

# BULGARIAN MASSMEDIA: MAIN TENDENCIES IN DOCUMENTING THE PRESENT SITUATION

Research Sefania Dimitrova, PhD

Center for International Research in Education and Culture

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# Researches on the topic

Main tendencies in portraying the present situation in Bulgaria(2011) CIREC

Mass media in Bulgaria (2009) CIREC

# Research

Content analyses – daily electronic newspapers and  
3 main TV channels

March – August 2011

# Reporters without borders

## Press freedom index

- \* 2008 – 58<sup>th</sup> rank,
- \* 2010 – 70<sup>th</sup> rank

67	Guinée-Bissau	18,25	↑↑
68	Macédoine	18,40	↓↓
69	République centrafricaine	18,50	↑↑
70	Bénin	19,00	↑
-	Bulgarie	19,00	↓
-	Comores	19,00	↑↑
-	Grèce	19,00	↓↓
-	Kenya	19,00	↑↑

# Ownership of media and press freedom

- \* The owners of main private media: TVs, and main newspapers are people in relationship with organised crime or are making part of dark economics“ Olivier Bassil – Reporters without borders DW ([dw-world.de](https://www.dw-world.de))

\*



# Fear and insecurity for journalists

- \* No contract - easily fired
- \* Ads and Auto-censure
- \* Black lists for positive and negative news in politics and business
- \* Corruption: local owners or chief editors
- \* Pressure for investigative journalists



# Public opinion and media

- \* Public opinion is formed mainly by TV
- \* TV are influenced by newspapers and news agencies
- \* Ads under the guise of news
- \* During elections Bulgarians do not trust media and read yellow press for amusement



# Public emotions for the general elections in September 2011

- \* only 3 medias signed Memorandum for objectivity, equal opportunities and balance; against the preferential treatment of ruling party, or gossip and backbite in anonymous articles



