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**MONITORING OF ARMENIAN MEDIA  
COVERING YEREVAN COUNCIL ELECTIONS  
(SEPTEMBER 17, 2023)**

**September | 2023**

## **MONITORING OF ARMENIAN MEDIA COVERING YEREVAN COUNCIL ELECTIONS (SEPTEMBER 17, 2023)**

**The purpose of the monitoring is to find out how far the Armenian media have preserved:**

- *the balance of campaign coverage,*
- *equal opportunities to appear in public,*
- *norms of journalistic ethics.*

*This monitoring is made possible by the generous support of the American people through the United States Agency for International Development (USAID) in the scope of Media Program in Armenia. The project is implemented by Internews in partnership with Media Initiatives Center, Yerevan Press Club and Zinc Network.  
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## **| The Results of Yerevan Council of Elders elections (September 17, 2023)**

13 parties and 1 alliance competed for seats of Yerevan Council of Elders on September 17, 2023.

Armenian law dictates that only a party or alliance exceeding 50% of the vote automatically appoints its top candidate as mayor. In other cases, the Council members choose the mayor. A 4% vote minimum sets the bar for parties, while alliances must jump over a 6% threshold to enter the Yerevan Council of Elders.

Armenia's Central Electoral Commission put an end to speculation by presenting the definitive results of the September 17th Yerevan Council elections on September 24th.

Out of 824,317 registered voters, just 234,442 voted (28.44%), with an additional 2,492 ballots deemed invalid.

Table 1 presents a clear picture of how votes were distributed among the participating parties and alliance.

**Table 1**

<b>№</b>	<b>Political parties, alliance (first number on the list)</b>	<b>Number of ballots voted for</b>	<b>Percentage share of total votes</b>	<b>The distribution of seats in the 65-seat Yerevan Council of Elders</b>
1.	<b>"Civil Contract" party</b> (Tigran Avinyan)	75 494	32.57%	24
2.	<b>"National Progress" party</b> (Hayk Marutyan)	43 797	18.89%	14
3.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	35 807	15.45%	12
4.	<b>"Republic" party</b> (Artak Zeinalyan)	26 233	11.32%	8
5.	<b>"Public Voice" party</b> (Artak Galstyan)	22 447	9.68%	7
6.	<b>"A Country to Live" party</b> (Mane Tandilyan)	8 429	3.64%	0
7.	<b>"Bright Armenia" party</b> (David Khazhakyan)	4 178	1.80%	0
8.	<b>"Victory" party</b> (Victor Mnatsakanyan)	3 960	1.71%	0
9.	<b>"Fair Armenia" party</b> (Norik Norikyan)	2 600	1.12%	0
10.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	2 569	1.11%	0
11.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	2 345	1.01%	0
12.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	1 708	0.74%	0
13.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	1 277	0.55%	0
14.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	781	0.34%	0

## | Objectives and methodology of monitoring

### ***Objectives of monitoring***

1. Coverage Balance: Evaluating if the media offered fair and equitable platforms for all political parties to present their plans and positions to the electorate. Did some parties have greater access to prime-time slots or interviews, while others struggled to get their voices heard?
2. Unpacking the Issues: Outlining topics dominated (general political issues, Yerevan issues, and other issues) during the coverage of campaign.
3. Accuracy and Balance: Did journalists uphold the crucial norms of ethical reporting?

### ***Methodology of monitoring***

Ensuring a broad and inclusive picture of elections coverage, this monitoring project scrutinized eight prominent Armenian media outlets, encompassing news programs, interviews ("guest in the studio"), and any pre-elections debates or special interviews they facilitated. Each media platform was monitored through at least two of its TV programs.

The eight media are:

1. *"1in.am"*,
2. *"Armenia"*,
3. *"Armenian Second TV Channel"*,
4. *Factor.am"*,
5. *"Shant"*,
6. *"The Public Television of Armenia"*,
7. *"The News Channel of the Public Television of Armenia"*,
8. *"Yerkir Media"*.

Armenian media outlets play diverse roles in shaping public perception: some cater to specific political perspectives, others offer a variety of content genres, some prioritize in-depth political coverage, and still others boast a long legacy of influencing public opinion. These factors combine to guide viewers' media choices.

The primary unit of analysis in this monitoring is the television segment. This includes standalone news stories (reports, etc.) and interviews (debate programs). Introductory remarks by the presenter, program announcements are considered part of the monitored content. Excluded from the analysis are TV blocks ordered by the political parties/alliance, commercial and social advertising, announcements and the "creeping lines".

The monitoring spanned a 26-day period, beginning on August 23rd, 2023, and concluding on September 17th, 2023. Dedicated analyses were conducted for the final campaign day ("silence day") on September 16th and the voting day itself on September 17th.

1. To evaluate what degree of balance exists during the coverage of the campaign, and to what extent equal opportunities are provided for the participating political parties/alliance,

so that they can present their programs and positions, the following methodology was used:

**1.1.** The monitoring analyzed the frequency and nature of addressing each political party/alliance and its leading candidate for Yerevan mayor in news programs. Mentions were counted per television segment, categorized as positive, negative, or neutral based on the overall context. Each distinct mention of a political party/alliance or its first number within a television broadcast counted as one instance of coverage, regardless of the number of times they were addressed further within the same broadcast. In instances where the party/candidate was mentioned in both positive and negative contexts within the same report, the addressing was classified as neutral.

**1.2.** In interview we analyzed not only how often political parties/alliance were addressed (by both media representatives and guests), but also the presenter's conduct towards guests (favorable, unfavorable, or impartial attitude), tone of questioning, the frequency of "convenient" vs. "uncomfortable" questions, and interruptions during guest responses.

**2.** To identify the prevalent thematic focus on each political party/alliance in television news coverage, we analyzed coverage content (general political issues, city issues, or a balanced mix of both - "all topics"). Instances with no clear focus were categorized as "all topics," while coverage primarily featuring technical aspects went under "other."

**3. Evaluating Coverage Ethics:** To scrutinize adherence to journalistic ethics in campaign coverage, the monitoring team employed section 7 of the Code of Ethics of Armenian Media and Journalists, focusing on integrity in covering elections and referendums.

In addition to the provisions of the Code of Ethics, which require a balanced approach and equal opportunities in coverage, the monitoring group aimed to find out to what extent the following points were observed during its work:

- be tolerant towards all parties and candidates,
- refrain from insults,
- do not mock the views and opinions of parties, candidates,
- not to publish materials that contain defamation, blackmail and threats to parties and candidates.

For this purpose, during the monitoring, it was calculated how often the stereotypes related to the internal political struggle in Armenia were used, which are problematic from the point of view of journalistic ethics. In this case, "stereotype" means the same thoughts, ideas expressed in different words, repeated with a certain frequency, which have a negative, offensive content or connotation (traitor, corrupt official, representative of the "fifth column", etc.).

The initial research phase pinpointed key areas where offensive stereotypes are prevalent. Based on these findings, the monitoring group structured the analysis by dividing stereotypes into three categories:

**3.1.** Offensive stereotypes directed at the representatives of the current Government, such as "betrayal", "surrender the lands", "capitulation", "they are guilty of the difficulties and misfortunes afflicting Armenia and Artsakh", "they have carried out actions leading to the destruction of the nation", "they are governing the country inefficiently", "failed to manage the country".

**3.2.** Offensive stereotypes addressed to the former (until May 8, 2018) authorities (now a significant part of the political opposition): "they were corrupt while running the country", "the population was robbed and subjected to violence", "they are to blame for the consequences of the 44-day war, 2020".

**3.3.** Offensive stereotypes about representatives of different layers of the public: "they act in favor of other countries, to the detriment of the interests of Armenia", "they are foreign agents, spies, representatives of the "fifth column"".

Offensive stereotypes were calculated according to the following principle: if an offensive stereotype related to any of the three aforementioned groups was used one or more times during one telecast, then it was considered that one offensive stereotype of that group was used. In addition, it was recorded who was the main communicator of that stereotype: the journalist (the author of the publication/the author of the TV program, etc.) or the guest (the interviewee, the person mentioned in the journalist's story, etc.). It was also mentioned whether facts, information, arguments supporting the accusations were presented during that telecast.



