

MEDIA COVERAGE OF REGIONAL RELATIONS

COVERAGE OF
ARMENIA-AZERBAIJAN-TURKEY RELATIONS
BY ARMENIAN MEDIA

COVERAGE OF
AZERBAIJAN-ARMENIA-TURKEY RELATIONS
BY AZERBAIJANI MEDIA

COVERAGE OF
TURKEY- ARMENIA-AZERBAIJAN RELATIONS
BY TURKISH MEDIA

INTRODUCTION

The monitoring of media of Armenia, Azerbaijan and Turkey was conducted during five months - since March 1 till July 31, 2003, under "Journalist Initiative: Follow-Up" project, implemented by "Yeni Nesil" Journalists' Union of Azerbaijan and Yerevan Press Club with the support of OSI Network Media Program.

Monitoring was aimed at determining the attention extent of the media towards various aspects of relations Azerbaijan-Armenia-Turkey by obtaining and analyzing quantitative data. The object of the study was all publications/TV pieces where the names of the two neighboring countries were present as well as words and concepts, derivative from them.

Monitoring methodology included:

- counting of the total number of pieces in each newspaper issue/main newscast with the exception of weather forecast, advertising, classifieds, announcements, TV and radio program schedules, "pure" photos (out of publications and texts), entertaining materials such as crossword puzzles, horoscopes, tests, etc.;
- determination of the form the subject is present in: the number of newspaper and TV pieces, fully devoted to the subject; the number of newspaper/TV pieces, partially devoted to the subject or containing mentioning of it;
- determination of content categories in each newspaper/TV piece;
- determination of the information sources of each newspaper/TV piece;
- determination of each newspaper/TV piece type.

A similar research was conducted in 2002. For this reason the reports presented below feature also the comparison of the findings of the two years, thus enabling the determination of certain trends, changes in the coverage of relations of the three countries by the media, the factors, influencing these changes, etc.

COVERAGE OF ARMENIA-AZERBAIJAN-TURKEY RELATIONS BY ARMENIAN MEDIA

The Armenian media monitoring focused on 2 TV channels - the Public Television of Armenia (PTA) and "Prometheus" TV company, the broadcast area of which covers the whole territory of the country, and 6 national newspapers.

"Prometheus": private TV company, founded in 1998 by "ZakNefteGazStroy-Prometheus" open joint-stock company. The air time periodicity is 18 hours daily. The main newscast of the TV company, "Lraber", was studied. "Lraber" is aired five times a day on week-days, and once a day on Sundays. The issues at 23.00 on week-days and at 20.00 on Sunday were monitored, their total number making 149. Within the monitoring period a total of 1,843 pieces was studied. Of these, 182 pieces were devoted to the monitoring theme - 106 being fully devoted to the issue, and 76 containing a mentioning of it.

Public Television of Armenia: public TV company, founded in 2001. The managing body is the Council of Public TV and Radio. The air time periodicity is 18 hours daily. The study focused on the PTA "Hailur" newscast and "Agenda"/"Sunday Hailur" information and analysis program. "Hailur" was aired 6 times a week (Monday-Saturday) five times a day. The "Hailur" newscasts of 21.00 were monitored. "Agenda"/"Sunday Hailur" was aired once a week, on Sundays, at 22.00. During the study period 157 issues of "Hailur" and 11 issues of "Agenda"/ "Sunday Hailur" were aired. Within the monitoring period a total of 2,244 pieces was studied. Of these, 219 pieces were devoted to the monitoring subject - 148 being fully devoted to the issue and 71 containing a mentioning of it.

"Aravot": daily (issued five times a week), founded in 1994. The founder is "Aravot' daily newspaper" LLC. The standard volume is 8/A3 pp.; the claimed circulation is 5,000 copies. During the monitoring period 108 issues were published, 10 of them having been published in 12/A3 pp., and 1 - in 16/A3 pp. Within the monitoring period a total of 3,870 publications was studied. Of these, 297 publications were devoted to monitoring subject - 186 being fully devoted to the issue and 111 containing a mentioning of it.

"Azg": daily (issued five times a week), founded in 1991. The founder of the daily is "Azg' daily newspaper" LLC. The standard volume is 8/A3 pp., the claimed circulation is 3,000-5,000 copies. During the monitoring period 106 issues were published. Within the monitoring period a total of 3,847 publications was studied. Of these, 517 publications were devoted to the monitoring subject - 276 being fully devoted to the issue and 241 containing a mentioning of it.

"Golos Armenii": newspaper (issued three times a week), founded in 1991. The founder of the daily is "Golos" LLC. The volume is 8/A2 pp., the claimed circulation is 3,500 copies. During the monitoring period 66 issues were published. Within the monitoring period a total of 3,789 publications was studied. Of these, 547 publications were devoted to the monitoring subject - 390 being fully devoted to the issue, and 157 containing a mentioning of it.

"Haikakan Zhamanak": daily (issued five times a week), founded in 1997 by "Dareskizb" LLC. The standard volume is 8/A3 pp., the claimed circulation is 4,500 copies. During the monitoring period 97 issues were published, 21 of them having been published on 12/A3 pp. Within the monitoring period a total of 2,879 publications was studied. Of these, 264 publications were devoted to the monitoring subject - 145 being fully devoted to the issue and 119 containing a mentioning of it. The daily closed for vacation on July 20.

“Hayastani Hanrapetutiun”: daily (issued five times a week), founded in 1990. The founder of the daily is “Hanrapetutiun” CJSC. The standard volume is 8/A2 pp., the claimed circulation is 6,000 copies. During the monitoring period 110 issues were published, 24 of them had a volume of 4/A2 pp. Within the monitoring period a total of 4,565 publications was studied. Of these, 600 publications were devoted to the monitoring subject - 296 being fully devoted and 304 containing a mentioning of it.

“Hayots Ashkhar”: daily (issued five times a week), founded in 1997. The founder of the daily is “Edition of ‘Hayots Ashkhar’ daily newspaper” LLC. The standard volume is 8/A3 pp., the claimed circulation is 3,500 copies. During the monitoring period 108 issues were published, 13 of them having been published on 12/A3 pp., 21 - on 16/A3 pp. and 1 - on 24/A3 pp. Within the monitoring period a total of 4,040 publications was studied. Of these, 483 publications were devoted to the monitoring subject - 295 being fully devoted to the issue and 188 containing a mentioning of it.

During the monitoring of TV channels a total of 4,087 pieces was monitored. Of these, 401 pieces (making about 9.8% of the total number of pieces) were devoted to monitoring subject: 254 (63.3%) - fully, and 147 (36.7%) - partially.

Proceeding from the fact that last year out of 4,031 pieces 660 referred to the subject of interest (making 16.4% of the total number of pieces), one can infer that the attention of the TV channels to the relations of the three countries reduced almost twice in 2003.

During the newspaper monitoring a total of 22,990 publications was studied. Of these, 2,708 publications (11.8% of the total number of pieces) were devoted to the monitoring subject: 1,588 (58.6%) - fully, and 1,120 (41.4%) - partially.

Reduction of interest towards the subject in 2003 can be observed in the print media, too. In 2002 out of 18,153 publications 2,637 (or 14.6%) were devoted to the relations of Armenia, Azerbaijan and Turkey. It was important to note here that in the present study the list of print media studied was expanded to include another newspaper - “Hayastani Hanrapetutiun”.

In total during the monitoring 27,077 pieces of print and broadcast media were studied, of which 3,109 (11.5% of the total number of pieces) were devoted to the monitoring subject: 1,842 (59.2%) - fully and 1,267 (40.8%) - partially.

Unlike the monitoring, conducted in 2002 and showing that the majority of media investigated paid practically equal attention to the subject, this time they can be subdivided into two conventional groups. The first includes four newspapers and it is headed by “Golos Armenii” that devoted 14.4% of the total number of pieces published to the subject of interest. It is closely followed by “Azg” (13.4%), “Hayastani Hanrapetutiun” (13.1%) and “Hayots Ashkhar” (12%). Much attention to the subject in question was paid, among the second group, by “Prometheus” TV channel and Public Television of Armenia (9.9% and 9.8%, respectively), followed by “Haikakan Zhamanak” (9.2%) and “Aravot” (7.7%). The weakest interest to the relations of the three countries by “Haikakan Zhamanak” and “Aravot” was registered also during the last year monitoring period.

As to the specific aspects of monitoring of Armenian media coverage of relations of Armenia, Azerbaijan and Turkey in 2003, their key subject matter, similarly to 2002, was almost unchanged since the problems studied remained essential. At the focus of the

present study an event of global significance was - the Iraq war, rather, the influence of the Iraqi crisis on the region.

Table 1 below reflects the attention of Armenian media towards the various aspects of studied subject matter (herein the percentages from the total number of pieces on the monitoring subject are presented):

Table 1

Theme	TV	Newsp.	TV and newsp.
1915 issue	62	29.7	33.9
Mountainous Karabagh problem	25.6	11	12.9
Region and Iraq Crisis	20.7	15.2	15.9
Relations Armenia-Azerbaijan	13.8	26.2	24.6
Relations Armenia-Turkey	25.6	25.5	25.7
Relations Azerbaijan-Turkey	3	5.1	4.8

If last year the media were most active in exploring the bilateral relations Armenia-Azerbaijan and the problem of Mountainous Karabagh (41.4% and 38%, respectively), in 2003 the issue of 1915 is becoming a priority in the media coverage (33.9% versus 27.2% in 2002). The media are somewhat more interested in the relations between Armenia and Turkey (25.7% versus 31% in 2002), than to the relations with another neighbor of Armenia - Azerbaijan (24.6%). The echoes of the Iraq Crisis in the region (15.9%) somewhat push the Mountainous Karabagh problem aside - it received only 12.9% pieces. Finally, bilateral relations of Azerbaijan and Turkey continue to be least attractive for Armenian media (4.8% versus 4.7% in 2002).

At the same time it should be noted that if the 1915 issue, the Iraq Crisis and Azerbaijani-Turkish relations take, respectively, the first, the fourth and the sixth lines in the rating of thematic category coverage by both the broadcast and print media, for three other categories the media positions diverge. TV channels pay equal attention to both the problem of Mountainous Karabagh and to the relations between Armenia and Turkey, which are on the second/third positions in the broadcast coverage, while the relations between Armenia and Azerbaijan are on the last place but one. For the print media the priorities, after the 1915 issue, are the relations of Armenia and Azerbaijan (2 place) and Armenia-Turkey (3 place), and the place before last - the fifth position - is taken by Karabagh problem.

During the last year research this was not the case: both in TV and newspaper coverage the rating of all thematic categories coincided.

1915 ISSUE

In the monitoring of 2002 the 1915 issue was considered through the prism of history and current political affairs. In the current research the definition of the second thematic category was made more distinct: as a linkage to the current affairs the pieces were traced, that told about the influence of this question on the interrelations of the three countries.

As it has been noted above, of all the themes studied the Armenian media paid most attention to the issue of 1915 (33.9% of the total number of pieces on the subject of monitoring). 1915 in the TV coverage took 62%, and in print coverage - 29.7%.

In 2002 the media linked this issue more to the current affairs (16%), than to its history (11.2%). In 2003 the historical aspect prevails, to which 22.6% of the total number of pieces on the monitoring subject referred. Yet, the influence of the issue on the relations of the three countries is discussed twice more seldom, in 11.3% of cases. At the same time, as it was to be expected, the events of 1915 are primarily reflected on the relations of Armenia and Turkey - 10.3%. And if in two dozens of publications the influence of the issue on the relations Armenia-Azerbaijan was discussed (0.8%), the relations of Azerbaijan and Turkey in this context were only touched upon in only 7 cases (0.2%) and only by two media (*Table 2*).

