

A Comparative Study on News Coverage of the 11th Presidential Election in Kayhan and Shargh Newspapers

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ABSTRACT- The present study investigates the reflection of news related to the 11th presidential election in the newspapers of the two main political parties in Iran. In fact, the main purpose is to discover whether the press affiliated to different political parties, namely the conservative and reformist factions, reflects a single political phenomenon (news related to presidential elections) as it occurred or their trends and political interests take precedence over the reflection of facts. In this regard, two national newspapers in Iran, namely Kayhan (affiliated to the conservative faction) and Shargh (affiliated to the reformist faction) were selected; and in the three months leading up to the 11th presidential election, any content of these two newspapers related to the election was considered as a research unit. Accordingly, the research population consisted of 132 issues (published within 12 weeks) from which 24 issues (one day of each week) were selected as samples using the purposive sampling method. Then, the samples were compared with each other using the content analysis method and based on the specified criteria and categories. According to the research findings, it can be argued that in the mentioned newspapers, the political discourse is still the dominant paradigm; in other words, the political advocacy mostly reveals the political function of the press rather than professional journalism standards which include the political neutrality and realistic reflection of events. In general, considering different political leanings of the newspapers under study, their judgments and way of reflecting a single political phenomenon, namely elections, are affected by their political orientation and views, which causes factual writing to become victim to factional interests. © 2014 Bull. Georg. Natl. Acad. Sci.

Key words: news coverage, content analysis, foregrounding, gatekeeping, Kayhan Newspaper, Shargh Newspaper, the 11th presidential election

One of the special functions of mass media is continuous and daily broadcast of news. Actually, it can be said that releasing the stream of social events is the duty and the essential role of mass media. News as a media production is a report of real events with one or more news values which take shape under the influence of intra and extra-organizational factors (Badiee and Ghandi, 1999). Although it is difficult to provide a comprehensive definition on what is called news, there are some indicators and criteria helping to choose an event as news from the thousands of other events; anyhow, what is released as news and reports cannot be the result of baseless and random choices and decisions, but intra and extra-organizational factors causes sufficient accuracy to be applied in the news selection

process to make optimal use of the time allocated to news and release events which are interesting and important for the media organization. This issue is reflected in the type of news and the time allocated by the media to it; that is why the experts say, "The news is never neutral; and today, it is the creator of reality instead of being transferor of it" (Soltanifar and Hashemi, 2003).

Considering the specific circumstances of the country, some doubts were raised by a number of reformists about participation in presidential elections before the 11th presidential election. In fact, until a few weeks before the election, they discussed issues such as unipolarity of the election or the rejection of some well-known candidates who had registered for the election. Such circumstances highly increased the importance of this election compared to the past, so that the two traditional left and right factions of the country (conservative and reformist), which have been always served as governments after the revolution, showed strong competition to gain the victory in the weeks up to the election. In the meantime, Kayhan and Shargh newspapers, as the veteran and well-known newspapers of these two streams, were trying to support candidates related to their stream through applying their maximum power and using different tactics of news.

The present study aims to discover what these two main newspapers (affiliated to the conservative and reformist streams) released about the 11th presidential election; also, it is attempted to compare the contents and find the differences and similarities between these two newspapers in this regard and show how their factional views affect both their form and content.

- **The research questions (hypotheses)**

The research questions (hypotheses) are as follows:

- 1- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran (the conservative and reformist factions) in terms of proposing candidates in their contents?
- 2- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of reflecting candidates in their contents?
- 3- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of how to support or criticize a candidate in their contents?
- 4- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of the general bias of contents?
- 5- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of headlines about a candidate in the front page?
- 6- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of headlines about electoral contents in the front page?
- 7- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of using photographs and designs?
- 8- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of the news theme?
- 9- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of the contents presentation style?
- 10- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of the source of news?
- 11- Is there a significant difference between the contents related to the 11th presidential election in the newspapers of the two main political parties in Iran in terms of the contents target?