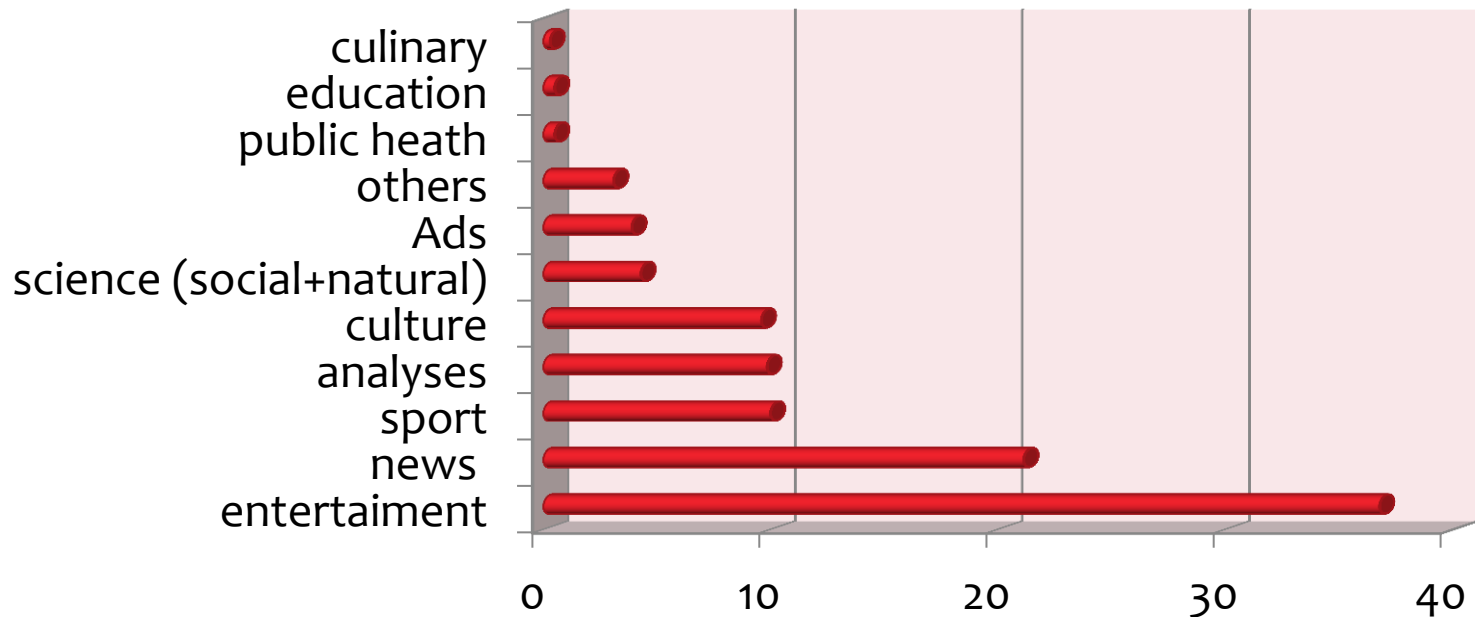
# Media insinuation



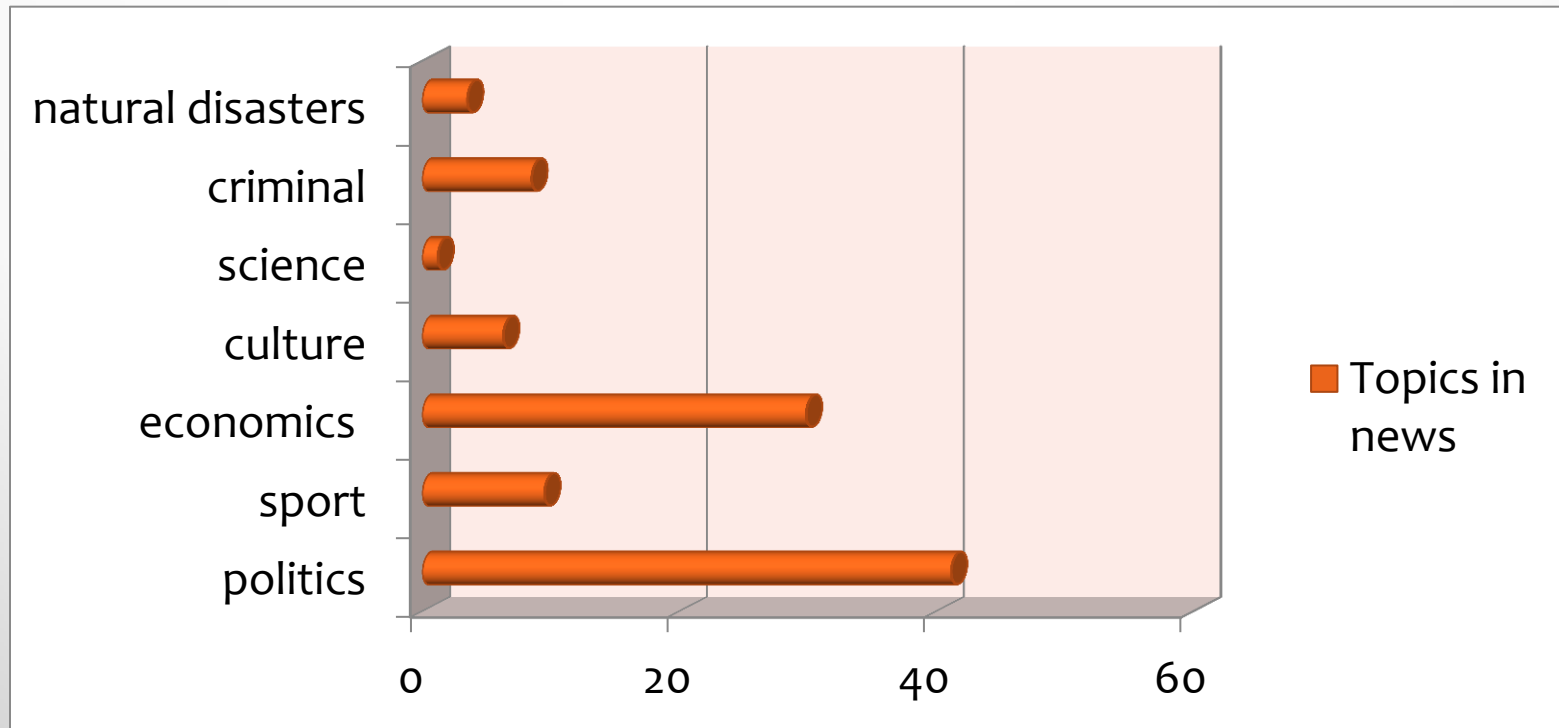
- \* International Forum “Say No! to Cyberbullyng”
- \* News agency title: “The Expert: Violent computer games are not dangerous”