Table 2

1915 issue	TV	Newsp.	TV and newsp.
Historical aspect	32.2	21.2	22.6
Impact of the issue on relations Armenia-Azerbaijan	1.7	0.6	0.8
Impact of the issue on relations Armenia-Turkey	27.9	7.7	10.3
Impact of the issue on relations Azerbaijan-Turkey	0.2	0.2	0.2

While, similarly to the last year, the TV channels continued to emphasize primarily the historical aspect of the problem, the proportion of the pieces, considering the issue in both historical and present-day context, have somewhat evened out in 2003.

By print media the differences are more striking. In 2002 the newspapers, primarily, linked the issue of 1915 with current affairs (17.7% versus 10.7% of historical aspect). In 2003 not only the historical aspect prevails (21.2%), but also the share of publications on it is 2.5 as much as the share of pieces considering the impact of the issue on the current relations of the countries.

Similarly to the last year, the 1915 issue is in the center of increased attention of media in April - the month when the Genocide Victim Day is commemorated in Armenia. The media inform about the approaches of some countries to the issue of international recognition of Genocide, the commemorative events, the political demarches of Turkey. And if in 2002, even in April, the historical aspect in the publications of print media was somewhat less prominent than the political one, this time it prevails in all the April pieces of broadcast and print media, but for "Golos Armenia" newspaper. In April, as well as during the whole monitoring period, "Golos Armenii" was the only of the media studied that considered the 1915 issue primarily through the lens of modern realities, particularly focusing on its impact on the relations between Armenia and Turkey. This newspaper also, though seldom, but still oftener than others, referred to the impact of the problem on the relations Armenia-Azerbaijan and Azerbaijan-Turkey.

Among the media studied the greatest attention to this thematic category in general was displayed by TV channels - PTA (63.9% of the total number of pieces on the monitoring subject) and "Prometheus" (59.9%), thus pushing aside the newspapers "Golos Armenii" (47.2%), "Azg" (33%) and "Hayots Ashkhar" (30.6%) that headed the list last year. They are followed by "Aravot" (23.9%), "Hayastani Hanrapetutian" (20.4%) and "Haikakan Zhamanak" (13.3%).

As it has been noted, the 1915 issue was on the whole the most actively covered one in the majority of media monitored, but for three newspapers: "Haikakan Zhamanak" and "Aravot" paid more attention to the bilateral Armenian-Azerbaijani relations, while "Hayots Ashkhar" placed more emphasis on relations of Armenia and Turkey.

MOUNTAINOUS KARABAGH ISSUE

By the results of the previous monitoring in 2002, the Mountainous Karabagh problem took the second rating standing among the thematic categories (38% of the total number of pieces on the monitoring subject). In 2003 it was reduced to the last place but one - the fifth position (12.9% of the total number of pieces on the subject studied) - mostly, as it was noted above, due to the little coverage in the print media (11% versus 25.6% on television). This significant reduction of publications can be explained by a stagnation in negotiations process. Besides, during presidential and parliamentary elections (that coincided with the monitoring) the MK problem was not at the focus of political attention. It was presented by authorities and opposition within the communications that served to direct the voters. Both Armenian politicians and media in the election races concentrated their attention primarily on the economic, social problems and suchlike, not using the "Karabagh card".

Under the 2002 monitoring the MK problem was considered in two planes: conflict resolution and the linkage with regional development. The media dedicated at that time 34% of the total number of publications on the monitoring subject to the resolution issues, while the link of the problem with the regional development was only manifest in 4% of pieces. In other words, the Armenian media practically did not address the Karabagh issue in the regional context, emphasizing the conflict per se. Thus, the material of 2002 quite fully reflected the attitude of the media to the problem of the conflict. The results of the monitoring in 2003, when the latent stage of Karabagh resolution continued, could hardly add new data on this thematic category.

As to the second aspect of the subject, during the monitoring of 2003 it was studied from a more specific standpoint, namely, the impact of the MK problem on the relations of the three countries. This is explained by the fact that in the previous research a trend to publish pieces considering the Karabagh resolution as a factor influencing the relations of Armenia, Azerbaijan and Turkey was noted.

The impact of the MK problem on the relations of the three countries, by the findings of monitoring 2003, can be seen in Table 3 below:

Table 3

MK problem	TV	Newsp.	TV and newsp.
Impact of the problem on the relations Armenia-Azerbaijan	23.9	8.5	10.5
Impact of the problem on the relations Armenia-Turkey	1.5	2	1.9
Impact of the problem on the relations Azerbaijan-Turkey	0.2	0.5	0.5

As it can be seen, both on the air and in the press the Karabagh issue is primarily considered with regard to its influence on the relations between Armenia and Azerbaijan. And if newspapers speak four times less about the impact of the problem on the

Armenian-Turkish relations, on the TV channels this gap increases sixteenfold. Only a few publications in all the media refer to its impact on the relations between Azerbaijan and Turkey.

In a monthly dynamics the coverage of this thematic category overall during the four months of the monitoring (March-June) was relatively even and was kept on the level of 8-16% of the total number of pieces on the monitoring subject for the period. The peak is one the research month, when 19.2% of the total number of pieces on the monitoring subject in July is recorded. It is possibly related to the end of election race and the shift of the media attention from the inner political debate to other essential issues.

REGION AND IRAQ CRISIS

As it has been noted, the introduction of this thematic category in the present research was pre-conditioned by the significance of the issue in both global and regional scales. The Iraq Crisis in the total volume of publications on the monitoring subject made 15.9% and is rated the fourth among the thematic categories. At the same time the TV channels gave it 20.7% of the total number of pieces on the subject studied, the newspapers - 15.2%. The Iraq Crisis was considered in terms of its relation to the three countries of the region (*Table 4*).

Table 4

Region and Iraq Crisis	TV	Newsp.	TV and newsp.
Armenia and Iraq Crisis	10.5	5.9	6.5
Azerbaijan and Iraq Crisis	0.5	1.4	1.3
Turkey and Iraq Crisis	9.7	7.9	8.1

As it can be seen, a big proportion of media pieces was devoted to the theme “Turkey and Iraq Crisis” (8.1%), though on TV channels it (9.7%) is somewhat behind the impact of events in Iraq on Armenia (10.5%). Both these categories received almost identical coverage in the majority of media, but for three newspapers: "Azg" and "Hayastani Hanrapetutiun" paid twice more attention to the impact of Iraq Crisis on Turkey than on Armenia, while “Aravot”, on the contrary, addressed the theme of “Armenia and Iraq Crisis” almost twice as often. At the same time the air and the press left the question of Iraq Crisis influence on Azerbaijan little explored (1.3%).

Armenian media focused the attention on the position of Turkey in Iraq Crisis, discussed the possibility of its participation in the military operations in Iraq, spoke about the Azerbaijani support to the US position on Iraq, the prospects of positive or negative development of Armenian-Turkish relations due to controversies or the rapprochement of the positions of Turkey and USA with regard to Iraq. Armenian themes was also discussed in the context of negative attitude of US towards the acknowledgement of Genocide and their pro-Azerbaijani position with regard to Karabagh resolution - in the context of US rapprochement with Turkey and Azerbaijan.

The greatest coverage to the theme was given in March (46.4% of the total number of pieces, devoted to the theme of monitoring during this month) - at the very heat of debate on the military campaign against Iraq. In April the publications on “Region and Iraq Crisis” are drastically reduced (15.3%) and during the subsequent month they keep coming down.

**BILATERAL RELATIONS:
ARMENIA-AZERBAIJAN, ARMENIA-TURKEY, AZERBAIJAN-TURKEY**

Similarly to research of 2002, the relations of the two countries in the present monitoring were considered in separate blocks. At the same time the category of trilateral relations Armenia-Azerbaijan-Turkey, seldom referred to by media, was removed. The TV channels and the press displayed equal interest to Armenian-Turkish relations - 25.6% and 25.5%, respectively, of the total number pieces on the subject studied. The relations with the other neighbor, Azerbaijan, received twice as less coverage on the TV channels than in newspapers: 13.8% and 26.2%, respectively. Last year the picture was reverse: the TV coverage of Armenian-Azerbaijani relations prevailed over the print ones. And finally, the standing of both broadcast (3%) and print media (5.1%) was unchanged with regard to the relations of Azerbaijan-Turkey: similarly to 2002, this is the least popular category, rated the last among those studied.

Overall, the media covered the Armenian-Azerbaijani and Armenian-Turkish relations in 24.6% and 25.7%, respectively, of the total number of pieces on the monitoring subject, while the Azerbaijani-Turkish relations received 4.8%.

Should the data above be compared with the findings of 2002, the significant reduction in publications on the relations of these countries, but for the relations of Azerbaijan and Turkey, is obvious (*Table 5*).

Table 5

Theme	TV		Newsp.		TV and newsp.	
	2003	2002	2003	2002	2003	2002
Relations Armenia-Azerbaijan	13.8	62.2	26.2	36	24.6	41.4
Relations Armenia-Turkey	25.6	39.6	25.5	29	25.7	31
Relations Azerbaijan-Turkey	3	2.4	5.1	5.2	4.8	4.7

This reduction of interest, most probably, can be attributed to the presidential and parliamentary elections in the country: the attention of media, particularly, the broadcasters, focused mostly on the problems of inner political nature.

Table 6 below shows which specific problems in the relations of the three countries were priorities for media coverage:

Table 6

Relations	Theme	TV	Newsp.	TV and newsp.
Armenia-Azerbaijan	Politics	10.7	19.1	18
	Economy	1.2	2.3	2.2
	Social issues	0.2	0.4	0.4
	Culture, sports, science, education, history	0.5	1.3	1.2
	Security and fight against crime	1.2	2.4	2.2
	Media	0	0.4	0.3
	Non-governmental organizations	0	0.3	0.3

Armenia-Turkey	Politics	17.2	17.8	17.8
	Economy	4	3.6	3.6
	Social issues	0.5	0.3	0.4
	Culture, sports, science, education, history	2.7	2.5	2.6
	Security and fight against crime	1.2	1.2	1.2
	Media	0	0.04	0.03
	Non-governmental organizations	0	0.04	0.03
Azerbaijan-Turkey	Politics	3	2.6	2.6
	Economy	0	2.1	1.8
	Social issues	0	0	0.03
	Culture, sports, science, education, history	0	0.1	0.1
	Security and fight against crime	0	0.2	0.2
	Media	0	0.04	0.03
	Non-governmental organizations	0	0.04	0.03

Similarly to last year, the media remain focused on the political issues. And if in 2002 in the blocks of “Armenia-Azerbaijan” and “Armenia-Turkey” this theme amounted to 35.9% and 23.5%, respectively, in 2003 the political component in the coverage of Armenian-Azerbaijani and Armenian-Turkish relations got equal - 18% and 17.8%, respectively. The political issues in both blocks were most actively explored by media in July. This apparently is again related to the end of elections. In the block “Azerbaijan-Turkey” the attention of the media to politics is practically unchanged: 2.6% in 2003 and 2.2% in 2002.

In the political pieces on the relations of Armenia and Azerbaijan the problem of Mountainous Karabagh stands out. A significant place in the publications on Armenian-Turkish relations is taken by pieces where the 1915 issue and MK problem are considered in the context with the demands of Turkey to Armenia to give up its position with regard to Genocide and recognize MK as a part of Azerbaijan - as a condition to develop relations of Turkey and Armenia. These issues are related to the opening of the borders, the resumption of communication, the establishment of diplomatic relations between the countries. This same subject matter is also referred to in the pieces on the meeting of Armenian and Turkish Foreign Ministers in Madrid.