## | Media outlets subjected to monitoring

### 1. "1in.am" ([www.1in.am](http://www.1in.am))

Subjects of monitoring were:

- socio-political/debating programs that were broadcast in the evening (21.00-23.00),
- the evening edition of the news,
- pre-elections program "Yerevan is choosing",
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 2. "Armenia" ([www.armeniatv.am](http://www.armeniatv.am))

Subjects of monitoring were:

- the main edition of the "Hour" news program (Monday-Saturday),
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 3. "Armenian Second TV Channel" ([www.tv.am](http://www.tv.am))

Subjects of monitoring were:

- the main edition of "Lraber" news program (Monday-Saturday),
- socio-political/debating programs: "Right to Speech" (Monday-Friday), and the September 8 "Proffact" program was considered,
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 4. "Factor.am" ([www.factor.am](http://www.factor.am))

Subjects of monitoring were:

- social-political/debate programs: "Interview", "Discussion", "Debate",
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 5. "Shant" ([www.shanttv.com](http://www.shanttv.com))

Subjects of monitoring were:

- the main edition of the "Horizon" news program (Monday-Saturday),
- socio-political/debating program: "Perspective",
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 6. "The Public Television of Armenia" ([www.1tv.am](http://www.1tv.am))

Subjects of monitoring were:

- The main edition of the "News" news program (Monday-Saturday) and the Sunday edition of "News",
- social-political/debate program: "Interview with Petros Ghazaryan" (Monday-Friday),
- preelections debate: "Yerevan is choosing" (September 12, 14),
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

### 7. "The News Channel of the Public Television of Armenia" ([www.1lurer.am](http://www.1lurer.am))

Subjects of monitoring were:

- social-political/debating programs: "Different Opinions with Astghik Sargsyan" (Monday, Wednesday, Friday), "Public Discussion" (Sunday).

### 8. "Yerkir Media" ([www.yerkirmedia.am](http://www.yerkirmedia.am))

Subjects of monitoring were:

- the main edition of the "Country's This Day" news program (Monday-Saturday) and "Sunday Earth",
- socio-political/debating program: "Country's Guest Room" (Monday-Saturday),
- issues of September 16 and 17 ("silence day" and elections day) were also considered.

## | Summary and quantitative results of the monitoring

Armenia's Central Electoral Commission designated August 23 to September 15, 2023, as the official campaign period for the Yerevan Council of Elders elections, held on September 17, 2023.

In the period from August 23 to September 15, 2023, as a result of the monitoring of the aforementioned eight media outlets, the researchers analyzed a massive dataset of 2,837 TV news clips and 159 debate programs.

During the period from September 16 to September 17, 2023, as a result of the monitoring of the aforementioned eight media outlets, the researchers analyzed 173 videos of news clips, and 4 debate programs.

### Observations

- Which political parties/alliance participating in the Yerevan Council of Elders elections were most often addressed to?

- Which political parties/alliance participating in the Yerevan Council of Elders elections received **positive** and **negative** reviews most often?

Monitoring data reveals unfair media coverage of the 14 political parties in the Yerevan Council of Elders elections. With 23.7% (or 228 addressing, see Table 2) of airtime on eight key stations, the ruling party ("Civil Contract") significantly outshone its rivals in TV coverage during the campaign.

These figures show how much criticism was addressed to the ruling party by some media, but on the other hand, also some or relatively loyal media gave considerable space to the "Civil Pact" during their coverage, with mostly neutral addressing.

For example, during the campaign the two Public TV channels ("The Public Television of Armenia" and "The News Channel of the Public Television of Armenia") covered all fourteen political parties/alliance 245 times (245 television segments: reportage and interview). 19.5% of mentions (48 television segments) focused on the ruling party, with 64.6% (31 television segments) neutral, 29.1% (14 television segments) negative, and 6.2% (3 television segments) positive.

It is noteworthy that during the campaign, the "A Country to Live" party (Mane Tandilyan) shared the second/third positions with the "Mother Armenia" alliance (Andranik Tevanyan) in the number of coverage (Table 2). And if we look at the structure of the "A Country to Live's" coverage, we notice that the party is in third place both in terms of news broadcasts and interviews (8.2% of all news broadcasts and 7.8% of all interviews) (Table 4 , 5).

While "A Country to Live" achieved a commendable second/third position in overall campaign coverage (with "Mother Armenia" alliance, see Table 2), a closer look at the type of coverage (Tables 4, 5) shows they ranked third in both news broadcasts (8.2%) and interviews (7.8%).

The case of "A Country to Live" highlights the potential impact of strategic media engagement, as their high media visibility was achieved despite not having their own media outlets (officially) or leading the opposition narrative.

*During the campaign* where **positive** coverage was scarce, "Mother Armenia" alliance emerged as the clear winner on both news and interviews (Tables 6, 9). Eight TV channels generated 78 reports on alliance, with 11 (14.1%) mentioning the alliance positively (Table 2).

"Yerkir Media" offered the most positive coverage of "Mother Armenia". Total 16 television segments, of which 5 (31.2%) were positive, 11 (68.8%) were neutral, there was no negative addressing.

*In a campaign* marked by **negativity**, the ruling 'Civil Contract' bore the brunt, with 43.4% (99 television segments) of their 228 mentions across eight media outlets being negative (Table 2). Prime Minister Nikol Pashinyan's party received the most negative mentions in both news programs and interviews, securing the top position (Tables 7, 10).

"Yerkir Media" takes the crown for negative coverage of the ruling power, with a staggering 19 (79.1%) of 24 mentions being critical, 5 (20.9%) were neutral and nonpositive.

Second in negativity: "National Progress" (Hayk Marutyan) 12 or 17.1% of the total 70 television segments of eight TV stations were negative (Table 2).

Eight media outlets refrained from negative coverage (news programs) of any of the 12 political parties, except for "Civil Agreement" and "National Progress" (Table 7).

While appearing in 21 interviews (Table 10), "A Country to Live" also faced significant criticism, ranking third with 14.3% (3 mentions) negative.

It is worth noting that the number of negative coverages is generally higher than the positive ones, which allows us to conclude that during the campaign, the media and political parties focused relatively more on criticism than on presenting solutions for the various issues.

Why only "Civil Contract" and "National Progress" received negative TV coverage (news programs) among 14 parties? While the ruling party's negativity is expected, does Marutyan's inclusion indicate their perception as the main alternative, reflected in media portrayal?

Another point is that positive media attention or frequent mentions during a campaign don't guarantee success, as monitoring reveals.

Among the obvious examples are the numbers of "Civil Contract", "National Progress" and, even more so, "Public Voice" (Artak Galstyan). In particular, "Public Voice" received one of the least coverage among 14 political parties and zero positive coverage, but overcame the electoral threshold and occupy 7 seats in the 65 Councils of Elders of Yerevan (Table 1, 2).

On the other hand, we have the example of the "A Country to Live" party, with a large media coverage (as said, it shares the second-third positions with "Mother Armenia") and positive coverage (1.3% / 7th position), it still did not pass the council of elders. (Table 1, 2).

While voter preference for fresh faces explains the success of "National Progress" and "Public Voice," their reliance on social media compared to traditional channels deserves attention. This could indicate a more nuanced shift in media consumption and its impact on voting behavior, not just a decline of traditional media.

