criminal chronicle	71	65	6
17.	Domestic and foreign policy of USA, Armenia-USA relations	70	18	52
18.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	67	45	22
19.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	65	53	12
20.	Activities of RA tax and custom authorities	57	22	35

21.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	53	53	0
22.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	51	36	15
23.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	47	4	43
24.	Activities of the European Union, Armenia-EU relations and cooperation	47	17	30
25.	Violation of human rights and fundamental freedoms in Armenia	47	24	23
26.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	36	19	17
27.	Urban planning and community ecology in Armenia	34	24	10
28.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	33	21	12
29.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	31	8	23
30.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	27	6	21
31.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	26	7	19
32.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	25	17	8
33.	Tourism development in Armenia	16	6	10
34.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	13	8	5
35.	Unemployment issues in Armenia	10	5	5
36.	Content and quality of TV programs on the Armenian air	9	1	8
37.	Foreign policy of Armenia	5	1	4
38.	Migration from Armenia	4	0	4

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TABLE No.3.1. ONLINE PUBLICATIONS
1in.am, Lragir.am, Panorama.am

Total number of online pieces		9632		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	1342	1076	266
2.	Foreign news (with the exception of the abovementioned)	1199	1143	56
3.	Activities of political parties of Armenia	1184	474	710
4.	Activities of RA Government	954	454	500
5.	Karabagh conflict resolution	768	353	415
6.	Sports	723	714	9
7.	Natural disasters, incidents (car crashes, accidents, etc.)	549	541	8
8.	Activities of RA President and his Office, information on people whom media relate to the RA President	487	136	351
9.	Activities of RA National Assembly	404	101	303
10.	Culture/arts	347	294	53
11.	Domestic and foreign policy of USA, Armenia-USA relations	333	123	210
12.	Life of the Armenian Diaspora	252	109	143
13.	Criminality in Armenia/criminal chronicle	247	230	17
14.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	233	11	222
15.	Violation of human rights and fundamental freedoms in Armenia	224	72	152
16.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	210	85	125
17.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	181	113	68
18.	Reference information (weather forecast, exchange rates, etc.)	164	162	2
19.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	162	71	91
20.	Activities of RA tax and custom authorities	151	56	95
21.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	149	52	97

22.	Activities of the European Union, Armenia-EU relations and cooperation	128	58	70
23.	Education and science (with no direct link to health care and education situation in Armenia)	122	113	9
24.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	104	72	32
25.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	101	63	38
26.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	84	23	61
27.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	77	34	43
28.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	73	44	29
29.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	66	49	17
30.	Urban planning and community ecology in Armenia	63	55	8
31.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	49	5	44
32.	Migration from Armenia	49	8	41
33.	Content and quality of TV programs on the Armenian air	34	30	4
34.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	24	13	11
35.	Unemployment issues in Armenia	24	13	11
36.	Tourism development in Armenia	17	8	9
37.	Foreign policy of Armenia	6	0	6
38.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	0	0	0

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TABLE No.1.4. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
Public Television of Armenia (h1)

Total number of TV pieces		2542		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	455	387	68
2.	Sports	339	328	11
3.	Activities of RA Government	319	50	269
4.	Karabagh conflict resolution	245	80	165
5.	Activities of RA President and his Office, information on people whom media relate to the RA President	190	45	145
6.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	177	76	101
7.	Domestic and foreign policy of USA, Armenia-USA relations	153	42	111
8.	Culture/arts	149	100	49
9.	Natural disasters, incidents (car crashes, accidents, etc.)	139	120	19
10.	Life of the Armenian Diaspora	135	29	106
11.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	124	27	97
12.	Reference information (weather forecast, exchange rates, etc.)	107	107	0
13.	Activities of political parties of Armenia	105	18	87
14.	Activities of the European Union, Armenia-EU relations and cooperation	84	17	67
15.	Activities of RA National Assembly	70	9	61
16.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	70	25	45
17.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	63	21	42
18.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	62	37	25
19.	Activities of RA tax and custom authorities	56	16	40
20.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	50	34	16

21.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	43	15	28
22.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	43	6	37
23.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	39	0	39
24.	Education and science (with no direct link to health care and education situation in Armenia)	37	27	10
25.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	30	1	29
26.	Unemployment issues in Armenia	27	10	17
27.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	23	4	19
28.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	22	3	19
29.	Tourism development in Armenia	17	7	10
30.	Urban planning and community ecology in Armenia	14	9	5
31.	Violation of human rights and fundamental freedoms in Armenia	11	0	11
32.	Criminality in Armenia/criminal chronicle	10	3	7
33.	Migration from Armenia	8	0	8
34.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	4	0	4
35.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	2	0	2
36.	Content and quality of TV programs on the Armenian air	2	1	1
37.	Foreign policy of Armenia	0	0	0

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TABLE No.1.5. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
Public Television of Armenia (h1)

Total number of TV pieces		88		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Activities of RA Government	23	3	20
2.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	15	1	14
3.	Karabagh conflict resolution	14	6	8
4.	Activities of political parties of Armenia	8	2	6
5.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	7	1	6
6.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	7	0	7
7.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	7	0	7
8.	Culture/arts	7	5	2
9.	Education and science (with no direct link to health care and education situation in Armenia)	7	4	3
10.	Tourism development in Armenia	5	1	4
11.	Foreign news (with the exception of the abovementioned)	5	1	4
12.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	4	0	4
13.	Activities of RA President and his Office, information on people whom media relate to the RA President	4	0	4
14.	Activities of the European Union, Armenia-EU relations and cooperation	4	0	4
15.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	4	1	3
16.	Natural disasters, incidents (car crashes, accidents, etc.)	4	1	3
17.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	4	0	4
18.	Activities of RA tax and custom authorities	3	1	2

19.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	3	0	3
20.	Sports	3	0	3
21.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	2	1	1
22.	Domestic and foreign policy of USA, Armenia-USA relations	2	0	2
23.	Criminality in Armenia/criminal chronicle	2	0	2
24.	Life of the Armenian Diaspora	2	1	1
25.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	2	1	1
26.	Violation of human rights and fundamental freedoms in Armenia	2	0	2
27.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	2	0	2
28.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	1	0	1
29.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	1	0	1
30.	Activities of RA National Assembly	0	0	0
31.	Foreign policy of Armenia	0	0	0
32.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
33.	Urban planning and community ecology in Armenia	0	0	0
34.	Unemployment issues in Armenia	0	0	0
35.	Migration from Armenia	0	0	0
36.	Content and quality of TV programs on the Armenian air	0	0	0

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TABLE No.1.6. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
Public Television of Armenia (h1)