As compared to the political aspect, the economic component of the relations of the countries is given much less coverage by the media, although it is rated second. The situation was similar in 2002.

And if in 2003 the media pay equal attention to economy and security and fight against crime with regard to Armenian-Azerbaijani relations (2.2% each), in 2002 the latter indicator was again at this level, whereas the economy had 1.9% and was rated third.

In the relations Armenia-Turkey the economic issues in 2002 and 2003 were discussed by media on the level of 3.3% and 3.6%, respectively. The third line again was taken by culture, sports, science, education, history - 2.6% versus 2.8% in 2002.

All the remaining themes, similarly to the last year, in both blocs are represented as a few publications and are within the range of 0.03%-1.2%.

In Armenian-Azerbaijani relations the TV channels never addressed such themes as “Media” and “Non-governmental organizations”. The activities of the “third sector” were only discussed in the publications of “Hayastani Hanrapetutiun”, “Aravot” and “Golos

Armenii". In Armenian-Turkish relations these two themes were touched once in "Golos Armenii" ("Media") and once in "Aravot" ("NGOs").

The least covered block is "Azerbaijan-Turkey". Thus, if the pieces of political nature on TV channels came to 3% of the total number of pieces on the subject of interest, the remaining themes were never even mentioned. The issues of economic nature between Azerbaijan and Turkey received 2.1% of newspaper coverage. The other subjects received extremely little attention and only in some print media.

The distribution of pieces on thematic categories by media is as follows (*Table 7*):

Table 7

Relations	Theme	Prometheus	PTA	Aravot	Azg	Golos Armenii	Haikakan Zhamanak	Hayastani Hanrapetutun	Hayots Ashkhar
Armenia-Azerbaijan	Politics	12.1	9.6	27.3	14.5	14.3	24.2	13.8	28
	Economy	1.6	0.9	2	1.4	3.8	1.1	2	2.7
	Social issues	0	0.5	0	0.4	0.5	0	0.8	0.2
	Culture, sports, science, education, history	0	0.9	0.3	1.2	2	0.4	1.3	1.4
	Security and fight against crime	1.6	0.9	1.7	1.5	5.1	1.9	1	2.5
	Media	0	0	1	0.4	0.2	0.8	0.2	0.2
	NGOs	0	0	1	0	0.2	0	0.8	0
Armenia-Turkey	Politics	17.6	16.9	24.6	19.5	12.4	13.3	13.5	25.9
	Economy	3.8	4.1	2.7	1.9	3.7	4.2	3.3	5.8
	Social issues	0.5	0.5	0	0.4	0.4	0.4	0.7	0
	Culture, sports, science, education, history	1.6	3.7	2.7	3.9	2.4	1.5	1.8	2.7
	Security and fight against crime	0.5	1.8	1	0.8	2.6	1.1	0.5	1
	Media	0	0	0	0	0.2	0	0	0
	NGOs	0	0	0.3	0	0	0	0	0
Azerbaijan-Turkey	Politics	3.3	2.7	2.4	1.9	4.2	1.9	1.3	3.5
	Economy	0	0	3.7	1.9	1.5	1.5	2.5	1.7
	Social issues	0	0	0	0	0	0	0.2	0
	Culture, sports, science, education, history	0	0	0	0	0.2	0	0	0.2
	Security and fight against crime	0	0	0	0	0.9	0	0.2	0
	Media	0	0	0	0.2	0	0	0	0
	NGOs	0	0	0.3	0	0	0	0	0

While comparing the indicators above with the findings of the previous research, one must note that while the priority of political subjects in the blocks of "Armenia-Azerbaijan" and "Armenia-Turkey" is still present, in the distribution by media the divergence between the data of 2002 and 2003 is noted, sometimes quite significant. Thus, in 2003 the number of political pieces in "Golos Armenii" was reduced in average by three times and a half, on "Prometheus" and PTA TV channels - six times. At the same time, as compared with 2002, the number of publications on economic issues increased in "Golos Armenii".

As to the relations Azerbaijan and Turkey, as it has been noted, the attention towards this issue by the media remained on the same level. At the same time in 2003 in the majority of newspapers the number of political and economic pieces increased. For instance, the political aspect of Azerbaijani-Turkish relations in "Golos Armenii" made 4.2% versus 2.1% in 2002, the economic one in "Aravot" has even a greater increase (3.7% versus 0.8%). Along with the boosted attention of TV channels to the political relations of Azerbaijan and Turkey (on PTA - 2.7% versus 0.6% in 2002, on "Prometheus" - 3.3% versus 2.7%), economy in 2002 and 2003 was never referred to by Public Television, and "Prometheus" addressed it only twice last year.

SOURCES USED AND INFORMATION TYPE

Similarly to 2002, during the coverage of monitoring subject the Armenian media mostly used their own information sources (67.3% of the total number of pieces on the subject in question). At the same time the share of self-produced pieces on TV channels notably increased - 98%. The other Armenian sources were relied on by television in 2%. Neither the TV, nor "Golos Armenii" newspaper ever published in full, self-significant volume the information from Azerbaijani, Turkish and foreign sources. This is explained by the fact that these media, while using in their pieces information received from non-Armenian sources, but as references, mentioning, quotations, etc. For this reason these pieces were either considered by monitors as their own or as being from other Armenian sources.

The maximal use by the TV channels of their own information capacities can be also explained by their specifics, related to the use of visual material, and the fact that the certain technical development of television allows to practice these specific opportunities.

The print media also preferred to publish their own information (62.7%), however incomparably more often than TV, used other Armenian sources (31.1%). The share of self-produced information in "Golos Armenii", "Aravot" and "Haikakan Zhamanak" exceeds the share of other Armenian sources 6-7 times. In "Azg" the self-produced information share is twice as much as other Armenian sources, while in "Hayots Ashkhar" the difference is insignificant. The picture is approximately the same for 2002. "Hayastani Hanrapetutiun" newspaper is distinguished being the only one, where the share of self-produced information is lower than the use of other Armenian sources: 33.5% and 54%, respectively. This newspaper was actively publishing pieces from Azerbaijani, Turkish and other foreign sources, too. The share of the latter was somewhat bigger in 2003 for other print media, too.

In total the use of these information channels by the press was as follows: Azerbaijani sources - 4.5%, Turkish sources - 4.3%, foreign sources - 2.6%.

Last year during the whole monitoring period in the media studied not a single official document appeared. The present monitoring recorded them to be 0.6%: they were seven times published in "Hayastani Hanrapetutiun", six times - in "Azg" and five times - in "Hayots Ashkhar". The greatest number of official documents (10) appeared in April. These were mostly addresses, texts of pre-election programs of election parties/blocs.

The drastic divergence of the indicators in 2002 and 2003 is recorded when classification of the materials published considered. In 2002 the proportion between the pieces of event-oriented and analytical types in the media was almost equal (56.6% and 43.4%, respectively). In 2003 the gap increased fourfold and made 79.8% and 20.2%. This is

explained by the change in the general trend of print media: if in 2002 in all the newspapers studied, but for “Golos Armenii”, the analytical pieces were more numerous than event-oriented ones, in 2003 the pure news pieces are prevailing in press of 2003. As to the TV channels, here the event-oriented information prevails again (*Table 8*). This trend, explained by the specifics of television, can be considered permanent, because it has been recorded during several years already, under various monitoring studies.

Table 8

Type of material	TV		Newsp.	
	2003	2002	2003	2002
Event-oriented (news)	94.8	90	77.6	48.2
Analytic	5.2	10	22.4	51.8

Reduction of analytical and commented publications in the press, on the one hand, can be considered as an aspiration for impartial presentation of facts - so that the reader makes his own inferences basing on the information received, which is one of the components of the modern journalism. On the other hand, a question arises: to what extent this inclination to “pure” information corresponds to the needs of the audience? This is hard to answer without due research. However, one of them, made in 1998 and directed at the study of media audience preferences, half of the respondents expressed a wish to get orienting editorial comment along with pure news.

CONCLUSION

Thus, in 2003 the main specifics of Armenian media coverage of relations within Armenia-Azerbaijan-Turkey triangle was the significant reduction of interest towards this subject as such.

As compared with 2002, among publications the share of analytical pieces reduced. The emphasis on the events made by media can be explained by their unreadiness to contemplate on what is happening in the region as well as by the obvious lack of material for analysis.

The changes noted are primarily pre-conditioned by the election fever that seized Armenia and its press. The programs of candidates in both presidential and parliament elections of 2003 accentuated the inner problems. Media for which the election campaign are theme number one, also concentrated on domestic themes.

On its behalf in Azerbaijan, the year was marked by presidential elections and issues of power heritage, too. The regional themes and relations with neighbors were also pushed to the background for this country as well.

The year for Turkey was notable for problems far from Caucasian region. The aspiration to join the European Union, the Iraq war, the issue of Northern Cyprus, let alone the inner political and economic processes - all this diminished the interest towards the relations Armenia-Turkey or Azerbaijan-Turkey.

The elections “froze” the dialogue of Armenia with the neighbors on both the Karabagh resolution and on the normalization of relations with Turkey. The heated political debate is

hardly a favorable context for the discussion of risky subjects, among which the dialogue with eastern and western neighbors are.

At the same time the activity of media on Turkish direction reduced in a lesser extent than on Azerbaijani one. That is, the negotiations on Karabagh were much more “frozen” than the issues of Armenian-Turkish border opening, the recognition of events of 1915 to be a Genocide and other Turkey-related subjects.

As it was to be expected, the political elite of Armenia, along with the majority of Armenian press, were unready to consider the new geopolitical challenges the country faced because of the Iraq war. The media were more active in exploring the impact of these events on Turkey.

The fact that the relation of Armenia with Azerbaijan and Turkey did not really provide ground for press coverage is confirmed by quite an eloquent fact. Similarly to 2002, the media, that had a traditional approach to problems with neighbors, referred to regional themes oftener than “Haikakan Zhamanak” and “Aravot” newspapers, included to reconsider the position of official Yerevan. In other words, the situation in the region during the first half of year 2003 (where monitoring was conducted) failed to give pretexts for generation of new ideas.

The circumstance that in July 2003 (the last monitoring month) the interest towards the political aspect of relations of Armenia with Azerbaijan and Turkey started to awaken, reveals the gradual recovery from the election syndrome. The completion of presidential campaign in Azerbaijan also promises to result in a new stage of activation of regional theme coverage by the press.

COVERAGE OF AZERBAIJAN-ARMENIA-TURKEY RELATIONS BY AZERBAIJANI MEDIA

Objects of monitoring were two TV channels and five daily newspapers of Azerbaijan:

«**Az-1**» is the first channel of the State Broadcasting Corporation. It was established in 1956. Periodicity of broadcasting is 16-18 hours per a day and it broadcasts to all territory of the country. Object of monitoring were main evening information and information & analytical programs “News” broadcasted since Monday till Saturday from 8.00 o'clock p.m. till 8.40. o'clock p.m., “Pulse of Day” broadcasted since Monday till Saturday from 8.40 o'clock p.m. till 9.00. o'clock p.m. and “Week” broadcasted from 8.00 o'clock p.m. till 9.05. o'clock p.m. on Sunday. Within the monitoring period in the main evening information & analytical programs the channel had broadcasted 2,621 materials. 461 TV subjects among them were devoted to the monitoring subject (269 ones entirely and 192 partially). It aggregates 17.6% of all investigated materials of the channel and hereby number of information materials was 344 and 117 of analytical ones.