# Main topic dominants in BG TVs

19 hours 5a.m. -12 p.m.



# Topic dominants in BG TV and Press news



# Politics 2009- 2011

2009

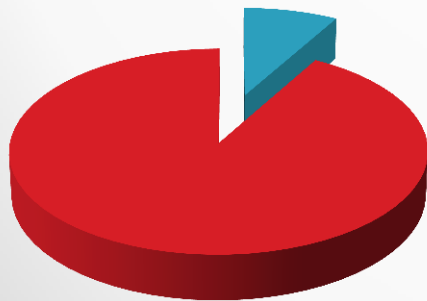


2011



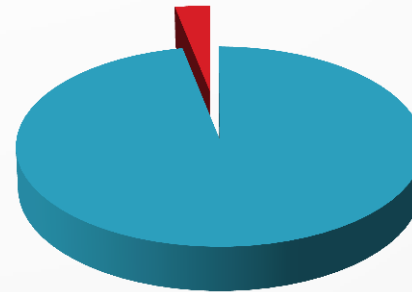
# Economics 2009-2011

2009



- optimistic views on crisis
- pessimistic view on crisis

2011



- optimistic views on crisis
- pessimistic views on crisis

# Topics provoking emotions of anxiety and fear

- \* Corruption in courts
- \* Failure of courts against organized crime
- \* Criminal facts
- \* Economic crisis
- \* Unemployment
- \* Rise in fuel prices
- \* Public health
- \* Natural disasters



# Topics, provoking hope and opportunity

- \* Comparison of economic crisis in Bulgaria and other EU countries: Greece, Portugal
- \* Comparison of economic crisis in Romania and Bulgaria
- \* EU funds - creating new job opportunities
- \* Prime minister – nick name “superhero”
- \* Success of police against organized crime
- \* Growth in touristic branch
- \* Prosocial behavior examples





