

# Objectives

## General

- a. TO UNDERSTAND Social Representations about politics (content) of journalists who cover this issue in the following newspapers: : *El Universal* and *Últimas Noticias*.
- b. TO UNDERSTAND Social Representations (content) about politics of audience: students of social communication (Central University and Bolivarian University of Venezuela).
- c. TO UNDERSTAND media representations (content) about politics disseminated by the newspapers *El Nacional* and *Últimas noticias* during the period before the parliamentary elections on September 26 (June-September 2010)

## Specific

- a. To compare Social Representations of politics (content): journalists and audience.
- b. To compare Social Representations of politics: journalists and audience with the Media Representations.

**Keywords:** Politics-Social Representations- Media - Journalists-Audience- election campaign

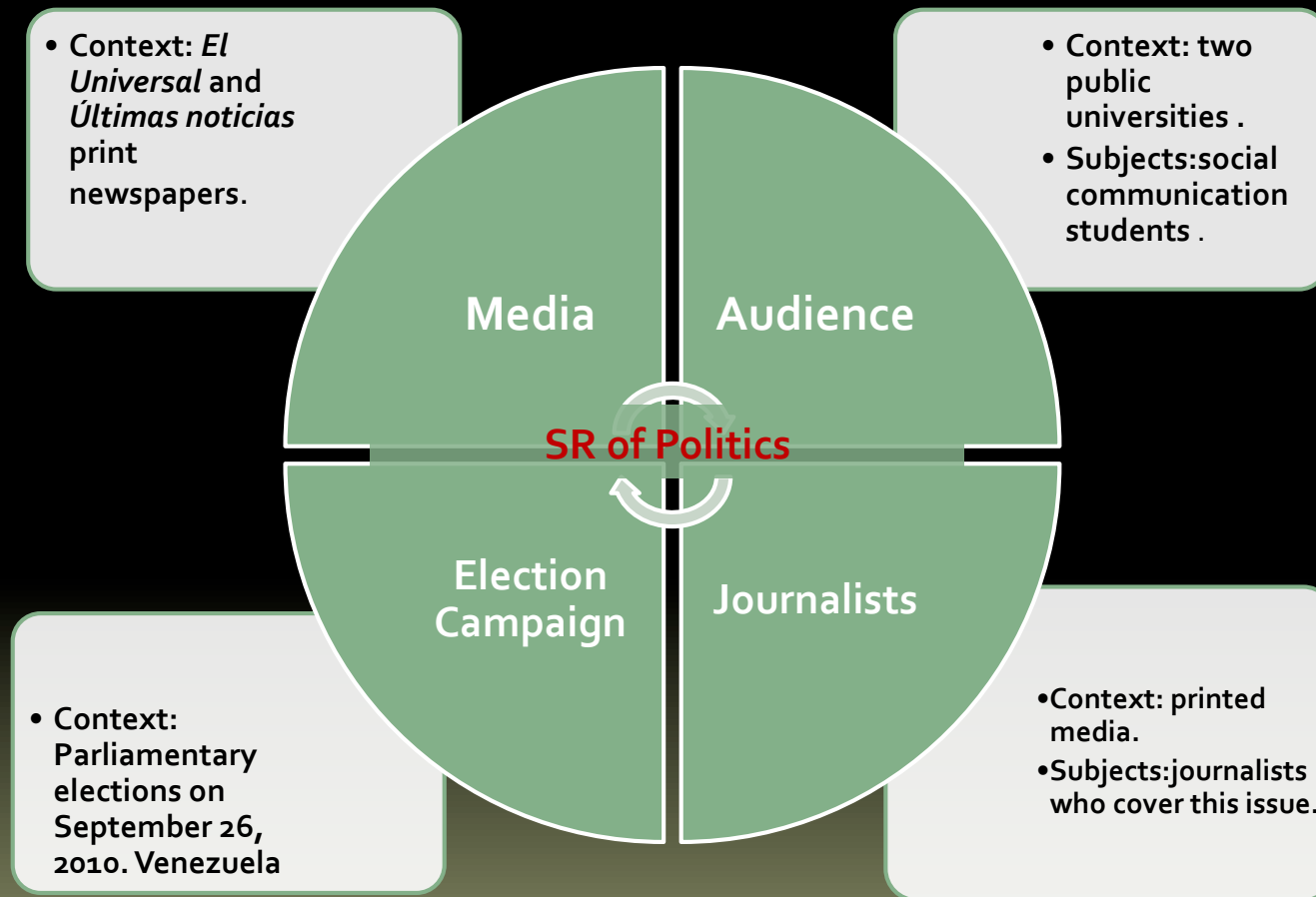
## Three reasons for this research

1. Practical usefulness

2. Theoretical value

3. Social relevance

# Research topic and context



# Theoretical approach

## Social Representations theory

This approach allows:

- To understand the social processes of construction of reality
- To understand the way how knowledge is constructed and reconstructed within society
- To understand how this knowledge guides the social practices

