



“MONITORING THE POLITICAL/ELECTORAL ACTORS ON THE MAIN TV CHANNELS DURING THE PRE-ELECTION, ELECTION AND POST-ELECTION PERIODS OF THE 2009 PARLIAMENTARY ELECTIONS”

A project implemented by the Electronic Press Association with the support of the Delegation of the European Commission to Moldova

Monitoring Report
on presence of political actors in the programs of TV stations
during the pre-election period of the 2009 parliamentary elections

Period: January 1 – February 3, 2009

Chişinău, 2009

CONTENTS

1. Methodological frame	3
2. Presence of political actors in newscasts: statistic data	4
3. Quantity dimension of the political actors' presence in news	14
3.1 General data	
3.2 Political actors in newscasts	
3.3 Personalized political actors	
3.4 Institutionalized political actors	
4. Quality dimension of political actors in news	17
4.1 Political actors. Positive context.	
4.2 Political actors. Negative context.	
4.3 Political actors. Favoring attitude.	
4.4 Political actors. Unfavorable attitude.	
5. Presence of political actors in programs: statistic data	23
6. Quantity dimension of the political actors' presence in programs	30
6.1 General data	
6.2 Political actors in programs	
6.3 Personalized political actors	
3.5 Institutionalized political actors	
7. Quality dimension of political actors in programs	33
7.1 Political actors. Positive context.	
7.2 Political actors. Negative context.	
7.3 Political actors. Favoring attitude	
7.4 Political actors. Unfavorable attitude	
8. Conclusions	36

1. METHODOLOGICAL FRAME

Period: January 1 – February 3, 2009

Object of monitoring: news and current affairs programs with the presence of political actors (interval: 6.00 – 24.00)

Goal: determining the presence, in terms of quantity and quality, of the electoral actors in news/current affairs programs and in thematic programs on the TV stations monitored during the pre-election period.

Author of monitoring: The Electronic Press Association from Moldova

Monitoring card:

Monitored TV stations: EuTV, Moldova 1, N 4, NIT, Prime, ProTV, TV7, TVC21, 2 Plus

Monitored political actors:

- 1) **Presidency** (Moldovan president, presidential advisors, the presidency's spokesperson);
- 2) **Parliament** (parliamentary factions, independent parliamentarians);
- 3) **Political parties** (representatives/supporters of political parties and their opponents);
- 4) **Government** (members of the government, deputy ministers, the government's spokesperson);
- 5) **Local public administration** (general mayor of Chisinau, Municipal Council's chairperson, district presidents and deputy presidents, councilors, mayors.)

Quantity analysis:

- 1) **Frequency** of the political actors' presence in news : *a) direct interventions; b) mentions/appearance;*
- 2) **Duration** of political actors' appearance in news: *a) direct interventions; b) mentions/appearance;*
- 3) **Frequency** of the political actors' presence in programs: *a) direct interventions; b) mentions/appearance;*
- 4) **Duration** of political actors' appearance in programs: *a) direct interventions; b) mentions/appearance;*
- 5) **Weight** of duration of news with the presence of political actors as related to the total duration of newscasts;
- 6) **Number of sources** used in conflict-related stories: *a) 1 information source; b) 2 and more information sources independent from one another.*

Quality analysis:

1. **Content of information:** a) positive; b) neuter; c) negative;
2. **Journalist's attitude:** a) favoring; b) unfavorable, c) impartial.

1.1 **Content of information:** a) positive; b)negative; c) neuter

Categories of information political actors are associated with:

- Information with **positive** content was defined the information in which the political actors are associated with positive actions, and the TV story contains positive feelings and emotions, appraisals, admiration, etc.
- Information with **negative** content was defined the information in which the political actors are associated with negative actions, and the TV story contains negative emotions, accusations, criticism, etc.
- Information with **neuter** content was defined the information in which the political actors are associated with neither positive, nor negative actions, and the TV story does not bear expressive or emotional load.

1.1 **Journalist's attitude:** a) favoring; b) unfavorable, c) impartial.

- The orientation of a journalist's attitude is identified from analyzing the text, and the video images from the televised story.

2. PRESENCE OF POLITICAL ACTORS IN NEWSCASTS: STATISTIC DATA

Monitored TV station: EuTV			
Monitored program: NEWS			
No. of stories (with pres. of PA):	297	No. of conflict stories:	62
News duration (sec):	30068	1 info source:	44
Program duration (sec):	104376	2+ info sources:	18

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
2	Braghis D.	13	210	4	78	3	0	14	0	0	17
3	Bujor L.	10	268	7	47	0	6	11	0	4	13
4	Cernei O.	1	14	0	0	1	0	0	0	0	1
5	Chetaru A.	3	72	0	0	0	0	3	0	0	3
6	Chirtoaca D.	0	0	38	295	0	10	28	0	1	37
7	Corduneanu A.	4	83	0	0	1	0	3	1	0	3
8	Cosovan G.	1	20	0	0	0	0	1	0	0	1
9	Cubreacov V.	3	26	0	0	3	0	0	0	0	3
10	Curtean I.	4	44	0	0	0	0	4	0	0	4
11	Diacov D.	5	70	20	377	0	7	18	0	0	25
12	Dodon I.	56	1122	74	957	19	0	111	9	0	121
13	Fusu C.	1	12	0	0	1	0	0	0	0	1
14	Ghimpu M.	1	16	0	0	1	0	0	0	0	1
15	Gorodenco A.	6	129	3	63	3	0	6	0	0	9
16	Greceanai Z.	12	215	72	764	11	0	73	2	0	82
17	Lipcan A.	8	80	0	0	0	0	8	0	0	8
18	Lupu M.	3	27	9	85	4	0	8	1	0	11
19	Musuc E.	23	430	19	423	6	0	36	0	0	42
20	Plesca I.	0	0	50	578	0	42	8	0	15	35
21	Roman A.	1	19	0	0	1	0	0	0	0	1
22	Rosca Iu.	26	1309	71	751	12	0	85	19	0	78
23	Secareanu S.	3	26	0	0	3	0	0	0	0	3
24	Serpu V.	3	21	0	0	3	0	0	0	0	3
25	Starcea E.	1	4	2	20	1	0	2	0	0	3
26	Stepaniuc V.	7	100	5	102	8	0	4	2	0	10
27	Stratan A.	9	244	13	333	2	0	20	0	0	22
28	Susarenco G.	4	60	0	0	0	0	4	0	0	4
29	Tanase A.	4	72	4	40	0	0	8	0	0	8
30	Tarlev V.	0	0	6	174	0	4	2	0	0	6
31	Tulea O.	3	108	3	18	0	3	3	0	3	3
32	Turcan V.	6	94	0	0	2	0	4	0	0	6
33	Urechean S.	9	214	65	1146	0	57	17	0	23	51
34	Voronin V.	9	174	48	1004	29	0	28	10	0	47
35	Zagorodnai A.	4	60	0	0	0	0	4	0	0	4
36	Zubic V.	4	256	21	314	0	0	25	0	0	25
+	Institutions										
1	LPA	54	961	129	3262	16	39	128	5	7	171
2	Government	106	2341	281	4955	77	0	310	19	0	368
3	Parliament	35	413	33	414	18	4	46	2	0	66
4	Parties	74	2280	297	4310	19	163	189	22	63	286
5	Presidency	9	174	48	1004	29	0	28	10	0	47
+	Parties										
1	AMN	32	636	146	2009	1	127	50	0	52	126
2	PCRM	29	497	60	1097	34	0	55	9	0	80
3	PDM	8	178	28	465	0	10	26	0	3	33
4	PL	2	28	42	335	2	14	28	0	5	39
5	PLDM	4	72	22	368	0	18	8	0	4	22
6	PPCD	44	1545	85	1109	31	4	94	30	0	99
7	PRM	4	44	0	0	0	0	4	0	0	4
8	PSD	36	640	28	601	12	0	52	0	0	64
9	UCM	0	0	6	174	0	4	2	0	0	6

Monitored TV station: Moldova1			
Monitored program: NEWS			
No. of stories (with pres. of PA):	636	No. of conflict stories:	57

News duration (sec): **81666** 1 info source: **26**
Program duration (sec): **229070** 2+ info sources: **31**

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Baldovici V.	15	640	4	65	8	0	11	0	0	19
2	Balmos G.	0	0	1	13	0	0	1	0	0	1
3	Braghis D.	0	0	4	145	0	0	4	0	0	4
4	Buceatchi P.	3	57	0	0	0	0	3	0	0	3
5	Bujor L.	2	34	0	0	0	0	2	0	0	2
6	Catrinici L.	23	1047	7	142	3	0	27	0	0	30
7	Cernei O.	2	68	9	177	0	6	5	0	0	11
8	Chirtoaca D.	0	0	5	85	0	0	5	0	0	5
9	Diacov D.	2	32	1	12	0	0	3	0	0	3
10	Dodon I.	44	3603	46	1169	25	0	65	3	0	87
11	Dragomir V.	1	15	0	0	0	0	1	0	0	1
12	Duca G.	7	284	3	33	0	0	10	0	0	10
13	Durlesteanu M.	3	73	3	30	0	0	6	0	0	6
14	Esanu N.	0	0	3	90	0	0	3	0	0	3
15	Filat V.	2	34	6	63	0	5	3	0	0	8
16	Ghimpu M.	0	0	5	17	0	5	0	0	0	5
17	Gorodenco A.	4	156	11	255	3	0	12	0	0	15
18	Greceanai Z.	40	1841	100	2809	20	0	120	0	0	140
19	Guznac V.	14	283	5	45	4	0	15	0	0	19
20	Ivanov V.	3	155	2	30	0	0	5	0	0	5
21	Lupu M.	12	374	22	367	0	0	34	0	0	34
22	Misin V.	2	36	0	0	0	0	2	0	0	2
23	Munteanu Iu.	7	311	3	58	5	0	5	0	0	10
24	Musuc E.	14	541	10	473	5	3	16	0	0	24
25	Ostalep V.	0	0	1	35	0	0	1	0	0	1
26	Panciu V.	0	0	4	100	0	0	4	0	0	4
27	Papuc G.	0	0	2	30	2	0	0	0	0	2
28	Parlog V.	0	0	6	98	3	0	3	0	0	6
29	Pavlov A.	1	15	0	0	1	0	0	0	0	1
30	Petrenco G.	2	180	0	0	2	0	0	0	0	2
31	Petrencu A.	3	47	0	0	3	0	0	0	0	3
32	Plesca I.	3	67	10	380	0	10	3	0	0	13
33	Policinski G.	14	424	1	5	0	0	15	0	0	15
34	Robu N.	4	139	0	0	3	0	1	0	0	4
35	Rosca Iu.	8	327	13	394	0	0	21	0	0	21
36	Rusu M.	3	50	0	0	0	0	3	0	0	3
37	Savga L.	9	179	2	15	10	0	1	2	0	9
38	Serebrian O.	2	16	0	0	0	0	2	0	0	2
39	Sova V.	0	0	4	85	0	0	4	0	0	4
40	Stepaniuc V.	15	388	16	231	11	0	20	3	0	28
41	Stratan A.	18	737	31	990	3	0	46	0	0	49
42	Susarenco G.	3	60	0	0	0	0	3	0	0	3
43	Tanase A.	3	60	0	0	0	0	3	0	0	3
44	Tarlev V.	0	0	19	1509	0	16	3	0	2	17
45	Turcan V.	2	28	3	94	0	0	5	0	0	5
46	Urechean S.	3	60	21	673	0	24	0	0	0	24
47	Ursu V.	9	1380	3	45	6	0	6	0	0	12
48	Voronin V.	69	3938	300	11384	161	0	208	15	0	354
49	Vrabie V.	3	30	0	0	3	0	0	0	0	3
50	Zagorodnai A.	3	84	0	0	0	0	3	0	0	3
+	Institutions										
1	LPA	128	3005	67	1658	34	38	123	4	1	190
2	Government	227	11882	427	11214	182	9	463	21	0	633
3	Parliament	37	894	50	1031	11	0	76	0	0	87
4	Parties	15	541	108	4464	23	66	34	0	2	121
5	Presidency	69	3938	317	11993	167	0	219	15	0	371
+	Parties										
1	AMN	17	428	48	1308	3	48	14	0	0	65
2	PCRM	114	5232	358	12902	193	0	279	15	0	457
3	PDM	4	48	3	52	0	2	5	0	0	7
4	PL	0	0	15	130	0	10	5	0	0	15
5	PLDM	5	94	15	223	0	11	9	0	0	20