«**ANS**» is the first private channel of the country. It was established in 1992. Periodicity of broadcasting is 16-18 hours per a day and it broadcasts more than 80% of all territory of the Azerbaijan. Object of monitoring were main evening information and information & analytical programs “Messenger” broadcasted since Monday till Saturday from 9.00 o'clock p.m. till 9.35. o'clock p.m., “Point of View” broadcasted since Monday till Friday from 21.35 o'clock p.m. till 10.00. o'clock p.m. and “Passed week” broadcasted from 21.00 o'clock p.m. till 8.00. o'clock p.m. on Sunday. Within the monitoring period in the main evening information & analytical programs the channel had broadcasted 1,464 materials. 52 TV subjects among them were devoted to the monitoring subject (345 ones entirely and 207 partially). It aggregates 37.7% of all investigated materials of the channel and hereby number of information materials was 383 and 169 of analytical ones.

«**Khalg gazeti**» is a governmental newspaper published by the Board of Affairs at the President of Azerbaijan. It was established in 1919 (till 1991 it was published under the name “Communist”) and is published six times a week (except Monday) on 8 pages of A-2 format. Circulation is from 5700 to 7000 examples. Total amount of all investigated materials is equal to 4,843. 621 materials among them were devoted to the monitoring subject (317 ones entirely and 304 partially). It aggregates 12.8% of all materials of the newspaper investigated during monitoring of the newspaper publication. Number of information materials was 180 and 441 of analytical ones.

«**Yeni Musavat**» is an oppositional newspaper founded by Isa Gambar, the chairman of the “Musavat” Party. It was established in 1989 and is published seven days a week on 16-24 pages of A-3 format. Circulation is from 9.200 to 15.000 examples. Total amount of all investigated materials is equal to 9,257. 1.094 materials among them were devoted to the monitoring subject (748 ones entirely and 346 partially). It aggregates 11.8% of all materials of the newspaper. Number of information materials was 186 and 908 of analytical ones.

«**Azadlig**» is an oppositional newspaper founded by Gunduz Tahirli (former editor of the newspaper). It was established in 1989 and is published five days a week on 12-16 pages of A-3 format. Circulation is from 5,610 examples. Total amount of all investigated materials is equal to 5,802. 660 materials among them were devoted to the monitoring

subject (416 ones entirely and 244 partially). It aggregates 11.4% of all materials of the newspaper. Number of information materials was 410 and 250 of analytical ones.

«**Echo**» is a private newspaper founded by its journalist collective. It was established in 2001 and is published five days a week in Russian: four times on 8 pages of A-2 format from Tuesday to Friday with circulation of 6000 examples, and on 32 pages of A-3 on Saturday with circulation of 9000 examples. Total amount of all investigated materials is equal to 6.185. 965 materials among them were devoted to the monitoring subject (194 ones entirely and 711 partially). It aggregates 15.6% of all materials of the newspaper. Number of information materials was 368 and 597 of analytical ones.

«**Ayna-Zercalo**» is a private newspaper founded by its journalist collective. It was established in 1990 and is published five days a week in Azeri and Russian: four times on 8 pages of A-2 format from Tuesday to Friday with circulation of 4500 examples, and on 48-56 pages of A-3 on Saturday with circulation of 11,000 examples (8.000 examples in Russian and 3000 ones in Azeri languages). Total amount of all investigated materials is equal to 5,1904. 356 materials among them were devoted to the monitoring subject (299 ones entirely and 57 partially). It aggregates 6% of all materials of the newspaper. Number of information materials was 291 and 65 of analytical ones.

GENERAL RESULTS (Form and Level of Subject Presence)

Within the monitoring period the information program of two TV Channels 4,085 materials were investigated. 1,013 (24.8%) TV subjects were devoted to the monitoring subject. Only 614 (60.6%) TV materials were entirely devoted to the subject and the rest 399 (39.4%) ones concerned it only partially. Number of information materials was 727 (71.8%) and 286 (28.2%) of analytical ones.

During five months monitors investigated totally 31,911 newspaper materials. 3,696 (11.6%) of them were devoted to the monitoring subject. Only 1,974 (53.4%) materials were entirely devoted to the subject and the rest 1,722 (46.6%) ones concerned it only partially. Quantity of materials bearing eventual characters was 1435 (38.8%) and 2261 (61.2%) were analytical ones.

Thus, within the monitoring period the above-mentioned mass-media totally prepared 36,076 publications and TV materials. 4,709 (13.1%) were concerned to the monitoring theme and only 2,588 (54.9%) materials were entirely devoted to the subject and the rest 2,121 (45.1%) ones concerned it only partially. Number of information materials was 2,162 (45.9%) and 2,547 (54.1%) of analytical ones.

During consequent period of 2002 seven mass-media of Azerbaijan registered 3,815 materials devoted to mutual relations among the countries of the region and it amounted 8.8,% of total number (43,314) of materials. Comparing these indices with data gained as a result of last-year monitoring firstly its necessary to note severe growth of materials quantity in Azerbaijan mass-media devoted to mutual relations among countries of the region. This growth is connected to events in Iraq and big quantity of materials in Azerbaijan mass-media regarding influence of Iraq crisis on situation in the region. As it's known this matter wasn't included into program of monitoring in 2002. One more serious difference in correlation of materials bearing analytical and eventual character: Only

33.2% of mass-media materials devoted to the monitoring theme were analytical in 2002 but in 2003 it was more than 54%.

CONTENT CATEGORY

In the most materials of Azerbaijan mass-media devoted the investigated subject several aspects of mutual relations of three countries in the region were elucidated. 8,764 cases of mentioning such mutual relations in various fields were fixed in 4,709 published materials and TV subjects. Hereby TV touched this subject in 1,732 cases (19.8%) and newspapers in 7,032 cases (80.2%).

The following Table 1 expresses attention of Azerbaijan mass-media to all aspects of the investigated subjects (hereby and further percent indices of total amount of materials devoted to theme of the monitoring. Sum of expressed indices is more than 100% as total amount of mentions of various aspects of the mutual relations between three countries exceed amount of materials devoted to these mutual relations, as specified above).

Table 1

Subject	TV	Newspapers	TV and Newspapers
Region and Iraq crisis	109.3	122.1	119.3
Mutual relations among countries	42.1	34.5	36.1
Mountainous Karabakh problem	17.5	26.3	24.4
Issue of 1915	2.1	7.4	6.3

Indisputable leadership in monitoring in 2003 belonged as before to the subject of bilateral mutual relations of three countries mentioned in 5,618 case and it's a bit bigger than five months in 2002, i.e. 5,214 mentions.

Problem of Mountainous Karabakh also was actively discussed in the Azerbaijan mass-media, though quantity of mentions in comparison with the last year reduced for 1.3 times, i.e. from 2,234 to 1,702 mentions. Most probably, it's influenced by two factors. The first is that in the year of presidential elections in Azerbaijan and Armenia the negotiations on regulation of the problem of Mountainous Karabakh were almost terminated. The second one is the result of transfer of the attention of mass-media to the new subject of war in Iraq, i.e. 1,149 mentions held third place in rating of elucidation of subject categories of the monitoring.

The attention rate of Azerbaijan Mass Media towards the matter of 1995 has still remained unchanged. The five leading types of mass media of the country touched this problem during five months in 295 materials, which is little more than last year's indexes of 266 materials.

Summing up foregoing, it is possible to say, that rating of the three main thematic categories of monitoring of Azerbaijan Mass Media during two years has remained unchanged. "Region and Iraq crisis" - a new theme for present monitoring, did not bring any fundamental correction to the general situation.

Later on we give a detailed analysis of elucidation of different aspects of the theme of monitoring in Azerbaijan MM in the same order as they attract the attention of the local MM.

MUTUAL RELATIONS AZERBAIJAN-TURKEY, AZERBAIJAN-ARMENIA, TURKEY-ARMENIA

The interrelations between three countries of the region were viewed by Azerbaijan MM in 5 618 cases, and this noticeably exceeds (for about 20%) the total sum of the materials dedicated to the theme of the monitoring. It means that within the frames of the same theme newspapers and TV channels often touched upon different formats of the similar relations analyzing their interrelation. TV mentioned this problem 1 108 times, while newspapers 4,510 times.

The following table reflects the attention of MM to each format of interrelations separately.

Table 2

Relations between the countries	TV	Newspapers	TV and Newspapers
Relations between Azerbaijan and Turkey	46	77.7	70.8
Relations between Azerbaijan and Armenia	58.9	38.5	42.9
Relations between Turkey and Armenia	4.4	5.9	5.6

In comparison with the results of 2002 it is evident that Azerbaijan MM as usual pays most of its attention to the bilateral relations between Azerbaijan and Turkey. The attention paid to named aspect increased 1.3 times (from 2 641 up to 3 336), while the attention towards the interrelations between Armenia and Azerbaijan in MM decreased to more than 10% (from 2299 up to 2 019). The MM touched upon the relations between Turkey and Armenia with the same frequency as in previous year (274 and 263 mentions correspondingly).

In all cases newspapers showed much interest to the theme than TV. For example, transactions mentioned the relations between Azerbaijan and Turkey 2 870 times, TV 466 times. Azerbaijan-Armenia relations were touched upon 1 422 times by newspapers and 597 times by TV. The theme "Turkey-Armenia" was 218 times analyzed in press, 45 times in electronic MM.

The same situation existed in 2002 when the newspapers actively elucidated interrelations of the three countries than TV: 4 284 and 930 mentions correspondingly. The most interesting fact is that in comparison with the newspapers, the leading theme on TV of interrelations between the three countries for 2002 and 2003 was Azerbaijani-Armenian relations

Among different MM "Yeni Musavat" was distinguished by its special activity in touching upon the theme. About 1/3 of materials dedicated to Turkey-Armenia-Azerbaijan relations were published in this edition.

The following table shows the rate of reflection of different aspects of interrelations of the three countries of the region in Azerbaijan MM:

Table 3

Relations	Theme	TV	Newspapers	TV and Newspapers
Azerbaijan-Turkey	Policy	19.7	27	25.4
	Economy	14.1	11.1	11.8
	Social problems	3.8	3.5	3.6
	Culture, sport, science, education, history	3.8	22.8	18.7
	Security and crime control	2.8	5.5	4.9
	Mass media	0.7	4.9	4
	Non-governmental organizations	1.1	2.8	2.4
Azerbaijan-Armenia	Policy	52.6	30.9	35.5
	Economy	1.1	0.9	0.9
	Social problems	3.8	1.9	2.3
	Culture, sport, science, education, history	1	0.6	0.7
	Security and crime control	0.3	0.9	0.8
	Mass media	0	1.6	1.2
	Non-governmental organizations	0.2	1.8	1.4
Turkey-Armenia	Policy	3.6	5.2	4.8
	Economy	0.8	0.4	0.5
	Social problems	0.1	0.03	0.04
	Culture, sport, science, education, history	0	0.08	0.06
	Security and crime control	0	0.1	0.08
	Mass media	0	0.03	0.02
	Non-governmental organizations	0	0.05	0.04

In Azerbaijan-Turkey relations in 2003 Azerbaijan MM was generally interested in political, cultural, economical and social matters, the mentioning quantity of which sharply increased in comparison with 2002. For example, during mentioned period, the quantity of discussions on political aspects of Turkey-Azerbaijan relations in MM increased 1.8 times (from 659 up to 1 198 cases), on economical aspects 1.5 times (from 362 to 554 cases), on social aspects 4.3 times (from 39 to 168 cases), on cultural aspects (from 509 to 880 cases). The frequency of mentions of interrelations in other spheres on the contrary decreased: MM - from 314 to 189, security and struggle against criminality - from 363 to 232, non-governmental organizations - from 395 to 115.