Total number of TV pieces		783		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Soap operas	260	260	0
2.	Films (feature and TV films)	111	111	0
3.	Popular Armenian music	96	47	49
4.	Culture/arts	79	30	49
5.	Popular foreign music	58	40	18
6.	Entertainment TV pieces	58	19	39
7.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	57	51	6
8.	Sports	43	36	7
9.	Life of the Armenian Diaspora	28	10	18
10.	Karabagh conflict resolution	24	2	22
11.	Activities of RA Government	21	0	21
12.	Education and science (with no direct link to health care and education situation in Armenia)	15	5	10
13.	Foreign news (with the exception of the abovementioned)	14	0	14
14.	Criminality in Armenia/criminal chronicle	13	0	13
15.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	12	1	11
16.	Folk music	11	2	9
17.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	9	7	2
18.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	8	0	8
19.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	7	0	7
20.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	7	0	7

21.	Violation of human rights and fundamental freedoms in Armenia	7	3	4
22.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	6	4	2
23.	Unemployment issues in Armenia	6	0	6
24.	Tourism development in Armenia	5	0	5
25.	Activities of RA President and his Office, information on people whom media relate to the RA President	4	0	4
26.	Domestic and foreign policy of USA, Armenia-USA relations	4	0	4
27.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	4	1	3
28.	Activities of political parties of Armenia	2	0	2
29.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	2	0	2
30.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	2	1	1
31.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	2	0	2
32.	Classical music	2	0	2
33.	Cartoons	2	2	0
34.	TV versions of theatre performances/ballets/operas	2	1	1
35.	Activities of RA National Assembly	1	0	1
36.	Activities of the European Union, Armenia-EU relations and cooperation	1	0	1
37.	Urban planning and community ecology in Armenia	1	0	1
38.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	1	0	1
39.	Natural disasters, incidents (car crashes, accidents, etc.)	1	0	1
40.	Reference information (weather forecast, exchange rates, etc.)	1	0	1
41.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
42.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
43.	Activities of RA tax and custom authorities	0	0	0
44.	Foreign policy of Armenia	0	0	0
45.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
46.	Migration from Armenia	0	0	0
47.	Content and quality of TV programs on the Armenian air	0	0	0

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TABLE No.1.7. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
“Shoghakat”

Total number of TV pieces		337		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	213	116	97
2.	Culture/arts	138	71	67
3.	Education and science (with no direct link to health care and education situation in Armenia)	38	2	36
4.	Activities of RA Government	18	0	18
5.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	15	0	15
6.	Activities of RA President and his Office, information on people whom media relate to the RA President	12	0	12
7.	Life of the Armenian Diaspora	10	1	9
8.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	10	2	8
9.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	7	3	4
10.	Activities of RA National Assembly	6	0	6
11.	Karabagh conflict resolution	5	0	5
12.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	5	0	5
13.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	3	0	3
14.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	3	0	3
15.	Violation of human rights and fundamental freedoms in Armenia	3	0	3
16.	Content and quality of TV programs on the Armenian air	3	0	3
17.	Sports	2	0	2
18.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh	0	0	0

	context)			
19.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
20.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
21.	Activities of RA tax and custom authorities	0	0	0
22.	Activities of political parties of Armenia	0	0	0
23.	Foreign policy of Armenia	0	0	0
24.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
25.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
26.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
27.	Urban planning and community ecology in Armenia	0	0	0
28.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
29.	Unemployment issues in Armenia	0	0	0
30.	Criminality in Armenia/criminal chronicle	0	0	0
31.	Migration from Armenia	0	0	0
32.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
33.	Tourism development in Armenia	0	0	0
34.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
35.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
36.	Foreign news (with the exception of the abovementioned)	0	0	0
37.	Reference information (weather forecast, exchange rates, etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.1.8. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
“Shoghakat”

Total number of TV pieces		17		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	17	0	17
2.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	9	0	9
3.	Karabagh conflict resolution	8	0	8
4.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	6	0	6
5.	Migration from Armenia	6	0	6
6.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	6	0	6
7.	Culture/arts	5	0	5
8.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	3	0	3
9.	Activities of RA National Assembly	3	0	3
10.	Activities of RA Government	3	0	3
11.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	3	0	3
12.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	3	0	3
13.	Life of the Armenian Diaspora	3	0	3
14.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	3	0	3
15.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	3	0	3
16.	Content and quality of TV programs on the Armenian air	3	0	3
17.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	2	0	2
18.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0

19.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
20.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
21.	Activities of RA tax and custom authorities	0	0	0
22.	Activities of political parties of Armenia	0	0	0
23.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0
24.	Foreign policy of Armenia	0	0	0
25.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
26.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
27.	Urban planning and community ecology in Armenia	0	0	0
28.	Unemployment issues in Armenia	0	0	0
29.	Criminality in Armenia/criminal chronicle	0	0	0
30.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
31.	Tourism development in Armenia	0	0	0
32.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
33.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
34.	Education and science (with no direct link to health care and education situation in Armenia)	0	0	0
35.	Sports	0	0	0
36.	Foreign news (with the exception of the abovementioned)	0	0	0

February 1 - March 15, 2011
TABLE No.1.9. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
“Shoghakat”

Total number of TV pieces		1626		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	762	440	322
2.	Culture/arts	541	258	283
3.	Education and science (with no direct link to health care and education situation in Armenia)	109	39	70
4.	Reference information (weather forecast, exchange rates, etc.)	109	109	0
5.	Soap operas	100	100	0
6.	TV versions of theatre performances/ballets/operas	69	69	0
7.	Cartoons	60	60	0
8.	Classical music	55	55	0
9.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	45	0	45
10.	Entertainment TV pieces	44	43	1
11.	Films (feature and TV films)	39	39	0
12.	Life of the Armenian Diaspora	33	0	33
13.	Popular foreign music	30	30	0
14.	Activities of RA Government	16	0	16
15.	Migration from Armenia	11	2	9
16.	Sports	11	7	4
17.	Karabagh conflict resolution	9	0	9
18.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	9	0	9
19.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	9	0	9
20.	Unemployment issues in Armenia	8	0	8
21.	Urban planning and community ecology in Armenia	7	0	7
22.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	5	0	5