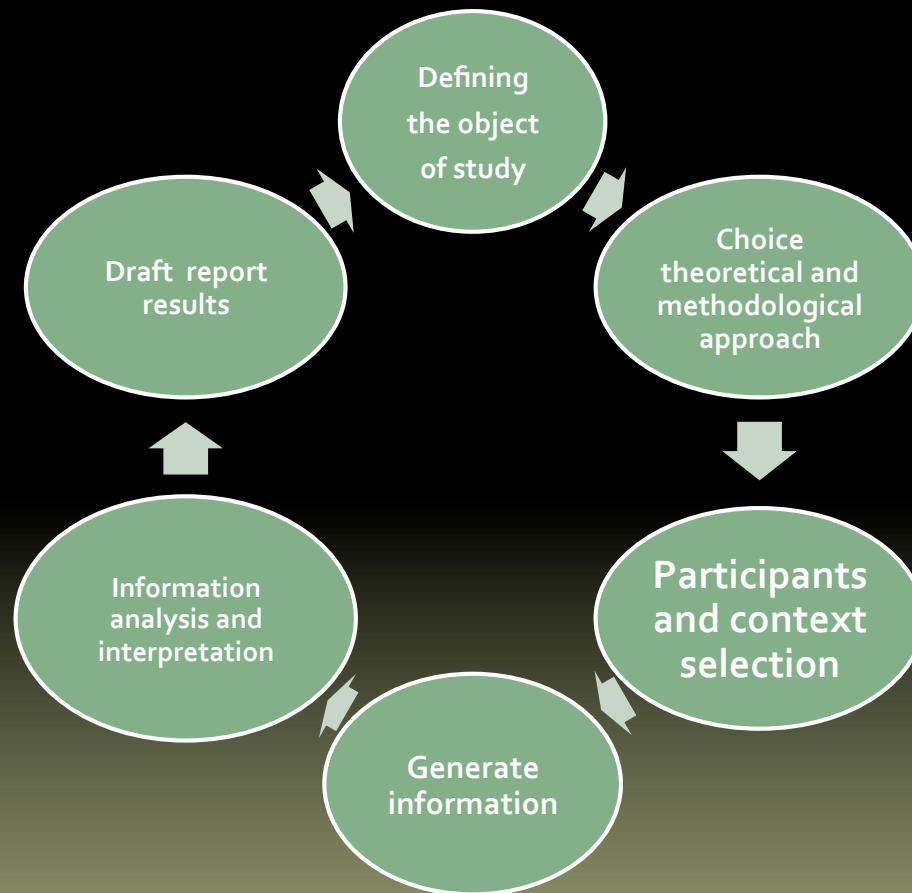
(Jodelet, 1991)



# Methodological aspects

## Qualitative methodology

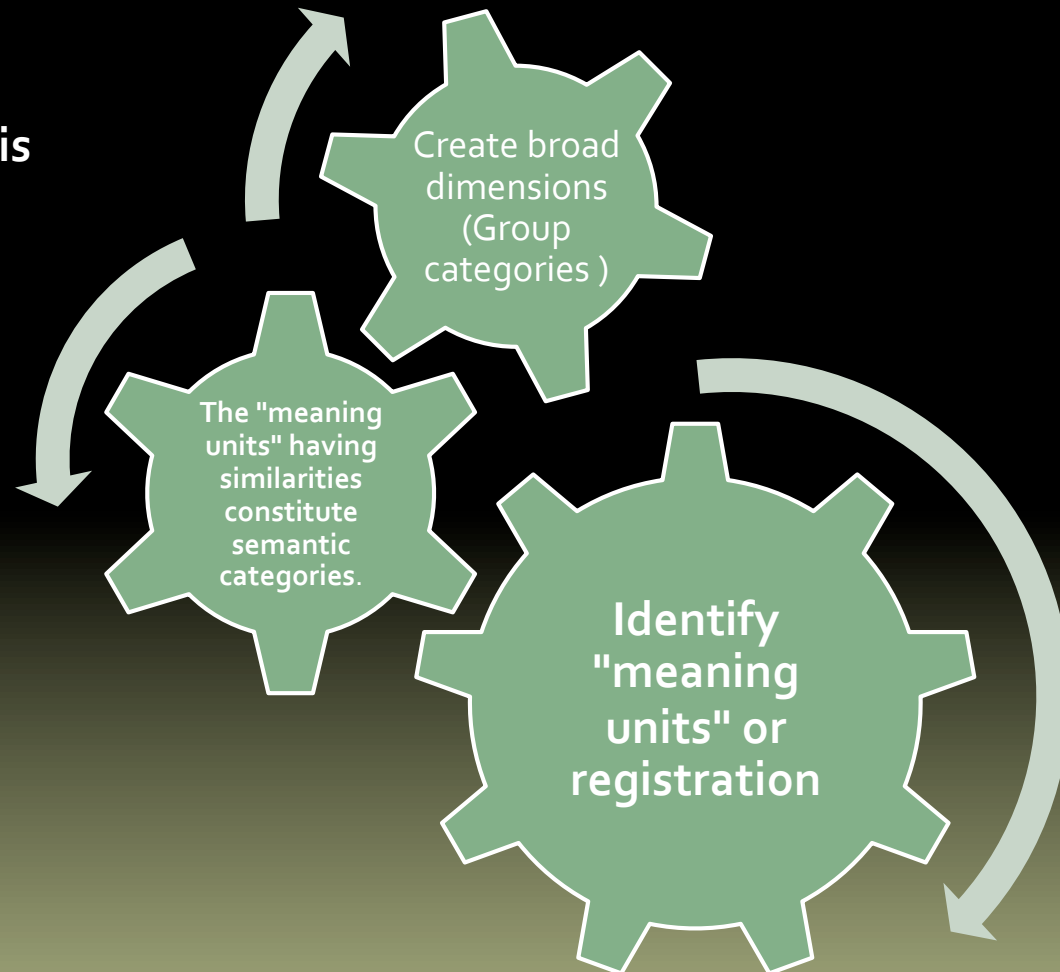
### Research Design



# Methodological aspects

## Data analysis procedure

Qualitative content analysis  
(Bardin, 1986)