6	PPCD	8	327	13	394	0	0	21	0	0	21
7	PSD	14	541	15	628	6	3	20	0	0	29
8	UCM	0	0	19	1509	0	16	3	0	2	17

Monitored TV station: N4			
Monitored program: NEWS			
No. of stories (with pres. of PA):	325	No. of conflict stories:	53
News duration (sec):	37955	1 info source:	41
Program duration (sec):	51876	2+ info sources:	12

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Balmos G.	3	75	0	0	0	0	3	0	0	3
2	Braghis D.	12	183	6	81	0	0	18	0	0	18
3	Buga M.	2	40	0	0	2	0	0	0	0	2
4	Bujor L.	3	54	3	9	0	0	6	0	0	6
5	Catrinici L.	3	60	6	201	3	0	6	0	0	9
6	Cernei O.	3	24	9	99	0	3	9	0	3	9
7	Chirtoaca D.	9	99	33	810	0	27	15	0	12	30
8	Corduneanu A.	3	57	0	0	0	0	3	0	0	3
9	Cosovan G.	2	40	2	42	0	0	4	0	0	4
10	Diacov D.	0	0	12	186	0	3	9	0	0	12
11	Dodon I.	23	650	51	665	32	0	42	5	0	69
12	Durlesteanu M.	15	306	6	63	9	0	12	0	0	21
13	Filat V.	3	27	21	189	0	12	12	0	6	18
14	Ghimpu M.	3	60	15	126	0	9	9	0	3	15
15	Gorodenco A.	3	102	6	60	3	0	6	0	0	9
16	Greceanai Z.	15	360	58	1154	32	0	41	6	0	67
17	Gutu E.	3	45	0	0	0	0	3	0	0	3
18	Handrabura L.	3	33	0	0	0	0	3	0	0	3
19	Klimenko V.	3	27	0	0	0	0	3	0	0	3
20	Lupu M.	11	299	12	45	6	0	17	0	0	23
21	Munteanu Iu.	6	255	3	48	9	0	0	0	0	9
22	Musuc E.	12	360	15	213	0	0	27	3	0	24
23	Pavlicenco V.	6	138	6	153	0	0	12	0	0	12
24	Pavlov V.	3	21	0	0	0	0	3	0	0	3
25	Petrencu G.	6	114	2	50	4	0	4	0	0	8
26	Petrencu A.	3	69	6	57	0	0	9	0	0	9
27	Plesca I.	0	0	9	183	0	9	0	0	6	3
28	Robu N.	3	87	0	0	0	0	3	0	0	3
29	Rosca Iu.	15	309	15	207	0	3	27	0	0	30
30	Savga L.	2	34	2	12	2	0	2	0	0	4
31	Serebrian O.	3	60	0	0	0	0	3	0	0	3
32	Simion D.	3	102	3	45	6	0	0	0	0	6
33	Sova V.	0	0	10	237	0	0	10	0	0	10
34	Stepaniuc V.	0	0	5	18	0	0	5	0	0	5
35	Stratan A.	12	279	25	304	0	0	37	0	0	37
36	Tanase A.	3	18	3	18	0	3	3	0	0	6
37	Tarlev V.	0	0	8	282	0	8	0	0	5	3
38	Tulea O.	0	0	3	30	0	3	0	0	0	3
39	Untila V.	0	0	3	9	0	0	3	0	0	3
40	Urechean S.	0	0	36	759	0	27	9	0	18	18
41	Voronin V.	83	2375	171	5993	132	0	122	29	0	225
42	Vrabie V.	2	44	5	31	2	0	5	0	0	7
43	Zubic V.	3	123	0	0	0	0	3	0	0	3
+	Institutions										
1	LPA	86	1499	104	2777	6	59	125	3	24	163
2	Government	86	2237	244	5141	142	3	185	14	0	316
3	Parliament	29	620	60	644	20	3	66	0	0	89
4	Parties	39	780	179	3117	6	113	99	0	41	177
5	Presidency	85	2419	176	6024	134	0	127	29	0	232
+	Parties										
1	AMN	12	189	81	1494	0	60	33	0	33	60
2	MAE	3	69	6	57	0	0	9	0	0	9
3	PCRM	105	2853	198	6224	152	0	151	29	0	274

4	PDM	6	126	18	246	3	6	15	0	0	24
5	PEMAVE	0	0	3	18	0	3	0	0	0	3
6	PL	12	159	54	1023	0	42	24	0	15	51
7	PLDM	6	45	39	432	0	30	15	0	6	39
8	PNL	6	138	6	153	0	0	12	0	0	12
9	PPCD	18	366	18	261	0	6	30	0	0	36
10	PSD	30	621	21	294	0	0	51	3	0	48
11	RAVN	3	27	0	0	0	0	3	0	0	3
12	UCM	0	0	8	282	0	8	0	0	5	3

Monitored TV station: NIT Monitored program: NEWS No. of stories (with pres. of PA): 317 No. of conflict stories: 51 News duration (sec): 43176 1 info source: 33 Program duration (sec): 89724 2+ info sources: 18			
---	--	--	--

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Baldovici V.	4	78	9	92	13	0	0	0	0	13
2	Balmos G.	4	100	0	0	4	0	0	0	0	4
3	Braghis D.	0	0	6	188	4	0	2	0	0	6
4	Buceatchi P.	2	36	0	0	2	0	0	0	0	2
5	Bujor L.	12	204	2	6	6	0	8	0	0	14
6	Catrinici L.	0	0	4	108	2	0	2	0	0	4
7	Cernei O.	2	28	8	36	2	2	6	0	0	10
8	Chirtoaca D.	13	140	31	336	2	29	13	0	12	32
9	Corduneanu A.	2	20	0	0	2	0	0	0	0	2
10	Diacov D.	0	0	6	84	0	0	6	0	0	6
11	Dodon I.	38	1096	33	332	46	0	25	0	0	71
12	Durlesteanu M.	3	195	0	0	3	0	0	0	0	3
13	Filat V.	0	0	1	6	0	1	0	0	0	1
14	Ghimpu M.	0	0	5	22	0	1	4	0	0	5
15	Gorodenco A.	6	114	2	16	8	0	0	0	0	8
16	Greceanai Z.	6	152	65	855	39	0	32	2	0	69
17	Klimenko V.	0	0	1	6	0	0	1	0	0	1
18	Lipcan A.	0	0	6	24	0	0	6	0	0	6
19	Lupu M.	8	90	8	32	2	0	14	0	0	16
20	Lupulciuc I.	0	0	3	36	3	0	0	0	0	3
21	Misin V.	0	0	2	12	0	0	2	0	0	2
22	Munteanu Iu.	7	354	4	140	9	0	2	0	0	11
23	Musuc E.	9	138	2	28	9	0	2	0	0	11
24	Nantoi O.	2	24	0	0	2	0	0	0	0	2
25	Oniscenco G.	0	0	2	12	0	0	2	0	0	2
26	Papuc G.	0	0	2	8	0	0	2	0	0	2
27	Parlog V.	0	0	2	40	2	0	0	0	0	2
28	Pavlov V.	4	80	0	0	4	0	0	2	0	2
29	Petrenco G.	2	60	0	0	2	0	0	2	0	0
30	Plesca I.	0	0	6	54	0	6	0	0	0	6
31	Postoico M.	2	24	2	10	4	0	0	0	0	4
32	Rosca Iu.	6	132	8	90	12	0	2	0	0	14
33	Savga L.	5	58	4	40	6	0	3	0	0	9
34	Sova V.	0	0	4	40	0	0	4	0	0	4
35	Stepaniuc V.	2	32	11	92	9	0	4	0	0	13
36	Stratan A.	2	26	13	94	0	0	15	0	0	15
37	Susarenco G.	0	0	6	24	0	0	6	0	0	6
38	Tanase A.	0	0	6	24	0	0	6	0	0	6
39	Tarlev V.	0	0	14	254	0	14	0	0	0	14
40	Turcan V.	8	316	2	16	0	0	10	0	0	10
41	Untila V.	0	0	6	24	0	0	6	0	0	6
42	Urechean S.	0	0	19	168	0	11	8	0	0	19
43	Voronin V.	86	3824	204	4144	239	0	51	4	0	286
44	Vrabie V.	0	0	1	10	0	0	1	0	0	1
45	Zubic V.	2	16	2	20	4	0	0	0	0	4
+	Institutions										
1	LPA	51	750	94	4062	34	65	46	4	32	109
2	Government	85	2313	188	3805	176	0	97	4	1	268

3	Parliament	39	988	60	564	21	0	78	2	0	97
4	Parties	0	0	67	1146	10	54	3	0	1	66
5	Presidency	86	3824	208	4176	239	0	55	4	0	290
+	Parties										
1	AMN	18	320	69	874	8	35	44	0	4	83
2	PCRM	113	4580	218	4214	254	0	77	8	0	323
3	PDM	2	24	7	102	2	1	6	0	1	8
4	PL	13	140	38	366	2	32	17	0	12	39
5	PLDM	0	0	9	38	0	3	6	0	0	9
6	PPCD	8	152	14	294	14	6	2	0	0	22
7	PSD	9	138	11	252	16	0	4	0	0	20
8	PUM	0	0	2	12	0	0	2	0	0	2
9	RAVN	0	0	1	6	0	0	1	0	0	1
10	UCM	0	0	14	254	0	14	0	0	0	14

Monitored TV station: ProTV			
Monitored program: NEWS			
No. of stories (with pres. of PA):	499	No. of conflict stories:	56
News duration (sec):	49176	1 info source:	0
Program duration (sec):	144714	2+ info sources:	56

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Andronic N.	4	78	2	8	0	2	4	0	0	6
2	Baldovici V.	2	35	1	12	0	0	3	0	0	3
3	Banari I.	3	45	0	0	0	0	3	0	0	3
4	Braghis D.	14	358	3	15	5	0	12	0	0	17
5	Bujor L.	11	211	6	84	2	0	15	0	0	17
6	Bulgari V.	0	0	3	24	3	0	0	0	0	3
7	Buliga V.	0	0	3	24	3	0	0	0	0	3
8	Caba P.	3	24	0	0	3	0	0	0	0	3
9	Cernei O.	14	270	8	67	1	0	21	0	0	22
10	Chirtoaca D.	86	1401	63	701	23	5	121	0	0	149
11	Ciobanu I.	1	10	3	45	0	0	4	0	0	4
12	Corduneanu A.	3	45	0	0	0	0	3	0	0	3
13	Cosarciuc V.	12	156	0	0	3	0	9	0	0	12
14	Cubreacov V.	0	0	1	10	0	1	0	0	0	1
15	Diacov D.	27	417	10	108	11	0	26	0	0	37
16	Dodon I.	40	652	50	515	17	0	73	0	0	90
17	Duca G.	0	0	1	5	0	0	1	0	0	1
18	Esanu N.	3	60	1	15	0	0	4	0	0	4
19	Filat V.	54	902	26	234	19	4	57	0	0	80
20	Formuzal M.	2	40	0	0	0	0	2	0	0	2
21	Ghimpu M.	26	282	14	200	10	3	27	0	0	40
22	Gorodenco A.	12	206	5	62	6	0	11	0	0	17
23	Greceanai Z.	11	162	58	633	11	4	54	0	0	69
24	Guznac V.	2	24	0	0	0	0	2	0	0	2
25	Klimenko V.	3	45	0	0	0	0	3	0	0	3
26	Leanca Iu.	3	27	3	21	0	0	6	0	0	6
27	Lupu M.	9	121	17	149	2	0	24	0	0	26
28	Misin V.	2	20	0	0	2	0	0	0	0	2
29	Musuc E.	18	276	11	211	3	10	16	0	0	29
30	Nagacevschi V.	7	111	3	21	0	0	10	0	0	10
31	Nantoi O.	3	36	3	15	3	0	3	0	0	6
32	Negruta V.	0	0	3	15	0	0	3	0	0	3
33	Panciu V.	2	24	0	0	0	0	2	0	0	2
34	Papuc G.	0	0	2	16	0	0	2	0	0	2
35	Pavlicenco V.	11	251	3	105	2	0	12	0	0	14
36	Petrencu A.	6	120	3	66	0	0	9	0	0	9
37	Plesca I.	18	268	36	369	5	15	34	0	0	54
38	Policinschi G.	2	40	4	117	0	0	6	0	0	6
39	Popa S.	9	117	0	0	0	0	9	0	0	9
40	Postoico M.	0	0	2	5	0	0	2	0	0	2
41	Rosca Iu.	3	90	76	824	5	18	56	0	0	79
42	Secareanu S.	0	0	1	2	0	0	1	0	0	1
43	Serebrian O.	0	0	3	24	3	0	0	0	0	3