23.	Violation of human rights and fundamental freedoms in Armenia	5	0	5
24.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	4	0	4
25.	Tourism development in Armenia	4	0	4
26.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	3	0	3
27.	Activities of RA President and his Office, information on people whom media relate to the RA President	2	0	2
28.	Activities of RA National Assembly	2	0	2
29.	Natural disasters, incidents (car crashes, accidents, etc.)	2	0	2
30.	Content and quality of TV programs on the Armenian air	2	0	2
31.	Folk music	2	2	0
32.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	1	0	1
33.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	1	0	1
34.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	1	0	1
35.	Popular Armenian music	1	1	0
36.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
37.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
38.	Activities of RA tax and custom authorities	0	0	0
39.	Activities of political parties of Armenia	0	0	0
40.	Foreign policy of Armenia	0	0	0
41.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
42.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
43.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	0	0	0
44.	Criminality in Armenia/criminal chronicle	0	0	0
45.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
46.	Foreign news (with the exception of the abovementioned)	0	0	0
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.1.10. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
“Armenia”

Total number of TV pieces		2389		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	479	440	39
2.	Activities of RA Government	317	64	253
3.	Sports	205	200	5
4.	Domestic and foreign policy of USA, Armenia-USA relations	181	111	70
5.	Karabagh conflict resolution	170	69	101
6.	Natural disasters, incidents (car crashes, accidents, etc.)	156	121	35
7.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	138	43	95
8.	Activities of RA President and his Office, information on people whom media relate to the RA President	137	37	100
9.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	128	65	63
10.	Culture/arts	123	80	43
11.	Activities of political parties of Armenia	102	32	70
12.	Education and science (with no direct link to health care and education situation in Armenia)	99	86	13
13.	Activities of RA National Assembly	67	9	58
14.	Life of the Armenian Diaspora	59	20	39
15.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	46	15	31
16.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	45	1	44
17.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	45	13	32
18.	Activities of RA tax and custom authorities	38	20	18
19.	Criminality in Armenia/criminal chronicle	31	26	5

20.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	25	15	10
21.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	24	2	22
22.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	21	9	12
23.	Activities of the European Union, Armenia-EU relations and cooperation	19	9	10
24.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	18	7	11
25.	Violation of human rights and fundamental freedoms in Armenia	16	8	8
26.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	14	3	11
27.	Unemployment issues in Armenia	14	4	10
28.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	14	4	10
29.	Urban planning and community ecology in Armenia	10	10	0
30.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	9	4	5
31.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	8	6	2
32.	Tourism development in Armenia	6	2	4
33.	Content and quality of TV programs on the Armenian air	4	4	0
34.	Migration from Armenia	3	0	3
35.	Reference information (weather forecast, exchange rates, etc.)	2	2	0
36.	Foreign policy of Armenia	0	0	0
37.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0

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TABLE No.1.11. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
“Armenia”

Total number of TV pieces		0		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Karabagh conflict resolution	0	0	0
2.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0
3.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
4.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
5.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
6.	Activities of RA National Assembly	0	0	0
7.	Activities of RA Government	0	0	0
8.	Activities of RA tax and custom authorities	0	0	0
9.	Activities of political parties of Armenia	0	0	0
10.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0
11.	Foreign policy of Armenia	0	0	0
12.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
13.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
14.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	0	0	0
15.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
16.	Urban planning and community ecology in Armenia	0	0	0
17.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
18.	Unemployment issues in Armenia	0	0	0
19.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	0	0	0

20.	Criminality in Armenia/criminal chronicle	0	0	0
21.	Migration from Armenia	0	0	0
22.	Life of the Armenian Diaspora	0	0	0
23.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	0	0	0
24.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
25.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	0	0	0
26.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
27.	Tourism development in Armenia	0	0	0
28.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
29.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
30.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
31.	Culture/arts	0	0	0
32.	Education and science (with no direct link to health care and education situation in Armenia)	0	0	0
33.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	0	0	0
34.	Sports	0	0	0
35.	Foreign news (with the exception of the abovementioned)	0	0	0
36.	Content and quality of TV programs on the Armenian air	0	0	0

February 1 - March 15, 2011
TABLE No.1.12. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
“Armenia”

Total number of TV pieces		953		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Entertainment TV pieces	269	230	39
2.	Soap operas	220	220	0
3.	Reference information (weather forecast, exchange rates, etc.)	152	142	10
4.	Popular Armenian music	121	83	38
5.	Films (feature and TV films)	91	91	0
6.	Culture/arts	71	9	62
7.	Cartoons	25	25	0
8.	Popular foreign music	24	13	11
9.	Education and science (with no direct link to health care and education situation in Armenia)	15	10	5
10.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	9	2	7
11.	Folk music	9	0	9
12.	Life of the Armenian Diaspora	8	0	8
13.	Foreign news (with the exception of the abovementioned)	8	0	8
14.	Intellectual TV shows (such as “Who? Where? When?”, “Who wants to be a millionaire?”, etc.)	8	8	0
15.	Activities of RA Government	5	0	5
16.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	5	2	3
17.	Natural disasters, incidents (car crashes, accidents, etc.)	4	0	4
18.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	2	1	1
19.	Sports	2	2	0
20.	Content and quality of TV programs on the Armenian air	2	0	2
21.	Karabagh conflict resolution	1	0	1
22.	Activities of RA National Assembly	1	0	1

23.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	1	0	1
24.	Urban planning and community ecology in Armenia	1	0	1
25.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	1	0	1
26.	Criminality in Armenia/criminal chronicle	1	0	1
27.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	1	0	1
28.	Tourism development in Armenia	1	0	1
29.	Classical music	1	0	1
30.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0
31.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
32.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
33.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
34.	Activities of RA tax and custom authorities	0	0	0
35.	Activities of political parties of Armenia	0	0	0
36.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0
37.	Foreign policy of Armenia	0	0	0
38.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
39.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
40.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	0	0	0
41.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
42.	Unemployment issues in Armenia	0	0	0
43.	Migration from Armenia	0	0	0
44.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
45.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
46.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
47.	TV versions of theatre performances/ballets/operas	0	0	0

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TABLE No.1.13. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
“Yerkir Media”

Total number of TV pieces		4394		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	816	614	202
2.	Karabagh conflict resolution	637	135	502
3.	Activities of RA Government	552	109	443
4.	Activities of political parties of Armenia	537	85	452
5.	Culture/arts	484	344	140
6.	Natural disasters, incidents (car crashes, accidents, etc.)	380	344	36
7.	Life of the Armenian Diaspora	359	69	290
8.	Domestic and foreign policy of USA, Armenia-USA relations	347	38	309
9.	Activities of RA President and his Office, information on people whom media relate to the RA President	329	52	277
10.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	315	114	201
11.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	260	43	217
12.	Activities of RA National Assembly	233	23	210
13.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	167	5	162
14.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	125	77	48
15.	Activities of the European Union, Armenia-EU relations and cooperation	115	0	115
16.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	95	26	69
17.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	93	7	86
18.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	93	11	82