## Methodological aspects

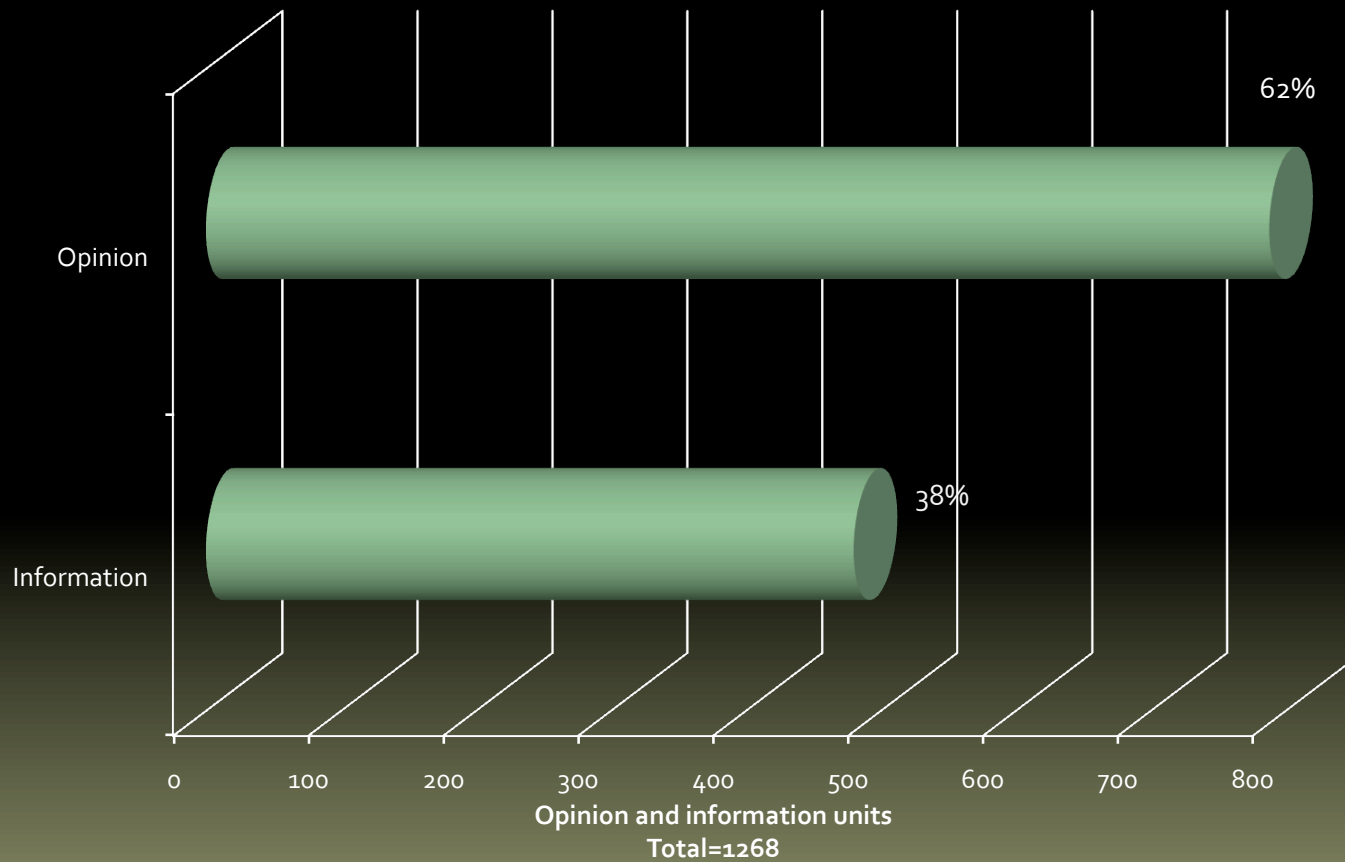
### Methodological procedure summary

Information source	Generating information techniques	Analytical reference units	Method analysis
Journalists who cover political issues in the following newspapers: <i>El Universal</i> and <i>Últimas Noticias</i> (n= 7)	In-depth interviews	Recording transcript of interviews text	Qualitative content analysis
	Semi-structured Questionnaire	Questionnaires texts	Qualitative content analysis
Articles published in the politics section of the following newspapers : <i>El Universal</i> and <i>Últimas Noticias</i> during the parliamentary campaign (August.-Sept. 2010)	Printed newspapers	Printed or web reports	Qualitative content analysis
Audience: Students of social communication schools (UCV and UBV universities. Random sample : n= 274 and n= 226, respectively)	Semi-structured Questionnaire	Questionnaires Texts	Qualitative content analysis
	Focus Group	Recording transcript of interviews text	Qualitative content analysis