**Table 2**

During the campaign (August 23 to September 15, 2023)						
No	Political party, alliance of parties (first number on the list)  <i>Political parties/alliance that passed the Yerevan Council of Elders</i>	The number of total addressing to the political party during the news programs and interviews (the percentage ratio of addressing made to the given political party in relation to the total addressing to all political parties)	Political party, alliance of parties (first number on the list)  <i>Political parties/alliance that passed the Yerevan Council of Elders</i>	The number of positive (+) addressing to the given political party during news programs and interviews (the percentage ratio of positive addressing to the total addressing made to the given political party)	Political party, alliance of parties (first number on the list)  <i>Political parties/alliance that passed the Yerevan Council of Elders</i>	The number of negative (+) addressing to the given political party during news programs and interviews (the percentage ratio of negative addressing to the total addressing made to the given political party)
1.	"Civil Contract" party (Tigran Avinyan)	228 (23.7%)	"Mother Armenia" alliance (Andranik Tevanyan)	11 (14.1%)	"Civil Contract" party (Tigran Avinyan)	99 (43.4%)
2.	"A Country to Live" party (Mane Tandilyan)	78 (8.1%)	"Republic" party (Artak Zeinalyan)	5 (9.2%)	"National Progress" party (Hayk Marutyan)	12 (17.1%)
3.	"Mother Armenia" alliance (Andranik Tevanyan)	78 (8.1%)	"Strength of the Homeland" party (Nelly Harutyunyan)	2 (4.1%)	"A Country to Live" party (Mane Tandilyan)	3 (3.8%)
4.	"National Progress" party (Hayk Marutyan)	70 (7.3%)	"Civil Contract" party (Tigran Avinyan)	9 (3.9%)	"Mother Armenia" alliance (Andranik Tevanyan)	2 (2.5%)
5.	"Fair Armenia" party (Norik Norikyan)	58 (6%)	"European Party of Armenia" (Tigran Khzmalyan)	1 (2.9%)	"Republic" party (Artak Zeinalyan)	1 (1.8%)
6.	"Bright Armenia" party (David Khazhakyan)	58 (6%)	"National Progress" party (Hayk Marutyan)	1 (1.4%)	"European Party of Armenia" (Tigran Khzmalyan)	0 (0%)
7.	"Republic" party (Artak Zeinalyan)	54 (5.9%)	"A Country to Live" party (Mane Tandilyan)	1 (1.3%)	"Bright Armenia" party (David Khazhakyan)	0 (0%)
8.	"United Armenia" party (Yervand Tarverdyan)	53 (5.7%)	"Bright Armenia" party (David Khazhakyan)	0 (0%)	"Fair Armenia" party (Norik Norikyan)	0 (0%)
9.	"Strength of the Homeland" party (Nelly Harutyunyan)	49 (5.3%)	"Fair Armenia" party (Norik Norikyan)	0 (0%)	"United Armenia" party (Yervand Tarverdyan)	0 (0%)
10.	"Victory" party (Victor Mnatsakanyan)	47 (4.9%)	"United Armenia" party (Yervand Tarverdyan)	0 (0%)	"Public Voice" party (Artak Galstyan)	0 (0%)

11.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	<b>43 (4.4%)</b>	<b>"Victory" party</b> (Victor Mnatsakanyan)	<b>0 (0%)</b>	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	<b>0 (0%)</b>
12.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	<b>41 (4.2%)</b>	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	<b>0 (0%)</b>	<b>"Victory" party</b> (Victor Mnatsakanyan)	<b>0 (0%)</b>
13.	<b>"Public Voice" party</b> (Artak Galstyan)	<b>37 (3.8%)</b>	<b>"For Social Justice" party</b> (Arman Ghukasyan)	<b>0 (0%)</b>	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	<b>0 (0%)</b>
14.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	<b>34 (3.5%)</b>	<b>"Public Voice" party</b> (Artak Galstyan)	<b>0 (0%)</b>	<b>"For Social Justice" party</b> (Arman Ghukasyan)	<b>0 (0%)</b>
15.	<b>Other</b>	<b>30 (3.1%)</b>	<b>Other</b>	<b>0 (0%)</b>	<b>Other</b>	<b>1 (3.3%)</b>
	<b>TOTAL</b>	<b>958 (100%)</b>	<b>TOTAL positive addressing to all political parties (% of total addressing to all political parties)</b>	<b>30 (3.1%)</b>	<b>TOTAL negative addressing to all political parties (% of total addressing to all political parties)</b>	<b>118 (12.3)</b>

## **Observations**

*- What topics prevailed during the Yerevan Council of Elders elections' campaign, the "silence day" and the elections day, when political parties/alliance were addressed to?*

Despite a heavy focus on Yerevan's problems (42.2%), general political issues still managed to secure a significant 29.1% of campaign airtime during the campaign (from August 23 to September 15, 2023) (Table 3).

Notably, "Civil Contract" and "National Progress," the top two vote-getters in the City Council elections, campaigned heavily on prioritizing Yerevan's issues. However, Table 3 suggests that their discourse actually featured a significant emphasis on broader political matters, seemingly contradicting their stated focus.

Interestingly, those parties in the Yerevan Council of Elders who focused on broader political issues gained more media coverage. This held true for the three largest factions: "Civil Contract", "National Progress", and "Mother Armenia".

A striking trend emerged: parties focusing on general political issues in their campaigns tended to attract more negative press coverage (Tables 2, 3).

Despite prioritizing Yerevan's issues in their campaigns, parties like "Victory," "Bright Armenia" and "For Social Justice" garnered a mere one percent of the vote in the Council elections (Table 3).

**Table 3**

№	Political parties, alliance (first number on the list)	The percentage of total votes received as a result of the Yerevan Council of Elders elections (the number of seats received in the Council)	Political parties are most often addressed to during the news programs and interviews	Topics			
				General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	"Civil Contract" party (Tigran Avinyan)	32.57% (24)	228	91 (39.9%)	82 (35.9%)	30 (13.3%)	25 (10.9%)
2.	"National Progress" party (Hayk Marutyan)	18.89% (14)	70	26 (37.1%)	25 (35.7%)	12 (17.2%)	7 (10%)
3.	"Mother Armenia" alliance (Andranik Tevanyan)	15.45% (12)	78	53 (67.9%)	9 (11.6%)	11 (14.1%)	5 (6.4%)
4.	"Republic" party (Artak Zeinalyan)	11.32% (8)	54	6 (11.1%)	25 (46.3%)	23 (42.6%)	0 (0%)
5.	"Public Voice" party (Artak Galstyan)	9.68% (7)	37	11 (29.8%)	14 (37.8%)	9 (24.3%)	3 (8.1%)
6.	"A Country to Live" party (Mane Tandilyan)	3.64% (0)	78	23 (29.5%)	26 (33.4%)	25 (32%)	4 (5.1%)
7.	"Bright Armenia" party (David Khazhakyan)	1.80% (0)	58	4 (6.9%)	44 (75.9%)	10 (17.2%)	0 (0%)
8.	"Victory" party (Victor Mnatsakanyan)	1.71% (0)	47	2 (4.2%)	39 (82.9%)	4 (8.6%)	2 (4.3%)
9.	"Fair Armenia" party (Norik Norikyan)	1.12% (0)	58	14 (24.1%)	24 (41.4%)	19 (32.8%)	1 (1.7%)
10.	"European Party of Armenia" (Tigran Khzmalyan)	1.11% (0)	34	2 (5.9%)	19 (55.9%)	11 (32.3%)	2 (5.9%)
11.	"Democratic Consolidation" party (Suren Petrosyan)	1.01% (0)	43	26 (60.5%)	7 (16.3%)	10 (23.2%)	0 (0%)
12.	"Strength of the Homeland" party (Nelly Harutyunyan)	0.74% (0)	49	6 (12.2%)	28 (57.2%)	13 (26.5%)	2 (4.1%)
13.	"United Armenia" party (Yervand Tarverdyan)	0.55% (0)	53	4 (7.5%)	30 (56.6%)	16 (30.2%)	3 (5.7%)



<b>14.</b>	<b>"For Social Justice" party</b> (Arman Ghukasyan)	<b>0.34% (0)</b>	<b>41</b>	<b>2 (4.9%)</b>	<b>28 (68.3%)</b>	<b>11 (26.8%)</b>	<b>0 (0%)</b>
<b>15.</b>	<b>Other</b>		<b>30</b>	<b>8 (26.6%)</b>	<b>4 (13.4%)</b>	<b>0 (0%)</b>	<b>18 (60%)</b>
<b>TOTAL</b>			<b>958</b>	<b>278 (29.1%)</b>	<b>404 (42.2%)</b>	<b>204 (21.2%)</b>	<b>72 (7.5%)</b>

## **Observations**

*- The political parties/alliance that received the most positive (emphasized sympathy), negative (emphasized dislike) and neutral (unbiased) treatment by the TV presenters during the coverage of the Yerevan Council of Elders elections campaign, the "silence day" and the elections day.*

Remarkably, throughout the campaign, the "silence day" and elections day itself, only one instance of non-neutral coverage was identified. This singular violation, a pointedly negative addressing to the ruling "Civil Contract" party, occurred on "Armenian Second TV Channel" (Tables 20, 21).

