

**Consell  
de l'Audiovisual  
de Catalunya**

# **Monitoring of Pluralisms**

**41st EPRA Meeting**

**Berne, 15th May 2015**

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Law 2/2000,  
of May 4th  
on the  
Catalan  
Audiovisual  
Council

- “To make sure that the regulations governing audiovisual content are complied with, in particular the principles of political, social, religious, cultural and philosophical pluralism” (article 10)

Catalan  
Parliament  
(*Resolution*  
341/VI-2000)

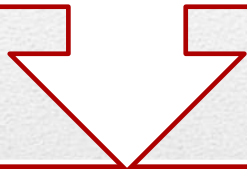
- “[...] report on the informative pluralism in public media, TV and radio, of Catalonia [...]”

## **Monitoring of Pluralism: a legal duty of the CAC**

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A definition of internal pluralism was  
formulated:



“Internal pluralism is the proximity  
between the media representation of  
reality and social reality”

**Internal pluralism: definition**

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## Independent source of data

- The CAC provides independent data of media presence in a stable theoretical framework

## Improvement

- This framework allows the CAC to monitor the media so that they improve and foster the respect of pluralisms

# Pluralisms: why?

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[Tarsys]

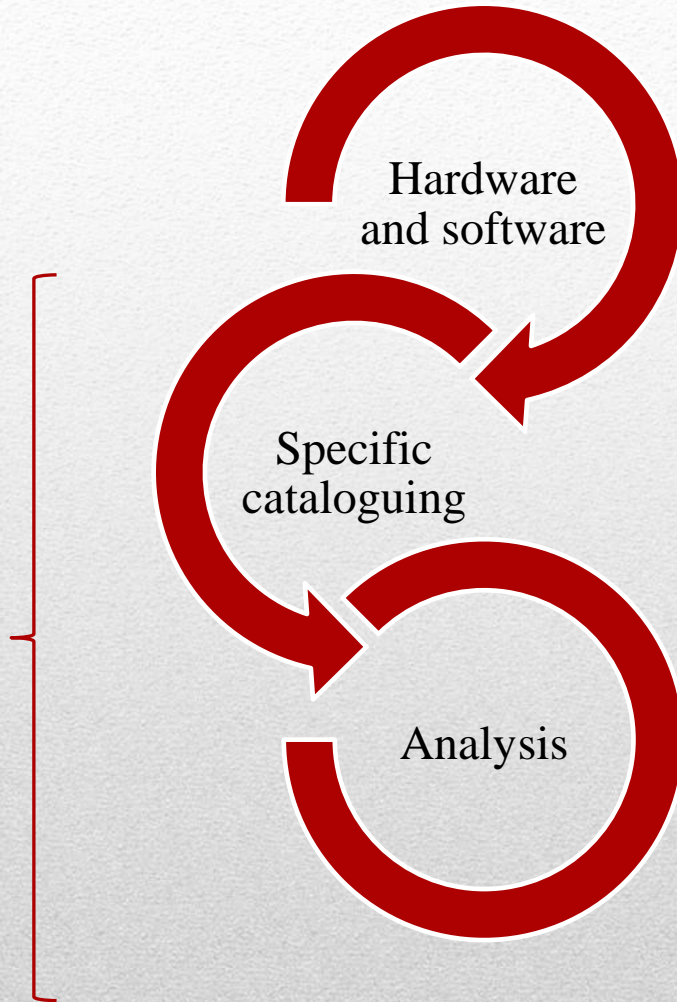
Hardware  
and software

Specific  
cataloguing

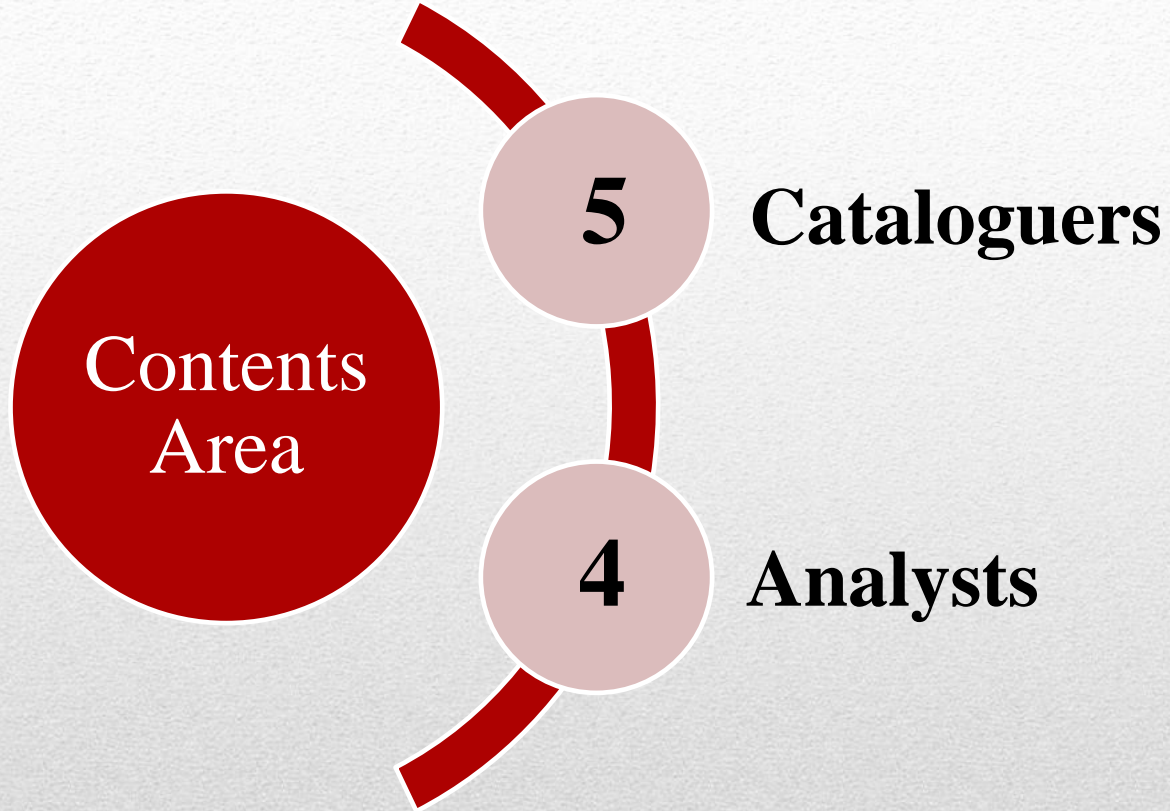
Analysis

Human  
resources

**How?**







# Human resources

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**What do news programmes inform about?**