2- The research literature and the theoretical framework

Among the first studies conducted on the media's role in elections, it can be pointed to the one conducted by Berelson, Lazarsfeld, and Macfie (1994) as well as the other study conducted in United States of America in 1976, which was aimed at investigating the media's role in changing public opinion during the presidential election campaigns in 1968 and 1972. The results of these studies showed that the usual pattern of media is to emphasize

personal characteristics of candidates and electoral daily events. There are also many other studies mainly conducted in European and American countries on the media's role in electoral campaigns. However, in Iran, the studies conducted on the political function of the press, in imitation of studies conducted in the West, have been strongly focused on the issue of "Media and Elections". Nevertheless, it should be noted that these studies mainly focus on the media's role in official campaigns and propaganda of candidates and so far no comprehensive study has been conducted on the press's role in elections before and during the official campaigns and propaganda.

Here, the literature related to the research is comprehensively investigated to achieve a logical model for being used to explain the results based on it.

Institutions of a democratic political system

The modern age is the result of gradual but structural changes. A series of institutional and fundamental changes founded this age from the early modern era. Thompson following Michael Mann and others believes that the forces driving these fundamental and institutional changes include "economic", "political", "coercive", and "symbolic" powers. According to Thompson, the excellent institutional examples of symbolic power include churches, educational institutions, and eventually mass media, respectively. In general, democratic social and political systems are considered legitimate based on several principles the most important of which are the rights of free assembly, free speech, freedom of the press and mass media, free periodic elections, entitled citizens, and governments with clear framework of practice.

Gatekeeping theory of news in the press

Gatekeeping is a combination of selection and filtering as well as removal and the causes of it; in other words, gatekeeping is the process of selecting and disseminating news and information (Defleur and Dennis, 2004) or it is the entire process of selecting, maintaining, and controlling the message (Boroujerdi, 1994). There is no doubt that communications planners as gatekeepers can to some extent exercise power in the communication process through determining what information should be abandoned or allowed to enter (Windle et al., 1997). Boroujerdi (1994) believes that the whole process of a newspaper has been summarized in selection; hence, it should not be considered as a calendar where events are recorded.

Foregrounding theory

Rogers and Dearing define foregrounding as a process by which mass media transmit the relative importance of various issues and influences to the audience (Windle et al., 1997). Foregrounding, in fact, is to show the magnification of one or more events normal in mass media (Shekarkhah, 2003). The theory of mass media's effects is a dependent concept that determines a cause and effect relationship between what is emphasized by mass communications and what is considered important for audiences (Maxwell and Mc Combs, 1981).

The approach of foregrounding media's contents compares relations between reality and the selection of events by mass media and its impact on public perceptions. The studies conducted on foregrounding have demonstrated that people's minds, particularly those who do not have direct contact with reality, are led in the direction that media and press choose to take them while the issues raised in the media have proven that the issues have less relevance to these audiences (general public) (Agenda setting research, 2007).

Most communication scholars have considered foregrounding as a political process. A deeper understanding of foregrounding can be achieved through studies investigating the common issues between mass communications and political sciences. The studies show that foregrounding can directly affect politics. Government's manipulation of the news and reports related to the foreign policy of media leads to a considerable range of information gap which is observed as indiscretions and recklessness in the official press conferences, interviews, discussions, and news releases. According to Parenti, Government mainly influence on media through the provision of misleading information that is deliberately designed to provide a special perspective (Takis, 2007).

Foregrounding theory in the press

On the whole, the majority of studies conducted on foregrounding indicate that the press does not reflect realities of the society as they are or occur. As Lippman years ago (1922, 1956) suggested, the press is like a spotlight whose floodlight is influenced by groups who have a special interest in a subject, quasi-events created to draw attention, and particular habits and traditions of journalists (Severin and Tankard, 2005).

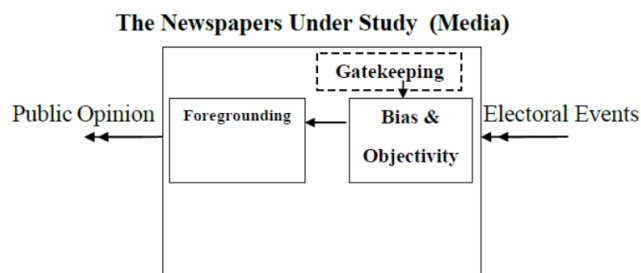
The theory of objectivity and bias in the press

So far, scholars of communication and political sciences have conducted many studies to confirm or reject hypotheses suggesting that there are biases among mass media, their contents and audiences. In this regard, Holsti, American scholar and writer, investigated three major American journals (Time, Newsweek, and US News & World Report) in the form of mass communications responsibilities; accordingly, he states that the world's image reconstructed by them is often biased, distorted, or really wrong (Holsti, 2001).