## **Observations**

*- Offensive stereotypes used during coverage of Yerevan Council of Elders elections campaign, "silence day" and elections day.*

During the campaign, on "silence day" and elections day, the insulting stereotypes used mainly related to the ruling party (88.3% of the total number, Tables 22, 23). From this, it becomes clear why these offensive stereotypes are particularly prevalent in TV stations that have adopted a highly critical approach towards the authorities: "Armenian Second TV Channel" (56.6% of all offensive stereotypes found in eight media outlets) and "Yerkir Media" (in eight media outlets found 25% of all offensive stereotypes).

On the other hand, "Armenia", "1in.am" and "Shant" were more loyal to journalistic ethics.

**APPENDIX:**  
*Quantitative data*

## Quantitative data

- Which political parties participating in the Yerevan Council of Elders elections were most often addressed to?
- Which political parties participating in the Yerevan Council of Elders elections were most often positively, negatively, or neutrally addressed to?

During the coverage of the Yerevan Council of Elders election campaign (from August 23 to September 15, 2023), the following political parties/alliance were most often addressed to:

- during the news programs, see Table 4,
- during the interviews, see Table 5.

**Table 4**

No	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs
1.	"Civil Contract" party (Tigran Avinyan)	162
2.	"Mother Armenia" alliance (Andranik Tevanyan)	58
3.	"A Country to Live" party (Mane Tandilyan)	57
4.	"Fair Armenia" party (Norik Norikyan)	44
5.	"Bright Armenia" party (David Khazhakyan)	42
6.	"Republic" party (Artak Zeinalyan)	41
7.	"United Armenia" party (Yervand Tarverdyan)	40
8.	"National Progress" party (Hayk Marutyan)	39
9.	"Strength of the Homeland" party (Nelly Harutyunyan)	39
10.	"Victory" party (Victor Mnatsakanyan)	37
11.	"For Social Justice" party (Arman Ghukasyan)	34
12.	"Democratic Consolidation" party (Suren Petrosyan)	33

13.	<b>"Public Voice" party</b> (Artak Galstyan)	26
14.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21
15.	<b>Other</b>	18
<b>TOTAL</b>		<b>691</b>

**Table 5**

<b>№</b>	<b>Political parties, alliance (first number on the list)</b>	<b>The most frequent addressing to political parties during the interviews</b>
1.	<b>"Civil Contract" party</b> (Tigran Avinyan)	66
2.	<b>"National Progress" party</b> (Hayk Marutyan)	31
3.	<b>"A Country to Live" party</b> (Mane Tandilyan)	21
4.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	20
5.	<b>"Bright Armenia" party</b> (David Khazhakyan)	16
6.	<b>"Fair Armenia" party</b> (Norik Norikyan)	14
7.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	13
8.	<b>"Republic" party</b> (Artak Zeinalyan)	13
9.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	13
10.	<b>"Public Voice" party</b> (Artak Galstyan)	11
11.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	10
12.	<b>"Victory" party</b> (Victor Mnatsakanyan)	10
13.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	10
14.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	7
15.	<b>Other</b>	12
<b>TOTAL</b>		<b>267</b>

During the coverage of the Yerevan Council of Elders election campaign (from August 23 to September 15, 2023), the following political parties/alliance were most often **positively**, **negatively** or **neutrally** addresses to (compared to the general coverage of the same political party/alliance, %):

- during the news programs, see Table 6, 7, 8,
- during the interviews, see Table 9, 10, 11.

**Table 6**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	The nature of addressing made to political parties during the news programs		
			Political parties that received positive (+) coverage most often (%) during the news programs	Political parties that received negative (-) coverage most often (%) during the news programs	Political parties that received neutral (0) coverage most often (%) during the news programs
1.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	9 (15.5%)	0 (0%)	49 (84.5%)
2.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	0 (0%)	37 (90.3%)
3.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	2 (5.1%)	0 (0%)	37 (94.9%)
4.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	8 (4.9%)	70 (43.2%)	84 (51.9%)
5.	<b>"National Progress" party</b> (Hayk Marutyan)	39	1 (2.6%)	7 (17.9%)	31 (79.5%)
6.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	1 (1.8%)	0 (0%)	56 (98.2%)
7.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	0 (0%)	0 (0%)	44 (100%)
8.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	0 (0%)	0 (0%)	42 (100%)
9.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	0 (0%)	0 (0%)	40 (100%)
10.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	0 (0%)	0 (0%)	37 (100%)
11.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	0 (0%)	0 (0%)	34 (100%)
12.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	0 (0%)	0 (0%)	33 (100%)

<b>13.</b>	<b>"Public Voice" party</b> (Artak Galstyan)	<b>26</b>	<b>0 (0%)</b>	<b>0 (0%)</b>	<b>26 (100%)</b>
<b>14.</b>	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	<b>21</b>	<b>0 (0%)</b>	<b>0 (0%)</b>	<b>21 (100%)</b>
<b>15.</b>	<b>Other</b>	<b>18</b>	<b>0 (0%)</b>	<b>0 (0%)</b>	<b>18 (100%)</b>
	<b>TOTAL</b>	<b>691</b>	<b>25 (3.6%)</b>	<b>77 (11.1%)</b>	<b>589 (85.3%)</b>

**Table 7**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	The nature of addressing made to political parties during the news programs		
			Political parties that received positive (+) coverage most often (%) during the news programs	Political parties that received negative (-) coverage most often (%) during the news programs	Political parties that received neutral (0) coverage most often (%) during the news programs
1.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	8 (4.9%)	70 (43.2%)	84 (51.9%)
2.	<b>"National Progress" party</b> (Hayk Marutyan)	39	1 (2.6%)	7 (17.9%)	31 (79.5%)
3.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	9 (15.5%)	0 (0%)	49 (84.5%)
4.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	0 (0%)	37 (90.3%)
5.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	2 (5.1%)	0 (0%)	37 (94.9%)
6.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	1 (1.8%)	0 (0%)	56 (98.2%)
7.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	0 (0%)	0 (0%)	44 (100%)
8.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	0 (0%)	0 (0%)	42 (100%)
9.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	0 (0%)	0 (0%)	40 (100%)
10.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	0 (0%)	0 (0%)	37 (100%)
11.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	0 (0%)	0 (0%)	34 (100%)
12.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	0 (0%)	0 (0%)	33 (100%)
13.	<b>"Public Voice" party</b> (Artak Galstyan)	26	0 (0%)	0 (0%)	26 (100%)
14.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21	0 (0%)	0 (0%)	21 (100%)
15.	<b>Other</b>	18	0 (0%)	0 (0%)	18 (100%)
<b>TOTAL</b>		<b>691</b>	<b>25 (3.6%)</b>	<b>77 (11.1%)</b>	<b>589 (85.3%)</b>