19.	Activities of RA tax and custom authorities	87	15	72
20.	Criminality in Armenia/criminal chronicle	81	69	12
21.	Violation of human rights and fundamental freedoms in Armenia	72	1	71
22.	Reference information (weather forecast, exchange rates, etc.)	68	68	0
23.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	67	6	61
24.	Content and quality of TV programs on the Armenian air	60	39	21
25.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	49	0	49
26.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	49	14	35
27.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	49	2	47
28.	Education and science (with no direct link to health care and education situation in Armenia)	47	43	4
29.	Unemployment issues in Armenia	45	0	45
30.	Sports	36	28	8
31.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	32	20	12
32.	Migration from Armenia	30	0	30
33.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	28	6	22
34.	Urban planning and community ecology in Armenia	21	11	10
35.	Tourism development in Armenia	2	0	2
36.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	1	0	1
37.	Foreign policy of Armenia	0	0	0

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TABLE No.1.14. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
“Yerkir Media”

Total number of TV pieces		172		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Activities of RA Government	81	0	81
2.	Activities of political parties of Armenia	57	0	57
3.	Activities of RA National Assembly	50	0	50
4.	Karabagh conflict resolution	47	6	41
5.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	31	0	31
6.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	28	0	28
7.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	20	0	20
8.	Domestic and foreign policy of USA, Armenia-USA relations	18	0	18
9.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	18	4	14
10.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	17	0	17
11.	Activities of RA tax and custom authorities	16	0	16
12.	Unemployment issues in Armenia	16	0	16
13.	Violation of human rights and fundamental freedoms in Armenia	14	0	14
14.	Education and science (with no direct link to health care and education situation in Armenia)	14	4	10
15.	Migration from Armenia	12	0	12
16.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	11	0	11
17.	Culture/arts	10	0	10
18.	Activities of RA President and his Office, information on people whom media relate to the RA President	9	0	9
19.	Tourism development in Armenia	8	0	8

20.	Foreign news (with the exception of the abovementioned)	8	2	6
21.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	7	0	7
22.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	6	0	6
23.	Activities of the European Union, Armenia-EU relations and cooperation	6	2	4
24.	Life of the Armenian Diaspora	6	3	3
25.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	6	2	4
26.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	5	0	5
27.	Criminality in Armenia/criminal chronicle	5	0	5
28.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	5	0	5
29.	Natural disasters, incidents (car crashes, accidents, etc.)	4	0	4
30.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	2	0	2
31.	Urban planning and community ecology in Armenia	2	0	2
32.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	2	0	2
33.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	2	0	2
34.	Content and quality of TV programs on the Armenian air	2	0	2
35.	Foreign policy of Armenia	0	0	0
36.	Sports	0	0	0

February 1 - March 15, 2011
TABLE No.1.15. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
“Yerkir Media”

Total number of TV pieces		1123		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Culture/arts	303	239	64
2.	Reference information (weather forecast, exchange rates, etc.)	246	246	0
3.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	111	74	37
4.	Films (feature and TV films)	91	91	0
5.	Entertainment TV pieces	85	84	1
6.	Soap operas	62	62	0
7.	Education and science (with no direct link to health care and education situation in Armenia)	39	29	10
8.	Popular Armenian music	28	27	1
9.	Karabagh conflict resolution	27	9	18
10.	Popular foreign music	27	17	10
11.	Cartoons	23	23	0
12.	Activities of RA Government	16	0	16
13.	Activities of political parties of Armenia	15	4	11
14.	Life of the Armenian Diaspora	15	2	13
15.	Sports	14	12	2
16.	Activities of RA President and his Office, information on people whom media relate to the RA President	10	0	10
17.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	8	0	8
18.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	6	0	6
19.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	6	1	5
20.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	4	0	4

21.	Urban planning and community ecology in Armenia	4	0	4
22.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	3	0	3
23.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	3	1	2
24.	Tourism development in Armenia	3	0	3
25.	Activities of RA tax and custom authorities	2	0	2
26.	Unemployment issues in Armenia	2	0	2
27.	Migration from Armenia	2	0	2
28.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	2	1	1
29.	Activities of RA National Assembly	1	0	1
30.	Activities of the European Union, Armenia-EU relations and cooperation	1	1	0
31.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	1	1	0
32.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	1	0	1
33.	Violation of human rights and fundamental freedoms in Armenia	1	0	1
34.	Content and quality of TV programs on the Armenian air	1	1	0
35.	Folk music	1	1	0
36.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
37.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
38.	Foreign policy of Armenia	0	0	0
39.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
40.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
41.	Criminality in Armenia/criminal chronicle	0	0	0
42.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
43.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
44.	Foreign news (with the exception of the abovementioned)	0	0	0
45.	Classical music	0	0	0
46.	TV versions of theatre performances/ballets/operas	0	0	0
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.1.16. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
Second Armenian TV Channel (h2)

Total number of TV pieces		2515		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	369	315	54
2.	Reference information (weather forecast, exchange rates, etc.)	350	349	1
3.	Activities of RA Government	310	98	212
4.	Sports	294	294	0
5.	Karabagh conflict resolution	203	79	124
6.	Activities of RA President and his Office, information on people whom media relate to the RA President	202	79	123
7.	Natural disasters, incidents (car crashes, accidents, etc.)	185	166	19
8.	Activities of political parties of Armenia	148	33	115
9.	Culture/arts	147	96	51
10.	Domestic and foreign policy of USA, Armenia-USA relations	103	22	81
11.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	87	31	56
12.	Activities of RA National Assembly	83	14	69
13.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	74	8	66
14.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	65	4	61
15.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	63	48	15
16.	Activities of the European Union, Armenia-EU relations and cooperation	49	6	43
17.	Activities of RA tax and custom authorities	40	13	27
18.	Life of the Armenian Diaspora	40	7	33
19.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	30	4	26

20.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	30	10	20
21.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	28	7	21
22.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	28	3	25
23.	Unemployment issues in Armenia	22	2	20
24.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	22	4	18
25.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	21	0	21
26.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	19	10	9
27.	Education and science (with no direct link to health care and education situation in Armenia)	19	18	1
28.	Criminality in Armenia/criminal chronicle	14	8	6
29.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	12	3	9
30.	Urban planning and community ecology in Armenia	9	4	5
31.	Violation of human rights and fundamental freedoms in Armenia	8	0	8
32.	Migration from Armenia	7	0	7
33.	Tourism development in Armenia	6	2	4
34.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	4	0	4
35.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	3	3	0
36.	Content and quality of TV programs on the Armenian air	2	2	0
37.	Foreign policy of Armenia	0	0	0

February 1 - March 15, 2011
TABLE No.1.17. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
Second Armenian TV Channel (h2)