The relationship between foregrounding, gatekeeping, and bias

News and information gatekeeping and foregrounding affect the media's bias and result in the loss of objectivity. Hence, it is argued that the content bias is not only for the selective model of its suppliers, but also for its compliance with contractual practices and intra-organizational integration (McQuail, 2003). The event selection process and its conversion into news is a two-element process: selection and transformation. In fact, in the conversion of an event into news, "bias" can be inevitable; in other words, the world of media can be an unreal world, because it is coupled with judgment; thus, what causes an event to be selected and converted into news is not the event itself but its news values (Shekarkhah, 1995).

The research analytical model



According to the above analytical model, the political objective phenomena are transformed by gatekeepers based on the political preferences and leanings of the media; thus, gatekeepers' particular bias causes them to use various techniques to foreground news considering two purposes: what electoral contents should be provided by the media for the public and how the contents should be presented to them.

3- Methodology

According to the purpose of the research which is to investigate the reflection of news related to the 11th presidential election in the newspapers of the two main political parties in Iran, namely the conservative and reformist factions, all contents related to this issue and released in the two newspapers affiliated to these factions, Kayhan (for conservative faction) and Shargh (for reformist faction), in the three months leading up to the election were considered as the research statistical population, namely 132 issues (published within 12 weeks). Due to the large size of the population (132 issues), one day of each week was selected as the sample using the purposive sampling method; hence, the sample size became two weeks. Since the first week of the statistical population started with Thursday, it was selected as the first day of samples (2 statistical weeks); accordingly, the other days of these 2 statistical weeks were selected as follows: Saturday from the second week, Sunday from the third week, Monday from the fourth week, Tuesday from the fifth week, Wednesday from the sixth week, Thursday from the seventh week, Saturday from the eighth week, Sunday from the ninth week, Monday from the tenth week, Thursday (due to the holidays on Tuesday and Wednesday) from the eleventh week, and finally Wednesday from the twelfth week.

4- The research findings

The research findings are assessed in two sections: in the first section, findings of the two newspapers are described in general and in the second section, the research data are examined on a 2-dimensional basis using statistical tests. In 2-dimensional assessment, there is the possibility that two different variables with the same descriptive features

cross each other. Since the main purpose of this study is to compare the contents of two newspapers, the names of these newspapers (Kayhan and Shargh) have been considered as the independent variable and the other variables (as the dependent variable) are crossed with this independent variable.

4-1- The results obtained from analyzing the contents of the two newspapers (Kayhan and Shargh)

- 1- In the reformist newspaper of Shargh, 52.9% of contents were related to the 11th presidential election while this issue comprises 47.1% of contents in the conservative newspaper of Kayhan.
- 2- In these two newspapers, the highest frequency of contents related to the election was reported equal to 43.4%, which was observed from May 22 to June 21 and the lowest frequency (6.1%) was reported on March 21-April 20. Also, the frequency of contents related to the election was reported equal to 41.8% from April 21 till May 21.
- 3- The electoral contents in which no candidate has been proposed comprise 47.9% (the highest frequency) of all contents related to the election. Then, the contents about Hashemi Rafsanjani (with 11.9%) and Rohani (10.1%) are respectively in the second and third places. In this regard, the lowest frequency (0.5%) is related to the contents about Gharazi.
- 4- In terms of reflecting candidates, the highest frequency (48.7) is related to the contents in which there is no reflection of candidates and the lowest frequency (11.1%) is related to the critical reflection.
- 5- In terms of support or criticism, the highest frequency (71.4%) is related to the contents in which no support or criticism has been proposed and the lowest frequency (13.5%) is related to indirect supports or criticisms. In this regard, the frequency of contents directly supporting a specific candidate is reported equal to 15.1%.
- 6- In terms of the general bias, the highest frequency (42.9%) is related to the electoral contents without any bias and the lowest frequency (26.5%) is related to the contents with conservative bias.
- 7- In terms of headlines about candidates in the front page, 86.2% of contents have no headline about the proposed candidates in the front page.
- 8- In terms of headlines about electoral contents in the front page, 80.7% of electoral contents have no headline in the front page; in other words, only 19.3% of them have headlines in the front page.
- 9- In terms of using photographs and designs, 87.8% of electoral contents have no photograph and design.
- 10- In terms of the contents theme, the highest (92.6%) and lowest (1.9%) frequencies are respectively related to political and social contents.
- 11- In terms of the contents presentation style, the highest (63%) and the lowest (3.2%) frequencies are respectively related to news and interviews. In this regard, the frequencies of news analysis and interpretation, news reports, and articles are respectively equal to 19%, 7.9%, and 5.8%.
- 12- In terms of the source of news, the highest (26.5%) and lowest (0.8%) frequencies are respectively related to the news with unknown source and reproductive news. Then, domestic news agencies and journalists have the highest frequencies.
- 13- In terms of being newsworthy, 30.2% of contents are highly newsworthy while 0.8% of the contents have no news value. The candidates have made headlines in 29.6% of contents.
- 14- In Kayhan, the critical contents are respectively related to Hashemi Rafsanjani, Mashaei, Rohani, Ghalibaf, and Aref; and the respectful and supportive contents are respectively related to Haddad-Adel, Velayati, and Jalili. On the other hand, and the respectful and supportive contents of Shargh newspaper are respectively related to Rohani, Hashemi Rafsanjani, Aref, Ghalibaf, and Rezaei; and the critical contents are respectively related to Mashaei, Jalili, Ghalibaf, and Hashemi Rafsanjani.