**Table 8**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	The nature of addressing made to political parties during the news programs		
			Political parties that received positive (+) coverage most often (%) during the news programs	Political parties that received negative (-) coverage most often (%) during the news programs	Political parties that received neutral (0) coverage most often (%) during the news programs
1.	"Fair Armenia" party (Norik Norikyan)	44	0 (0%)	0 (0%)	44 (100%)
2.	"Bright Armenia" party (David Khazhakyan)	42	0 (0%)	0 (0%)	42 (100%)
3.	"United Armenia" party (Yervand Tarverdyan)	40	0 (0%)	0 (0%)	40 (100%)
4.	"Victory" party (Victor Mnatsakanyan)	37	0 (0%)	0 (0%)	37 (100%)
5.	"For Social Justice" party (Arman Ghukasyan)	34	0 (0%)	0 (0%)	34 (100%)
6.	"Democratic Consolidation" party (Suren Petrosyan)	33	0 (0%)	0 (0%)	33 (100%)
7.	"Public Voice" party (Artak Galstyan)	26	0 (0%)	0 (0%)	26 (100%)
8.	"European Party of Armenia" (Tigran Khzmalyan)	21	0 (0%)	0 (0%)	21 (100%)
9.	"A Country to Live" party (Mane Tandilyan)	57	1 (1.8%)	0 (0%)	56 (98.2%)
10.	"Strength of the Homeland" party (Nelly Harutyunyan)	39	2 (5.1%)	0 (0%)	37 (94.9%)
11.	"Republic" party (Artak Zeinalyan)	41	4 (9.7%)	0 (0%)	37 (90.3%)
12.	"Mother Armenia" alliance (Andranik Tevanyan)	58	9 (15.5%)	0 (0%)	49 (84.5%)
13.	"National Progress" party (Hayk Marutyan)	39	1 (2.6%)	7 (17.9%)	31 (79.5%)
14.	"Civil Contract" party (Tigran Avinyan)	162	8 (4.9%)	70 (43.2%)	84 (51.9%)
15.	Other	18	0 (0%)	0 (0%)	18 (100%)
<b>TOTAL</b>		<b>691</b>	<b>25 (3.6%)</b>	<b>77 (11.1%)</b>	<b>589 (85.3%)</b>

**Table 9**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	The nature of addressing made to political parties during the interviews		
			Political parties that received positive (+) coverage most often (%) during the interviews	Political parties that received negative (-) coverage most often (%) during the interviews	Political parties that received neutral (0) coverage most often (%) during the interviews
1.	"Mother Armenia" alliance (Andranik Tevanyan)	20	2 (10%)	2 (10%)	16 (80%)
2.	"European Party of Armenia" (Tigran Khzmalyan)	13	1 (7.7%)	0 (0%)	12 (92.3%)
3.	"Republic" party (Artak Zeinalyan)	13	1 (7.7%)	1 (7.7%)	11 (84.6%)
4.	"Civil Contract" party (Tigran Avinyan)	66	1 (1.5%)	29 (43.9%)	36 (54.6%)
5.	"A Country to Live" party (Mane Tandilyan)	21	0 (0%)	3 (14.3%)	18 (85.7%)
6.	"National Progress" party (Hayk Marutyan)	31	0 (0%)	5 (16.1%)	26 (83.9%)
7.	"Bright Armenia" party (David Khazhakyan)	16	0 (0%)	0 (0%)	16 (100%)
8.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	0 (0%)	14 (100%)
9.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	0 (0%)	13 (100%)
10.	"Public Voice" party (Artak Galstyan)	11	0 (0%)	0 (0%)	11 (100%)
11.	"Democratic Consolidation" party (Suren Petrosyan)	10	0 (0%)	0 (0%)	10 (100%)
12.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	0 (0%)	10 (100%)
13.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	0 (0%)	10 (100%)
14.	"For Social Justice" party (Arman Ghukasyan)	7	0 (0%)	0 (0%)	7 (100%)
15.	Other	12	0 (8.3%)	1 (8.3%)	11 (91.7%)
<b>TOTAL</b>		<b>267</b>	<b>5 (1.8%)</b>	<b>41 (15.4%)</b>	<b>221 (82.8%)</b>

**Table 10**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	The nature of addressing made to political parties during the interviews		
			Political parties that received positive (+) coverage most often (%) during the interviews	Political parties that received negative (-) coverage most often (%) during the interviews	Political parties that received neutral (0) coverage most often (%) during the interviews
1.	"Civil Contract" party (Tigran Avinyan)	66	1 (1.5%)	29 (43.9%)	36 (54.6%)
2.	"National Progress" party (Hayk Marutyan)	31	0 (0%)	5 (16.1%)	26 (83.9%)
3.	"A Country to Live" party (Mane Tandilyan)	21	0 (0%)	3 (14.3%)	18 (85.7%)
4.	"Mother Armenia" alliance (Andranik Tevanyan)	20	2 (10%)	2 (10%)	16 (80%)
5.	"Republic" party (Artak Zeinalyan)	13	1 (7.7%)	1 (7.7%)	11 (84.6%)
6.	"European Party of Armenia" (Tigran Khzmalyan)	13	1 (7.7%)	0 (0%)	12 (92.3%)
7.	"Bright Armenia" party (David Khazhakyants)	16	0 (0%)	0 (0%)	16 (100%)
8.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	0 (0%)	14 (100%)
9.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	0 (0%)	13 (100%)
10.	"Public Voice" party (Artak Galstyan)	11	0 (0%)	0 (0%)	11 (100%)
11.	"Democratic Consolidation" party (Suren Petrosyan)	10	0 (0%)	0 (0%)	10 (100%)
12.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	0 (0%)	10 (100%)
13.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	0 (0%)	10 (100%)
14.	"For Social Justice" party (Arman Ghukasyan)	7	0 (0%)	0 (0%)	7 (100%)
15.	Other	12	0 (8.3%)	1 (8.3%)	11 (91.7%)
<b>TOTAL</b>		<b>267</b>	<b>5 (1.8%)</b>	<b>41 (15.4%)</b>	<b>221 (82.8%)</b>

**Table 11**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	The nature of addressing made to political parties during the interviews		
			Political parties that received positive (+) coverage most often (%) during the interviews	Political parties that received negative (-) coverage most often (%) during the interviews	Political parties that received neutral (0) coverage most often (%) during the interviews
1.	"Bright Armenia" party (David Khazhakyan)	16	0 (0%)	0 (0%)	16 (100%)
2.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	0 (0%)	14 (100%)
3.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	0 (0%)	13 (100%)
4.	"Public Voice" party (Artak Galstyan)	11	0 (0%)	0 (0%)	11 (100%)
5.	"Democratic Consolidation" party (Suren Petrosyan)	10	0 (0%)	0 (0%)	10 (100%)
6.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	0 (0%)	10 (100%)
7.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	0 (0%)	10 (100%)
8.	"For Social Justice" party (Arman Ghukasyan)	7	0 (0%)	0 (0%)	7 (100%)
9.	"European Party of Armenia" (Tigran Khzmalyan)	13	1 (7.7%)	0 (0%)	12 (92.3%)
10.	"A Country to Live" party (Mane Tandilyan)	21	0 (0%)	3 (14.3%)	18 (85.7%)
11.	"Republic" party (Artak Zeinalyan)	13	1 (7.7%)	1 (7.7%)	11 (84.6%)
12.	"National Progress" party (Hayk Marutyan)	31	0 (0%)	5 (16.1%)	26 (83.9%)
13.	"Mother Armenia" alliance (Andranik Tevanyan)	20	2 (10%)	2 (10%)	16 (80%)
14.	"Civil Contract" party (Tigran Avinyan)	66	1 (1.5%)	29 (43.9%)	36 (54.6%)
15.	Other	12	0 (8.3%)	1 (8.3%)	11 (91.7%)
<b>TOTAL</b>		<b>267</b>	<b>5 (1.8%)</b>	<b>41 (15.4%)</b>	<b>221 (82.8%)</b>

### **Quantitative data**

*- What topics prevailed during the Yerevan Council of Elders elections' campaign, "silence day" and the election day, when political parties were addressed to?*

During the coverage of the Yerevan Council of Elders elections' campaign **(from August 23 to September 15, 2023)** the following topics **(general political, city issues, all topics, other)** prevailed most often **(compared to the total coverage, %)**, when the political parties/alliance were addressed to:

- during the news programs: see Table 12, 13, 14, 15,
- during the interviews: see Table 16, 17, 18, 19.