44	Sova V.	0	0	14	139	0	0	14	0	0	14
45	Stepaniuc V.	4	90	3	21	0	0	7	0	0	7
46	Stratan A.	14	293	28	388	3	0	39	0	0	42
47	Susarenco G.	4	40	2	5	0	0	6	0	0	6
48	Tanase A.	25	315	3	15	6	0	22	0	0	28
49	Tarlev V.	7	165	19	368	2	7	17	0	0	26
50	Tulea O.	3	30	0	0	0	0	3	0	0	3
51	Turcan V.	4	60	0	0	0	0	4	0	0	4
52	Untila V.	0	0	2	5	0	0	2	0	0	2
53	Urechean S.	45	630	72	869	16	22	79	0	0	117
54	Voronin V.	39	771	98	1045	18	16	103	0	0	137
55	Zagorodnai A.	4	32	0	0	0	0	4	0	0	4
56	Zubic V.	6	54	26	138	4	8	20	0	0	32
+	Institutions										
1	LPA	189	2865	226	2743	55	50	310	0	0	415
2	Government	107	1782	421	4416	58	48	422	0	0	528
3	Parliament	53	708	83	801	16	3	117	0	0	136
4	Parties	238	3953	464	5795	102	116	484	0	0	702
5	Presidency	39	771	110	1129	18	16	115	0	0	149
+	Parties										
1	AMN	106	1579	161	1844	32	50	185	0	0	267
2	MAE	7	140	7	106	0	4	10	0	0	14
3	PCRM	79	1250	137	1577	22	27	167	0	0	216
4	PDM	33	483	48	538	27	3	51	0	0	81
5	PEMAVE	0	0	3	15	0	0	3	0	0	3
6	PL	115	1761	95	1206	39	9	162	0	0	210
7	PLDM	89	1355	78	935	36	8	123	0	0	167
8	PNL	11	251	3	105	2	0	12	0	0	14
9	PNR	0	0	3	30	0	3	0	0	0	3
10	PPCD	6	135	96	1048	5	24	73	0	0	102
11	PPR	6	94	5	23	0	4	7	0	0	11
12	PSD	35	679	17	256	11	10	31	0	0	52
13	RAVN	3	45	0	0	0	0	3	0	0	3
14	UCM	7	165	23	438	2	8	20	0	0	30

Monitored TV station: TV7 Monitored program: NEWS			
No. of stories (with pres. of PA):	576	No. of conflict stories:	103
News duration (sec):	52940	1 info source:	7
Program duration (sec):	110966	2+ info sources:	96

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Andronic N.	2	20	9	150	0	2	9	0	0	11
2	Balmos G.	20	500	5	75	5	0	20	0	0	25
3	Braghis D.	18	567	11	320	6	0	23	0	0	29
4	Buceatchi P.	0	0	5	85	0	0	5	0	0	5
5	Bujor L.	19	309	14	75	0	0	33	0	0	33
6	Caba P.	9	92	0	0	0	0	9	0	0	9
7	Catrinici L.	13	192	5	15	0	0	18	0	0	18
8	Cernei O.	24	423	9	100	0	0	33	0	0	33
9	Chirtoaca D.	49	1003	61	651	4	10	96	0	0	115
10	Ciorici V.	3	15	0	0	0	0	3	0	0	3
11	Corduneanu A.	5	75	0	0	0	0	5	0	0	5
12	Diacov D.	26	605	23	298	11	0	38	0	0	49
13	Dodon I.	19	245	29	406	8	2	38	0	0	48
14	Filat V.	51	1183	42	496	13	5	75	0	0	93
15	Formuzal M.	0	0	2	10	0	0	2	0	0	2
16	Furtuna M.	5	104	5	17	0	0	10	0	0	10
17	Fusu C.	5	90	0	0	0	0	5	0	0	5
18	Ghimpu M.	14	210	15	115	10	5	14	0	0	29
19	Gorodenco A.	5	150	0	0	5	0	0	0	0	5
20	Greceanai Z.	9	227	25	333	11	2	21	0	0	34
21	Gutu E.	5	75	0	0	0	0	5	0	0	5
22	Klimenko V.	5	75	0	0	0	0	5	0	0	5

23	Lupu M.	18	293	27	188	5	2	38	0	0	45
24	Musuc E.	26	560	22	365	13	4	31	0	0	48
25	Ostapciuc E.	0	0	5	25	0	5	0	0	0	5
26	Parlog V.	0	0	8	260	0	4	4	0	0	8
27	Pavlicenco V.	5	75	5	90	5	0	5	0	0	10
28	Petrencu A.	4	70	2	70	6	0	0	0	0	6
29	Plesca I.	20	225	9	92	0	17	12	0	0	29
30	Popa S.	5	60	0	0	0	0	5	0	0	5
31	Rosca Iu.	5	59	28	464	4	4	25	0	0	33
32	Serebrian O.	5	110	5	40	0	0	10	0	0	10
33	Sova V.	0	0	2	24	0	0	2	0	0	2
34	Stepaniuc V.	0	0	5	15	0	0	5	0	0	5
35	Stratan A.	15	460	22	331	5	0	32	0	0	37
36	Susarenco G.	5	70	0	0	0	0	5	0	0	5
37	Tanase A.	30	590	12	132	3	0	39	0	0	42
38	Tarlev V.	5	58	27	542	0	20	12	0	0	32
39	Turcan V.	6	99	0	0	0	0	6	0	0	6
40	Untila V.	0	0	10	85	0	0	10	0	0	10
41	Urechean S.	35	758	42	475	0	25	52	0	0	77
42	Voronin V.	28	755	71	811	11	21	67	0	0	99
43	Zagorodnai A.	5	60	0	0	0	0	5	0	0	5
44	Zubic V.	5	75	16	160	5	2	14	0	0	21
+ Institutions											
1	LPA	201	3685	248	2935	32	70	347	0	0	450
2	Government	101	2209	318	4075	69	27	323	0	0	419
3	Parliament	53	830	117	1087	5	7	158	0	0	170
4	Parties	199	4060	390	5475	67	118	404	0	0	589
5	Presidency	28	755	71	811	11	21	67	0	0	99
+ Parties											
1	AMN	107	1838	115	1428	0	58	164	0	0	222
2	MAE	4	70	2	70	6	0	0	0	0	6
3	PCRM	83	1663	192	1686	23	56	196	0	0	275
4	PDM	25	583	45	821	18	0	52	0	0	70
5	PL	63	1213	92	938	14	24	117	0	0	160
6	PLDM	96	1973	110	1356	19	19	168	0	0	206
7	PNL	5	75	5	90	5	0	5	0	0	10
8	PPCD	10	134	45	601	4	9	42	0	0	55
9	PPR	2	20	10	155	0	2	10	0	0	12
10	PSD	54	1292	41	751	22	4	69	0	0	95
11	RAVN	5	75	0	0	0	0	5	0	0	5
12	UCM	5	58	31	562	0	22	14	0	0	36

Monitored TV station: TVC21			
Monitored program: NEWS			
No. of stories (with pres. of PA):	101	No. of conflict stories:	31
News duration (sec):	14847	1 info source:	14
Program duration (sec):	32762	2+ info sources:	17

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Amihalachioaie G.	4	70	0	0	2	0	2	0	0	4
2	Baldovici V.	3	117	0	0	0	0	3	0	0	3
3	Braghis D.	8	176	8	146	5	0	11	0	0	16
4	Buceatchi P.	3	30	0	0	0	0	3	0	0	3
5	Bujor L.	6	90	3	12	3	0	6	0	0	9
6	Bulgari V.	3	24	0	0	0	0	3	0	0	3
7	Buliga V.	3	24	0	0	0	0	3	0	0	3
8	Cernei O.	3	36	0	0	0	0	3	0	0	3
9	Chirtoaca D.	12	216	6	54	6	3	9	0	0	18
10	Cubreacov V.	0	0	3	18	0	0	3	0	0	3
11	Diacov D.	8	116	5	74	3	0	10	0	0	13
12	Dodon I.	2	14	5	32	0	0	7	0	0	7
13	Filat V.	13	182	3	18	3	0	13	0	0	16
14	Fruntasu Iu.	2	24	0	0	0	0	2	0	0	2
15	Furtuna M.	3	54	0	0	0	0	3	0	0	3

16	Ghimpu M.	2	44	3	63	2	0	3	0	0	5
17	Gorodenco A.	6	150	0	0	6	0	0	0	0	6
18	Gutu E.	2	34	0	0	2	0	0	0	0	2
19	Handrabura L.	2	24	0	0	2	0	0	0	0	2
20	Leanca Iu.	5	104	0	0	0	0	5	0	0	5
21	Lupu M.	6	42	10	127	3	0	13	0	0	16
22	Musuc E.	2	44	8	112	2	3	5	0	0	10
23	Nagacevski V.	2	18	0	0	0	0	2	0	0	2
24	Nantoi O.	6	60	0	0	3	0	3	0	0	6
25	Ostapciuc E.	0	0	2	8	0	0	2	0	0	2
26	Pavlicenco V.	8	118	0	0	0	0	8	0	0	8
27	Petrache M.	0	0	2	8	0	0	2	0	0	2
28	Petrencu A.	3	60	3	12	0	0	6	0	0	6
29	Plesca I.	6	78	6	42	3	6	3	0	0	12
30	Popa S.	3	30	0	0	3	0	0	0	0	3
31	Rosca Iu.	3	60	8	56	3	0	8	0	0	11
32	Serebrian O.	3	30	0	0	0	0	3	0	0	3
33	Stepaniuc V.	3	36	3	18	3	0	3	0	0	6
34	Susarenco G.	6	63	0	0	3	0	3	0	0	6
35	Tanase A.	19	368	3	72	11	3	8	0	0	22
36	Tarlev V.	6	135	16	379	3	6	13	0	0	22
37	Turcan V.	9	84	0	0	3	0	6	0	0	9
38	Untila V.	2	36	0	0	0	0	2	0	0	2
39	Urechean S.	6	108	6	132	3	6	3	0	0	12
40	Voronin V.	12	156	5	82	9	2	6	0	0	17
41	Zagorodnai A.	5	102	0	0	3	0	2	0	0	5
+	Institutions										
1	LPA	36	630	37	1271	21	20	32	0	2	71
2	Government	19	371	12	206	9	4	18	0	2	29
3	Parliament	37	497	33	331	18	5	47	0	3	67
4	Parties	104	1599	103	2337	48	27	132	0	0	207
5	Presidency	12	156	7	108	9	2	8	0	0	19
+	Parties										
1	AMN	26	387	18	225	9	15	20	0	3	41
2	MAE	9	138	9	120	3	3	12	0	0	18
3	PCRM	35	414	20	265	21	5	29	0	0	55
4	PDM	23	254	8	209	9	0	22	0	0	31
5	PL	14	260	9	117	8	3	12	0	0	23
6	PLDM	47	768	21	542	19	3	46	0	0	68
7	PNL	8	118	5	53	0	0	13	0	0	13
8	PNR	0	0	3	45	0	0	3	0	0	3
9	PPCD	3	60	14	137	3	3	11	0	0	17
10	PPR	0	0	2	8	0	0	2	0	0	2
11	PSD	14	278	21	702	16	3	16	0	0	35
12	UCM	10	205	24	576	8	6	20	0	0	34

Monitored TV station: All TV stations			
Monitored program: NEWS			
No. of stories (with pres. of PA):	2751	No. of conflict stories:	413
News duration (sec):	309828	1 info source:	165
Program duration (sec):	763488	2+ info sources:	248

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Amihalachioaie G.	4	70	0	0	2	0	2	0	0	4
2	Andronic N.	6	98	11	158	0	4	13	0	0	17
3	Baldovici V.	33	1077	17	214	24	0	26	0	0	50
4	Balmos G.	27	675	6	88	9	0	24	0	0	33
5	Banari I.	3	45	0	0	0	0	3	0	0	3
6	Braghis D.	65	1494	42	973	23	0	84	0	0	107
7	Buceatchi P.	8	123	5	85	2	0	11	0	0	13
8	Buga M.	2	40	0	0	2	0	0	0	0	2
9	Bujor L.	63	1170	35	233	11	6	81	0	4	94
10	Bulgari V.	3	24	3	24	3	0	3	0	0	6