Total number of TV pieces		36		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Karabagh conflict resolution	15	2	13
2.	Activities of RA Government	11	0	11
3.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	8	2	6
4.	Activities of political parties of Armenia	7	0	7
5.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	6	1	5
6.	Activities of RA President and his Office, information on people whom media relate to the RA President	5	0	5
7.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	4	0	4
8.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	3	1	2
9.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	3	0	3
10.	Natural disasters, incidents (car crashes, accidents, etc.)	3	0	3
11.	Culture/arts	3	1	2
12.	Unemployment issues in Armenia	2	0	2
13.	Life of the Armenian Diaspora	2	0	2
14.	Education and science (with no direct link to health care and education situation in Armenia)	2	1	1
15.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	2	1	1
16.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	1	0	1

17.	Activities of RA National Assembly	1	0	1
18.	Activities of RA tax and custom authorities	1	0	1
19.	Domestic and foreign policy of USA, Armenia-USA relations	1	0	1
20.	Migration from Armenia	1	0	1
21.	Foreign policy of Armenia	0	0	0
22.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
23.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
24.	Urban planning and community ecology in Armenia	0	0	0
25.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
26.	Criminality in Armenia/criminal chronicle	0	0	0
27.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	0	0	0
28.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
29.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	0	0	0
30.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
31.	Tourism development in Armenia	0	0	0
32.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
33.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
34.	Sports	0	0	0
35.	Foreign news (with the exception of the abovementioned)	0	0	0
36.	Content and quality of TV programs on the Armenian air	0	0	0

February 1 - March 15, 2011
TABLE No.1.18. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
Second Armenian TV Channel (h2)

Total number of TV pieces		711		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Entertainment TV pieces	327	267	60
2.	Popular Armenian music	194	124	70
3.	Films (feature and TV films)	110	110	0
4.	Culture/arts	78	4	74
5.	Popular foreign music	63	19	44
6.	Sports	39	19	20
7.	Education and science (with no direct link to health care and education situation in Armenia)	32	2	30
8.	Cartoons	29	0	29
9.	Foreign news (with the exception of the abovementioned)	10	0	10
10.	Folk music	9	5	4
11.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	8	5	3
12.	Activities of RA Government	2	0	2
13.	Activities of RA tax and custom authorities	2	0	2
14.	Activities of political parties of Armenia	2	0	2
15.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	2	0	2
16.	Life of the Armenian Diaspora	2	0	2
17.	Reference information (weather forecast, exchange rates, etc.)	2	1	1
18.	Karabagh conflict resolution	1	0	1
19.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	1	0	1
20.	Activities of RA President and his Office, information on people whom media relate to the RA President	1	0	1
21.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	1	0	1

22.	Natural disasters, incidents (car crashes, accidents, etc.)	1	0	1
23.	Content and quality of TV programs on the Armenian air	1	0	1
24.	Classical music	1	0	1
25.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
26.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
27.	Activities of RA National Assembly	0	0	0
28.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0
29.	Foreign policy of Armenia	0	0	0
30.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
31.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
32.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	0	0	0
33.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
34.	Urban planning and community ecology in Armenia	0	0	0
35.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
36.	Unemployment issues in Armenia	0	0	0
37.	Criminality in Armenia/criminal chronicle	0	0	0
38.	Migration from Armenia	0	0	0
39.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	0	0	0
40.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
41.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	0	0	0
42.	Tourism development in Armenia	0	0	0
43.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
44.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
45.	Soap operas	0	0	0
46.	TV versions of theatre performances/ballets/operas	0	0	0
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.1.19. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
“Kentron”

Total number of TV pieces		3284		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	758	654	104
2.	Sports	641	638	3
3.	Activities of RA Government	313	59	254
4.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	254	116	138
5.	Karabagh conflict resolution	248	61	187
6.	Activities of political parties of Armenia	232	78	154
7.	Natural disasters, incidents (car crashes, accidents, etc.)	195	167	28
8.	Domestic and foreign policy of USA, Armenia-USA relations	171	50	121
9.	Culture/arts	153	90	63
10.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	150	37	113
11.	Activities of RA President and his Office, information on people whom media relate to the RA President	125	45	80
12.	Activities of RA National Assembly	96	12	84
13.	Education and science (with no direct link to health care and education situation in Armenia)	94	86	8
14.	Activities of the European Union, Armenia-EU relations and cooperation	85	10	75
15.	Life of the Armenian Diaspora	75	25	50
16.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	69	34	35
17.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	55	26	29
18.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	55	19	36
19.	Activities of RA tax and custom authorities	48	20	28

20.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	42	0	42
21.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	40	8	32
22.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	36	2	34
23.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	34	17	17
24.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	23	0	23
25.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	21	1	20
26.	Criminality in Armenia/criminal chronicle	21	21	0
27.	Unemployment issues in Armenia	18	12	6
28.	Violation of human rights and fundamental freedoms in Armenia	18	2	16
29.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	14	8	6
30.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	9	5	4
31.	Reference information (weather forecast, exchange rates, etc.)	9	3	6
32.	Tourism development in Armenia	7	3	4
33.	Migration from Armenia	5	0	5
34.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	5	2	3
35.	Urban planning and community ecology in Armenia	4	4	0
36.	Foreign policy of Armenia	0	0	0
37.	Content and quality of TV programs on the Armenian air	0	0	0

February 1 - March 15, 2011
TABLE No.1.20. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
“Kentron”

Total number of TV pieces		116		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Activities of political parties of Armenia	22	0	22
2.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	19	0	19
3.	Culture/arts	17	6	11
4.	Karabagh conflict resolution	14	0	14
5.	Foreign news (with the exception of the abovementioned)	13	3	10
6.	Education and science (with no direct link to health care and education situation in Armenia)	12	2	10
7.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	11	0	11
8.	Domestic and foreign policy of USA, Armenia-USA relations	11	0	11
9.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	10	0	10
10.	Violation of human rights and fundamental freedoms in Armenia	10	4	6
11.	Activities of RA Government	6	0	6
12.	Life of the Armenian Diaspora	6	4	2
13.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	6	4	2
14.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	5	2	3
15.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	4	2	2
16.	Activities of RA National Assembly	4	2	2
17.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	4	0	4
18.	Natural disasters, incidents (car crashes, accidents, etc.)	4	2	2