**Tabel 12**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	23 (69.7%)	6 (18.2%)	4 (12.1%)	0 (0%)
2.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	40 (68.9%)	9 (15.6%)	7 (12%)	2 (3.5%)
3.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	63 (38.9%)	67 (41.4%)	10 (6.2%)	22 (13.5%)
4.	<b>"Public Voice" party</b> (Artak Galstyan)	26	9 (34.6%)	13 (50%)	2 (7.7%)	2 (7.7%)
5.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	14 (31.9%)	22 (50%)	8 (18.1%)	0 (0%)
6.	<b>"National Progress" party</b> (Hayk Marutyan)	39	9 (23.1%)	22 (56.5%)	4 (10.2%)	4 (10.2%)
7.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	16 (20.1%)	24 (42.1%)	17 (29.8%)	0 (0%)
8.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	6 (15.4%)	24 (61.6%)	7 (17.9%)	2 (5.1%)
9.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	4 (10%)	27 (67.5%)	7 (17.5%)	2 (5%)
10.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	21 (51.2%)	16 (39.1%)	0 (0%)
11.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	2 (5.4%)	32 (86.5%)	1 (2.7%)	2 (5.4%)
12.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	1 (2.9%)	25 (73.6%)	8 (23.5%)	0 (0%)
13.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	1 (2.4%)	39 (92.8%)	2 (4.8%)	0 (0%)
14.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21	0 (0%)	16 (76.2%)	3 (14.3%)	2 (9.5%)
15.	<b>Other</b>	18	4 (22.2%)	0 (0%)	0 (0%)	14 (77.8%)
<b>TOTAL</b>		<b>691</b>	<b>196 (28.4%)</b>	<b>347 (50.2%)</b>	<b>96 (13.9%)</b>	<b>52 (7.5%)</b>

**Table 13**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	1 (2.4%)	39 (92.8%)	2 (4.8%)	0 (0%)
2.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	2 (5.4%)	32 (86.5%)	1 (2.7%)	2 (5.4%)
3.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21	0 (0%)	16 (76.2%)	3 (14.3%)	2 (9.5%)
4.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	1 (2.9%)	25 (73.6%)	8 (23.5%)	0 (0%)
5.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	4 (10%)	27 (67.5%)	7 (17.5%)	2 (5%)
6.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	6 (15.4%)	24 (61.6%)	7 (17.9%)	2 (5.1%)
7.	<b>"National Progress" party</b> (Hayk Marutyan)	39	9 (23.1%)	22 (56.5%)	4 (10.2%)	4 (10.2%)
8.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	21 (51.2%)	16 (39.1%)	0 (0%)
9.	<b>"Public Voice" party</b> (Artak Galstyan)	26	9 (34.6%)	13 (50%)	2 (7.7%)	2 (7.7%)
10.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	14 (31.9%)	22 (50%)	8 (18.1%)	0 (0%)
11.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	16 (20.1%)	24 (42.1%)	17 (29.8%)	0 (0%)
12.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	63 (38.9%)	67 (41.4%)	10 (6.2%)	22 (13.5%)
13.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	23 (69.7%)	6 (18.2%)	4 (12.1%)	0 (0%)
14.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	40 (68.9%)	9 (15.6%)	7 (12%)	2 (3.5%)
15.	<b>Other</b>	18	4 (22.2%)	0 (0%)	0 (0%)	14 (77.8%)
<b>TOTAL</b>		<b>691</b>	<b>196 (28.4%)</b>	<b>347 (50.2%)</b>	<b>96 (13.9%)</b>	<b>52 (7.5%)</b>

**Table 14**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	21 (51.2%)	16 (39.1%)	0 (0%)
2.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	16 (20.1%)	24 (42.1%)	17 (29.8%)	0 (0%)
3.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	1 (2.9%)	25 (73.6%)	8 (23.5%)	0 (0%)
4.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	14 (31.9%)	22 (50%)	8 (18.1%)	0 (0%)
5.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	6 (15.4%)	24 (61.6%)	7 (17.9%)	2 (5.1%)
6.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	4 (10%)	27 (67.5%)	7 (17.5%)	2 (5%)
7.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21	0 (0%)	16 (76.2%)	3 (14.3%)	2 (9.5%)
8.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	23 (69.7%)	6 (18.2%)	4 (12.1%)	0 (0%)
9.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	40 (68.9%)	9 (15.6%)	7 (12%)	2 (3.5%)
10.	<b>"National Progress" party</b> (Hayk Marutyan)	39	9 (23.1%)	22 (56.5%)	4 (10.2%)	4 (10.2%)
11.	<b>"Public Voice" party</b> (Artak Galstyan)	26	9 (34.6%)	13 (50%)	2 (7.7%)	2 (7.7%)
12.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	63 (38.9%)	67 (41.4%)	10 (6.2%)	22 (13.5%)
13.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	1 (2.4%)	39 (92.8%)	2 (4.8%)	0 (0%)
14.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	2 (5.4%)	32 (86.5%)	1 (2.7%)	2 (5.4%)
15.	<b>Other</b>	18	4 (22.2%)	0 (0%)	0 (0%)	14 (77.8%)
<b>TOTAL</b>		<b>691</b>	<b>196 (28.4%)</b>	<b>347 (50.2%)</b>	<b>96 (13.9%)</b>	<b>52 (7.5%)</b>



**Table 15**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the news programs	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	<b>"Civil Contract" party</b> (Tigran Avinyan)	162	63 (38.9%)	67 (41.4%)	10 (6.2%)	22 (13.5%)
2.	<b>"National Progress" party</b> (Hayk Marutyan)	39	9 (23.1%)	22 (56.5%)	4 (10.2%)	4 (10.2%)
3.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	21	0 (0%)	16 (76.2%)	3 (14.3%)	2 (9.5%)
4.	<b>"Public Voice" party</b> (Artak Galstyan)	26	9 (34.6%)	13 (50%)	2 (7.7%)	2 (7.7%)
5.	<b>"Victory" party</b> (Victor Mnatsakanyan)	37	2 (5.4%)	32 (86.5%)	1 (2.7%)	2 (5.4%)
6.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	39	6 (15.4%)	24 (61.6%)	7 (17.9%)	2 (5.1%)
7.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	40	4 (10%)	27 (67.5%)	7 (17.5%)	2 (5%)
8.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyan)	58	40 (68.9%)	9 (15.6%)	7 (12%)	2 (3.5%)
9.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	33	23 (69.7%)	6 (18.2%)	4 (12.1%)	0 (0%)
10.	<b>"Fair Armenia" party</b> (Norik Norikyan)	44	14 (31.9%)	22 (50%)	8 (18.1%)	0 (0%)
11.	<b>"A Country to Live" party</b> (Mane Tandilyan)	57	16 (20.1%)	24 (42.1%)	17 (29.8%)	0 (0%)
12.	<b>"Republic" party</b> (Artak Zeinalyan)	41	4 (9.7%)	21 (51.2%)	16 (39.1%)	0 (0%)
13.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	34	1 (2.9%)	25 (73.6%)	8 (23.5%)	0 (0%)
14.	<b>"Bright Armenia" party</b> (David Khazhakyan)	42	1 (2.4%)	39 (92.8%)	2 (4.8%)	0 (0%)
15.	<b>Other</b>	18	4 (22.2%)	0 (0%)	0 (0%)	14 (77.8%)
<b>TOTAL</b>		<b>691</b>	<b>196 (28.4%)</b>	<b>347 (50.2%)</b>	<b>96 (13.9%)</b>	<b>52 (7.5%)</b>