As for Azerbaijan-Armenia relations, they were mainly, viewed from the political aspect - 1 674 mentions of the problem out of 2 019. The rest of the problems were similar elucidated later. The similar picture was discovered as the result of monitoring in 2002. 1 528 out of 2999 mentions of the theme concerned the political interrelations. But we should mention that the interest towards the social matters has noticeably increased (from 26 to 108 mentions), while the quantity of examining of perspectives of cooperation in economical sphere decreased from 87 to 43 cases, of interrelation in the sphere of security and struggle against criminality-from 127 to 58 cases. The quantity of mentions of other matters has not practically changed.

During monitoring in 2003 one noticed the preservation of previous tendency to prevail over political matters in elucidation of Turkey-Armenia interrelations - 228 out of 263 mentions of the theme (208 out of 274 mentions a year). The secondarily important were economical relations. In 2003 they were discussed in 23 materials, while in 2002-in 31 materials. On the rest matters we should mention the same decrease from 35 to 12 cases in general sum of mentions.

In compare with the schedule of the last year, the schedule of monthly distribution of the quantity of mentions does not give the enough arguments for exact conclusion. We can only mention that, in elucidation of Azerbaijan-Turkey relations in 2003 there was a gradual increase of the quantity of mentions from month to month: from 521 in March to 813 in June.

In elucidation of Azerbaijan-Armenia relations one can notice the sudden decrease of interest to the theme in May-June (in average per 294 material), while the indexes of other months are noticeably high - from 438 to 503 mentions. As to Turkey-Armenia relations the same recession is observed in may - 25 mentions, while in other months the similar materials in Azerbaijan MM were not less than 50. The maximum interest was marked in July - 69 mentions.

THE PROBLEM OF MOUNTANEOUS KARABAKH

2 234 cases of discussion the Mountaneous Karabakh problem by Azerbaijan MM were registered during the monitoring in 2002. The problems concerning the process of regulation of Karabakh conflict were equally elucidated with the theme "the connection of the problem with regional development". It was clarified that the newspapers wrote about Karabakh conflict 5 times more often (1,875 mentions) than TV(359 mentions). There was a divergence in the rate of interest to abovementioned two aspects of the theme: the newspapers often discussed the connection of the problem with regional development(1 025 cases) than generally the regulation process(850 cases). TV, on the contrary, focused the attention on the problems of regulation of the conflict (336 cases), but seldom touched its connection with regional development (23 cases).

During 5 months in 2003 there were 1 702 materials in 5 types of MM which touched upon the problem of Mountaneous Karabakh. Newspapers elucidated it 3 times often than TV: 1,276 and 426 cases correspondingly.

As it is noted in other reports, during monitoring in 2003 this theme was investigated in more concrete sense. Taking into account revealed tendencies during previous monitoring, it was decided to focus all attention on how MM the influence of problem of Mountaneous Karabakh on the relations between the countries of the region.

Table 4

The problem of Mountainous Karabakh	TV	Newspapers	TV and Newspapers
The influence of the problem on Azerbaijan-Turkey relations	0.1	1.3	1
The influence of the problem on Azerbaijan-Armenia relations	41.9	31.7	34
The influence of the problem on Turkey-Armenia relations	0.1	1.5	1.1

As it could be seen from the table the most attention was paid to the matter of influence of the problem on the “Azerbaijan-Armenia relations” - 1,597 mentions. It’s approximately 94 percentage of all materials, devoted to Mountainous Karabakh. The influence of the conflict on Azerbaijan-Turkey and Turkey-Armenia relations have received less but equal attention: 50 and 55 mentions correspondingly.

Most active in elucidation of this theme were newspapers “Yeni Musavat”, “Xalg Gazeti” and “Exo” (503, 333 and 280 mentions correspondingly). The theme kept its actuality also in informational programmers of AzTV-1 and ANS (197 and 229 mentions correspondingly). The most interesting fact is that during 5 months of monitoring electronic MM televised only 2 materials which spoke about the influence the problem of Mountainous Karabakh on Turkey-Armenia and Turkey-Azerbaijan relations.

The schedule of month distribution of mentions repeats the schedule of elucidation of interrelations between Azerbaijan and Armenia: there is also some recession of interest to the theme in May-June (in average 272 material per month), while the average index for the rest 3 months is 386 mentions.

REGION AND THE IRAQ CRISIS

The theme of «Region and the Iraq crisis» has received the wide coverage in mass-media of Azerbaijan. The problem of influence of the Iraq crisis on region was mentioned in 1,149 materials. Thus newspapers mentioned the Iraq theme 5.5 times as often as TV (972 and 177 mentions, accordingly).

Table 5

Region and the Iraq crisis	TV	Newspapers	TV and newspapers
Azerbaijan and the Iraq crisis	9.9	14	13.1
Turkey and the Iraq crisis	7.2	11	10.2
Armenia and the Iraq crisis	0.4	1.3	1.1

As seen from the table, more than half of materials of newspapers and TV channels related to this theme were devoted to the discussion of a question of influence of crisis on Azerbaijan (616 mentions). The position of Azerbaijan in the sanction of the Iraq problem was considered, the question on sending to Iraq the Azerbaijan contingent of peace-making forces was mentioned, possible changes in the oil market after the termination of operations were analyzed, opinions on influence of a postmilitary situation in the world on process of settlement of the Karabakh conflict were expressed. The second on the importance was a theme "Turkey-Iraq" (480 mentions). The theme of "Armenia-Iraq" has been mentioned in 53 cases.

The peak of the number of mentions of the theme of «region and the Iraq crisis» in the Azerbaijan mass-media falls at two months of an active phase of operations, then sharp decrease in interest to a question is observed: so, for example, if in March - April 912 materials, May - 80, in June - 85, and in July - only 72 have been devoted to this theme.

ISSUE OF 1915

For all period of the monitoring of 2002, the issue of 1915 in the Azerbaijan mass-media has been mentioned in 266 materials. It was found out, that newspapers addressed to the given theme much more often than TV (233 and 33 mentions, accordingly). 83 materials concerned historical aspect of the problem, in other publications and TV plots it contacted the current policy. However, distinction in approaches to the coverage of the issue of 1915 between electronic and printed mass-media has been marked again.

TV paid equal attention both to historical aspect of the problem, and its relation with the current policy (16 and 17 materials, accordingly), while newspapers covered the latter 2.5 times as often as historical aspect.

For five months of 2003, 295 cases of mentions of this theme have been registered in the Azerbaijan mass-media. The basic attention to the issue of 1915 has been given in newspapers - 274 mentions. TV mentioned it only in 21 cases. The historical aspect of the problem was mentioned in 47 materials at all.

Comparing the data of two monitorings, it is possible to see that the attention of newspapers to theme has slightly increased (1.2 times as often) and the number of mentions on TV has decreased more than in one and a half time. Similarly, mass media covered the historical aspect of the problem almost 1.8 times as low as the last year.

Table 6

Issue of 1915	TV	Newspapers	TV and newspapers
Historical aspect	0.9	1	1
Influence on Azerbaijan-Turkey relations	0.2	1.5	1.2
Influence on Azerbaijan-Armenia relations	0.5	1.9	1.6
Influence on Turkey-Armenia relations	0.5	3	2.4

Maximum number of records touched of the 1915 problem effect at Turkish-Armenian relations (115 materials) in context of current politics. The influence on Azerbaijan-Turkish and Azerbaijan-Armenian relations was touched in 56 and 77 cases accordingly.

It is necessary to note sudden increase of quantity of records of the theme in April - 124 materials. Such sudden change concerned with that just in this month Armenians widely celebrate the anniversary of tragic events of 1915. In the rest of the months, such materials were much less: 21 - in March, 39 - in May, 57 - in June and 54 - in July.

SOURCES AND TYPE OF INFORMATION

In 4,709 materials of Azerbaijan mass media dedicated to the subject of the theme of monitoring was used information of 7438 sources. Just as in 2002 television in overwhelming majority cases used own sources - 1002 (98.6 %) of 1,016.

Spectrum of sources of information of printing mass media is greatly richer. Although in 3,322 (51.7%) cases they also used own sources or referred to source of information,

which concerned to category of "other Azerbaijan sources" (1,413 times - 22 %). Turkish sources were used 623 (9.7%) times, Armenians - 224 times (3.5%), whereas foreign sources were equipped 769 times (12%). Official sources were used by them 71 times (1.1%).

On the whole in 2003 was noted increase of using of own sources by the Azerbaijan mass media - 4,324 cases, which is 1.2 times more than in 2002. It is also necessary to note general increase of using of Turkish and foreign sources 1.6 times - from 382 to 625 and from 496 to 776 cases, accordingly. 1.8 times increased of using of official sources too (from 41 to 73), whereas the quantity of referring to Armenians sources of information decreased from 320 in 2002 to 226 in 2003.

82% of all applying to official and 56.7% applying to foreign sources falls at March-April of 2003, which may be explained by war that was proceeding those two months in Iraq. And referring to Turkish sources on the whole was regular during all five months.

In comparison of the indices of 2002 and 2003 by typology of materials of Azerbaijan mass media concerned to subject of the research it is noticeable greatly increase of quality of analytical materials. This brought to even their predominance over event-trigger - 2,547 and 2,162 materials accordingly. In 2002 was observed opposite situation - then event-trigger materials were 1.7 times as much than analytical.

CONCLUSIONS

Azerbaijan-Armenia-Turkey interrelations were as before covered in mass media of the country sufficiently wide. Researches during two years displayed that on average about every tenth publication of newspapers (9.4%) and every fifth material of information-analytical programs of TV channels (22.2%) partly or completely dedicated to this subject. In various situations depending on topicality of some concrete intra- or intergovernmental problem as well as under effect of events of worldwide scope certain aspect of these interrelations takes on great significance. However on the whole three main priorities are sharply visible:

- Azerbaijan - Turkey mutual relations
- Azerbaijan - Armenia mutual relations
- problem of Mountainous Karabakh.

In Azerbaijan-Turkey mutual relations are to be observed constant increase of attention not only to political questions, but to cooperation in the area of economics, social sphere, as well as in cultural sphere.

Interrelations between Azerbaijan and Armenia are examine mainly from political point of view as the question of cooperation in other fields in conditions unsettle political relations as a rule causes sharp negative estimation of mass media. This tendency becomes stronger and by this explaining consistent decrease of materials concerned to interrelations in fields of economics, mass media etc. Against the background of what has been said causes particular interest the fact of fourfold increase of quantity of materials that touch Armenian-Azerbaijan interrelations in social sphere, during only one year. As a result by activity of coverage social questions come second place in category "Azerbaijan - Armenia interrelations". Reasons of this circumstance need separate study and probably such research will give the answers on certain questions.

And as for subject "Turkey - Armenia interrelations" this is the most poorly coverage in the context of all researching in the network of present monitoring of the problem. Mass media inclined to examine it parallel to subject "Azerbaijan - Armenia interrelations" putting first in dependence from second.