**Who (and during how long) speaks in daily news programmes?**

**Who (and how often) takes part in debates or is interviewed (in daily news programmes and magazines)**

**Methodology: research questions**

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Screen time

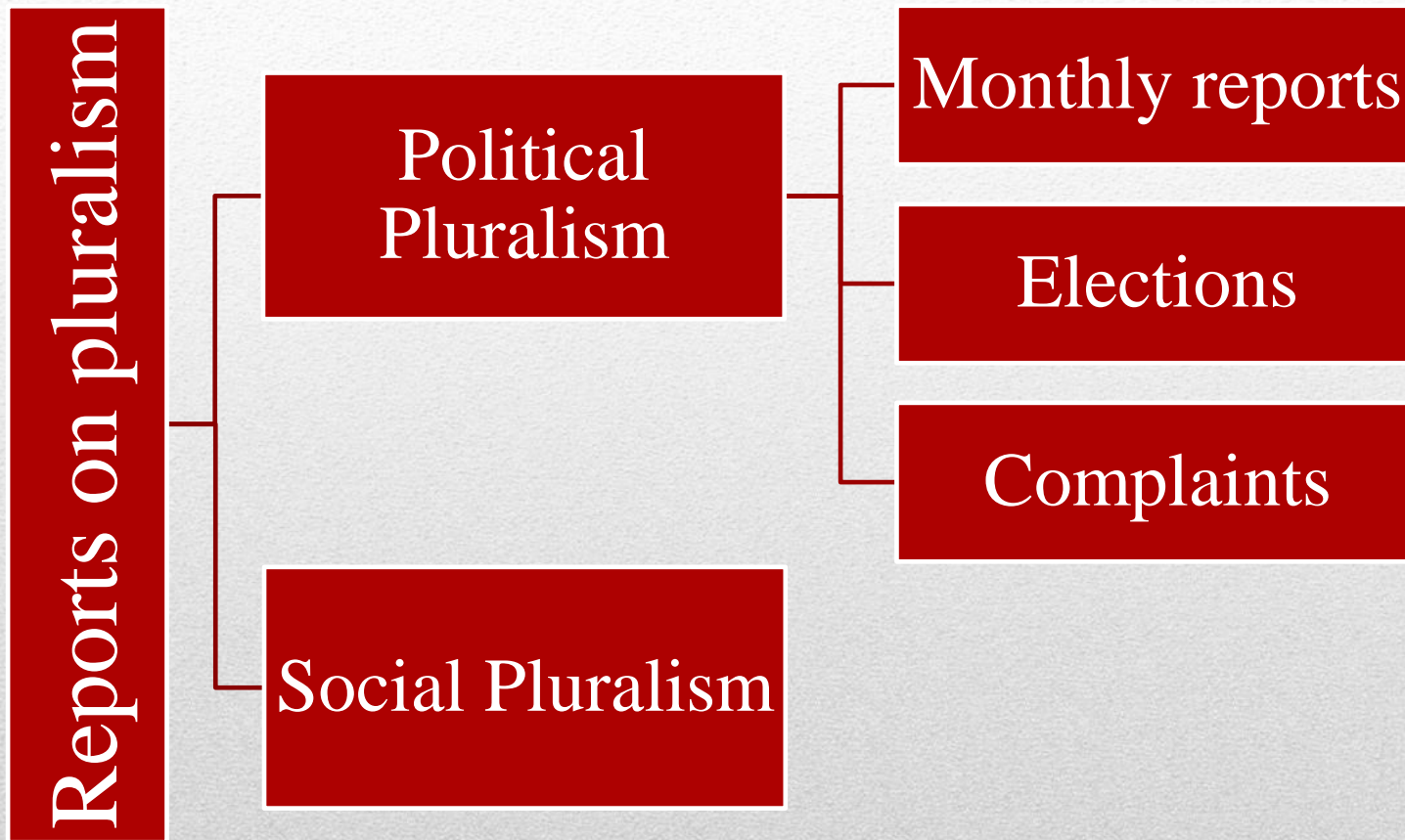
Speaking time

Frequency of appearance

**Methodology: variables**

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# Reports on pluralism

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## Kind of programmes

- Daily news programmes
- Magazines

## What channels?

- 4 TV stations: 2 public TVs (the catalan one and the programmes broadcasted only for Catalonia by the spanish public television) and 2 catalan private TVs
- 2 radio stations: the catalan public radio and the main private station.

## Structure of the report

- Quantitative data
  - Speaking time in daily news programmes
  - Politicians appeared in debates and interviews
- Analysis of data

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# Monthly reports on political pluralism





Screen time of a piece of news or of a cluster of news

Speaking time of politicians

Speaking time of politicians related to every piece of news or cluster of news

Speaking time of political groups (parties and institutions)

Politicians interviewed or taking part in a debate

Gender pluralism related to politicians

# Quantitative data

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**Information context of the month**