Results

# Newspapers monitoring (septiembre-octubre 2010)

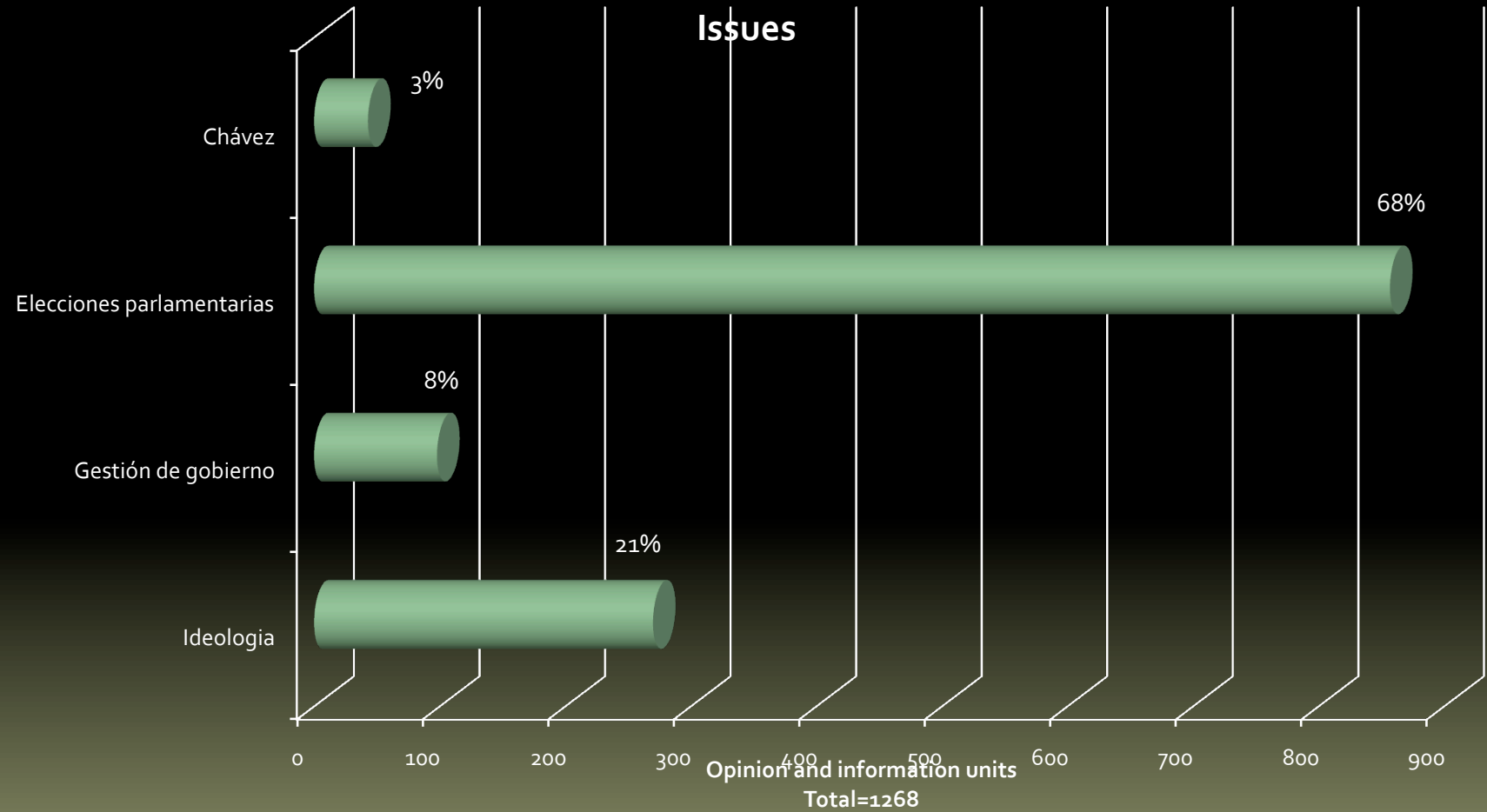
## Political issues press coverage





## Results

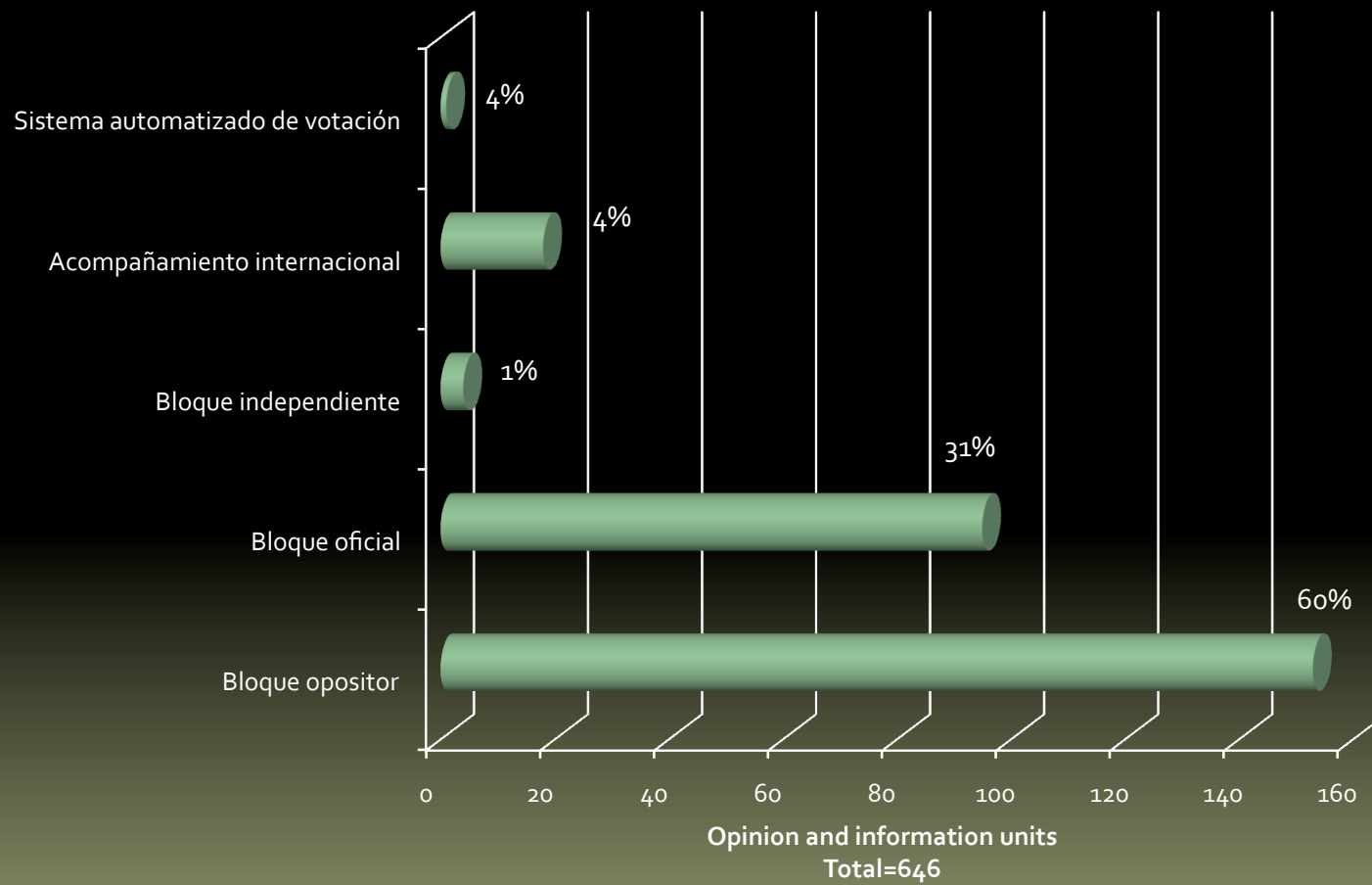
### Newspapers monitoring (septiembre-octubre 2010)