## General elections and emotions in media

*August 2011*

*Positive messages:*

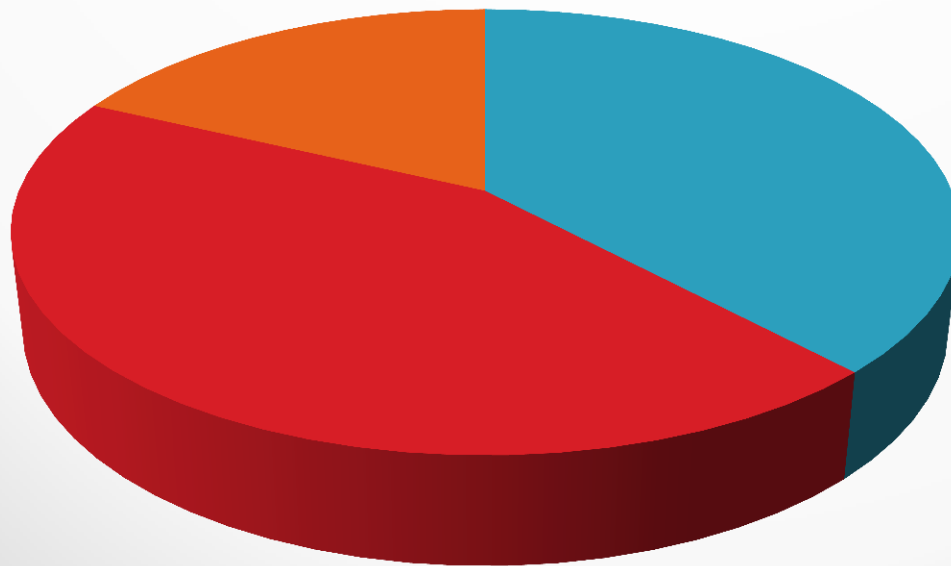
*Yes we can!*

*Bulgaria can do it!*

*The new economic crisis will not hit Bulgaria.*

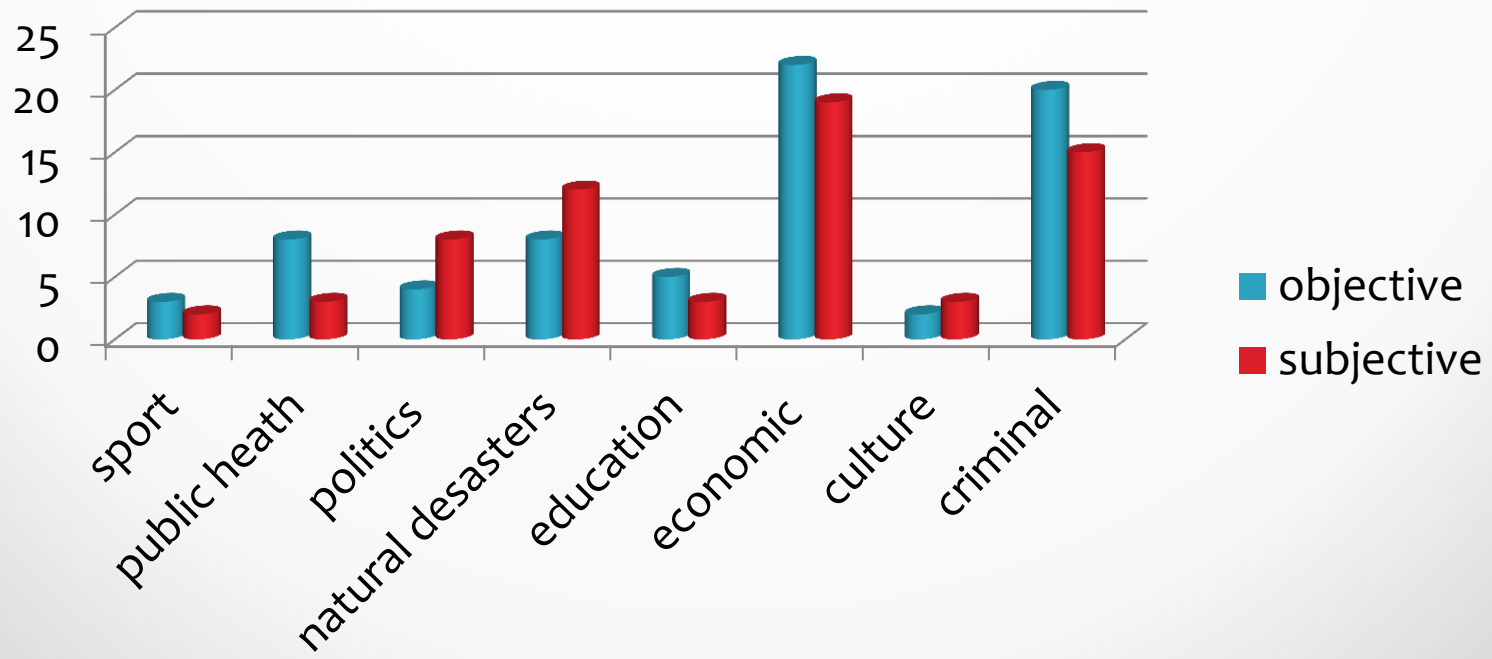
# Emotional dominants for the main topics in BG media 2011