19.	Activities of RA President and his Office, information on people whom media relate to the RA President	3	0	3
20.	Activities of RA tax and custom authorities	2	0	2
21.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	2	0	2
22.	Unemployment issues in Armenia	2	2	0
23.	Criminality in Armenia/criminal chronicle	2	0	2
24.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	2	0	2
25.	Tourism development in Armenia	2	0	2
26.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	1	1	0
27.	Sports	1	0	1
28.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0
29.	Foreign policy of Armenia	0	0	0
30.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
31.	Urban planning and community ecology in Armenia	0	0	0
32.	Migration from Armenia	0	0	0
33.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
34.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
35.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
36.	Content and quality of TV programs on the Armenian air	0	0	0

February 1 - March 15, 2011
TABLE No.1.21. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
“Kentron”

Total number of TV pieces		678		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Reference information (weather forecast, exchange rates, etc.)	167	148	19
2.	Sports	99	91	8
3.	Cartoons	83	83	0
4.	Films (feature and TV films)	71	71	0
5.	Culture/arts	64	34	30
6.	Entertainment TV pieces	55	54	1
7.	Education and science (with no direct link to health care and education situation in Armenia)	50	37	13
8.	Popular Armenian music	49	41	8
9.	Soap operas	47	47	0
10.	Popular foreign music	28	0	28
11.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	13	9	4
12.	Foreign news (with the exception of the abovementioned)	11	0	11
13.	Activities of RA Government	7	2	5
14.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	6	0	6
15.	Karabagh conflict resolution	4	1	3
16.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	3	0	3
17.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	3	0	3
18.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	3	0	3
19.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	3	0	3
20.	Natural disasters, incidents (car crashes, accidents, etc.)	3	0	3

21.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	2	0	2
22.	Migration from Armenia	2	0	2
23.	Life of the Armenian Diaspora	2	0	2
24.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	2	0	2
25.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	2	0	2
26.	Activities of RA National Assembly	1	0	1
27.	Domestic and foreign policy of USA, Armenia-USA relations	1	0	1
28.	Urban planning and community ecology in Armenia	1	0	1
29.	Violation of human rights and fundamental freedoms in Armenia	1	0	1
30.	Folk music	1	0	1
31.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0
32.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	0	0	0
33.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
34.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
35.	Activities of RA tax and custom authorities	0	0	0
36.	Activities of political parties of Armenia	0	0	0
37.	Foreign policy of Armenia	0	0	0
38.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
39.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
40.	Unemployment issues in Armenia	0	0	0
41.	Criminality in Armenia/criminal chronicle	0	0	0
42.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
43.	Tourism development in Armenia	0	0	0
44.	Content and quality of TV programs on the Armenian air	0	0	0
45.	Classical music	0	0	0
46.	TV versions of theatre performances/ballets/operas	0	0	0
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.1.22. TV CHANNELS
NEWS/NEWS AND COMMENT PROGRAMS
“Shant”

Total number of TV pieces		2772		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Foreign news (with the exception of the abovementioned)	655	594	61
2.	Sports	469	468	1
3.	Natural disasters, incidents (car crashes, accidents, etc.)	342	276	66
4.	Activities of RA Government	243	72	171
5.	Reference information (weather forecast, exchange rates, etc.)	213	196	17
6.	Culture/arts	179	143	36
7.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	128	66	62
8.	Activities of RA President and his Office, information on people whom media relate to the RA President	125	57	68
9.	Karabagh conflict resolution	114	35	79
10.	Domestic and foreign policy of USA, Armenia-USA relations	96	29	67
11.	Education and science (with no direct link to health care and education situation in Armenia)	90	88	2
12.	Life of the Armenian Diaspora	67	30	37
13.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	54	42	12
14.	Activities of political parties of Armenia	44	14	30
15.	Activities of RA National Assembly	39	13	26
16.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	36	6	30
17.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	28	14	14
18.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	27	5	22
19.	Activities of the European Union, Armenia-EU relations and cooperation	26	6	20

20.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	23	3	20
21.	Activities of RA tax and custom authorities	22	13	9
22.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	21	9	12
23.	Criminality in Armenia/criminal chronicle	19	14	5
24.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	13	0	13
25.	Violation of human rights and fundamental freedoms in Armenia	13	3	10
26.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	11	0	11
27.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	10	1	9
28.	Urban planning and community ecology in Armenia	9	4	5
29.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	8	0	8
30.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	7	1	6
31.	Content and quality of TV programs on the Armenian air	7	7	0
32.	Unemployment issues in Armenia	5	4	1
33.	Migration from Armenia	5	0	5
34.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	4	3	1
35.	Tourism development in Armenia	3	0	3
36.	Foreign policy of Armenia	0	0	0
37.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0

February 1 - March 15, 2011
TABLE No.1.23. TV CHANNELS
CURRENT AFFAIRS/DISCUSSION PROGRAMS
“Shant”

Total number of TV pieces		23		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Life of the Armenian Diaspora	10	2	8
2.	Karabagh conflict resolution	7	0	7
3.	Culture/arts	6	1	5
4.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	5	0	5
5.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	5	0	5
6.	Domestic and foreign policy of USA, Armenia-USA relations	4	0	4
7.	Education and science (with no direct link to health care and education situation in Armenia)	3	1	2
8.	Activities of RA Government	2	0	2
9.	Foreign news (with the exception of the abovementioned)	2	0	2
10.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	1	0	1
11.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	1	0	1
12.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	1	0	1
13.	Activities of RA National Assembly	1	0	1
14.	Activities of political parties of Armenia	1	0	1
15.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	1	0	1
16.	Migration from Armenia	1	0	1
17.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	1	0	1

18.	Sports	1	1	0
19.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
20.	Activities of RA tax and custom authorities	0	0	0
21.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0
22.	Foreign policy of Armenia	0	0	0
23.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
24.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
25.	Urban planning and community ecology in Armenia	0	0	0
26.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
27.	Unemployment issues in Armenia	0	0	0
28.	Criminality in Armenia/criminal chronicle	0	0	0
29.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	0	0	0
30.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
31.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
32.	Tourism development in Armenia	0	0	0
33.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
34.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
35.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
36.	Content and quality of TV programs on the Armenian air	0	0	0

February 1 - March 15, 2011
TABLE No.1.24. TV CHANNELS
OTHER PROGRAMS OF DIVERSE PROFILES
“Shant”