## Results

# Newspapers monitoring (septiembre-octubre 2010)

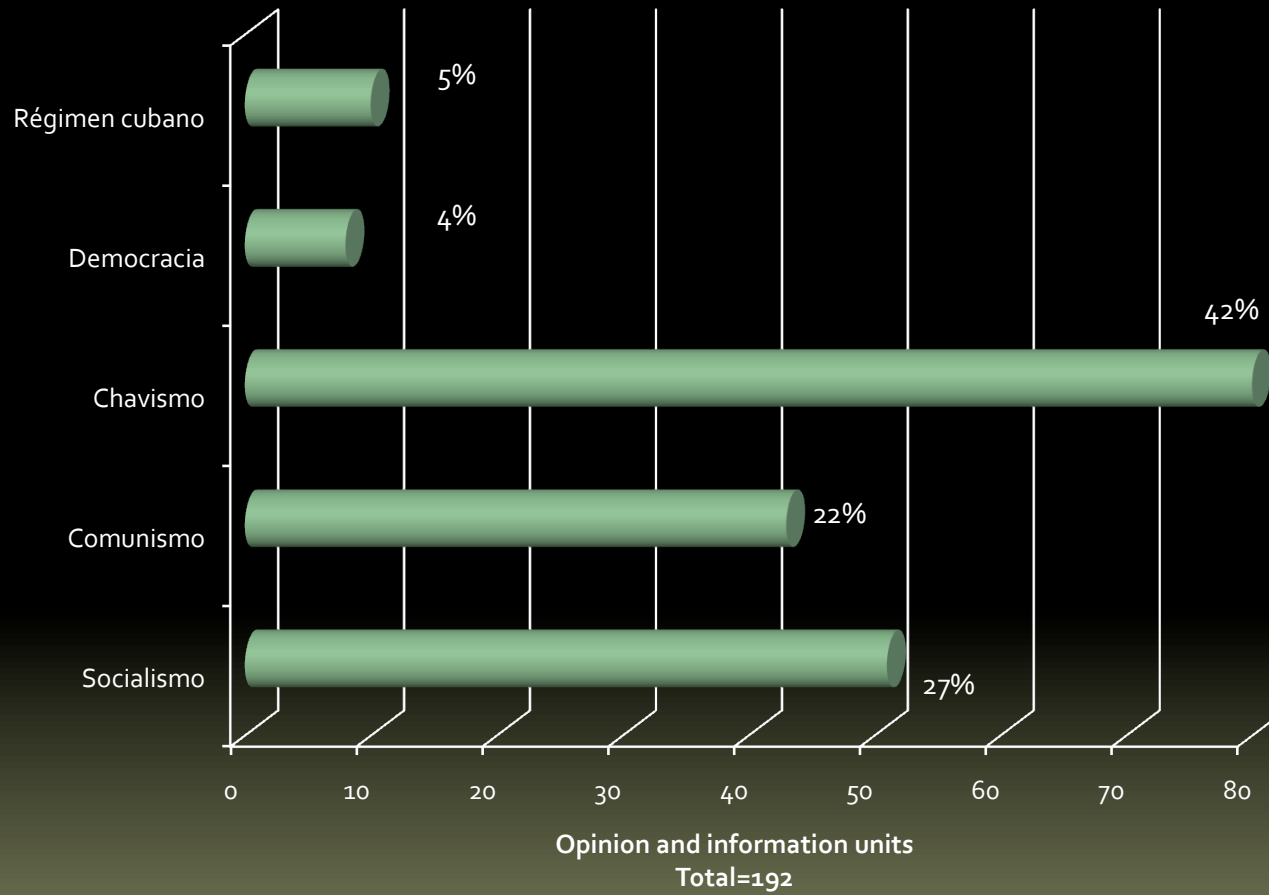
### Topics of Parliamentary elections issue