Elections in Armenia and pre-election passions in Azerbaijan braked negotiations process over Mountainous Karabakh. This reflected on quantity of materials of Azerbaijan mass media, concerned to this problem, decreased in comparison with preceding year. On the over hand opponents which got into sharp pre-election fight tried to keep care avoiding frequent statements on such risky theme. Though on the whole "Karabakh theme" kept its rating status in mass media. In conditions of practical absence of information of event-trigger character on the problem, newspapers and TV channels kept to active discuss about effect of Karabakh conflict on perspective of regional development. Mention about problem of Mountainous Karabakh was contained in every third material, concerned to general theme of monitoring. At the same time the basic subject of discussion (94% of all cases) was its effect on relations between Azerbaijan and Armenia. This confirms the high degree of importance of the problem for Azerbaijan society.

The theme "Region and Iraq Crisis" attracted so wide attention of Mass Media, it was discussed by newspapers and TV channels more often, than the Karabakh conflict during first two months of monitoring. At the same time more than a half of these materials dedicated namely to the influence of crisis on Azerbaijan, what's mean that the mass media try to consider geopolitical changes in world first of all their reflection point of view on the position of its country in region.

Investigations that were held during 2 years showed that the matter of 1915 does not consider as one of the series factors, influencing on Azerbaijan-Armenia and Azerbaijan-Turkey mutual relations character. The catalyst of this theme discussion in Azerbaijan Mass Media is a temporary factor- namely, worked out by Armenian in April of each year events, dedicated to the anniversary events of 1915. But if base on facts of the rest four months, we can see that, the theme of matter influence of 1915 on a relations between Azerbaijan-Armenia touched by Mass Media less, than even such weakly developed themes, as mutual relations between non-governmental organizations or informational structures of these countries. At the same time it's noticeable that, touching relations between Armenia-Turkey, Azerbaijan Mass Media mention matter of 1915 rarely, than any other aspect, besides political and even twice as much, than the problem of Mountainous Karabakh. At this and without this non-significant attention to historical aspect of matter continues descend.

Thus it is established the preservation in the high level of Azerbaijan Mass Media n interests to "traditional" aspects of monitoring themes even during origin in region of large scale events, non-connected simpliciter to the said aspect. But observable changes in the material character, dedicated to the mutual relations of 3 countries, not afford with the full confidence to confirm about stability of this tendency. Among such changes the sharp shortening during 2 years of the quantity of information materials comparing with analytical, that being non characteristic for Mass Media events, certifies about shortage of deserving attention events, lack of newness elements in difficult and .conflicting regional mutual relations.

COVERAGE OF TURKEY- ARMENIA-AZERBAIJAN RELATIONS BY TURKISH MEDIA

Objects of 2003 monitoring were two Turkish TV channels, i.e. «*TRT-1*» and «*Canal-D*» broadcasting also in Azerbaijan, and three grand prints, i.e. «*Hürriyyet*», «*Radikal*», «*Turkish Daily News*».

«**TRT-1**» is the first channel of the State Broadcasting Corporation. It was established in 1964. It broadcasts around the clock and its telecasts are spread through all territory of the country. Investigation subject is main information & analytical program of the channel named «*Ana Haber Bülteni*» (Main news bulletin) broadcasted since Monday till Friday from 8.00 o'clock p.m. till 8.45. o'clock p.m., and from 8.00 o'clock p.m. till 8.30. o'clock p.m. on Saturday and Sunday. Within the monitoring period the «*Ana Haber Bülteni*» program had broadcasted 2,533 materials. 376 TV subjects among them were devoted to the monitoring subject (352 ones entirely and 24 partially). It aggregates 14.8% of all investigated materials of the channel and hereby number of information messages was 370 and 6 of analytical ones.

«**Kanal-D**» is a private TV & Radio Channel. It broadcasts since 1993 and around the clock and its telecasts are spread through all territory of the country. Investigation subject is main information & analytical program of the channel named «*Ana Haber Bülteni*» (Main news bulletin) broadcasted since Monday till Friday from 19.30. o'clock p.m. till 20.15. o'clock p.m., and from 19.30 o'clock p.m. till 20.20. o'clock p.m. on Saturday and Sunday. Within the monitoring period the «*Ana Haber Bülteni*» program had broadcasted 3,046 materials. 163 TV subjects among them were devoted to the monitoring subject (32 ones entirely and 131 partially). It aggregates 5.4% of all investigated materials of the channel and all these messages had information character.

«**Hürriyyet**» is a private daily newspaper. It was established in 1948 and is published by the «Dogan Yayim Holding» Company on 48 pages of A-2 format with various thematic appendices. Average circulation is 476,000 examples. Total amount of all materials investigated within five months is equal to 14,278. 743 materials among them were devoted to the monitoring subject (32 ones entirely and 711 partially). It aggregates 5.2% of all materials of the newspaper investigated during monitoring of the newspaper publication. Number of information messages was 728 and 15 of analytical ones.

«**Radikal**» is a private daily newspaper. It was established in 1996 and is published by the «Simde Yayincilik ve Dagitim» Company on 24-40 pages of A-2 format. Average circulation is 40,500 examples. 13,902 newspaper materials were investigated within the monitoring period. 930 materials among them were devoted to the monitoring subject (36 ones entirely and 894 partially). It aggregates 6.7% of newspaper publication. Number of information messages was 894 and 36 of analytical ones.

«**Turkish Daily News**» is a daily electronic newspaper in English. It was established in 1996 and is financed by the «Dogan Daily News». Total amount of all investigated is 7,367. 1,038 materials among them were devoted to the monitoring subject (559 ones entirely and 479 partially). It aggregates 14.1% of the newspaper publication. Number of information messages was 711 and 267 of analytical ones.

GENERAL RESULTS (Form and Level of Subject Presence)

Within the monitoring period the information program of two TV Channels 5.579 materials were investigated. 539 TV subjects were devoted to the monitoring subject and it aggregates 9.7% of total number of materials. Only 56 (10.4%) TV materials were entirely devoted to the subject and the rest 483 (89.6%) ones concerned it only partially. Quantity of materials bearing eventual characters (533 = 98.9%) clearly prevailed over analytical ones (6=1.1%).

During five months monitors investigated totally 35,547 newspaper materials. 2.711 of them were devoted to the monitoring subject and it aggregates 7.6% of total number of publications. Only 627 (23.1%) materials were entirely devoted to the subject and the rest 2,084 (76.9%) ones concerned it only partially. Quantity of materials bearing eventual characters was 2,393 (88.3%) and 318 (11.7%) were analytical ones.

Thus, within the monitoring period the above-mentioned mass-media totally prepared 41,126 publications and TV materials. 3,250 (7.9%) were concerned to the monitoring subject and only 683 (21%) materials were entirely devoted to the subject and the rest 2,567 (79%) ones concerned it only partially. Quantity of materials bearing eventual characters for the mentioned period was 2,926 (90%) and 324 (10%) were analytical ones.

Comparing these indices with data gained as a result of last-year monitoring firstly its necessary to note severe growth of materials quantity in Turkish mass-media devoted to mutual relations among countries of the region. 197 such TV subjects and publications were registered in five Turkish mass-media in corresponding period of 2002. This growth is connected to events in Iraq and big quantity of materials in Turkish mass-media regarding influence of Iraq crisis on situation in the region. The rest indices are commensurable and it proves stableness of attitude of mass-media of this country to the problems investigated within the frames of this monitoring.

CONTENT CATEGORY

Sometimes mass-media broached various aspects of mutual relations of three countries within the frames of the same material devoted to the monitoring subject. 3,488 cases of mentioning the aspects of relations among Azerbaijan-Armenia-Turkey were fixed in 3,250 materials during the period of monitoring in 2003. Hereby TV touched this subject in 547 cases (15.7%) and newspapers in 2,941 cases (84.3%).

The following Table 1 expresses attention of Turkish mass-media to all aspects of the investigated subjects (hereby and further percent indices of total amount of materials devoted to subject of the monitoring. Sum of expressed indices is more than 100% as total amount of mentions of various aspects of the mutual relations between three countries exceed amount of materials devoted to these mutual relations, as specified above).

Table 1

Subject	TV	Newspapers	TV and Newspapers
Region and Iraq crisis	97.4	93.3	94
Mutual relations between countries	2.6	8.2	7.2
Mountainous Karabakh problem	0	4.1	3.4
Matter of 1915	1.5	3	2.8

Mentioning indisputable leadership of the subject “Region and Iraq crisis”-category which wasn’t and couldn’t be included to the monitoring program of 2002 let’s compare the results of investigations for two years on other positions. Such comparison allows to make several interesting conclusions. Firstly, according to the gained data interest of Turkish mass-media to the Mountainous Karabakh problem has significantly grown. From March to June of 2003 monitors fixed materials devoted to this problem exceeding those of the same period in 2002 for 5 times. Even it’s in the case that the first half of the 2002 was significantly richer of events. So, “the Mountainous Karabakh problem” outstripped the “matter of 1915” in the rating of elucidation of the subject categories though a year ago the former yielded to the latter 3.5 times on frequency of mentioning in mass-media. Obvious reduction of interest to the relations between Azerbaijan and Armenia is striking on this background. Though these relations were mentioned both by newspapers and TV Companies in 41 cases in 2002 this index was only 15 cases in 2003. The fact that 12 mentions of 15 ones belong to the same publication body, i.e. Turkish Daily News proves the “crisis of subject”.

Below we specify detailed analysis of elucidation of various aspects of the subject of the monitoring by Turkish mass-media in the consecution they attracted attention of mass-media in this country.

REGION AND IRAQ CRISIS

As in was mentioned above among all aspects of the monitoring subject most attention was paid by the Turkish mass-media to the Iraq crisis and its influence to region. This matter was discussed in various forms in 94% of all materials devoted to the subject. Hereby Iraq subject was mentioned 2,529 (93.3%) times by newspapers and 525 (97.4%) times by TV (total amount of mentions is 3054).

Iraq crisis was considered from point of view of its mutual relations with two countries of the region.

Table 2

Region and Iraq crisis	TV	Newspapers	TV and Newspapers
Turkey and Iraq crisis	92.4	93.1	93
Azerbaijan and Iraq crisis	5	0.2	1
Armenia and Iraq crisis	0	0	0

Overwhelming majority of the mentions connected to influence of this problem to Turkey, i.e. 3,022 cases from 3,054 ones. Mass-media mostly discussed possibility of Turkey participation in military actions in Iraq and danger of involving the country to war. The subject “Azerbaijan and Iraq” was mentioned in 32 cases predominantly by the TRT-1 TV Company. Matter of influence of the Iraq crisis to Armenia wasn’t considered by Turkish mass-media.

Pick of elucidation of this subject appeared in 2,173 materials in March and April. It corresponds to active phase of military campaign in Iraq and discussions regarding the form of Turkey participation in settlement of the Iraq problem.

MUTUAL RELATIONS BETWEEN TURKEY AND AZERBAIJAN, TURKEY AND ARMENIA, AZERBAIJAN AND ARMENIA

Various aspects of mutual relations among three countries of the region were mentioned by the Turkish mass-media in 234 cases and it aggregates 7.2% of total number of materials devoted to the monitoring subject. Hereby TV touched this subject significantly less (only 14 times) than prints (220 cases).

The following table expresses attention of mass-media to each format of mutual relation separately.