**emotional laoding**

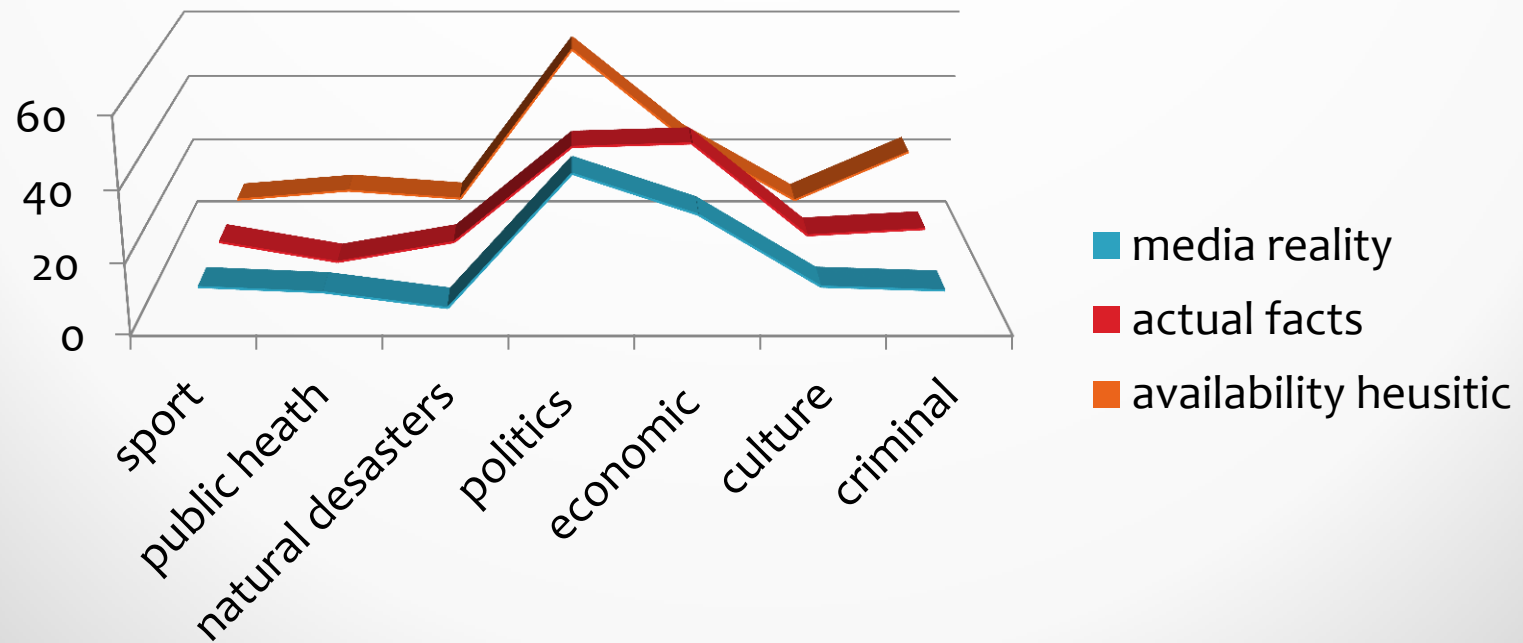


- positive 28%
- negative 44%
- neutral 28%

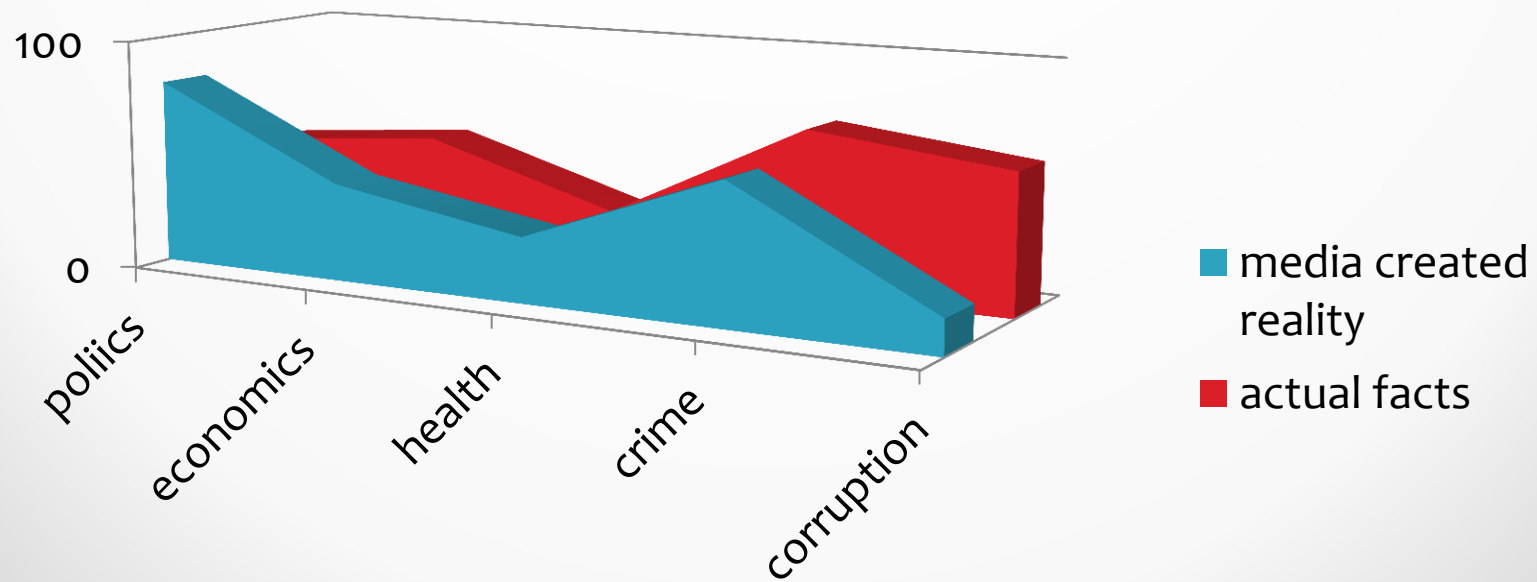
# Objective and subjective dominants in BG media



# Media reality