**The media presence of parliamentary and non-parliamentary political parties**

**The presence of governments (Catalan, Spanish and local city halls).**

**Information about Catalan Parliament.**

**Gender of politicians on the screen**

**Analysis of data**

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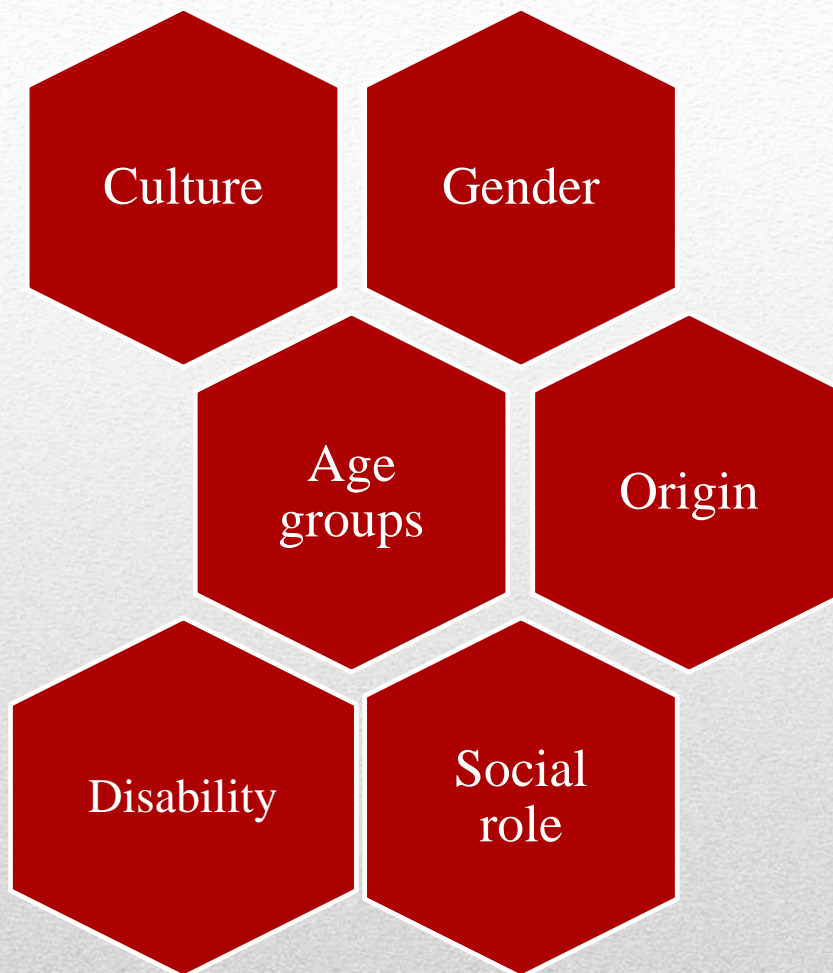
## Election campaigns

- Special and deeper monitoring during election campaigns:
  - One report every day
  - Monitoring of screen time by candidacy
  - Analysis of the verbal content of the pieces of news related to elections

## Complaints: analysis *ad hoc*

## Other political pluralism reports

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# Non-political pluralism

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Does television show a  
diverse society?

## Diversity and Equality

Does each TV format  
treat diversity and  
equality in a different  
manner?

Does television show  
an egalitarian society?