Table 3

Mutual relations between countries	TV	Newspapers	TV and Newspapers
Relations between Turkey-Azerbaijan	1.3	4.2	3.7
Relations between Turkey-Armenia	1.3	3.4	3
Relations between Azerbaijan-Armenia	0	0.6	0.5

As mentioned in the table the Turkish mass-media in regional relations deals firstly with matters directly connected to this country. Simultaneously, comparison of results of the monitoring held in 2003 with data of 2002 proves whole reduction of interest of the Turkish mass-media: then monitors showed 326 cases of discussion of mutual relations among Turkey, Armenia and Azerbaijan in their various format. Confronting quantitative data per each format separately it's possible to come to conclusion that this reduction of interest happens only in expense of partial loss of the matter actuality regarding mutual relations with Armenia. Thus, the monitoring specifies that bilateral relations between Turkey and Azerbaijan were mentioned by mass-media in 2003 with the same intenseness as in the previous one, i.e. correspondingly 121 and 120 mentions. Quantity of materials devoted to relations between Turkey-Armenia (from 121 to 98) and Azerbaijan-Armenia (from 41 to 15). However, the factor that such privilege of "Azerbaijan subject" in Turkish press is created in expense of publication of only one print, i.e. Turkish Daily News makes the above-supposed conclusion groundless. Probably, interest of mass-media to the subject analyzed by us reduces under influence of events of more global scale and possibly also as a result of uselessness of long-term efforts on settlement of regional problems opening the way to integration.

Monitoring also specified that newspapers reflect more interest to mutual relations of three countries than TV. Thus, e.g., prints mentioned mutual relations between Turkey and Azerbaijan 114 times though TV-s did it only 7 times. Relations of Turkey-Armenia were touched 91 times by newspapers and 7 times by TV. Azerbaijan-Armenia subject wasn't touched within all five months. Let's say for comparison that in 2002 TV channels devoted to mutual relations among Turkey, Armenia and Azerbaijan totally 94 materials and it aggregated almost 29% of all mentions of this subject in mass-media.

Reply to the matter regarding aspects of mutual relations among three countries of the region expressed in Turkish mass-media is specified in the following table:

Table 4

Relations	Subjects	TV	Newspapers	TV and newspapers
Turkey-Azerbaijan	Politics	1.3	1.7	1.7
	Economics	0	1.7	1.4
	Social matters	0	0.4	0.4
	Culture, sport, science, education, history	0	0.2	0.2
	Safety and crime control	0	0.1	0.1
	Mass-media	0	0	0
	Non-governmental organizations	0	0.04	0.03
Turkey-Armenia	Politics	1.3	2.7	2.5
	Economics	0	0.2	0.2
	Social matters	0	0.1	0.1
	Culture, sport, science, education, history	0	0.1	0.1
	Safety and crime control	0	0	0
	Mass-media	0	0	0
	Non-governmental organizations	0	0.2	0.2
Azerbaijan-Armenia	Politics	0	0.5	0.4
	Economics	0	0	0
	Social matters	0	0	0
	Culture, sport, science, education, history	0	0.04	0.03
	Safety and crime control	0	0	0
	Mass-media	0	0	0
	Non-governmental organizations	0	0	0

As it is clarified in relations between Turkey and Azerbaijan, mass-media is almost equally interested in both political (54 materials) and economic (45 materials) matters. Social (12 materials) and cultural (6 materials) aspects of these mutual relations are also discussed. 3 materials were devoted to co-operation between two states in sphere of safety and one case touched joint activity of non-governmental organizations. In 2002 mass-media touched mainly political matters (105 materials) and sometimes paid attention to mutual relations in social (8 materials) and cultural (4 materials) spheres and rarer to co-operation in sphere of economy and safety.

Overwhelming majority of materials of the Turkish mass-media concerning mutual relations between Turkey and Armenia devoted to political problems (80 materials). Attention is paid also to 6 materials touching relations among non-governmental organizations of two countries. Mutual relations in sphere of economy are considered also in 6 cases, correspondingly in social and cultural spheres, in 4 and 2 materials. Nature is the same as that clarified as a result of monitoring in 2002, excluding the facts that a year ago the Turkish mass-media had no materials regarding joint initiatives of non-governmental organizations of the two countries.

As in 2002, the relations between Azerbaijan and Armenia are considered only in political aspect - 14 materials. Only in one case mass-media touched mutual relations of these countries in cultural sphere.

As regards schedule of distribution of quantity of materials trough months, gradual growth was observed in elucidation of relations between Turkey-Azerbaijan and Turkey-Armenia. Consequently, in March it was 8 and 7, in April 16 and 15, in June 31 and 27, in July 37 and 39. Pick of mentioning the subject "Azerbaijan-Armenia" appeared in March - 6 cases, though the next month their frequency reduced to 2 cases and remained almost unchanged during the rest time.

PROBLEM OF MOUNTAINOUS KARABAKH

During the monitoring in 2002 it was clarified that the subject relating influence of the problem of Mountainous Karabakh to mutual relations among three countries isn't too actual for Turkish mass-media. During 6 months only 22 mentions of this subject was registered and it corresponded to the last place in rating table. Most of these materials connected to matters relating with regulation of the conflict, i.e. progress of negotiations process, meetings of parties' representatives and Minsk Group of OSCE, and only 7 of them considered connection of the problem with regional development.

During the period of monitoring in 2003 the Turkish mass-media touched the problem of Mountainous Karabakh already in 110 cases. It' curious that all these mentions were specified only in newspapers. Most probably, this provision is a result of the fact that in 2003 no steps were done in sphere of conflict regulation, and TV journalism by virtue of its character is inclined to elucidation of namely concrete events and facts. By the way, it explains the relatively high share of analytical articles among mass-media materials devoted to the problem of Mountainous Karabakh.

Consequently, in 2003 the Turkish mass-media mainly discussed the matter related to influence of the problem of Mountainous Karabakh to the regional development and relations among three countries. Attention of mass-media in this context was distributed as below:

Table 5

Problem of Mountainous Karabakh	TV	Newspapers	TV and Newspapers
Influence of the problem on the relations between Turkey and Azerbaijan.	0	3.4	2.8
Influence of the problem on the relations between Turkey and Armenia.	0	0.4	0.3
Influence of the problem on the relations between Azerbaijan and Armenia.	0	0.3	0.3

As it is specified in the table, the main attention was paid to influence of the problem of Mountainous Karabakh to relations between Turkey and Azerbaijan (91 of 110 mentions). But mutual relations "Turkey-Armenia" and "Azerbaijan-Armenia" were considered rarely (consequently 10 and 9 mentions). Mostly press discussed matter regarding reaction of Azerbaijan to possible opening of boards between Turkey and Armenia, extracted position regarding avoidance of any co-operation with Armenia in order to prevent from damage to the relations between Turkey and Azerbaijan.

Pick of quantity of the mentions regarding the problem of Mountainous Karabakh in the Turkish mass-media appeared in May (79.1%) and July (13.6%) though the remained months this problem was touched in single instances.

ISSUE OF 1915

Matter of 1915 was mentioned in 90 cases and it amounted 2.8% of total number of materials on the monitoring subject. It was discussed in newspapers more than 10 times often than on TV.

During monitoring in 2002 five Turkish mass-media registered 76 materials elucidating the matter of 1915. However, it's noticeable that in 2003 more than half of such materials (46 of 90) were published in the "Turkish Daily News" Newspaper which was not included to the monitoring program. Frequency of mentions related this subject in other prints remained almost without changes and simultaneously quantity of applications regarding the matter of 1915 by Turkish TV Companies (from 25 in 2002 to 8 in 2003).

One more interesting observation is that the Turkish mass-media elucidated this subject more intensively month by month. Thus, though only 1 case of discussion of the matter of 1915, in April it was 11 cases and 12 cases in May and consequently 21 and 45 mentions in June and July. Most amount of mentions on subject of 1915 was in July (50%) at it happened owing to possibility of consideration by the US Congress of the matter related to possibility of recognition of Armenians' genocide by Turkey in 1915.

This nature entirely differs from that one clarified last year. Then only 90% of all materials devoted to the matter of 1915 appeared in March-April-May and was owing to fact that mainly in April Armenian people commemorate the anniversary of tragic events happened in 1915 accompanied by propagandizing campaign from both sides. Probably, a bit delayed reaction of Turkish mass-media to this factor in 2003 is connected also to their inclination in that period with Iraq problem.

Dealing with the matter of 1915 as well as 2002 mass-media continued concentrating firstly upon its influence on the current politic situation, especially on the relations between Turkey and Armenia.

Table 6

Issue of 1915	TV	Newspapers	TV and Newspapers
Historical aspect	0.2	1.3	1.1
Influence of the matter on relations between Turkey and Armenia	1.3	1.5	1.5
Influence of the matter on relations between Turkey and Azerbaijan	0	0.1	0.1
Influence of the matter on relations between Azerbaijan and Armenia	0	0.1	0.1

Mass-media considered the influence of the matter of 1915 to the relations between Turkey and Armenia in 48 materials. The sole information channel touching influence of this subject to the relation of Azerbaijan-Turkey and Azerbaijan-Armenia was «Turkish Daily News» - consequently 4 and 3 cases. By the way, namely this newspaper paid

attention to the historical aspect of the problem more than other mass-media, i.e. 26 mentions. Totally the historical aspect of the matter of 1915 was mentioned in 35 materials.

SOURCES AND TYPE OF INFORMATION

There were registered 3287 information sources in 3250 materials of Turkish Mass Media, devoted to the subject of monitoring. Newspapers and television channels mainly used information of own or "other Turkish" sources as it was in 2002: 87.1% (accordingly 93.5 % in 2002).

Azerbaijan information sources were used not once, Armenian - 2 times, what is practically repetition of 2002 situation. Official sources were used 11 times (0.4%), mainly by newspaper «Turkish Daily News» (10 appeals) and only by printing publications. In 2002 they were appealed contrary only by television (1.5%).

In 2003 quantity of Turkish Mass Media appeals to foreign sources abrupt increased - 590 cases (17.9%) in compare with 9 (4.5%) in 2002. It is also connected with war in Iraq, in elucidation of that newspapers often refer to information of foreign Mass Media.

Tendency of significant predominance of event-trigger materials over analytical ones is notable. In 2003 96.4% of all materials of Turkish Mass Media, devoted to the subject of monitoring, was event-trigger (accordingly 90% - in 2002). Small increase of analytical materials in 2003 is connected with discussion of war subject in Iraq again.

CONCLUSIONS

Share of publications and television subjects from 2002 to 2003, devoted to the subject of monitoring in general volume of Turkish Mass media materials, increased approximately 20 times. However it happened because of great interest of newspapers and television channels to the subject on impact of Iraq crisis on Turkey, included into monitoring program only in the current year. But the quantity of mentions of all rest aspects of the subject hardly exceeds 1% of general volume of materials. It doesn't greatly differ from last year index (0.4%) and confirmed our previous conclusion about low level of Turkish Mass media interest to subject "mutual relations between Turkey, Armenia and Azerbaijan". Turkish society is "laden" of problems of other kind and has other priority-driven tendencies in its international relations.

Turkish Mass Media, among all aspects of mutual relations of three region countries, focuses attention on political matters as before. Only tendency of increase of materials quantity, devoted to economical relations between Turkey and Azerbaijan, that was only 2 in 2002, but in 2003 45 - approximately as much as political materials, is notable.

Printing Mass Media, as it was in 2002, mainly touched the problem of Mountainous Karabakh. Newspapers mainly discussed the impact of this problem on mutual relations between Turkey and Azerbaijan, not paying special interest to how it impacts on relations between Turkey and Armenia, Azerbaijan and Armenia.

The matter of 1915 is addressed more by press in connection with its impact on relations between Turkey and Armenia in context of current policy as well.