11	Buliga V.	3	24	3	24	3	0	3	0	0	6
12	Caba P.	12	116	0	0	3	0	9	0	0	12
13	Catrinici L.	39	1299	22	466	8	0	53	0	0	61
14	Cernei O.	49	863	43	479	4	11	77	0	3	89
15	Chetragu A.	3	72	0	0	0	0	3	0	0	3
16	Chirtoaca D.	169	2859	237	2932	35	84	287	0	25	386
17	Ciobanu I.	1	10	3	45	0	0	4	0	0	4
18	Ciorici V.	3	15	0	0	0	0	3	0	0	3
19	Corduneanu A.	17	280	0	0	3	0	14	1	0	16
20	Cosarciuc V.	12	156	0	0	3	0	9	0	0	12
21	Cosovan G.	3	60	2	42	0	0	5	0	0	5
22	Cubreacov V.	3	26	4	28	3	1	3	0	0	7
23	Curtean I.	4	44	0	0	0	0	4	0	0	4
24	Diacov D.	68	1240	77	1139	25	10	110	0	0	145
25	Dodon I.	222	7382	288	4076	147	2	361	17	0	493
26	Dragomir V.	1	15	0	0	0	0	1	0	0	1
27	Duca G.	7	284	4	38	0	0	11	0	0	11
28	Durlesteanu M.	21	574	9	93	12	0	18	0	0	30
29	Esanu N.	3	60	4	105	0	0	7	0	0	7
30	Filat V.	123	2328	99	1006	35	27	160	0	6	216
31	Formuzal M.	2	40	2	10	0	0	4	0	0	4
32	Fruntasu Iu.	2	24	0	0	0	0	2	0	0	2
33	Furtuna M.	8	158	5	17	0	0	13	0	0	13
34	Fusu C.	6	102	0	0	1	0	5	0	0	6
35	Ghimpu M.	46	612	57	543	23	23	57	0	3	100
36	Gorodenco A.	42	1007	27	456	34	0	35	0	0	69
37	Greceanai Z.	93	2957	378	6548	124	6	341	10	0	461
38	Gutu E.	10	154	0	0	2	0	8	0	0	10
39	Guznac V.	16	307	5	45	4	0	17	0	0	21
40	Handrabura L.	5	57	0	0	2	0	3	0	0	5
41	Ivanov V.	3	155	2	30	0	0	5	0	0	5
42	Klimenko V.	11	147	1	6	0	0	12	0	0	12
43	Leanca Iu.	8	131	3	21	0	0	11	0	0	11
44	Lipcan A.	8	80	6	24	0	0	14	0	0	14
45	Lupu M.	67	1246	105	993	22	2	148	1	0	171
46	Lupulciuc I.	0	0	3	36	3	0	0	0	0	3
47	Misin V.	4	56	2	12	2	0	4	0	0	6
48	Munteanu Iu.	20	920	10	246	23	0	7	0	0	30
49	Musuc E.	104	2349	87	1825	38	20	133	3	0	188
50	Nagacevski V.	9	129	3	21	0	0	12	0	0	12
51	Nantoi O.	11	120	3	15	8	0	6	0	0	14
52	Negruta V.	0	0	3	15	0	0	3	0	0	3
53	Oniscenco G.	0	0	2	12	0	0	2	0	0	2
54	Ostalep V.	0	0	1	35	0	0	1	0	0	1
55	Ostapciuc E.	0	0	7	33	0	5	2	0	0	7
56	Panciu V.	2	24	4	100	0	0	6	0	0	6
57	Papuc G.	0	0	6	54	2	0	4	0	0	6
58	Parlog V.	0	0	16	398	5	4	7	0	0	16
59	Pavlicenco V.	30	582	14	348	7	0	37	0	0	44
60	Pavlov A.	1	15	0	0	1	0	0	0	0	1
61	Pavlov V.	7	101	0	0	4	0	3	2	0	5
62	Petrache M.	0	0	2	8	0	0	2	0	0	2
63	Petresco G.	10	354	2	50	8	0	4	2	0	10
64	Petrescu A.	19	366	14	205	9	0	24	0	0	33
65	Plesca I.	47	638	126	1698	8	105	60	0	21	152
66	Policinski G.	16	464	5	122	0	0	21	0	0	21
67	Popa S.	17	207	0	0	3	0	14	0	0	17
68	Postoico M.	2	24	4	15	4	0	2	0	0	6
69	Robu N.	7	226	0	0	3	0	4	0	0	7
70	Roman A.	1	19	0	0	1	0	0	0	0	1
71	Rosca Iu.	66	2286	219	2786	36	25	224	19	0	266
72	Rusu M.	3	50	0	0	0	0	3	0	0	3
73	Savga L.	16	271	8	67	18	0	6	2	0	22
74	Secareanu S.	3	26	1	2	3	0	1	0	0	4
75	Serebrian O.	13	216	8	64	3	0	18	0	0	21
76	Serpu V.	3	21	0	0	3	0	0	0	0	3
77	Simion D.	3	102	3	45	6	0	0	0	0	6
78	Sova V.	0	0	34	525	0	0	34	0	0	34
79	Starcea E.	1	4	2	20	1	0	2	0	0	3
80	Stepaniuc V.	31	646	48	497	31	0	48	5	0	74
81	Stratan A.	70	2039	132	2440	13	0	189	0	0	202
82	Susarenco G.	22	293	8	29	3	0	27	0	0	30
83	Tanase A.	84	1423	31	301	20	6	89	0	0	115

84	Tarlev V.	18	358	109	3508	5	75	47	0	7	120
85	Tulea O.	6	138	6	48	0	6	6	0	3	9
86	Turcan V.	35	681	5	110	5	0	35	0	0	40
87	Untila V.	2	36	21	123	0	0	23	0	0	23
88	Urechean S.	98	1770	261	4222	19	172	168	0	41	318
89	Ursu V.	9	1380	3	45	6	0	6	0	0	12
90	Voronin V.	326	11993	897	24463	599	39	585	58	0	1165
91	Vrabie V.	5	74	6	41	5	0	6	0	0	11
92	Zagorodnai A.	21	338	0	0	3	0	18	0	0	21
93	Zubic V.	20	524	65	632	13	10	62	0	0	85
+	Institutions										
1	LPA	745	13395	905	18708	198	341	1111	16	66	1569
2	Government	731	23135	1891	33812	713	91	1818	58	3	2561
3	Parliament	283	4950	436	4872	109	22	588	4	3	712
4	Parties	669	13213	1608	26644	275	657	1345	22	107	2148
5	Presidency	328	12037	937	25245	607	39	619	58	0	1207
+	Parties										
1	AMN	318	5377	638	9182	53	393	510	0	92	864
2	MAE	23	417	24	353	9	7	31	0	0	47
3	PCRM	558	16489	1183	27965	699	88	954	61	0	1680
4	PDM	101	1696	157	2433	59	22	177	0	4	254
5	PEMAVE	0	0	6	33	0	3	3	0	0	6
6	PL	219	3561	345	4115	65	134	365	0	32	537
7	PLDM	247	4307	294	3894	74	92	375	0	10	531
8	PNL	30	582	19	401	7	0	42	0	0	49
9	PNR	0	0	6	75	0	3	3	0	0	6
10	PPCD	97	2719	285	3844	57	52	273	30	0	352
11	PPR	8	114	17	186	0	6	19	0	0	25
12	PRM	4	44	0	0	0	0	4	0	0	4
13	PSD	192	4189	154	3484	83	20	243	3	0	343
14	PUM	0	0	2	12	0	0	2	0	0	2
15	RAVN	11	147	1	6	0	0	12	0	0	12
16	UCM	22	428	125	3795	10	78	59	0	7	140

3. QUANTITY DIMENSION OF THE POLITICAL ACTORS' PRESENCE IN NEWS

3.1 General data

7 of those 9 monitored TV stations edited and aired newscasts in the pre-election period. 2 *Plus* and *Prime* did not have such programs in the monitored period. The other 7 TV services (M 1, PRO TV, TV 7, EU TV, NIT, N 4, TVC 21) during the monitoring period (1 January - 3 February, 2009) aired info programs with a total duration of 763,488 seconds or 212.1 hours, including 2,751 stories in which the political actors were present with a total duration of 309,828 seconds or 86.06 hours (40.6 % of the total duration of the newscasts).

The afore-mentioned TV stations granted different air time to newscasts. M 1 is ranked the first in this respect (with 229,070 sec. or 63.63 hours), while TVC 21 is at the opposite pole (with 32,762 sec. or some 9.1 hours). The other stations broadcast newscasts with durations varying from some 40 and 14 hours. So, ProTV aired news with a total duration of 144,714 sec. or 40.1 hours, TV 7 – 110,966 sec. or 31.22 hours, EuTV – 104,376 sec. or 29.39 hours, NIT – 89,724 sec. or 25.32 hours and N 4 – 51,876 sec. or 14.41 hours.

The news in which political actors were present within the total texture of the info programs had different ratios (the duration of social-political news as related to the total duration of newscasts). So, at N 4 they accounted for 73.16 %, at NIT – 48.12%, TV 7 – 47.7%, TVC 21 – 45.31%, M 1 – 35.65%, PRO TV – 33.98% and EU TV – 28.8 %. This weight expressed in airtime offers the following ranking: M 1 is on the first position with 23.08 hours; the second comes TV 7 with 15.1 hours; the third comes ProTV with 14.02

hours; the fourth – NIT with 12.39 hours; the fifth is N 4 with 10.54 hours; the sixth is EuTV with 8.35 hours and the last is TVC21 with 4.12 hours.

3.6 Political actors in newscasts

The monitored TV stations, within the reference period, referred to 93 personalized actors and 21 institutionalized actors in their newscasts.

3.7 Personalized political actors

Personalized actors, referred to by the monitored TV services, represent a wide spectrum of exponents of central and local public authorities, of political parties represented or non-represented in the parliament. Vladimir Voronin was the mostly publicized political personality, who had a total of 1,223 direct or indirect appearances in the newscasts of all the monitored TV services (duration – 36,456). Other personalized actors, from the top 10 list (three representatives of the central power - I. Dodon, Z. Greceanîi, A. Stratan, political leaders: S. Urechean, AMN, D. Chirtoacă, PL, Iu. Roşca, PPCD, E. Muşuc, PSD, V. Tarlev, UCM, V. Filat, PLDM) had a total of 2,767 direct or indirect appearances with a duration of 53,671 sec. or, an average of 307.5 appearances each with a duration of 5,963.5 sec.

The personalized actors had a gradual presence at different TV stations. So, M1, NIT and N4 granted priority to President Vladimir Voronin, the leader of the PCRM, who, respectively, benefited at M1 from 369 appearances (15,322 sec.), at NIT – 290 (7,968sec.) and at N 4 – 254 (8,368 sec.). This way, he is obviously in contrast with the 10 personalized actors, mostly publicized by the mentioned TV services. Worth of mention is that the first ten places in the lists of the mostly publicized personalized actors by these TV services are occupied by the exponents of the power, as a rule. Thus, M1's list comprises 8 representatives of the present power, NIT's list - respectively 7 and N 4's list - 6.

The list of the mostly publicized personalized actors at TV7, ProTV, EuTV and TVC21 comprises representatives of different political parties. Thus, at TV 7, next to the mostly publicized personalized actor – V. Filat with 93 appearances during 1,679 sec. the top 10 also comprises 3 representatives of the PCRM (V. Voronin – with 99 appearances during 1,566 sec., A. Stratan – with 37 appearances during 791 sec. and I. Dodon – with 48 appearances in 651 sec.), 2 representatives of the PSD (E. Muşuc and D. Braghiş, respectively, with 48 and 29 appearances in 925 sec. and 887 sec.), by one representative from the PL (D. Chirtoacă – with 115 appearances in 1,654 sec.), AMN (S.Urechean – with 77 appearances in 1,233 sec.), PD (D. Diacov – with 49 appearances in 903 sec.), PLDM (A.Tanase – with 42 appearances in 722 sec.).

D. Chirtoacă (PL) was the mostly publicized personalized actor by ProTV (149 times in 2,102 sec.) This station also included on its top 10 mostly publicized actors 4 representatives of the PCRM (V.Voronin, Z. Greceanîi, A. Stratan and I. Dodon), two representatives of the AMN (S. Urechean, I. Pleşca), by a representative from the PPCD (Iu. Roşca,) and from the UCM (V. Tarlev).

In the top of the list of mostly publicized personalized actors at EuTV is I. Dodon – with 130 appearances in 2,079 sec. and Iu. Roşca – with 97 appearances in 2,060 sec. They are followed by S. Urechean, V. Voronin, Z. Greceanîi, E. Muşuc, I. Pleşca, A. Stratan, V. Zubic and D. Diacov. TVC 21's list of the mostly publicized personalities in newscasts comprises V. Tarlev (UCM), A. Tanase (PLDM), D. Braghiş (PSD), D. Chirtoacă (PL), S. Urechean (AMN), V. Voronin (PCRM), V. Filat (PLDM), D. Diacov (PD), M. Lupu (PCRM), E. Muşuc (PSD).