**Objective: answering 3 questions**

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## Type of programmes

- Fiction
- Non-fiction

## Variables

- Sex
- Age
- Origin
- Disabilities
- Social roles

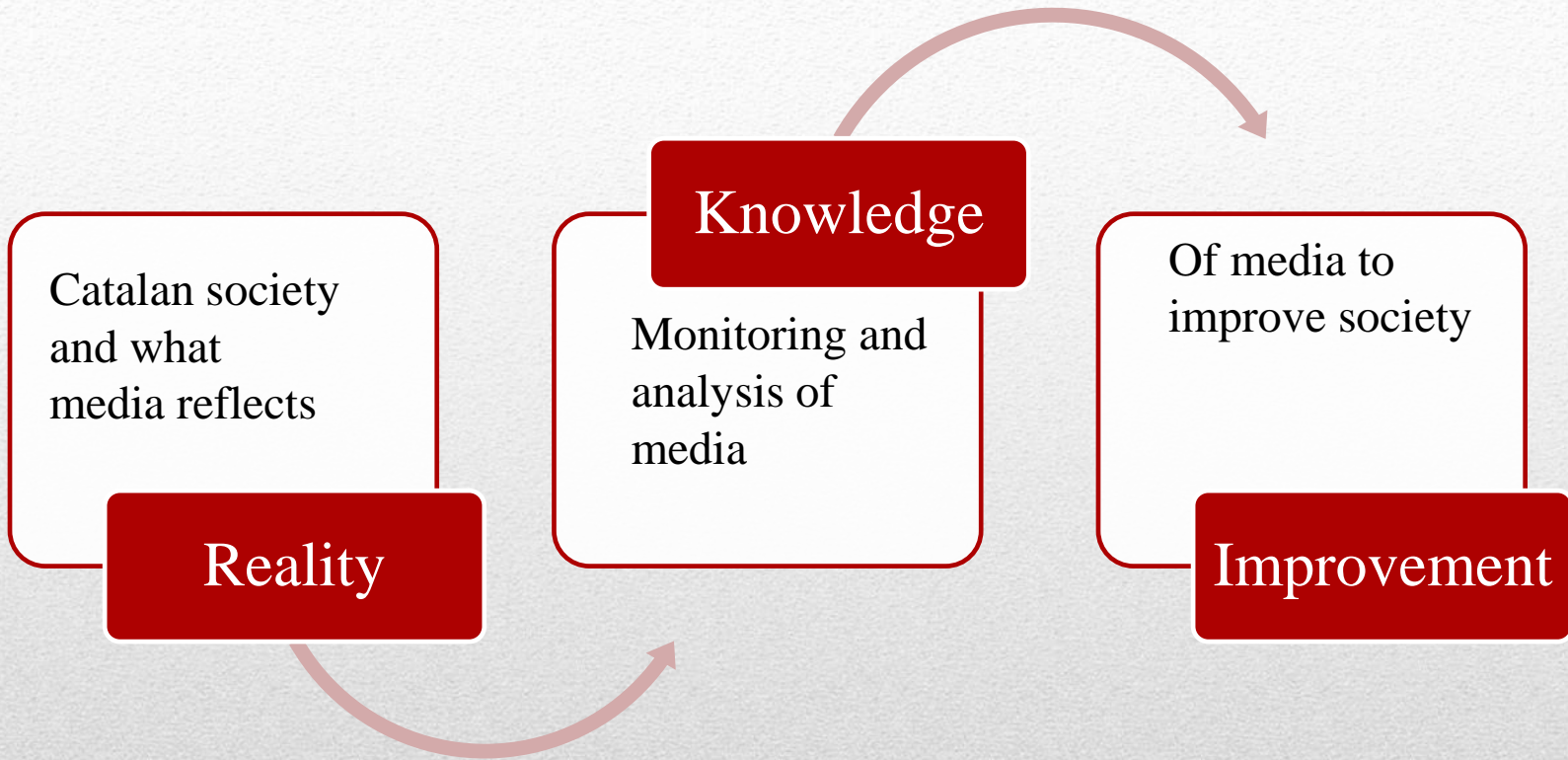
## Sample

- 400 characters on fiction (aprox.)
- 8.000 interventions in news programmes
- 4.400 interviewees or participants in debates

# Methodology

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# To conclude

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## Governments and political parties

### Speaking time:

Governments 51,4%

Parties 48,6%

### Interviews (time):

Governments 36,3%

Parties 63,7%

## Presence of parliamentary parties

Every party in Catalan Parliament and every group in Spanish Parliament has speaking time relative to their representation in both Parliaments

**To conclude: political pluralism**

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## Presence of economic/labour associations

Interviews:  
Trade Unions:  
47,5% increase  
Business associations:  
85,9% increase  
(from 2011 to 2013)

## Presence of women

Inserts:  
23,2% (2011)  
to  
25,8% (2013)  
Interviews:  
15,4% (2011)  
to  
20,5% (2013)

## Women-political party

Women have increased **from a 5% (2004) to a 26,6% (2012)** of total (men and women)

# To conclude: Improving

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# Thank you for your attention

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Our reports are available at

**[www.cac.cat](http://www.cac.cat)**

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