**Table 16**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	"Mother Armenia" alliance (Andranik Tevanyan)	20	13 (65%)	0 (0%)	4 (20%)	3 (15%)
2.	"National Progress" party (Hayk Marutyan)	31	17 (54.8%)	3 (9.7%)	8 (25.8%)	3 (9.7%)
3.	"Civil Contract" party (Tigran Avinyan)	66	28 (42.4%)	15 (22.8%)	20 (30.3%)	3 (4.5%)
4.	"A Country to Live" party (Mane Tandilyan)	21	7 (33.3%)	2 (9.5%)	8 (38.2%)	4 (19%)
5.	"Democratic Consolidation" party (Suren Petrosyan)	10	3 (30%)	1 (10%)	6 (60%)	0 (0%)
6.	"Bright Armenia" party (David Khazhakyan)	16	3 (18.8%)	5 (31.2%)	8 (50%)	0 (0%)
7.	"Public Voice" party (Artak Galstyan)	11	2 (18.2%)	1 (9.1%)	7 (63.6%)	1 (9.1%)
8.	"Republic" party (Artak Zeinalyan)	13	2 (15.4%)	4 (30.8%)	7 (53.8%)	0 (0%)
9.	"European Party of Armenia" (Tigran Khzmalyan)	13	2 (15.4%)	3 (23.1%)	8 (61.5%)	0 (0%)
10.	"For Social Justice" party (Arman Ghukasyan)	7	1 (14.4%)	3 (42.8%)	3 (42.8%)	0 (0%)
11.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	7 (70%)	3 (30%)	0 (0%)
12.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	4 (40%)	6 (60%)	0 (0%)
13.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	3 (23.1%)	9 (69.2%)	1 (7.7%)
14.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	2 (14.3%)	11 (78.6%)	1 (7.1%)
15.	Other	12	4 (33.3%)	4 (33.3%)	0 (0%)	4 (33.4%)
<b>TOTAL</b>		<b>267</b>	<b>82 (30.7%)</b>	<b>57 (21.3%)</b>	<b>108 (40.5%)</b>	<b>20 (7.5%)</b>

**Table 17**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	<b>"Victory" party</b> (Victor Mnatsakanyan)	10	0 (0%)	7 (70%)	3 (30%)	0 (0%)
2.	<b>"For Social Justice" party</b> (Arman Ghukasyan)	7	1 (14.4%)	3 (42.8%)	3 (42.8%)	0 (0%)
3.	<b>"Strength of the Homeland" party</b> (Nelly Harutyunyan)	10	0 (0%)	4 (40%)	6 (60%)	0 (0%)
4.	<b>"Bright Armenia" party</b> (David Khazhakyantsyan)	16	3 (18.8%)	5 (31.2%)	8 (50%)	0 (0%)
5.	<b>"Republic" party</b> (Artak Zeinalyan)	13	2 (15.4%)	4 (30.8%)	7 (53.8%)	0 (0%)
6.	<b>"United Armenia" party</b> (Yervand Tarverdyan)	13	0 (0%)	3 (23.1%)	9 (69.2%)	1 (7.7%)
7.	<b>"European Party of Armenia"</b> (Tigran Khzmalyan)	13	2 (15.4%)	3 (23.1%)	8 (61.5%)	0 (0%)
8.	<b>"Civil Contract" party</b> (Tigran Avinyan)	66	28 (42.4%)	15 (22.8%)	20 (30.3%)	3 (4.5%)
9.	<b>"Fair Armenia" party</b> (Norik Norikyan)	14	0 (0%)	2 (14.3%)	11 (78.6%)	1 (7.1%)
10.	<b>"Democratic Consolidation" party</b> (Suren Petrosyan)	10	3 (30%)	1 (10%)	6 (60%)	0 (0%)
11.	<b>"National Progress" party</b> (Hayk Marutyantsyan)	31	17 (54.8%)	3 (9.7%)	8 (25.8%)	3 (9.7%)
12.	<b>"A Country to Live" party</b> (Mane Tandilyantsyan)	21	7 (33.3%)	2 (9.5%)	8 (38.2%)	4 (19%)
13.	<b>"Public Voice" party</b> (Artak Galstyan)	11	2 (18.2%)	1 (9.1%)	7 (63.6%)	1 (9.1%)
14.	<b>"Mother Armenia" alliance</b> (Andranik Tevanyantsyan)	20	13 (65%)	0 (0%)	4 (20%)	3 (15%)
15.	<b>Other</b>	12	4 (33.3%)	4 (33.3%)	0 (0%)	4 (33.4%)
<b>TOTAL</b>		<b>267</b>	<b>82 (30.7%)</b>	<b>57 (21.3%)</b>	<b>108 (40.5%)</b>	<b>20 (7.5%)</b>

**Table 18**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	2 (14.3%)	11 (78.6%)	1 (7.1%)
2.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	3 (23.1%)	9 (69.2%)	1 (7.7%)
3.	"Public Voice" party (Artak Galstyan)	11	2 (18.2%)	1 (9.1%)	7 (63.6%)	1 (9.1%)
4.	"European Party of Armenia" (Tigran Khzmalyan)	13	2 (15.4%)	3 (23.1%)	8 (61.5%)	0 (0%)
5.	"Democratic Consolidation" party (Suren Petrosyan)	10	3 (30%)	1 (10%)	6 (60%)	0 (0%)
6.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	4 (40%)	6 (60%)	0 (0%)
7.	"Republic" party (Artak Zeinlyan)	13	2 (15.4%)	4 (30.8%)	7 (53.8%)	0 (0%)
8.	"Bright Armenia" party (David Khazhakyan)	16	3 (18.8%)	5 (31.2%)	8 (50%)	0 (0%)
9.	"For Social Justice" party (Arman Ghukasyan)	7	1 (14.4%)	3 (42.8%)	3 (42.8%)	0 (0%)
10.	"A Country to Live" party (Mane Tandilyan)	21	7 (33.3%)	2 (9.5%)	8 (38.2%)	4 (19%)
11.	"Civil Contract" party (Tigran Avinyan)	66	28 (42.4%)	15 (22.8%)	20 (30.3%)	3 (4.5%)
12.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	7 (70%)	3 (30%)	0 (0%)
13.	"National Progress" party (Hayk Marutyan)	31	17 (54.8%)	3 (9.7%)	8 (25.8%)	3 (9.7%)
14.	"Mother Armenia" alliance (Andranik Tevanyan)	20	13 (65%)	0 (0%)	4 (20%)	3 (15%)
15.	Other	12	4 (33.3%)	4 (33.3%)	0 (0%)	4 (33.4%)
<b>TOTAL</b>		<b>267</b>	<b>82 (30.7%)</b>	<b>57 (21.3%)</b>	<b>108 (40.5%)</b>	<b>20 (7.5%)</b>

**Table 19**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Topics			
			General political	Yerevan issues	Addressing all topics (both general political and city issues)	Other (technical issues)
1.	"A Country to Live" party (Mane Tandilyan)	21	7 (33.3%)	2 (9.5%)	8 (38.2%)	4 (19%)
2.	"Mother Armenia" alliance (Andranik Tevanyan)	20	13 (65%)	0 (0%)	4 (20%)	3 (15%)
3.	"National Progress" party (Hayk Marutyan)	31	17 (54.8%)	3 (9.7%)	8 (25.8%)	3 (9.7%)
4.	"Public Voice" party (Artak Galstyan)	11	2 (18.2%)	1 (9.1%)	7 (63.6%)	1 (9.1%)
5.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	3 (23.1%)	9 (69.2%)	1 (7.7%)
6.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	2 (14.3%)	11 (78.6%)	1 (7.1%)
7.	"Civil Contract" party (Tigran Avinyan)	66	28 (42.4%)	15 (22.8%)	20 (30.3%)	3 (4.5%)
8.	"Democratic Consolidation" party (Suren Petrosyan)	10	3 (30%)	1 (10%)	6 (60%)	0 (0%)
9.	"Bright Armenia" party (David Khazhakyan)	16	3 (18.8%)	5 (31.2%)	8 (50%)	0 (0%)
10.	"Republic" party (Artak Zeinalyan)	13	2 (15.4%)	4 (30.8%)	7 (53.8%)	0 (0%)
11.	"European Party of Armenia" (Tigran Khzmalyan)	13	2 (15.4%)	3 (23.1%)	8 (61.5%)	0 (0%)
12.	"For Social Justice" party (Arman Ghukasyan)	7	1 (14.4%)	3 (42.8%)	3 (42.8%)	0 (0%)
13.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	7 (70%)	3 (30%)	0 (0%)
14.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	4 (40%)	6 (60%)	0 (0%)
15.	Other	12	4 (33.3%)	4 (33.3%)	0 (0%)	4 (33.4%)
<b>TOTAL</b>		<b>267</b>	<b>82 (30.7%)</b>	<b>57 (21.3%)</b>	<b>108 (40.5%)</b>	<b>20 (7.5%)</b>

### **Quantitative data**

- *The political parties that received the most positive (emphasized sympathy), negative (emphasized dislike) or neutral (unbiased) treatment by the TV presenters during the coverage of the Yerevan Council of Elders elections' campaign, "silence day" and the elections day.*

The political parties that received the most positive (emphasized sympathy), negative (emphasized dislike), or neutral (unbiased) treatment by the TV presenters during the interviews and in the period of coverage of the Yerevan Council of Elders elections' campaign **(August 23 to September 15, 2023)**: see Table 20.