3.8 Institutionalized political actors

Institutionalized actors monitored (parliament, presidency, government, local public administration – LPA, political parties) benefited from different media coverage on the part of the afore-mentioned TV services. The government was in their spotlight mostly often. It was present 2,622 times in newscasts (direct interventions - 731 times, other appearances – 1,891 times). All in all, those 7 TV stations granted the Government airtime with a duration of 56,947 sec. The political parties were the second in this ranking. They gathered 2,277 references, both direct and indirect, with a total duration of 39,857 sec. The presidency was in the news 1,265 times with a duration of 37,282 sec. The local public administration had 1,650 appearances with a duration of 32,103 sec. The parliament got the least publicizing (719 appearances both direct and indirect with a duration of 9,822 sec.).

It's worth mentioning that the institutionalized actors were publicized with different intensity by the monitored TV services. This ranking is presented in the table below, depending on the frequency and duration of mirroring the institutionalized actors.

Table 1

TV stations by frequency and duration of covering institutionalized actors

TV station		Government		Parliament		Presidency		LPA		Parties	
			Position		Position		Position		Position		Position
M1	Frequency	654	1	87	6	386	1	195	4	123	5
	duration	23096	1	1925	2	15981	1	4663	5	5005	3
NIT	Frequency	273	6	99	4	294	2	145	6	67	7
	duration	6118	6	1552	4	8000	3	4812	4	1146	6
TV7	Frequency	419	3	170	2	99	5	449	1	589	2
	duration	6284	4	1917	3	1566	5	6620	2	9535	2
EU TV	Frequency	365	4	183	1	57	6	387	3	68	6
	duration	6590	3	4223	1	1178	6	7296	1	827	7
N4	Frequency	330	5	89	5	261	3	190	5	218	3
	duration	7378	2	1264	6	8443	2	4276	6	3897	5
PRO TV	Frequency	528	2	136	3	147	4	415	2	700	1
	duration	6198	5	1509	5	1900	4	5608	3	9748	1
TVC 21	Frequency	31	7	70	7	19	7	73	7	207	4
	duration	577	7	828	7	264	7	1900	7	3936	4

Thus, M1 granted absolute priority to the government and the presidency (Position 1), mirrored, though rarer, but rather generously, the work of the parliament (Position 6 – as frequency and 2 – as duration) and showed certain reluctance concerning the LPA and political parties (positions 3, 4 and 5.)

NIT, in general, was closer to the presidency (Position 2 – as frequency and 3 – as duration), showed certain interest for the parliament (Position 4), generally distancing itself from the government (Position 6 – as frequency and 4 – as duration), the LPA (Position 6), parties (position 7 – as frequency and 6 – as duration).

TV7 mostly covered the work of the LPA (position 1 - as frequency and 2 - as duration) and of political parties (position 2 - as frequency and duration), it showed a gradual interest for the parliament (position 2 - as frequency and 3 - as duration) and for the government (position 3 - as frequency and position 4 - as duration), distancing itself from the presidency (position 5).

EuTV was generous with the parliament (position 1 - as frequency and duration) and the LPA (position 3 - as frequency and 1 - as duration), was reserved with the government (position 4 - as frequency and 3 - as duration) and reluctant with the presidency (position 6 - as frequency and duration) and parties (position 6 - as frequency and 7 - as duration).

N 4 showed its attachment for the presidency (position 3 - as frequency and 2 - as duration), showed interest for the government (position 5 - as frequency and 2 - as duration) and was quite reserved with the parliament, the LPA (positions 5 - as frequency and 6 - as duration) and in many cases with the parties (position 3 - as frequency and 5 - as duration).

PRO TV showed its obvious interest for parties (position 1 - as frequency and duration), PLA (position 2 - as frequency and 3 - as duration) and certain hesitation as to the government (2 - as frequency and 5 - as duration), parliament (position 3 - as frequency and 5 - as duration) and presidency (position 4 - as frequency and duration).

TVC 21 insignificantly mirrored the work of all the monitored institutionalized actors (position 7 - as frequency and duration), showing certain interest only for the political parties (position 4 as frequency and duration).

16 parties were covered in the newscasts of the monitored stations. Their televised appearances were different. The leader in this respect was the PCRM. It benefited from 1,741 direct and indirect appearances with a total duration 44,454 sec. The other 15 political parties gathered a total of 3,345 appearances with a total duration of 55,394 sec. or by 222.5 appearances each (7.9 times less than the PCRM) in 3,693 sec. (12.1 times less than the PCRM). This average was exceeded as frequency and duration by 7 parties: AMN, PLDM, PL, PSD, PPCD, UCM, PDM, while others: PNL, MAE, PPR, RAVN, PNR, PRM, PEMAVE and PUM were covered below the average ratio shown.

The TV services tackled differently (as frequency and duration) the political parties. The widest spectrum of parties was presented in the PRO TV's news (14), while M1 covered the smallest number of parties (8). N4, TV 7 and TVC 21 made reference to 12 parties each, NIT – to 10, and EU TV – to 9.

The news agenda of three TV services (M1, NIT and N4) was absolutely dominated by the PCRM. M 1, for instance, made 472 references to the work of this party on a duration of 18,314 sec. (the other 7 parties - AMN, UCM, PSD, PPCD, PLDM, PL and PD – covered in M1's news, jointly gathered 147 direct or indirect appearances with a total duration of 5,682 sec.) At NIT, the PCRM benefited from 331 references with a duration of 8,794 sec., while the other 9 parties – AMN, PL, PPCD, UCM, PSD, PDM, PLDM, PUM and RAVNopravie) - 215 references with a duration of 7,472 sec. N4 made 303 references to the PCRM (with a duration of 9,077 sec.) and 328 references to other 11 parties from and outside the parliament (AMN, PL, PSD, PPCD, PLDM, PDM, PNL, UCM, MAE, Ravnopravie, PEMAVE) (with a duration of 6000 sec.)

TV7 and ProTV granted almost equal time to four political parties – PCRM, AMN, PLDM and PL. Thus, at TV 7, the PCRM benefited from 275 appearances with a duration of 3,349 sec., PLDM – respectively 206 appearances with a duration of 3,329 sec., AMN – 222 appearances with a duration of 3,266 sec., and PL – 160 appearances with a duration of 2,151 sec. ProTV reported on AMN 267 times during 3,423 sec., on PL – 210 times during 2,967 sec., on the PCRM – 216 times during 2,827 sec. And on PLDM – 167 times during 2,290 sec. The other parties – 8 on TV 7 and 10 on ProTV jointly gained 289 appearances (5,646 sec.) and 313 appearances (4,536 sec.)

EuTV offered practically the same amount of time to PPCD and AMN. The first one benefited of 129 appearances with a duration of 2,654 sec. The same duration (2,645 sec.) was granted to the AMN, which exceeded the PPCD in terms of appearances – 178. Other parties (PCRM, PSD, PDM, PLDM, PL, UCM and PRM) had a total of 269 appearances with a duration of 4,499 sec.

TVC 21 most frequently reported on PLDM (68 times in 1,310 sec.), and the other parties – PSD, UCM, PCRM, AMN, PDM, PL, MAE, PPCD, PNL, PMR and PPR had 275 appearances during 4,571 sec.

Conclusions

The editorial conduct, adopted by the monitored TV services during the pre-election period, had an ambivalent character. Thus, on the one hand we find that some of them (M1, NIT, N4 and EuTV, although the latter acted in a specific manner) insisted on promoting enhanced visibility to one of the political actors. On the other hand, we remark the trial, although sometimes fragile and inconsistent, of other TV services (TV7, ProTV and to lesser extent TVC 21) to ensure the relatively balanced presentation of political actors.

4. QUALITY DIMENSION OF POLITICAL ACTORS IN NEWS

3.1 Political actors. Positive context. Top 10 personalized actors

7 of 9 monitored TV stations aired news with political actors put positive context (see Table 1)

Table 1

No.	POLITICAL ACTORS. POSITIVE CONTEXT													
	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	personalized													
1	Voronin V.	29	Voronin V.	161	Voronin V.	239	Chirtoaca D.	23	Filat V.	13	Voronin V.	132	Tanase A.	11
2	Dodon I.	19	Dodon I.	25	Dodon I.	46	Filat V.	19	Musuc E.	13	Greceanai Z.	32	Voronin V.	9
3	Rosca Iu.	12	Greceanai Z.	20	Greceanai Z.	39	Voronin V.	18	Voronin V.	11	Dodon I.	32	Chirtoaca D.	6
4	Greceanai Z.	11	Stepaniuc V.	11	Baldovici V.	13	Dodon I.	17	Greceanai Z.	11	Munteanu Iu.	9	Gorodenco A.	6
5	Stepaniuc V.	8	Savga L.	10	Rosca Iu.	12	Urechean S.	16	Diacov D.	11	Durlesteanu M.	9	Braghis D.	5
6	Musuc E.	6	Baldovici V.	8	Munteanu Iu.	9	Greceanai Z.	11	Ghimpu M.	10	Lupu M.	6	Lupu M.	3
7	Lupu M.	4	Ursu V.	6	Stepaniuc V.	9	Diacov D.	11	Dodon I.	8	Simion D.	6	Tarlev V.	3

8	Braghis D.	3	Musuc E.	5	Musuc E.	9	Ghimpu M.	10	Braghis D.	6	Petrenco G.	4	Urechean S.	3
9	Gorodenco A.	3	Munteanu Iu.	5	Gorodenco A.	8	Gorodenco A.	6	Petrencu A.	6	Catrinici L.	3	Diacov D.	3
10	Baldovici V.	3	Guznac V.	4	Savga L.	6	Tanase A.	6	Stratan A.	5	Gorodenco A.	3	Filat V.	3
	Institutions													
1	LPA	77	Government	182	Presidency	239	Parties	102	Government	69	Government	142	Parties	48
2	Presidency	29	Presidency	167	Government	176	Government	58	Parties	67	Presidency	134	LPA	21
3	Government	19	LPA	34	LPA	34	LPA	55	LPA	32	Parliament	20	Parliament	18
4	Parties	18	Parties	23	Parliament	21	Presidency	18	Presidency	11	Parties	6	Government	9
5	Parliament	16	Parliament	11	Partide	10	Parliament	16	Parliament	5	APL	6	Presidency	9
	Parties													
1	PCRM	34	PCRM	193	PCRM	254	PL	39	PCRM	23	PCRM	152	PCRM	21
2	PPCD	31	PSD	6	PSD	16	PLDM	36	PSD	22	PDM	3	PLDM	19
3	PSD	12	AMN	3	PPCD	14	AMN	32	PLDM	19			PSD	16
4	PL	2			AMN	8	PDM	27	PDM	18			AMN	9
5	AMN	1			PL	2	PCRM	22	PL	14			PDM	9
6					PDM	2	PSD	11	MAE	6			UCN	8
7							PPCD	5	PNL	5			PL	8
8							UCM	2	PPCD	4			PPCD	3
9							PNL	2					MAE	3
10														

a) Personalized political actors

The most publicized, in positive context, personalized actor is President V. Voronin, he being on the first position in the rankings of 4 TV stations (Eu TV, M1, NIT and N4), on position 2 at one TV station (TVC21) and on position 3 at two stations (Pro TV and TV7). In this context he was mostly often publicized by NIT (239 times), M1 (161 times) and N4 (132 times). Thus, at NIT, over 4/5 of the stories in which this actor was present bear a positive character; at M1 – almost one story in two; at N4 – in 40 %.

In the top of the first 10 personalized actors, covered in news in a positive context, are also premier Z. Greceanai and first deputy premier I. Dodon at 6 of 7 televisions (exception – TVC 21). E. Musuc is covered by 4 from 7 stations. Parliament speaker M. Lupu – by three. In the case of two stations – TV7 and TVC 21, six of ten personalized political actors are leaders of political parties.

Eu TV puts the president of the country in a positive context; as well as the president of the parliament and a deputy premier; the premier, the first deputy premier and a deputy premier; two ministers; an opposition political leader and a former chairman of the Chisinau Council (CMC).

M1 puts in positive context representatives of the government, except for the president of the country and for a former president of the CMC.

NIT puts in positive colors representatives of the government, except for the president of the country, a deputy president of the parliament and the former chairman of the CMC.