Total number of TV pieces		696		
Thematic sections		Number of references to the thematic section in TV pieces (in units)	Number of TV pieces, fully dealing with the thematic section (in units)	Number of TV pieces, partly dealing with the thematic section (in units)
1.	Soap operas	366	366	0
2.	Entertainment TV pieces	152	152	0
3.	Cartoons	74	74	0
4.	Films (feature and TV films)	67	67	0
5.	Life of the Armenian Diaspora	15	13	2
6.	Education and science (with no direct link to health care and education situation in Armenia)	9	9	0
7.	Sports	7	7	0
8.	Culture/arts	3	3	0
9.	Popular Armenian music	3	3	0
10.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	2	0	2
11.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	2	0	2
12.	Karabagh conflict resolution	0	0	0
13.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	0	0	0
14.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	0	0	0
15.	Activities of RA President and his Office, information on people whom media relate to the RA President	0	0	0
16.	Activities of RA National Assembly	0	0	0
17.	Activities of RA Government	0	0	0
18.	Activities of RA tax and custom authorities	0	0	0
19.	Activities of political parties of Armenia	0	0	0
20.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	0	0	0

21.	Foreign policy of Armenia	0	0	0
22.	Domestic and foreign policy of USA, Armenia-USA relations	0	0	0
23.	Activities of the European Union, Armenia-EU relations and cooperation	0	0	0
24.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	0	0	0
25.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	0	0	0
26.	Urban planning and community ecology in Armenia	0	0	0
27.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	0	0	0
28.	Unemployment issues in Armenia	0	0	0
29.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	0	0	0
30.	Criminality in Armenia/criminal chronicle	0	0	0
31.	Migration from Armenia	0	0	0
32.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	0	0	0
33.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	0	0	0
34.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	0	0	0
35.	Tourism development in Armenia	0	0	0
36.	Violation of human rights and fundamental freedoms in Armenia	0	0	0
37.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	0	0	0
38.	Natural disasters, incidents (car crashes, accidents, etc.)	0	0	0
39.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	0	0	0
40.	Foreign news (with the exception of the abovementioned)	0	0	0
41.	Content and quality of TV programs on the Armenian air	0	0	0
42.	Reference information (weather forecast, exchange rates, etc.)	0	0	0
43.	Popular foreign music	0	0	0
44.	Classical music	0	0	0
45.	Folk music	0	0	0
46.	TV versions of theatre performances/ballets/operas	0	0	0
47.	Intellectual TV shows (such as "Who? Where? When?", "Who wants to be a millionaire?", etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.2.2. NEWSPAPERS
“Aravot”

Total number of online pieces		1866		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Activities of political parties of Armenia	199	91	108
2.	Foreign news (with the exception of the abovementioned)	182	170	12
3.	Sports	168	167	1
4.	Activities of RA Government	167	73	94
5.	Culture/arts	113	102	11
6.	Education and science (with no direct link to health care and education situation in Armenia)	98	95	3
7.	Karabagh conflict resolution	87	40	47
8.	Natural disasters, incidents (car crashes, accidents, etc.)	82	80	2
9.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	71	46	25
10.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	62	43	19
11.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	60	37	23
12.	Criminality in Armenia/criminal chronicle	58	53	5
13.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	51	18	33
14.	Activities of RA National Assembly	50	21	29
15.	Life of the Armenian Diaspora	50	19	31
16.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	50	50	0
17.	Violation of human rights and fundamental freedoms in Armenia	43	20	23
18.	Activities of RA tax and custom authorities	41	16	25
19.	Activities of RA President and his Office, information on people whom media relate to the RA President	39	11	28
20.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	36	28	8

21.	Reference information (weather forecast, exchange rates, etc.)	35	35	0
22.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	32	3	29
23.	Domestic and foreign policy of USA, Armenia-USA relations	32	10	22
24.	Activities of the European Union, Armenia-EU relations and cooperation	27	12	15
25.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	26	16	10
26.	Urban planning and community ecology in Armenia	24	18	6
27.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	24	17	7
28.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	23	20	3
29.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	19	5	14
30.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	12	3	9
31.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	11	2	9
32.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	7	4	3
33.	Content and quality of TV programs on the Armenian air	7	1	6
34.	Foreign policy of Armenia	4	1	3
35.	Tourism development in Armenia	4	2	2
36.	Unemployment issues in Armenia	3	2	1
37.	Migration from Armenia	3	0	3
38.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	3	3	0

February 1 - March 15, 2011
TABLE No.2.3. NEWSPAPERS
“Golos Armenii”

Total number of online pieces		1085		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Karabagh conflict resolution	155	99	56
2.	Sports	154	154	0
3.	Activities of RA Government	117	44	73
4.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	99	57	42
5.	Culture/arts	82	66	16
6.	Activities of political parties of Armenia	63	26	37
7.	Education and science (with no direct link to health care and education situation in Armenia)	46	33	13
8.	Life of the Armenian Diaspora	43	20	23
9.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	42	33	9
10.	Reference information (weather forecast, exchange rates, etc.)	41	41	0
11.	Activities of RA President and his Office, information on people whom media relate to the RA President	39	17	22
12.	Domestic and foreign policy of USA, Armenia-USA relations	38	8	30
13.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	36	11	25
14.	Foreign news (with the exception of the abovementioned)	30	22	8
15.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	22	14	8
16.	Activities of RA National Assembly	21	4	17
17.	Activities of the European Union, Armenia-EU relations and cooperation	20	5	15
18.	Activities of RA tax and custom authorities	16	6	10
19.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	16	4	12
20.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	15	1	14

21.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	15	8	7
22.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	14	4	10
23.	Natural disasters, incidents (car crashes, accidents, etc.)	14	11	3
24.	Criminality in Armenia/criminal chronicle	13	12	1
25.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	13	8	5
26.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	12	3	9
27.	Tourism development in Armenia	12	4	8
28.	Urban planning and community ecology in Armenia	10	6	4
29.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	10	3	7
30.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	9	4	5
31.	Unemployment issues in Armenia	7	3	4
32.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	6	4	2
33.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	5	2	3
34.	Violation of human rights and fundamental freedoms in Armenia	4	4	0
35.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	3	3	0
36.	Content and quality of TV programs on the Armenian air	2	0	2
37.	Foreign policy of Armenia	1	0	1
38.	Migration from Armenia	1	0	1

February 1 - March 15, 2011
TABLE No.3.2. ONLINE PUBLICATIONS
1in.am

Total number of online pieces		4630		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	891	736	155
2.	Foreign news (with the exception of the abovementioned)	778	742	36
3.	Activities of political parties of Armenia	571	219	352
4.	Karabagh conflict resolution	362	165	197
5.	Activities of RA Government	340	155	185
6.	Sports	285	280	5
7.	Activities of RA President and his Office, information on people whom media relate to the RA President	236	47	189
8.	Domestic and foreign policy of USA, Armenia-USA relations	205	77	128
9.	Activities of RA National Assembly	179	51	128
10.	Natural disasters, incidents (car crashes, accidents, etc.)	175	171	4
11.	Culture/arts	171	150	21
12.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	113	4	109
13.	Violation of human rights and fundamental freedoms in Armenia	99	33	66
14.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	98	46	52
15.	Life of the Armenian Diaspora	98	49	49
16.	Criminality in Armenia/criminal chronicle	83	77	6
17.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	79	48	31
18.	Activities of the European Union, Armenia-EU relations and cooperation	63	29	34
19.	Activities of RA tax and custom authorities	61	27	34
20.	Education and science (with no direct link to health care and education situation in Armenia)	58	54	4
21.	Reference information (weather forecast, exchange rates, etc.)	58	56	2