## Results

# Newspapers monitoring (septiembre-octubre 2010)

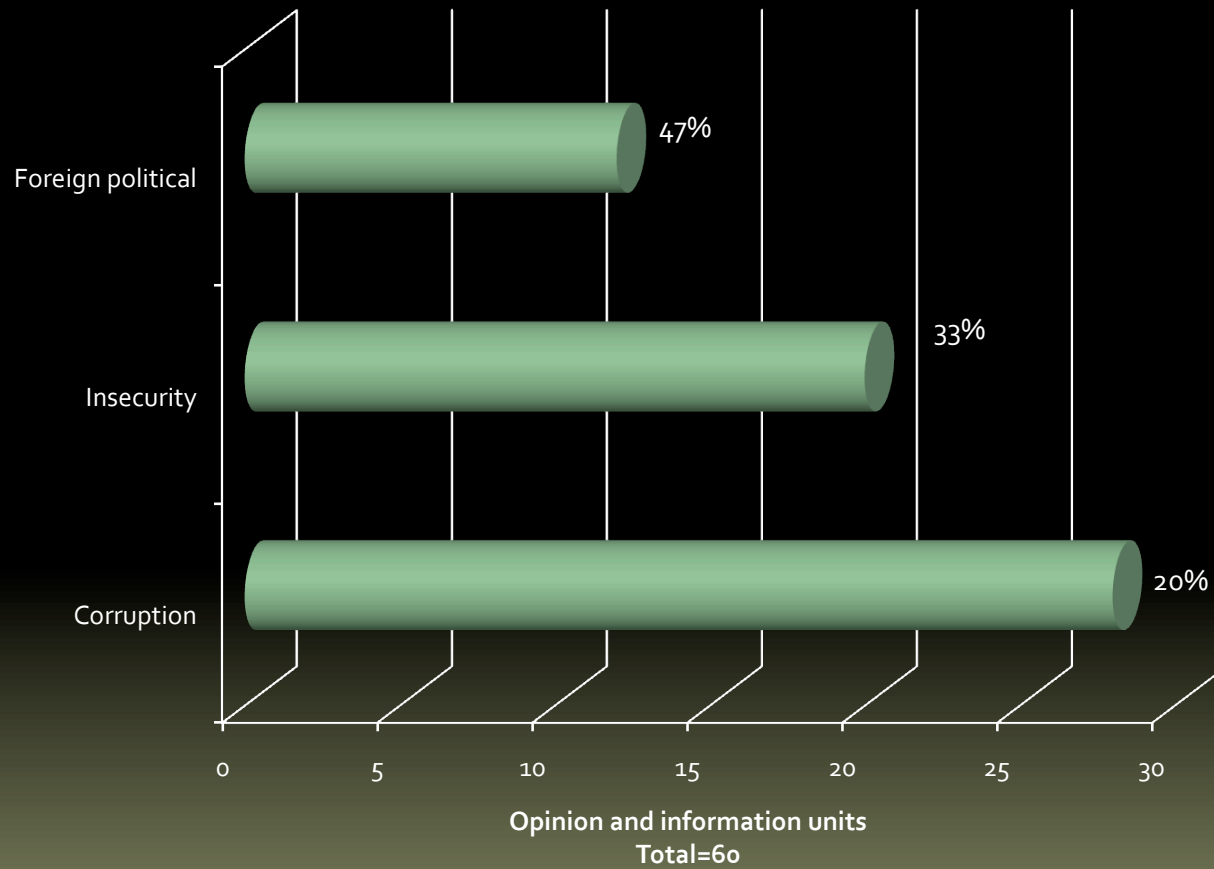
### Topics of Ideology issue



## Results

### Newspapers monitoring (septiembre-octubre 2010)

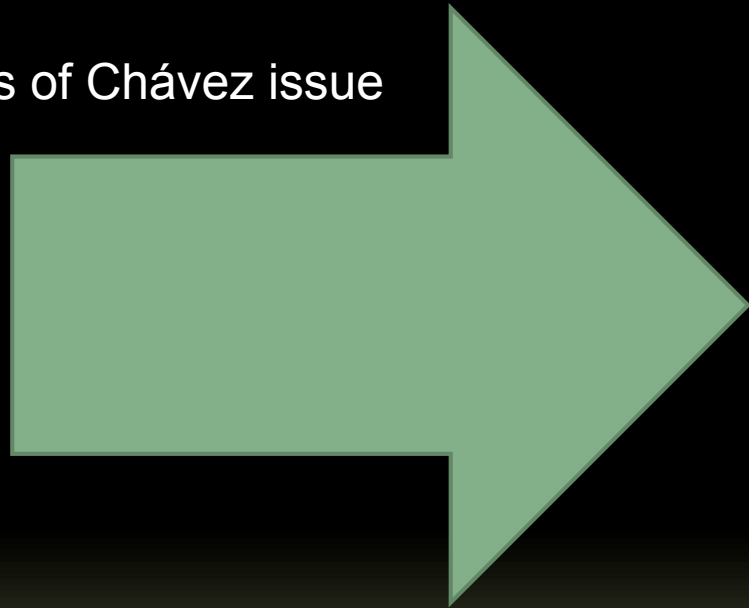
#### Topics of Governance issue



Results

Newspapers monitoring  
(septiembre-octubre 2010)

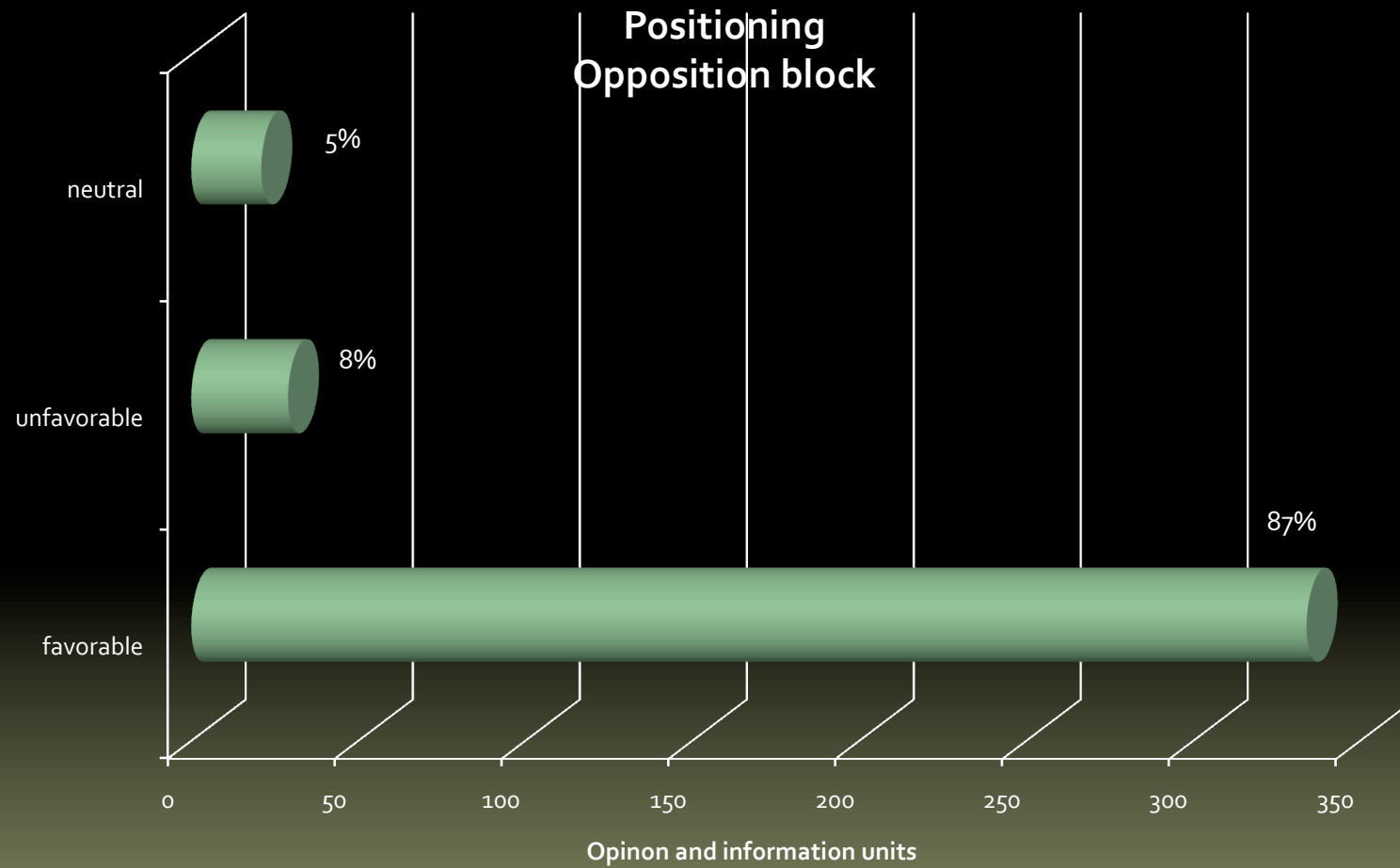
Topics of Chávez issue



diabolical	6
dictator	5
unbalanced	5
insensitive	3
anti-Semitic	2
despotic	2
ill	2
machiavellian	2
perverse	2
phoney	2
spoiled	2
tyrant	2
uncontrolled	2
uncultivated	2
cynical	1
Manic-depressive psychosis	1
mimetic	1
vile	1
Total	43