Pro TV puts in a positive context the president of the country; three representatives of the government; four opposition political leaders; the former chairman of the CMC and a councilor in the CMC.

TV7 puts in a positive context the president of the country; three representatives of the government; five opposition political leaders; the former chairman of the CMC.

N4 puts in a positive context the president of the country; six representatives of the government; the parliament's speaker and an MP.

TVC21 puts in a positive context the president of the country; the parliament's president; a representative of the government; five opposition political leaders; the mayor of Chisinau; a Chisinau councilor.

In the case of Pro TV, TV7, TVC21 and Eu TV the difference in covering the actors in top 10 is between 2.6 (TV7) and 10 (Eu TV). In other words, the actor on the first position was covered 2.6 – 10 times more often than the holder on position 10.

In the case of M1, NIT and N4 the difference in covering the holders of positions 1 and 10 in the top is between 39 (NIT) and 44 (N4). M1 – 40. In other words, the first actor in the ranking was publicized 39 – 44 times more often than the actor on position 10.

b) Institutionalized political actors

Institutions as actors

The televisions differently covered the institutionalized actors. Thus, a station (NIT) grants priority to the news in which the presidency is presented in a positive context. 3 stations of 7 put the government in a positive context (M1, TV7, N4). Pro TV and TVC 21 place the parties first. Eu TV – the LPA. In four cases of 7 the parliament as an actor is on the last place.

Political parties as actors

The most positively covered actor is the PCRM – at 6 stations it is on position 1 and at one (Pro TV) – on position 5 from 14.

Two stations (Pro TV and TVC 21) put in positive context by 9 of those 14 and, respectively, 12 political parties covered in their newscasts. This index in the case of Eu TV is 5 in 9; in the case of M1 – 3 in 8; in the case of NIT – 6 in 10; in the case of TV7 – 8 in 12; in the case of N4 – 2 in 12. Worth of mentioning is that the national public broadcaster had the smallest number of political actors in its newscasts.

Eu TV broadcast positive news about two political actors mainly - PCRM (34) and PPCD (31).

M1 aired positive news by far about a single political actor – the PCRM (193 times compared to the second position 6 times.)

NIT aired positive news by far about a single political actor – PCRM (254 times compared to 16 times – the second position).

Pro TV, TV7 and TVC21 gave preferences to no political actor.

N4 aired positive news by far by a single political actor – PCRM (152 times compared to 3 times for the holder of position 2).

3.2 Political actors. Negative context. Top 10 personalized actors

7 of 9 monitored TV stations aired news with political actors in a negative context. (See Table 2)

Table 2

No.	POLITICAL ACTORS. NEGATIVE CONTEXT													
+	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	personalized													
1	Urechean S.	57	Urechean S.	24	Chirtoaca D.	29	Urechean S.	22	Urechean S.	25	Chirtoaca D.	27	Tarlev V.	6
2	Plesca I.	42	Tarlev V.	16	Tarlev V.	14	Rosca Iu.	18	Voronin V.	21	Urechean S.	27	Urechean S.	6
3	Chirtoaca D.	10	Plesca I.	10	Urechean S.	11	Voronin V.	16	Tarlev V.	20	Filat V.	12	Plesca I.	6
4	Diacov D.	7	Cernei O.	6	Plesca I.	6	Plesca I.	15	Plesca I.	17	Ghimpu M.	9	Musuc E.	3
5	Bujor L.	6	Filat V.	5	Cernei O.	2	Musuc E.	10	Chirtoaca D.	10	Plesca I.	9	Tanase A.	3
6	Tarlev V.	4	Ghimpu M.	5	Ghimpu M.	1	Zubic V.	8	Filat V.	5	Tarlev V.	8	Chirtoaca D.	3
7	Tulea O.	3	Musuc E.	3	Filat V.	1	Tarlev V.	7	Ghimpu M.	5	Rosca Iu.	3	Voronin V.	2
8							Chirtoaca D.	5	Ostapciuc E.	5	Diacov D.	3		
9							Filat V.	4	Musuc E.	4	Cernei O.	3		
10							Greceanai Z.	4	Rosca Iu.	4	Tanase A.	3		
	Institutions													
1	Government	163	Parties	66	LPA	65	Parties	116	Parties	118	Parties	113	Parties	27
2	Parliament	39	LPA	38	Parties	54	LPA	50	LPA	70	LPA	57	LPA	20
3	Parties	4	Government	9	Presidency	0	Government	48	Government	27	Government	3	Parliament	5

4	LPA	0	Presidency	0	Government	0	Presidency	16	Presidency	21	Parliament	3	Government	4
5	Presidency	0	Parliament	0	Parliament	0	Parliament	3	Parliament	7	Presidency	0	Presidency	2
	Parties													
1	AMN	127	AMN	48	AMN	35	AMN	50	AMN	58	AMN	60	AMN	15
2	PLDM	18	UCM	16	PL	32	PCRM	27	PCRM	56	PL	42	UCM	6
3	PL	14	PLDM	11	UCM	14	PPCD	24	PL	24	PLDM	30	PCRM	5
4	PDM	10	PL	10	PPCD	6	PSD	10	UCM	22	UCM	8	PSD	3
5	PPCD	4	PSD	3	PLDM	3	PL	9	PLDM	19	PPCD	6	PLDM	3
6	UCM	4	PDM	2	PDM	1	PLDM	8	PPCD	9	PDM	6	PPCD	3
7							UCM	8	PSD	4	PEMAVE	3	PL	3
8							MAE	4	PPR	2			MAE	3
9							PPR	4						
10							PDM	3						

a) Personalized political actors

The political actor mostly publicized in a negative context is S. Urechean, as he is on position 1 in the top of 4 stations (Eu TV, M1, Pro TV and TV7), on position 2 of two stations (N4 and TVC21) and on position three of one station (NIT). He was covered most often by Eu TV (57 times), Tv7 (25 times), M1 (24 times) and Pro TV (22 times). Thus, every fifth monitored story by Eu TV covered this actor.

“The target” of NIT and N4 was D. Chirtoaca, the target of TVC 21 – V. Tarlev.

In the top of 10 personalized actors, covered in news in negative contexts, there are I. Plesca, V. Tarlev – at all those 7 stations; D. Chirtoaca – at 6 stations (exception – M1); V. Filat – at 5 (exception – TVC21 and Eu TV); V. Voronin – at 3 stations – Pro TV, TV7 and TVC21. The rest of the stations aired no story with the president, premier or speaker in a negative context. The political actors prevail among the personalized actors.

Four stations - Eu TV, M1, NIT and N4 – put representatives of opposition parties in negative context.

Three stations - Pro TV, TV7 and TVC21 – put representatives of the ruling party and of the opposition parties in negative context.

b) Institutionalized actors

Institutions as actors

5 of 7 stations negatively aired stories in which the parties are the most frequent actors (except – Eu TV and NIT).

Eu TV, M1, NIT and N4 put no news story envisaging Presidency as a political actor in negative context.

Eu TV excels in stories about the Government (163 times), while NIT – LPA (65 cases).

The Parliament is “spared” by M1 and NIT.

Political parties as actors

The actor mostly covered in negative context is AMN – all those 7 stations place it on position 1. It was most often present at Eu TV (127 times), over two times more often than in the news of N4 (60 times) and TV7 (58 times).

Pro TV negatively covers 11 of 14 parties it reported in its news. TV7 – 8 from 12. This index for Eu TV is 6 of 9; M1 – 6 of 8; NIT – 6 of 10; N4 – 7 of 12; TVC21 – 8 of 12. Worth to be mentioned that the national public broadcaster in its news covered the smallest number of political parties.

Eu TV, M1, NIT and TV4 did not broadcast negative-context news about the political actor - PCRM.

For stations M1 and TVC 21 the second “rival” after the AMN was political actor UCM.

For stations NIT and N4 the second “rival” after the AMN was the political actor PL.

For stations Pro TV and TV7, the second “rival” after the AMN was the political actor PCRM.

For station Eu TV, the second “rival” after the was the political actor PLDM.

Eu TV aired news in negative colors by large about political actor– AMN (127 times compared to second position -- 18 times).

M1 aired news in negative colors by large about political actor – AMN (48 times compared to 16 times for the second position).

NIT aired almost the same number of news stories in negative colors about political actors – AMN and PL (35 and 32, respectively).

Pro TV and TVC21 aired news in negative colors about political actor – AMN almost two times more often than the holder of position 2.

TV7 “shares” almost the same number of stories between the AMN and the PCRM

N4’s list is by large about a trio of actors in the top: AMN (60 times), PL (42 times), PLDM (30 times).

3.3 Political actor. Favoring attitude.

Table 3

No .	POLITICAL ACTORS. FAVORING ATTITUDE													
+	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	personalized													
1	Rosca Iu.	18	Voronin V.	15	Voronin V.	4					Voronin V.	29		
2	Voronin V.	10	Dodon I.	3	Greceanai Z.	2					Greceanai Z.	6		
3	Dodon I.	9	Stepaniuc V.	3	Pavlov V.	2					Dodon I.	5		
4	Greceanai Z.	2	Savga L.	2							Musuc E.	3		
5	Stepaniuc V.	2												
6	Lupu M.	1												
7	Corduneanu A.	1												
	Institutions													
1	Government	21	Governmen t	21	Presidency	4	LPA	0	LPA	0	LPA	29	LPA	0
2	LPA	19	Presidency	15	LPA	4	Governmen t	0	Governmen t	0	Governmen t	14	Governmen t	0
3	Presidency	10	LPA	4	Governmen t	4	Parliament	0	Parliament	0	Parliament	3	Parliament	0
4	Parliament	5	Parties	0	Parliament	2	Parties	0	Parties	0	Parties	0	Parties	0
5	Parties	2	Parliament	0	Parties	0	Presidency	0	Presidency	0	Presidency	0	Presidency	0
	Parties													
1	PPCD	29	PCRM	15	PCRM	8					PCRM	29		
2	PCRM	9									PSD	3		

a) Personalized actors

The monitored TV stations had different attitudes toward news protagonists. Four stations display their attitude toward actors, while 3 of them consider this to be inadmissible.

Thus, Eu TV expresses its bias for 7 actors, the first being Iu. Rosca (18 times), followed by V.Voronin (10 times) and I.Dodon (9 times).

M1, NIT and N4 display favoring attitudes for V.Voronin. N4 excels in this respect (29 times) – almost one story in ten. The other actors favored by these stations are top dignitaries, as the premier, a deputy premier, ministers, etc.

b) Institutionalized actors

Institutions as actors

Two stations– Eu TV and M1 – most often and equally, favored the political actor “Government” in their news – both 21 times; NIT and N4 – “the Presidency”: N4 – 29 times and NIT 4 times. Three stations– Pro TV, TV7 and TVC 21 – did not favor institutions-actors in their newscasts. The televisions favoring “the

Government” put on position 2 and 3 “the Presidency”; the ones favoring “the Presidency” put “the Government” on positions 2. M1 and N4 aired no news favoring any political party or the Parliament. NIT was balanced in stories covering the Parliament.

Political Parties as actors

M1, NIT and N4, most frequently, favored the actor PCRM – correspondingly 15, 8 and 29 times. Eu TV – the political actor PPCD – 29 times. Two stations – M1 and NIT – favored in news but a political actor. Eu TV and N4 favored by one actor more: Eu TV – the PCRM – 9 times; N4 – the actor PSD – 3 times.

Most of the political parties (14) were covered by Pro TV; TV7, N4 and TVC21 presented 12 parties each. The fewest political parties were covered by la M1 – 8; Eu TV – 9. NIT reported on 10 political parties.