The political parties that received the most positive (emphasized sympathy), negative (emphasized dislike), or neutral (unbiased) treatment by the TV presenters during the interviews and in the period of coverage of the Yerevan Council of Elders elections' campaign **(September 16 to September 17, 2023)**: see Table 21.

**Table 20**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Treatment by the TV presenters		
			Emphasized sympathy	Emphasized dislike	Unbiased
1.	"National Progress" party (Hayk Marutyan)	31	0 (0%)	0 (0%)	31 (100%)
2.	"A Country to Live" party (Mane Tandilyan)	21	0 (0%)	0 (0%)	21 (100%)
3.	"Mother Armenia" alliance (Andranik Tevanyan)	20	0 (0%)	0 (0%)	20 (100%)
4.	"Bright Armenia" party (David Khazhakyan)	16	0 (0%)	0 (0%)	16 (100%)
5.	"Fair Armenia" party (Norik Norikyan)	14	0 (0%)	0 (0%)	14 (100%)
6.	"European Party of Armenia" (Tigran Khzmalyan)	13	0 (0%)	0 (0%)	13 (100%)
7.	"Republic" party (Artak Zeinalyan)	13	0 (0%)	0 (0%)	13 (100%)
8.	"United Armenia" party (Yervand Tarverdyan)	13	0 (0%)	0 (0%)	13 (100%)
9.	"Public Voice" party (Artak Galstyan)	11	0 (0%)	0 (0%)	11 (100%)
10.	"Democratic Consolidation" party (Suren Petrosyan)	10	0 (0%)	0 (0%)	10 (100%)
11.	"Victory" party (Victor Mnatsakanyan)	10	0 (0%)	0 (0%)	10 (100%)
12.	"Strength of the Homeland" party (Nelly Harutyunyan)	10	0 (0%)	0 (0%)	10 (100%)
13.	"For Social Justice" party (Arman Ghukasyan)	7	0 (0%)	0 (0%)	7 (100%)
14.	"Civil Contract" party (Tigran Avinyan)	66	0 (0%)	1 (1.5%)	65 (98.5%)
15.	Other	12	0 (0%)	0 (0%)	12 (100%)
<b>TOTAL</b>		<b>267</b>	<b>0 (0%)</b>	<b>1 (0.4%)</b>	<b>266 (99.6%)</b>

**Total 21**

№	Political parties, alliance (first number on the list)	The most frequent addressing to political parties during the interviews	Treatment by the TV presenters		
			Emphasized sympathy	Emphasized dislike	Unbiased
1.	"Civil Contract" party (Tigran Avinyan)	1	0 (0%)	0 (0%)	1 (100%)
2.	"National Progress" party (Hayk Marutyan)	0	0 (0%)	0 (0%)	0 (0%)
3.	"A Country to Live" party (Mane Tandilyan)	0	0 (0%)	0 (0%)	0 (0%)
4.	"Fair Armenia" party (Norik Norikyan)	0	0 (0%)	0 (0%)	0 (0%)
5.	"Democratic Consolidation" party (Suren Petrosyan)	0	0 (0%)	0 (0%)	0 (0%)
6.	"Bright Armenia" party (David Khazhakyan)	0	0 (0%)	0 (0%)	0 (0%)
7.	"Victory" party (Victor Mnatsakanyan)	0	0 (0%)	0 (0%)	0 (0%)
8.	"European Party of Armenia" (Tigran Khzmalyan)	0	0 (0%)	0 (0%)	0 (0%)
9.	"Public Voice" party (Artak Galstyan)	0	0 (0%)	0 (0%)	0 (0%)
10.	"Republic" party (Artak Zeinalyan)	0	0 (0%)	0 (0%)	0 (0%)
11.	"For Social Justice" party (Arman Ghukasyan)	0	0 (0%)	0 (0%)	0 (0%)
12.	"Mother Armenia" alliance (Andranik Tevanyan)	0	0 (0%)	0 (0%)	0 (0%)
13.	"United Armenia" party (Yervand Tarverdyan)	0	0 (0%)	0 (0%)	0 (0%)
14.	"Strength of the Homeland" party (Nelly Harutyunyan)	0	0 (0%)	0 (0%)	0 (0%)
15.	Other	1	0 (0%)	0 (0%)	1 (100%)
<b>TOTAL</b>		<b>2</b>	<b>0 (0%)</b>	<b>0 (0%)</b>	<b>2 (100%)</b>



## **Quantitative data**

*- Offensive stereotypes used during coverage of Yerevan Council of Elders elections*

The offensive stereotypes used during the coverage of the Yerevan Council of Elders elections' campaign **(from August 23 to September 15, 2023)**: who used them, and whether facts, arguments, and information supporting the accusations were presented, see Table 22.

The offensive stereotypes used during the coverage of the Yerevan Council of Elders elections' campaign **(from September 16 to September 17, 2023)**: who used them, and whether facts, arguments, and information supporting the accusations were presented, see Table 23.

**Table 22**

№	Offensive stereotypes	Author of the stereotype (unit)			Availability of facts, arguments, information confirming the accusations	
		Journalist/ TV presenter	Guest/person the reporter addresses to in the story	Both	Available	Not available
1.	<i>Offensive stereotypes addressed to the representatives of the current Government</i>	0	51	2	40	13
	"Treason", "surrender the lands", "capitulation", "they are guilty of the difficulties and misfortunes that plagued Armenia and Artsakh", "they carried out actions leading to the destruction of the nation".	0	45	2	34	13
	"They manage the country inefficiently", "they have failed to manage the country".	0	6	0	6	0
2.	<i>Offensive stereotypes addressed to the former (until May 8, 2018) authorities (currently opposition)</i>	0	7	0	7	0
	"They are to blame for the consequences of the 44-day war."	0	1	0	1	0
	"They were corrupt while running the country", "the population was robbed and subjected to violence".	0	6	0	6	0
3.	<i>Offensive stereotypes addressed to the representatives of different groups of society</i>	0	0	0	0	0
	"They act in favor of other countries and to the detriment of the interests of Armenia", "they are foreign agents, spies, representatives of the "fifth column"".	0	0	0	0	0
<b>TOTAL</b>		<b>0</b>	<b>58</b>	<b>2</b>	<b>47</b>	<b>13</b>

**Table 23**

№	Offensive stereotypes	Author of the stereotype (unit)			Availability of facts, arguments, information confirming the accusations	
		Journalist/ TV presenter	Guest/person the reporter addresses to in the story	Both	Available	Not available
1.	<i>Offensive stereotypes addressed to the representatives of the current Government</i>	0	0	0	0	0
	"Treason", "surrender the lands", "capitulation", "they are guilty of the difficulties and misfortunes that plagued Armenia and Artsakh", "they carried out actions leading to the destruction of the nation".	0	0	0	0	0
	"They manage the country inefficiently", "they have failed to manage the country".	0	0	0	0	0
2.	<i>Offensive stereotypes addressed to the former (until May 8, 2018) authorities (currently opposition)</i>	0	0	0	0	0
	"They are to blame for the consequences of the 44-day war."	0	0	0	0	0
	"They were corrupt while running the country", "the population was robbed and subjected to violence".	0	0	0	0	0
3.	<i>Offensive stereotypes addressed to the representatives of different groups of society</i>	0	0	0	0	0
	"They act in favor of other countries and to the detriment of the interests of Armenia", "they are foreign agents, spies, representatives of the "fifth column"".	0	0	0	0	0
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



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