4-2- The results obtained from the comparison of the two newspapers

- 1- The people who have been mostly presented in electoral contents of Shargh newspaper are respectively as follows: Rohani, Hashemi Rafsanjani, Aref, Mashaei, Ghalibaf, Jalili, Rezaei, and Velayati, Lankarani, and Gharazi. In contrast, the people who have been mostly mentioned in electoral contents of Kayhan are respectively as follows: Hashemi Rafsanjani, Velayati, Lankarani, Gharazi, Rohani, Jalili, Mashaei, Haddad-Adel, Rezaei, Ghalibaf, and Aref.

Names of Newspapers Names of Candidates	Kayhan		Shargh		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Hashemi Rafsanjani	18	10.1	27	13.5	45	11.9
Mashaei	6	3.4	12	6.0	18	4.8
Jalili	8	4.5	4	2.0	12	3.2
Rohani	9	5.1	29	14.5	38	10.1
Rezaei	6	3.4	4	2.0	10	2.6
Aref	2	1.1	13	6.5	15	4.0
Velayati, Lankarani, and Gharazi	10	5.6	3	1.5	13	3.4
Haddad-Adel	6	3.4	1	0.5	7	1.9
Ghalibaf	4	2.2	5	2.5	9	2.4
None of the Candidates	99	55.6	82	41.0	181	47.09
Several Candidates	10	5.6	20	10.0	30	7.9
Total	178	100.0	200	100.0	378	100.0
df: 10	sig.: 0.000		χ^2 : 36.030			

Considering the Chi-square test value and the significance level, it can be concluded with a 99.9% confidence interval that there is a significant difference between the two variables, namely the type of newspapers and the proposed candidate.

2- There have been more critical contents in Kayhan newspaper compared to Shargh newspaper; in contrast, the amount of respectful and supportive contents in Shargh newspaper is higher than Kayhan.