4.4 Political actors in news. unfavorable attitude

Table 4

No.	POLITICAL ACTORS. UNFAVORABLE ATTITUDE													
+	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	personalized													
1	Urechean S.	23	Tarlev V.	2	Chirtoaca D.	12					Urechean S.	18		
2	Plesca I.	15									Chirtoaca D.	12		
3	Bujor L.	4									Filat V.	6		
4	Tulea O.	3									Plesca I.	6		
5	Chirtoaca D.	1									Tarlev V.	5		
6											Cernei O.	3		
7											Ghimpu M.	3		
	Institutions													
1	Government	64	Parties	2	LPA	32	Parties	0	Parties	0	Parties	41	Parliament	3
2	Parliament	7	LPA	1	Government	1	LPA	0	LPA	0	LPA	24	LPA	2
3	Parties	0	Government	0	Parties	1	Government	0	Government	0	Government	0	Government	2
4	LPA	0	Presidency	0	Presidency	0	Presidency	0	Parliament	0	Parliament	0	Parties	0
5	Presidency	0	Parliament	0	Parliament	0	Parliament	0	Presidency	0	Presidency	0	Presidency	0
	Parties													
1	AMN	52	UCM	2	PL	12					AMN	33	AMN	3
2	PL	5			AMN	4					PL	15		
3	PLDM	4			PDM	1					PLDM	6		
4	PDM	3									UCM	5		
5														

a) Personalized actors

The monitored TV stations had different attitudes toward the news protagonists. Four stations display their attitude toward actors, as three of them considered it inadmissible. Thus, Eu TV and N4 aired unfavorable news about 5 and respectively 7 actors. Most often they aimed in their disapproval at S.Urechean –23 times at Eu TV and 18 – at N4. The second mostly disliked actor by Eu TV is I. Plesca (15 times), while N4 dislikes D. Chirtoaca the second (12 times). D. Chirtoaca was the only target of NIT (12 aired unfavorable stories). M1 aired unfavorable stories about a single political actor - V.Tarlev (twice).

Other protagonists of unfavorable news: at Eu TV – L. Bujor, O. Tulea and D. Chirtoaca, at N4 – V. Filat, I. Plesca, V. Tarlev, O. Cernei and M. Ghimpu, that is personalized actors representing the political opposition.

b) Institutionalized actors

Institutions as actors

The stations had a different approach as to the institutions as actors. Thus, Eu TV mostly disliked the Government –64 times – that is in every 4th-5th story; NIT unfavored the LPA -- 32 times; N4 – the parties – 41 times – every story in eight, and TVC21 – the Parliament – 3 times. Pro TV and TV7 aired no stories unfavorable of any institution as an actor.

M1 and N4 target the same actors – the parties and the LPA. But, if M1 the number of unfavorable stories is 2 and, respectively, 1 – at N4 – 41 and, respectively, 24. The LPA is “unfavored” by TVC21, too – twice. The unfavorable stories of three stations – Eu TV, M1 and N4 – targeted by two actors; NIT and TVC21 disliked three actors. “The Presidency” is the only institution not targeted by any unfavorable story.

Political parties as actors

The protagonist of unfavorable news of three stations – Eu TV, N4 and TVC21 was AMN – 52, 33 and, respectively, 3 times. Eu TV targeted this actor in its every 5th-6th story. TVC21 took it as the only political actor in unfavorable newscasts.

M1 aired unfavorable stories about a single actor UCM twice. “NIT targeted the PL 12 times. Eu TV unfavorable news targeted: PL, PLDM and PDM; NIT – AMN and PDM; N4 – PL, PLDM and UCM. The other political parties as actors were not put in unfavorable news, including the PCRM.

Conclusions

- M1 – the only public broadcaster among the monitored and also the only enjoying the widest territorial coverage – addressed the smallest number of political parties in the pre-election period – 8 of those 28 registered. Such an attitude is unexplainable since, on the one hand, the key mission of the public broadcaster is to inform the public, and, on the other hand, the political parties are key actors in elections.
- Four stations– Eu TV, M1, NIT and N4 – aired news and programs covering political actors in manner not contributing to inform the public in such a degree allowing them to finally make a qualified and reasonable choice. Using the frequency which are national property in the interest of some political actors and to the detriment of others is inadmissible and runs counter the fundamental right of the citizen to information.
- In the pre-election period, the monitored TV stations, except for Pro TV, TV7 and to lesser extent TVC21, adopted faulty editorial policies massively promoting political actors in power or loyal to the power, while the other actors, as a rule opposing the governance, are neglected or denigrated.

5. PRESENCE OF POLITICAL ACTORS IN PROGRAMS: STATISTIC DATA

Monitored TV station: EuTV			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Autobiucuirea dinozaurilor sovietici	50117	Media Expres	48106
Epicentru	33296	Post Factum	26238
Pentru cei cu iubire fata de Hristos si cu dragoste de tara (film)	1040	Prezentul continuu	54793
		Scurt pe doi	2631

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Amihalachioaie G.	0	0	2	216	0	0	2	0	0	2
2	Braghis D.	0	0	26	191	0	26	0	0	25	1
3	Bujor L.	2	34	77	7581	0	77	2	0	77	2
4	Cernei O.	2	24	2	44	0	2	2	0	2	2
5	Chifa S.	0	0	4	414	0	4	0	0	4	0
6	Chirtoaca D.	0	0	1	60	0	0	1	0	0	1
7	Cosarciuc V.	0	0	16	6392	0	16	0	0	16	0
8	Cubreacov V.	5	5542	16	76	4	0	17	1	0	20
9	Diacov D.	0	0	26	1061	0	22	4	0	19	7

10	Dodon I.	4	96	2	1016	3	0	3	0	0	6
11	Filat V.	4	62	66	15474	0	64	6	0	59	11
12	Ghimpu M.	0	0	5	288	0	1	4	0	1	4
13	Greceanai Z.	0	0	4	38	0	0	4	2	0	2
14	Gutu I.	0	0	52	4528	0	52	0	0	52	0
15	Leanca Iu.	0	0	2	216	0	0	2	0	0	2
16	Lipcan A.	0	0	25	308	0	25	0	0	25	0
17	Lupu M.	0	0	2	12	0	0	2	0	0	2
18	Musuc E.	2	24	2	24	0	2	2	0	2	2
19	Oleinic A.	0	0	75	1312	0	75	0	0	75	0
20	Onceanu A.	0	0	51	4130	0	51	0	0	51	0
21	Petrache M.	0	0	2	216	0	0	2	0	0	2
22	Plesca I.	2	30	75	4134	0	73	4	0	71	6
23	Rosca Iu.	29	59286	104	5276	103	0	30	113	0	20
24	Salaru A.	0	0	2	216	0	0	2	0	0	2
25	Stratan A.	0	0	2	12	0	0	2	0	0	2
26	Tanase A.	4	130	17	420	0	17	4	0	17	4
27	Tulea O.	2	64	2	22	0	2	2	0	2	2
28	Untila V.	0	0	77	1230	0	77	0	0	77	0
29	Urechean S.	10	222	124	18555	0	122	12	0	114	20
30	Vaculovschi G.	1	543	0	0	1	0	0	0	0	1
31	Voronin V.	0	0	10	629	2	0	8	2	0	8
32	Zubic V.	2	58	11	614	3	0	10	1	0	12
+	Institutions										
1	LPA	10	240	14	894	0	8	16	0	8	16
2	Government	6	154	23	1960	6	0	23	3	0	26
3	Parliament	0	0	9	1551	0	0	9	0	0	9
4	Parties	60	67449	871	73600	114	720	97	117	696	118
5	Presidency	0	0	10	629	2	0	8	2	0	8
+	Parties										
1	AMN	16	310	590	49020	0	586	20	0	573	33
2	PCRM	0	0	12	641	2	0	10	2	0	10
3	PDM	2	64	32	1419	0	24	10	0	21	13
4	PL	0	0	9	624	0	1	8	0	1	8
5	PLDM	8	192	91	16476	0	85	14	0	78	21
6	PPCD	42	67099	129	5828	114	2	55	117	2	52
7	PSD	2	24	28	215	0	28	2	0	27	3
8	UCM	0	0	4	432	0	0	4	0	0	4

Monitored TV station: M1			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Anul tineretului	<u>2100</u>	In memoriam Grigore Vieru	<u>18000</u>
Bastina	<u>18000</u>	La datorie	<u>6000</u>
Buna dimineata	<u>63500</u>	Moldova-650 ani	<u>13340</u>
Caravella culturii	<u>7080</u>	O sansa pentru tine	<u>4340</u>
Cronos	<u>6980</u>	Perpetuum mobile	<u>1800</u>
Documentary "La drum"	<u>1380</u>	Rezonans	<u>8490</u>
Fii tinar	<u>5400</u>	TVMI-2 ani	<u>11700</u>
Focus	<u>2640</u>	Terra vita	<u>5400</u>
Formula succesului	<u>9600</u>	Vector european	<u>15800</u>
Grigore Vieru funerals	<u>18000</u>	Zona libera	<u>17460</u>
Ghidul sanatatii tale	<u>3360</u>		

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Baldovici V.	3	561	1	15	1	0	3	0	0	4
2	Balmos G.	1	24	0	0	1	0	0	0	0	1
3	Braghis D.	0	0	1	10	0	0	1	0	0	1
4	Buceatchi P.	2	44	0	0	0	0	2	0	0	2
5	Bucinschi I.	1	900	0	0	0	0	1	0	0	1
6	Catrinici L.	2	540	0	0	0	0	2	0	0	2
7	Cerevatii V.	2	2400	0	0	0	0	2	0	0	2

8	Cernei O.	0	0	1	10	0	0	1	0	0	1
9	Dodon I.	14	619	10	365	10	0	14	1	0	23
10	Duca G.	6	2649	4	120	4	0	6	0	0	10
11	Durlesteanu M.	4	3065	0	0	0	0	4	0	0	4
12	Gorodenco A.	2	80	2	37	1	0	3	0	0	4
13	Greceanai Z.	12	1232	16	407	10	0	18	2	0	26
14	Ivanov V.	5	264	0	0	3	0	2	0	0	5
15	Klipii I.	0	0	1	5	0	0	1	0	0	1
16	Lupu M.	4	460	3	62	2	0	5	1	0	6
17	Munteanu Iu.	3	345	2	50	2	0	3	0	0	5
18	Ostalep V.	2	4800	0	0	0	0	2	0	0	2
19	Postoico M.	1	8	0	0	0	0	1	0	0	1
20	Savga L.	3	228	3	104	4	0	2	0	0	6
21	Serebrian O.	0	0	1	5	0	0	1	0	0	1
22	Silistraru M.	1	116	0	0	1	0	0	0	0	1
23	Sova V.	0	0	3	127	3	0	0	0	0	3
24	Stepaniuc V.	2	96	4	113	5	0	1	0	0	6
25	Stratan A.	4	108	3	33	2	0	5	0	0	7
26	Tabirta Vi.	2	2400	0	0	0	0	2	0	0	2
27	Tarlev V.	0	0	1	45	0	1	0	0	1	0
28	Urechean S.	0	0	1	7	0	0	1	0	0	1
29	Ursu V.	1	72	1	9	0	0	2	0	0	2
30	Voronin V.	29	13004	44	2353	38	0	35	10	0	63
31	Vrabie V.	3	105	7	451	5	0	5	0	0	10
+ Institutions											
1	LPA	36	11515	4	170	8	0	32	1	0	39
2	Government	70	15732	77	3434	60	0	87	4	0	143
3	Parliament	5	468	3	62	2	0	6	1	0	7
4	Parties	0	0	10	202	2	1	7	0	1	9
5	Presidency	29	13004	44	2353	38	0	35	10	0	63
+ Parties											
1	AMN	1	116	2	17	1	0	2	0	0	3
2	PCRM	37	16047	51	2545	42	0	46	11	0	77
3	PDM	0	0	2	10	0	0	2	0	0	2
4	PL	0	0	1	10	0	0	1	0	0	1
5	PSD	0	0	1	10	0	0	1	0	0	1
6	UCM	0	0	1	45	0	1	0	0	1	0

Monitored TV station: N4			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Press review	23958		

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Braghis D.	0	0	4	124	0	0	4	0	4	0
2	Bujor L.	0	0	2	26	0	0	2	0	0	2
3	Chifa S.	0	0	2	36	0	2	0	0	2	0
4	Chirtoaca D.	0	0	15	360	0	15	0	0	13	2
5	Cubreacov V.	0	0	2	44	0	0	2	0	2	0
6	Diacov D.	0	0	4	162	0	2	2	0	4	0
7	Dodon I.	0	0	3	78	3	0	0	3	0	0
8	Filat V.	0	0	21	576	0	9	12	0	15	6
9	Ghimpu M.	0	0	4	126	0	2	2	0	2	2
10	Greceanai Z.	0	0	14	275	3	0	11	2	0	12
11	Musuc E.	0	0	2	6	0	0	2	0	0	2
12	Pavlicenco V.	0	0	4	24	0	0	4	0	0	4
13	Petrencu A.	0	0	2	12	0	0	2	0	0	2
14	Plesca I.	0	0	5	30	0	5	0	0	3	2
15	Rosca Iu.	0	0	15	357	0	8	7	2	6	7
16	Stratan A.	0	0	7	128	0	0	7	0	0	7
17	Tarlev V.	0	0	3	93	0	3	0	0	0	3
18	Urechean S.	0	0	21	714	0	13	8	0	13	8
19	Voronin V.	0	0	42	1710	18	0	24	12	0	30