22.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	54	21	33
23.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	52	17	35
24.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	45	30	15
25.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	38	8	30
26.	Urban planning and community ecology in Armenia	31	29	2
27.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	31	17	14
28.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	29	21	8
29.	Migration from Armenia	27	5	22
30.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	27	12	15
31.	Content and quality of TV programs on the Armenian air	27	26	1
32.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	21	2	19
33.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	18	11	7
34.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	15	7	8
35.	Unemployment issues in Armenia	14	8	6
36.	Tourism development in Armenia	6	1	5
37.	Foreign policy of Armenia	3	0	3
38.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	0	0	0

February 1 - March 15, 2011
TABLE No.3.3. ONLINE PUBLICATIONS

Lragir.am

Total number of online pieces		1798		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Activities of political parties of Armenia	274	113	161
2.	Activities of RA Government	227	104	123
3.	Foreign news (with the exception of the abovementioned)	223	213	10
4.	Natural disasters, incidents (car crashes, accidents, etc.)	170	170	0
5.	Karabagh conflict resolution	126	56	70
6.	Activities of RA President and his Office, information on people whom media relate to the RA President	115	31	84
7.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	92	54	38
8.	Violation of human rights and fundamental freedoms in Armenia	75	27	48
9.	Criminality in Armenia/criminal chronicle	71	65	6
10.	Activities of RA National Assembly	64	13	51
11.	Sports	63	62	1
12.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	58	5	53
13.	Life of the Armenian Diaspora	55	24	31
14.	Domestic and foreign policy of USA, Armenia-USA relations	54	24	30
15.	Culture/arts	52	43	9
16.	Activities of RA tax and custom authorities	50	19	31
17.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	41	16	25
18.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	38	15	23
19.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	38	27	11
20.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	36	9	27

21.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	32	26	6
22.	Activities of the European Union, Armenia-EU relations and cooperation	29	13	16
23.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	24	15	9
24.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	24	16	8
25.	Education and science (with no direct link to health care and education situation in Armenia)	22	18	4
26.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	20	1	19
27.	Urban planning and community ecology in Armenia	18	13	5
28.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	13	2	11
29.	Migration from Armenia	13	2	11
30.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	11	5	6
31.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	10	7	3
32.	Reference information (weather forecast, exchange rates, etc.)	7	7	0
33.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	4	2	2
34.	Content and quality of TV programs on the Armenian air	4	1	3
35.	Tourism development in Armenia	3	2	1
36.	Unemployment issues in Armenia	2	1	1
37.	Foreign policy of Armenia	1	0	1
38.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	0	0	0

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TABLE No.3.4. ONLINE PUBLICATIONS
Panorama.am

Total number of online pieces		3204		
Thematic sections		Number of references to the thematic section in online pieces (in units)	Number of online pieces, fully dealing with the thematic section (in units)	Number of online pieces, partly dealing with the thematic section (in units)
1.	Activities of RA Government	387	195	192
2.	Sports	375	372	3
3.	Regional developments: Iran, Turkey (out of the Armenian-Turkish relations context), South Caucasus' countries (Azerbaijan - out of the Karabagh conflict context), activities of Russia in the South Caucasus	359	286	73
4.	Activities of political parties of Armenia	339	142	197
5.	Karabagh conflict resolution	280	132	148
6.	Natural disasters, incidents (car crashes, accidents, etc.)	204	200	4
7.	Foreign news (with the exception of the abovementioned)	198	188	10
8.	Activities of RA National Assembly	161	37	124
9.	Activities of RA President and his Office, information on people whom media relate to the RA President	136	58	78
10.	Culture/arts	124	101	23
11.	Life of the Armenian Diaspora	99	36	63
12.	Reference information (weather forecast, exchange rates, etc.)	99	99	0
13.	Criminality in Armenia/criminal chronicle	93	88	5
14.	Price increase (on consumer goods, public services, etc.), low wages, pensions and welfares in Armenia	76	30	46
15.	Domestic and foreign policy of USA, Armenia-USA relations	74	22	52
16.	Armenia and its representatives in CoE and other international institutions (OSCE, UN, NATO, etc.)	67	34	33
17.	Theme of spiritual values, issues related to the church, religious, national and other minorities, youth movements in Armenia	64	38	26
18.	Situation in Mountainous Karabagh in different spheres (out of the conflict Karabagh context)	62	41	21
19.	Upcoming national elections in Armenia (2012 parliamentary elections and 2013 presidential elections), amendments to RA Electoral Code	62	2	60

20.	Education situation (quality/costs/curriculum), corruption in the education system in Armenia	59	20	39
21.	Violation of human rights and fundamental freedoms in Armenia	50	12	38
22.	Education and science (with no direct link to health care and education situation in Armenia)	42	41	1
23.	Activities of RA tax and custom authorities	40	10	30
24.	1915 Armenian Genocide recognition issue (out of the Armenian-Turkish relations context)	39	17	22
25.	Activities of the European Union, Armenia-EU relations and cooperation	36	16	20
26.	Rapprochement between Armenia and Turkey (opening of Armenian-Turkish borders, establishment of diplomatic relations, official contacts and contacts between civic institutions)	33	13	20
27.	Health care situation (quality of medical aid/prices on medicine, medical services), corruption in the health care system in Armenia	27	21	6
28.	Issues in the Armenian military forces (hazing, corruption, accoutrements, nutrition, supplies for the army, fighting efficiency)	27	16	11
29.	Issues of freedom of speech and media, including the broadcast digitalization process in Armenia	18	11	7
30.	Urban planning and community ecology in Armenia	14	13	1
31.	Migration from Armenia	9	1	8
32.	Corruption, monopoly, oligopoly and unfair competition issues in Armenia	8	2	6
33.	Unemployment issues in Armenia	8	4	4
34.	Tourism development in Armenia	8	5	3
35.	Content and quality of TV programs on the Armenian air	3	3	0
36.	Foreign policy of Armenia	2	0	2
37.	Environmental issues related to the initiatives of mining and mineral processing in Armenia	2	0	2
38.	Entertainment pieces (horoscopes, quizzes, humor, literature, etc.)	0	0	0



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