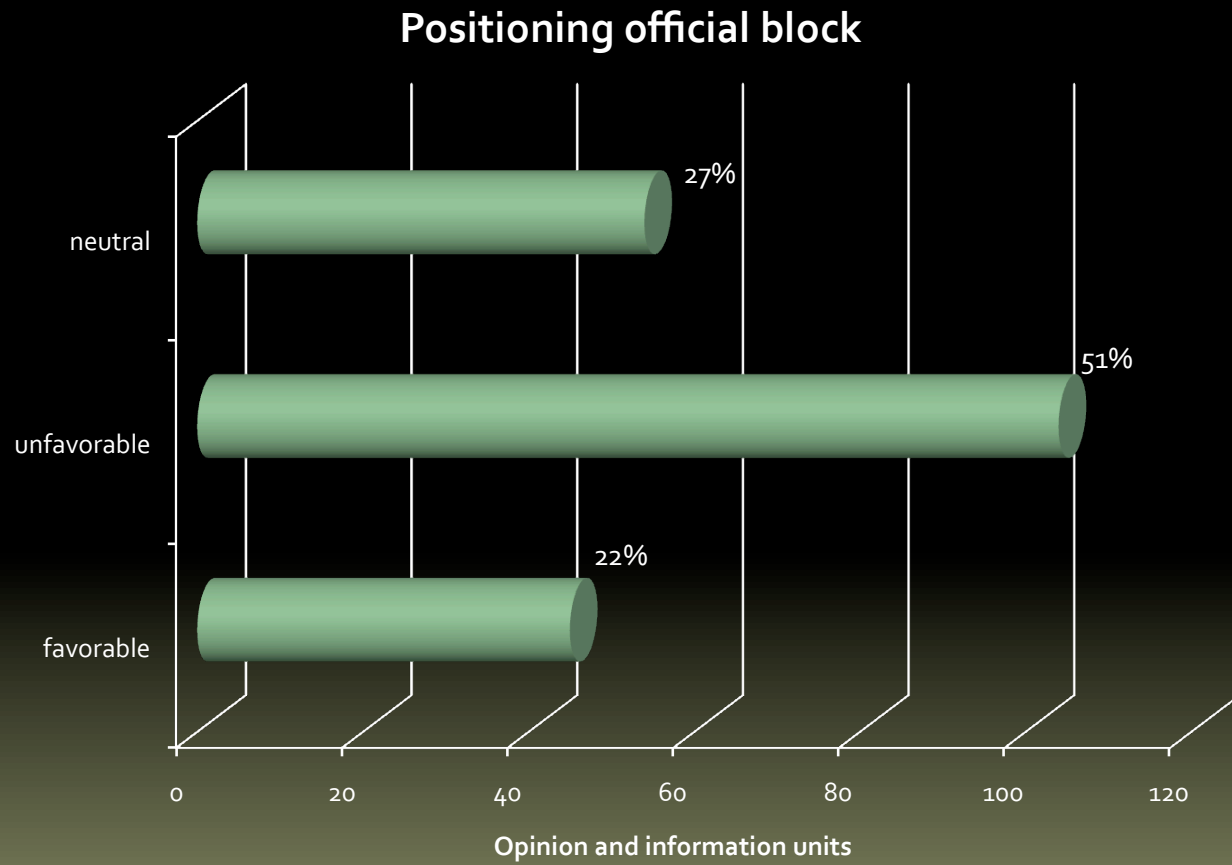
## Results

### Newspapers monitoring (septiembre-octubre 2010)



## Results

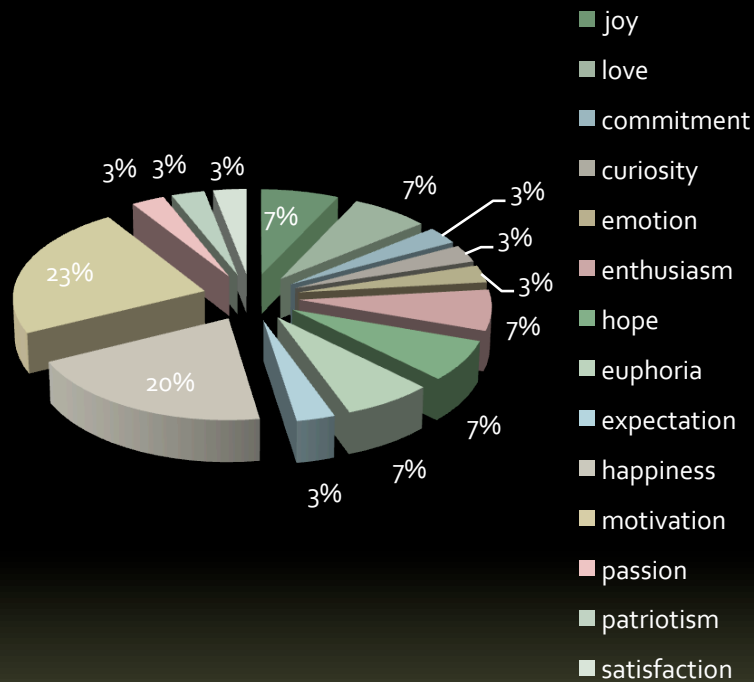
### Newspapers monitoring (septiembre-octubre 2010)