Thus summing up all said you can suppose that though interest of Turkish Mass Media to mutual relations of three countries remains on low level, it has many “resources”. Follow factors speak about it:

- quantity of mentions of subject “mutual relations between Turkey-Azerbaijan”, “mutual relations between Turkey and Azerbaijan”, “the matter of 1915” increased month by month, thus the farther echo of Iraq war the more materials on stated subject;
- significant increase of materials, devoted to economical matters, shows that attention of Turkish Mass Media to neighbor countries will increase during development of these relations;
- fivefold increase of materials quantity on Mountainous Karabakh and their detailed study show that Mass Media more focuses attention on impact of this problem not on relations between Azerbaijan and Armenia, but mutual relations between Turkey and Azerbaijan, Turkey and Armenia. It means that any progress in Mountainous Karabakh problem settlement, discussion of that was suspended, will increase attention of Turkey Mass Media to trilateral mutual relations.

SUMMARY TABLE OF ARMENIAN MEDIA MONITORING
(PUBLIC TELEVISION OF ARMENIA, "PROMETHEUS" TV COMPANY, "ARAVOT", "AZG", "GOLOS ARMENII",
"HAIKAKAN ZHAMANAK", "HAYASTANI HANRAPETUTIUN", "HAYOTS ASHKHAR" NEWSPAPERS)
March 1 - July 31, 2003

	Content category	MARCH	APRIL	MAY	JUNE	JULY	TOTAL
		Frequency of occurrence					
	Total number of pieces	5608	5556	5579	4838	5496	27077
Subject presence form	Pieces fully devoted to MK issue	408	576	259	254	345	1842
	Pieces partially devoted to MK issue	187	230	246	235	369	1267
	Total	595	806	505	489	714	3109
1915 issue	Historical aspect	50	299	114	93	147	703
	Impact of the issue on relations Armenia-Azerbaijan	3	3	9	7	2	24
	Impact of the issue on relations Armenia-Turkey	13	101	49	61	96	320
	Impact of the issue on relations Azerbaijan-Turkey	3	3	1	0	0	7
	Total	69	406	173	161	245	1054
Mountainous Karabagh problem	Impact of the issue on relations Armenia-Azerbaijan	55	63	40	49	118	325
	Impact of the issue on relations Armenia-Turkey	9	10	1	21	18	59
	Impact of the issue on relations Azerbaijan-Turkey	2	2	0	10	1	15
	Total	66	75	41	80	137	399
Region and Iraq Crisis	Armenia and Iraq Crisis	139	47	7	1	7	201
	Azerbaijan and Iraq Crisis	16	17	3	2	1	39
	Turkey and Iraq Crisis	121	59	24	19	30	253
	Total	276	123	34	22	38	493
Armenia-Azerbaijan relations	Politics	131	115	70	86	157	559
	Economy	12	21	13	12	9	67
	Social issues	2	1	3	5	1	12
	Culture, sports, science, education, history	8	14	7	2	5	36
	Security and fight against crime	9	7	9	19	25	69
	Media	1	4	2	3	0	10
	Society	1	3	0	2	3	9
Total	164	165	104	129	200	762	
Armenia-Turkey relations	Politics	71	126	78	123	154	552
	Economy	5	16	15	35	42	113
	Social issues	1	3	0	2	5	11
	Culture, sports, science, education, history	11	23	13	18	15	80
	Security and fight against crime	2	5	8	22	0	37
	Media	1	0	0	0	0	1
	Society	0	0	0	0	1	1
Total	91	173	114	200	217	795	
Azerbaijan-Turkey relations	Politics	12	6	15	24	25	82
	Economy	5	10	10	12	19	56
	Social issues	0	0	0	1	0	1
	Culture, sports, science, education, history	0	0	2	0	0	2
	Security and fight against crime	1	1	2	1	1	6
	Media	0	0	0	1	0	1
	Society	0	0	0	0	1	1
Total	18	17	29	39	46	149	
Type of material	Event-oriented (news)	379	625	405	447	625	2481
	Analytic	216	181	100	42	89	628
	Total	595	806	505	489	714	3109
Information source	Own sources	415	521	342	345	469	2092
	Other Armenian sources	155	250	118	111	216	850
	Azerbaijani sources	18	18	23	25	39	123
	Turkish sources	19	21	22	23	31	116
	Foreign sources	17	13	18	15	8	71
	Official documents	1	10	2	3	2	18
Total	625	833	525	522	765	3270	

SUMMARY TABLE OF AZERBAIJANI MEDIA MONITORING
("YENI MUSAVAT", "KHALG GAZETI", "AZADLIG", "EKHO", "ZERKALO" NEWSPAPERS, "AZTV-1" AND "ANS" TV COMPANIES)
March 1 - July 31, 2003

	Code	Content category	Registered rate					
			March	April	May	June	July	TOTAL
	1	Total number of stories in newspapers/TVs	6729	7288	7503	6711	7845	36076
Extent of presence of the theme	2	Stories fully concerning the theme	513	705	445	366	559	2588
	3	Stories partially concerning the theme	629	391	420	323	358	2121
		Total	1142	1096	865	689	917	4709
Issue of 1915	5	Historical aspect	5	22	7	6	7	47
	6	Influence of the issue on Azerbaijani-Turkish relations	2	30	8	9	7	56
	7	Influence of the issue on Azerbaijani-Armenian relations	6	37	9	15	10	77
	8	Influence of the issue on Turkish-Armenian relations	8	35	15	27	30	115
		Total	21	124	39	57	54	295
Problem of Mountainous Karabakh	10	Influence of the issue on Azerbaijani-Turkish relations	26	8	2	8	6	50
	11	Influence of the issue on Azerbaijani-Armenian relations	302	420	286	229	360	1597
	12	Influence of the issue on Turkish-Armenian relations	19	6	3	16	11	55
		Total	347	434	291	253	377	1702
The region and the Iraq crisis	20	Azerbaijan and the Iraq crisis	269	241	46	47	13	616
	21	Turkey and the Iraq crisis	213	150	30	33	54	480
	22	Armenia and the Iraq crisis	19	20	4	5	5	53
		Total	501	411	80	85	72	1149
Relations of Azerbaijan-Turkey	30	Politics	219	200	271	209	299	1198
	31	Economy	97	105	132	131	89	554
	32	Social matters	13	12	37	18	88	168
	33	Culture, sport, science, education, history	118	162	228	205	167	880
	34	Security and crime control	17	46	24	64	81	232
	35	Mass media	29	17	36	35	72	189
	36	Non-governmental organizations	28	11	18	41	17	115
		Total	521	553	746	703	813	3336
Relations of Azerbaijan-Armenia	40	Politics	425	438	259	214	338	1674
	41	Economy	8	9	4	6	16	43
	42	Social matters	11	12	19	31	35	108
	43	Culture, sport, science, education, history	7	7	6	4	7	31
	44	Security and crime control	11	4	7	6	9	37
	45	Mass media	24	12	4	6	12	58
	46	Non-governmental organizations	5	21	13	8	21	68
		Total	491	503	312	275	438	2019
Relations of Turkey-Armenia	50	Politics	53	47	22	50	56	228
	51	Economy	4	3	1	5	10	23
	52	Social matters	0	0	0	0	2	2
	53	Culture, sport, science, education, history	0	0	1	1	1	3
	54	Security and crime control	1	1	1	1	0	4
	55	Mass media	1	0	0	0	0	1
	56	Non-governmental organizations	0	0	0	2	0	2
		Total	59	51	25	59	69	263
Type of story	60	Narrative (informative)	602	545	386	278	351	2162
	61	Analytical	540	550	480	411	566	2547
		Total	1142	1095	866	689	917	4709
Source of information	70	Own sources	1053	986	798	647	840	4324
	71	Other Azerbaijani sources	290	430	218	206	270	1414
	72	Turkish sources	118	137	128	119	123	625
	73	Armenian sources	57	43	26	46	54	226
	74	Foreign sources	215	225	124	98	114	776
	75	Official sources	38	22	5	4	4	73
		Total	1771	1843	1299	1120	1405	7438

SUMMARY TABLE OF TURKISH MEDIA MONITORING
("TURKSH DAILY NEWS", "HURRIYET", "RADIKAL" NEWSPAPERS, "TRT-1" AND "KANAL-D" TV COMPANIES)
March 1 - July 31, 2003

	Code	Content category	Registered rate					
			March	April	May	June	July	TOTAL
	1	Total number of stories in newspapers/TVs	8161	7863	8246	7991	8865	41126
Extent of presence of the theme	2	Stories fully concerning the theme	260	212	60	46	105	683
	3	Stories partially concerning the theme	934	811	288	205	329	2567
	Total		1194	1023	348	251	434	3250
Issue of 1915	5	Historical aspect	0	5	9	9	12	35
	6	Influence of the issue on Turkish-Azerbaijani relations	0	0	1	1	2	4
	7	Influence of the issue on Turkish-Armenian relations	1	6	1	11	29	48
	8	Influence of the issue on Azerbaijani-Armenian relations	0	0	1	0	2	3
Total		1	11	12	21	45	90	
Problem of Mountainous Karabakh	10	Influence of the issue on Turkish-Azerbaijani relations	0	2	85	0	4	91
	11	Influence of the issue on Turkish-Armenian relations	1	1	1	2	5	10
	12	Influence of the issue on Azerbaijani-Armenian relations	0	0	1	2	6	9
Total		1	3	87	4	15	110	
The region and the Iraq crisis	20	Azerbaijan and the Iraq crisis	1150	995	302	202	373	3022
	21	Turkey and the Iraq crisis	28	0	3	0	1	32
	22	Armenia and the Iraq crisis	0	0	0	0	0	0
Total		1178	995	305	202	374	3054	
Relations of Turkey-Azerbaijan	30	Politics	4	11	9	13	17	54
	31	Economy	4	4	10	13	14	45
	32	Social matters	0	0	8	0	4	12
	33	Culture, sport, science, education, history	0	1	1	4	0	6
	34	Security and crime control	0	0	0	1	2	3
	35	Mass media	0	0	0	0	0	0
36	Non-governmental organizations	0	0	1	0	0	1	
Total		8	16	29	31	37	121	
Relations of Turkey-Armenia	40	Politics	6	13	6	20	35	80
	41	Economy	0	1	0	2	3	6
	42	Social matters	1	1	0	2	0	4
	43	Culture, sport, science, education, history	0	0	0	2	0	2
	44	Security and crime control	0	0	0	0	0	0
	45	Mass media	0	0	0	0	0	0
46	Non-governmental organizations	0	0	4	1	1	6	
Total		7	15	10	27	39	98	
Relations of Azerbaijan-Armenia	50	Politics	6	2	2	1	3	14
	51	Economy	0	0	0	0	0	0
	52	Social matters	0	0	0	0	0	0
	53	Culture, sport, science, education, history	0	0	0	1	0	1
	54	Security and crime control	0	0	0	0	0	0
	55	Mass media	0	0	0	0	0	0
56	Non-governmental organizations	0	0	0	0	0	0	
Total		6	2	2	2	3	15	
Type of story	60	Narrative (informative)	1075	931	316	221	383	2926
	61	Analytical	119	92	32	30	51	324
Total		1194	1023	348	251	434	3250	
Source of information	70	Own sources	1013	912	232	171	292	2620
	71	Other Turkish sources	12	13	5	13	22	65
	72	Azerbaijani sources	0	0	0	0	0	0
	73	Armenian sources	0	1	0	0	0	1
	74	Foreign sources	172	108	112	72	126	590
75	Official sources	0	5	2	2	2	11	
Total		1197	1039	351	258	442	3287	