- 3- There have been more explicit and direct supports or criticisms of candidate in Shargh newspaper compared to Kayhan. In other words, most of supports or criticisms of candidate in Kayhan have been implicit and indirect.
- 4- Most of electoral contents in Kayhan had a conservative bias while the dominant bias of electoral contents in Shargh has been reformist. Thus, Shargh newspaper's bias is mostly reformist and Kayhan's is conservative.
- 5- The comparison of the two newspapers, Kayhan and Shargh, shows that there is no significant difference between them in terms of using headlines for candidates in the front page.
- 6- Kayhan newspaper has published more electoral headlines in the front page compared to Shargh newspaper.
- 7- There have been more electoral photographs and designs in Shargh newspaper compared to Kayhan.
- 8- There have been more social, economic, cultural, and religious contents related to the election in Shargh newspaper compared to Kayhan.
- 9- In terms of the contents presentation style, the electoral contents of Shargh newspaper have been respectively presented in the form of news, analysis and interpretation, articles, news reports, interviews, and a combined style but in contrast, the electoral contents of Kayhan newspaper have been respectively presented in the form of news, news reports, analysis and interpretation, articles, interviews, and a combined style. Thus, Shargh newspaper has provided more analysis and interpretation while Kayhan released more news and reports.
- 10- Regarding the source of news, the sources of electoral contents in Kayhan are respectively unknown sources, domestic news agencies, internet sites, reproductive news, journalists, Iranian press, and finally foreign news agencies, networks and sites, but the sources of electoral contents in Shargh newspaper are respectively reproductive news, domestic news agencies, internet sites, journalists, Iranian press, foreign news agencies, networks and sites, and finally unknown sources. Therefore, in Kayhan newspaper, the source of most contents is unknown and other sources such as journalists, reproductive news, and so forth have been less used while in Shargh newspaper, unknown sources has been less used and sources of most contents are journalists and reproductive news.
- 11- In terms of contents targets (newsmakers), in Kayhan newspaper, the targets of electoral contents respectively include 1) Iranian authorities, the president, and security forces, 2) candidates, 3) personalities, 4) non-governmental parties, and 5) the leader; but in Shargh newspaper, the targets of electoral contents respectively include 1) candidates, 2) Iranian authorities, the president, and security forces, 3) personalities, 4) the leader, and 5) non-governmental parties. Thus, Shargh newspaper has mostly released contents in which the candidates have been the targets (newsmakers) while Kayhan has published contents whose newsmakers have been mostly authorities, the president, and security forces.

5- Reply to hypotheses of the research

After reviewing the research findings, the results of research hypotheses are expressed as follows:

- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and the proposed candidate".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and the way of reflecting candidates".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and the way of supporting or criticizing candidates".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and the general bias of contents".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and headlines of candidates in the front page".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and headlines of electoral contents in the front page".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and using photographs and designs".
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables "the type of newspapers and the theme of contents".

- In Kayhan and Shargh newspapers, there is a significant difference between the two variables “the type of newspapers and the contents presentation style”.
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables “the type of newspapers and news sources”.
- In Kayhan and Shargh newspapers, there is a significant difference between the two variables “the type of newspapers and contents targets (newsmakers)”.

The overall results of the research

According to Dennis Kavanagh, one of the main features of a professional campaigning model is to increase negative or offensive campaigns; also he believes that (political) propaganda express advantages of their favorable party, at least to the extent that they attack opponents' weaknesses; and as Peterson states, in terms of elections, such a way of campaigning is more efficient in comparison to expressing positive points. Regarding the 11th presidential election in Iran, it was observed that 11.1% of electoral contents related to candidates have been critical. In this respect, Kayhan newspaper (affiliated to the conservative faction) had 31 critical contents from which 2 cases have been related to Ghalibaf (a conservative candidate) and 29 cases were about reformist and independent candidates while Shargh newspaper (affiliated to the reformist faction) had 11 critical contents from which 1 case has been related to a reformist candidate and the other 10 cases were about conservative and independent candidates.

As Denis McQuail states, from the perspective of communication sciences, objectivity and providing information based on facts is the duty of journalists; and bias is a negative phenomenon and considered indecent. Regarding the election, it was discussed that during the political upheaval in the country, newspapers should attempt to convince the segments of society to vote through providing accurate news and information without any specific bias. Investigating the electoral contents of Kayhan and Shargh newspapers showed that among 378 electoral materials, 216 topics, namely about 57% of all contents have a specific bias.

One of the important topics in communication sciences is foregrounding firstly introduced by Mac Campus and Shaw. According to the foregrounding theory, what the press chooses and gives more spaces to it becomes steady in the reader's mind. The comparison of spaces allocated to electoral contents in both newspapers shows that Shargh newspaper has devoted higher space (53%) than Kayhan (47%) to the issue. One way of foregrounding is to headline and publish the content in the front page along with photographs and designs. According to the research findings, 19.3% of electoral contents have been published in the front page, from which 13.8% are headlines of candidates in the front page. Also, it should be noted that 12.2% of all electoral contents have been along with photographs and designs.