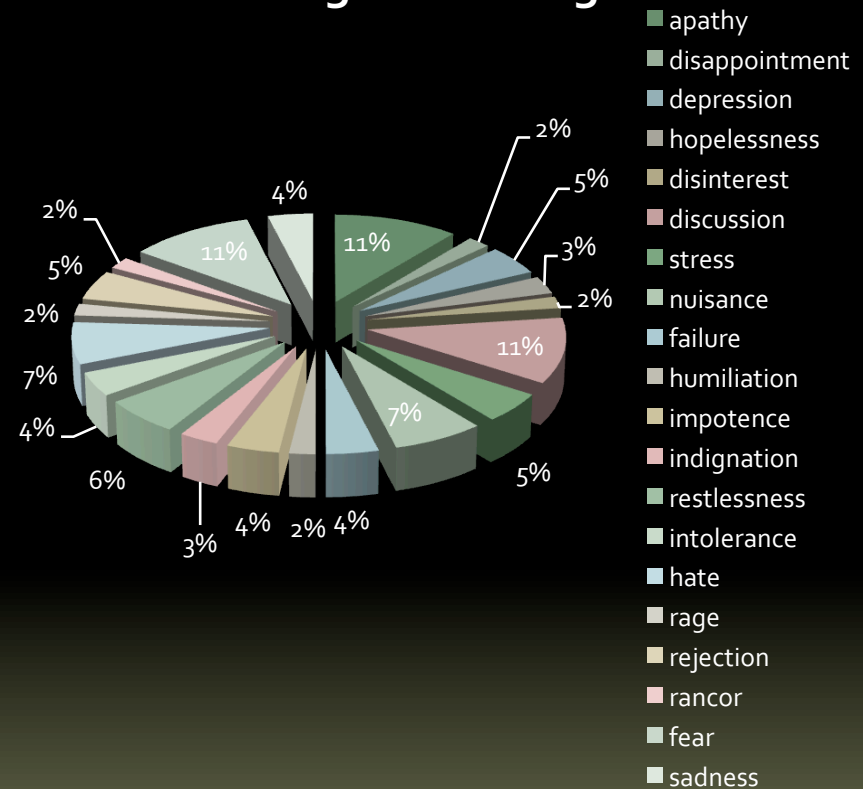
## Results

### Questionnaire administered to 226 social communication students

Positive feelings

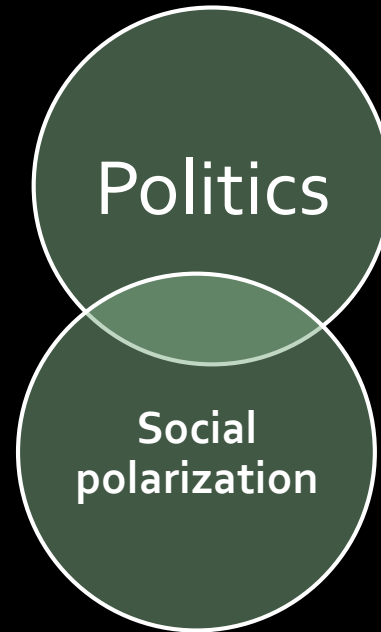


Negative feelings





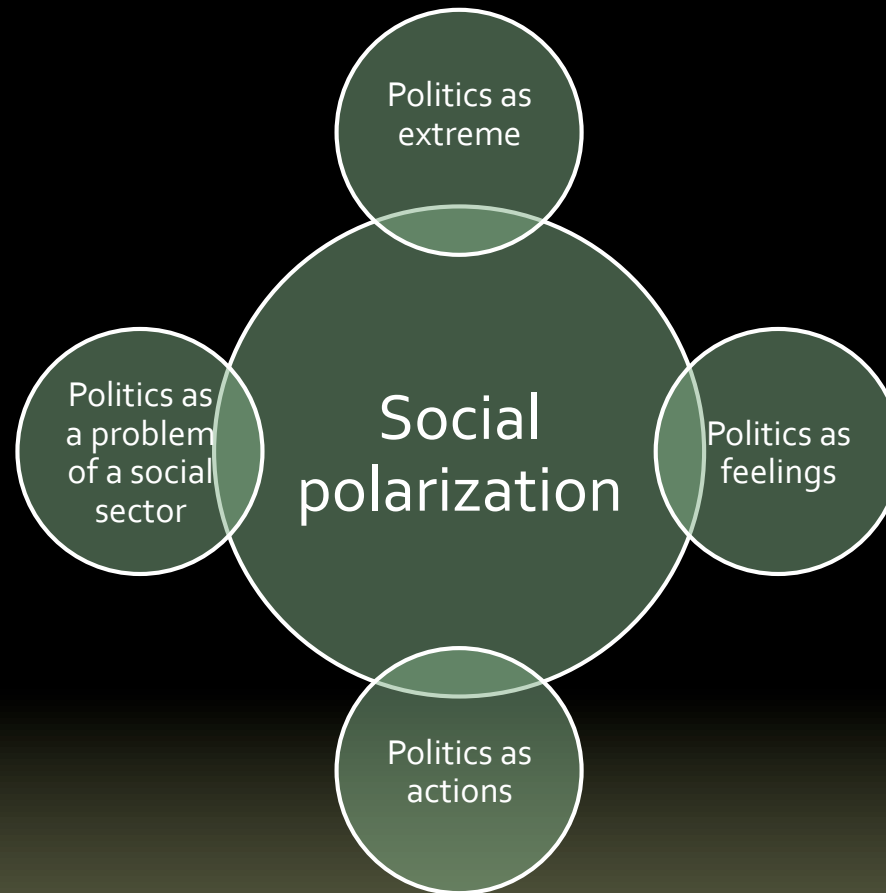
# Results / Interpretation



To be or not
Democrat - Dictator
Capitalist - Socialist
Poor - Rich
Individualist - Collectivist.
Majority – Minority
Conciliator – Confrontational
Opponent - Ruling.
Oligarch – Worker

Actions	Feelings	Stakeholders
Press, blackmail, abuse of power, make alliances, make alliances, reconcile, confront, mobilize, organize, participate, listen to the people, maneuver, vote, not vote, legislate, centralize, decentralize	Weariness, enthusiasm, confidence, resignation, despair, courage, deception, indifference	Civil society, political machine, Opposition block, official block, independent block, opinion journalists

## Results / Interpretation



Thanks for your  
attention!