influencing subjective perceptions

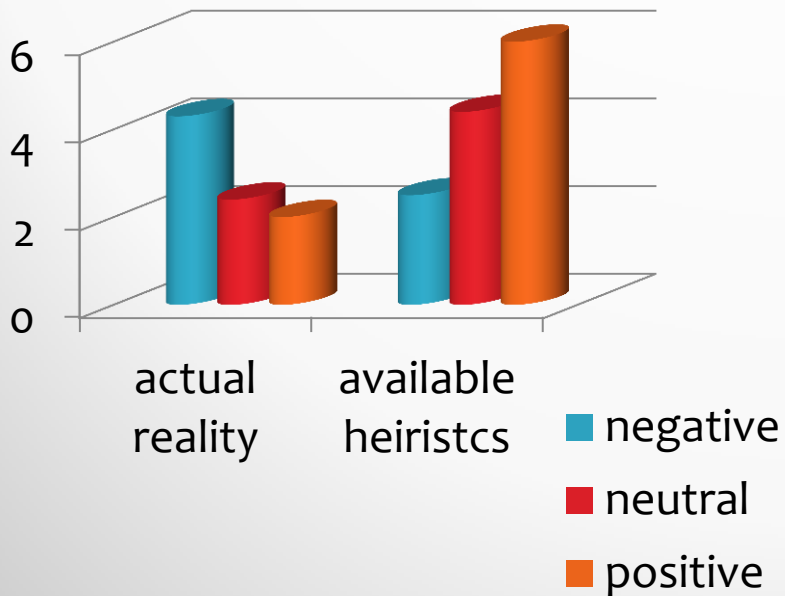


# Correlation between subjective perceptions of media-created reality and actual facts - 2011



# Emotional loading 2009-2011

2009



2011