Totally, the present research is an experimental effort to discover whether the press affiliated to different political parties, namely the conservative and reformist factions, reflects a single political phenomenon (news related to presidential elections) as it occurred or their trends and political interests take precedence over the reflection of facts. Based on this purpose, the research has attempted to reply the question in the form of “gatekeeping”, “foregrounding”, and “objectivity and bias” theories. According to the research experimental findings, it can be concluded that the reflection of news related to the 11th presidential election in the two newspapers of two main political parties in Iran is affected by ideological and political beliefs and leanings. In fact, it is concluded that the press tries to achieve its goals through applying different methods such as gatekeeping and foregrounding, and emphasizing some news based on a political bias. As scholars believe, the political power is based on the special access to social valuable resources; hence, it can be argued that the press is considered as a social valuable resource for political parties, which can play an essential and functional role in acquisition, preservation, and consolidation of political power resources. The press is also considered of the tools by which dominant groups and institutions want to have such an effect on the construction of text and dialogue that they can control the knowledge, norms, values, and ideologies of social masses and audiences in line with their interests. Also, it can be emphasized that a major part of the power in competitive and democratic societies (even in quasi-democratic regimes which are based on electoral mechanisms and the media system) is provocative and pervasive and not imposed on the use of force.

Thus, media discourse plays a major role in creating satisfaction. Media as one of the main actors and considering the political contents can play various roles (from political persuasion and propaganda to breakdown of social masses, maintaining the dominant system, and the suppression of alternative systems) in new political construction. Falsification of information and facts in the media system is so obvious that is not wrong if it is considered normal.

შედარებითი ანალიზი აშუქებს -11 საპრეზიდენტო არჩევნები ვინ ჰანდა აღმოსავლეთი გაზეთები

წინამდებარე კვლევა იძიებს ასახვა დაკავშირებულ სიახლეებს მე -11 საპრეზიდენტო არჩევნები გაზეთებში ორი ძირითადი პოლიტიკური პარტიების ირანი. ფაქტობრივად, მთავარი მიზანია, რომ აღმოაჩინონ თუ არა პრესის შედის სხვადასხვა პოლიტიკური პარტიების, კერძოდ კი, კონსერვატორებისა და რეფორმისტების ფრაქციების, ასახავს ერთი პოლიტიკური მოვლენა (საინფორმაციო დაკავშირებული პრეზიდენტის არჩევნებისას), როგორც ეს მოხდა, ან მათი ტენდენციები და პოლიტიკური ინტერესების უპირატესი ასახვა ფაქტები. ამ მხრივ, ორი გაზეთისთვის ირანში, კერძოდ ვინ ჰან (აფილირებული კონსერვატიული ფრაქციის) და Shargh (შედის, რომ რეფორმისტული ფრაქცია) შეირჩა, და სამი თვის განმავლობაში, რასაც მე -11 საპრეზიდენტო არჩევნები, ნებისმიერი შინაარსი ამ ორი გაზეთის უკავშირდება საარჩევნო ითვლებოდა კვლევითი ერთეული. შესაბამისად, კვლევის მოსახლეობის შედგებოდა 132 საკითხებზე (გამოცემულია 12 კვირა), რომელიც 24 საკითხი (ერთი დღე ყოველ კვირას) შეირჩა ნიმუშები გამოყენებით მიზნობრივი შერჩევის მეთოდით. მაშინ, სინჯები ერთმანეთთან გამოყენებით კონტენტ ანალიზის მეთოდი და ამის საფუძველზე განსაზღვრული კრიტერიუმები და კატეგორიაში. მისი თქმით, კვლევის შედეგები, ეს შეიძლება ამტკიცებდა, რომ აღნიშნულ გაზეთები, პოლიტიკური დისკურსი კვლავ დომინანტური პარადიგმა; სხვა სიტყვებით რომ ვთქვათ, პოლიტიკური ინტერესების დაცვა ძირითადად ავლენს პოლიტიკურ ფუნქცია პრესისა ვიდრე პროფესიული ჟურნალისტიკის სტანდარტები, რომლებიც მოიცავს პოლიტიკურ ნეიტრალიტეტს და რეალისტური ასახვა მოვლენები. ზოგადად, იმის გათვალისწინებით, სხვადასხვა პოლიტიკური მიდრეკილებების გაზეთების ქვეშ შესწავლა, მათი განსჯის და გზა ამსახველი ერთი პოლიტიკური მოვლენა, კერძოდ არჩევნებში, რომლებიც დაზარალებულ მათი პოლიტიკური ორიენტაციისა და შეხედულებები, რომელიც იწვევს ფაქტობრივი წერილობით გახდეს მსხვერპლი ინტერფრაქციული ინტერესების

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