+	Institutions										
1	LPA	0	0	24	606	2	20	2	0	18	6
2	Government	0	0	26	551	6	0	20	7	0	19
3	Parliament	0	0	2	32	0	0	2	0	0	2
4	Parties	0	0	105	2508	0	46	59	2	59	44
5	Presidency	0	0	36	1676	18	0	18	12	0	24
+	Parties										
1	AMN	0	0	34	882	0	22	12	0	22	12
2	MAE	0	0	4	54	0	0	4	0	2	2
3	PCRM	0	0	46	1766	20	0	26	12	0	34
4	PDM	0	0	4	162	0	2	2	0	4	0
5	PL	0	0	19	486	0	17	2	0	15	4
6	PLDM	0	0	23	592	0	9	14	0	17	6
7	PNL	0	0	4	24	0	0	4	0	0	4
8	PPCD	0	0	17	401	0	8	9	2	8	7
9	PSD	0	0	6	130	0	0	6	0	4	2
10	UCM	0	0	3	93	0	3	0	0	0	3

Monitored TV station: NIT			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Apropo	300	Mai am ceva de spus	10800
Conversations with the president	10800	Maxima	3600

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Diacov D.	0	0	2	16	0	0	2	0	0	2
2	Gutu I.	0	0	2	8	0	0	2	0	0	2
3	Pavlicenco V.	0	0	1	300	0	1	0	0	1	0
4	Urechean S.	0	0	2	20	0	0	2	0	0	2
5	Voronin V.	4	21600	0	0	4	0	0	4	0	0
+	Institutions										
1	Parties	0	0	7	344	0	1	6	0	1	6
2	Presidency	4	21600	0	0	4	0	0	4	0	0
+	Parties										
1	AMN	0	0	4	28	0	0	4	0	0	4
2	PCRM	4	21600	0	0	4	0	0	4	0	0
3	PDM	0	0	2	16	0	0	2	0	0	2
4	PNL	0	0	1	300	0	1	0	0	1	0

Monitored TV station: Pro TV			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
In profunzime	24840	VIP-Magazin	3000

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Cosarciuc V.	3	3090	0	0	0	0	3	0	0	3
2	Cubreacov V.	0	0	6	30	0	3	3	0	0	6
3	Dodon I.	0	0	3	825	0	3	0	0	0	3
4	Filat V.	2	3100	0	0	0	0	2	0	0	2
5	Ghimpu M.	1	600	0	0	0	0	1	0	0	1
6	Plesca I.	3	3366	0	0	0	0	3	0	0	3
7	Rosca Iu.	0	0	3	690	0	3	0	0	0	3

8	Urechean S.	4	3966	0	0	0	0	4	0	0	4
9	Voronin V.	0	0	6	930	0	6	0	0	0	6
10	Zubic V.	0	0	3	135	0	3	0	0	0	3
+	Institutions										
1	Government	0	0	9	1680	0	6	3	0	3	6
2	Parliament	0	0	9	573	0	3	6	0	0	9
3	Parties	13	14122	29	1790	0	17	25	0	0	42
4	Presidency	0	0	6	930	0	6	0	0	0	6
+	Parties										
1	AMN	10	10422	6	345	0	0	16	0	0	16
2	PCRM	0	0	16	1330	0	13	3	0	0	16
3	PL	1	600	0	0	0	0	1	0	0	1
4	PLDM	2	3100	0	0	0	0	2	0	0	2
5	PPCD	0	0	13	1045	0	10	3	0	0	13

Monitored TV station: TV7			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Arena	6214	Top Wine	1804
Stop-cadru	3600		

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Andronic N.	2	30	2	46	2	0	2	0	0	4
2	Bujor L.	2	32	0	0	0	0	2	0	0	2
3	Chirtoaca D.	2	70	2	210	0	0	4	0	0	4
4	Diacov D.	6	90	4	64	2	0	8	0	0	10
5	Dodon I.	0	0	2	900	0	0	2	0	0	2
6	Filat V.	6	100	4	92	2	0	8	0	0	10
7	Ghimpu M.	2	66	2	64	2	0	2	0	0	4
8	Klimenko V.	2	10	2	28	2	0	2	0	0	4
9	Lupu M.	2	12	4	34	0	0	6	0	0	6
10	Pavlicenco V.	2	98	4	48	2	0	4	0	0	6
11	Plesca I.	4	360	2	40	0	2	4	0	0	6
12	Rosca Iu.	2	26	6	476	0	4	4	0	0	8
13	Stepaniuc V.	0	0	2	900	0	0	2	0	0	2
14	Stratan A.	4	240	2	230	0	0	6	0	0	6
15	Susarenco G.	2	18	2	6	0	0	4	0	0	4
16	Tanase A.	2	28	2	36	2	0	2	0	0	4
17	Turcanu V.	2	30	0	0	0	0	2	0	0	2
18	Untila V.	2	100	4	52	2	0	4	0	0	6
19	Urechean S.	6	386	6	334	0	4	8	0	0	12
20	Voronin V.	6	300	6	322	2	0	9	0	0	11
21	Zagorodnai A.	2	32	0	0	0	0	2	0	0	2
22	Zubic V.	2	360	2	90	0	2	2	0	2	2
+	Institutions										
1	LPA	4	1870	2	210	2	0	4	0	0	6
2	Government	6	600	12	2510	0	2	16	0	2	16
3	Parliament	22	322	20	1090	0	4	38	0	0	42
4	Parties	24	1096	30	1380	18	6	30	0	0	54
5	Presidency	6	300	8	612	2	0	11	0	0	13
+	Parties										
1	AMN	16	896	14	432	2	6	22	0	0	30
2	PCRM	12	374	14	606	4	0	21	0	0	25
3	PDM	4	66	2	22	0	0	6	0	0	6
4	PL	4	136	4	274	2	0	6	0	0	8
5	PLDM	8	128	6	128	4	0	10	0	0	14
6	PNL	2	98	4	48	2	0	4	0	0	6
7	PPCD	2	26	6	476	0	4	4	0	0	8
8	PPR	4	54	4	88	4	0	4	0	0	8
9	RAVN	2	10	2	28	2	0	2	0	0	4

Monitored TV station: TVC21			
Monitored program: PROGRAMS			
PROGRAM TITLE:	duration (SEC)	PROGRAM TITLE:	duration (SEC)
Weekly interview	1800		

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Rosca Iu.	0	0	1	24	0	1	0	0	0	1
2	Urechean S.	1	1800	0	0	0	0	1	0	0	1
3	Voronin V.	0	0	1	22	0	1	0	0	0	1
+	Institutions										
1	Parties	1	1800	3	36	0	1	3	0	0	4
2	Presidency	0	0	1	22	0	1	0	0	0	1
+	Parties										
1	AMN	1	1800	0	0	0	0	1	0	0	1
2	PCRM	0	0	1	22	0	1	0	0	0	1
3	PL	0	0	1	6	0	0	1	0	0	1
4	PLDM	0	0	1	6	0	0	1	0	0	1
5	PPCD	0	0	1	24	0	1	0	0	0	1

Monitored TV station: ALL TV STATIONS
Monitored program: PROGRAMS

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti/appear. (number)	Menti/appear. (duration, sec)	Positive	Negative	Neuter	Favoring	unfavorable	Impartial
+	personalized										
1	Amihalachioaie G.	0	0	2	216	0	0	2	0	0	2
2	Andronic N.	2	30	2	46	2	0	2	0	0	4
3	Baldovici V.	3	561	1	15	1	0	3	0	0	4
4	Balmos G.	1	24	0	0	1	0	0	0	0	1
5	Braghis D.	0	0	31	325	0	26	5	0	29	2
6	Buceatchi P.	2	44	0	0	0	0	2	0	0	2
7	Bucinschi I.	1	900	0	0	0	0	1	0	0	1
8	Bujor L.	4	66	79	7607	0	77	6	0	77	6
9	Catrinici L.	2	540	0	0	0	0	2	0	0	2
10	Cerevatii V.	2	2400	0	0	0	0	2	0	0	2
11	Cernei O.	2	24	3	54	0	2	3	0	2	3
12	Chifa S.	0	0	6	450	0	6	0	0	6	0
13	Chirtoaca D.	2	70	18	630	0	15	5	0	13	7
14	Cosarciuc V.	3	3090	16	6392	0	16	3	0	16	3
15	Cubreacov V.	5	5542	24	150	4	3	22	1	2	26
16	Diacov D.	6	90	36	1303	2	24	16	0	23	19
17	Dodon I.	18	715	20	3184	16	3	19	4	0	34
18	Duca G.	6	2649	4	120	4	0	6	0	0	10
19	Durlesteanu M.	4	3065	0	0	0	0	4	0	0	4
20	Filat V.	12	3262	91	16142	2	73	28	0	74	29
21	Ghimpu M.	3	666	11	478	2	3	9	0	3	11
22	Gorodenco A.	2	80	2	37	1	0	3	0	0	4
23	Greceanai Z.	12	1232	34	720	13	0	33	6	0	40
24	Gutu I.	0	0	54	4536	0	52	2	0	52	2
25	Ivanov V.	5	264	0	0	3	0	2	0	0	5
26	Klimenko V.	2	10	2	28	2	0	2	0	0	4
27	Klipii I.	0	0	1	5	0	0	1	0	0	1
28	Leanca Iu.	0	0	2	216	0	0	2	0	0	2
29	Lipcan A.	0	0	25	308	0	25	0	0	25	0
30	Lupu M.	6	472	9	108	2	0	13	1	0	14
31	Munteanu Iu.	3	345	2	50	2	0	3	0	0	5
32	Musuc E.	2	24	4	30	0	2	4	0	2	4
33	Oleinic A.	0	0	75	1312	0	75	0	0	75	0
34	Onceanu A.	0	0	51	4130	0	51	0	0	51	0
35	Ostalep V.	2	4800	0	0	0	0	2	0	0	2
36	Pavlicenco V.	2	98	9	372	2	1	8	0	1	10
37	Petrache M.	0	0	2	216	0	0	2	0	0	2
38	Petrencu A.	0	0	2	12	0	0	2	0	0	2
39	Plesca I.	9	3756	82	4204	0	80	11	0	74	17
40	Postoico M.	1	8	0	0	0	0	1	0	0	1
41	Rosca Iu.	31	59312	129	6823	103	16	41	115	6	39
42	Salaru A.	0	0	2	216	0	0	2	0	0	2
43	Savga L.	3	228	3	104	4	0	2	0	0	6
44	Serebrian O.	0	0	1	5	0	0	1	0	0	1
45	Silistraru M.	1	116	0	0	1	0	0	0	0	1
46	Sova V.	0	0	3	127	3	0	0	0	0	3
47	Stepaniuc V.	2	96	6	1013	5	0	3	0	0	8
48	Stratan A.	8	348	14	403	2	0	20	0	0	22
49	Susarenco G.	2	18	2	6	0	0	4	0	0	4
50	Tabirta Vi.	2	2400	0	0	0	0	2	0	0	2
51	Tanase A.	6	158	19	456	2	17	6	0	17	8
52	Tarlev V.	0	0	4	138	0	4	0	0	1	3
53	Tulea O.	2	64	2	22	0	2	2	0	2	2
54	Turcanu V.	2	30	0	0	0	0	2	0	0	2
55	Untila V.	2	100	81	1282	2	77	4	0	77	6
56	Urechean S.	21	6374	154	19630	0	139	36	0	127	48
57	Ursu V.	1	72	1	9	0	0	2	0	0	2
58	Vaculovschi G.	1	543	0	0	1	0	0	0	0	1
59	Voronin V.	39	34904	109	5966	64	7	76	28	0	119
60	Vrabie V.	3	105	7	451	5	0	5	0	0	10

61	Zagrodnai A.	2	32	0	0	0	0	2	0	0	2
62	Zubic V.	4	418	16	839	3	5	12	1	2	17
+	Institutions										
1	LPA	50	13625	44	1880	12	28	54	1	26	67
2	Government	82	16486	147	10135	72	8	149	14	5	210
3	Parliament	27	790	43	3308	2	7	61	1	0	69
4	Parties	98	84467	1055	79860	134	792	227	119	757	277
5	Presidency	39	34904	105	6222	64	7	72	28	0	115
+	Parties										
1	AMN	44	13544	650	50724	3	614	77	0	595	99
2	MAE	0	0	4	54	0	0	4	0	2	2
3	PCRM	53	38021	140	6910	72	14	106	29	0	163
4	PDM	6	130	42	1629	0	26	22	0	25	23
5	PL	5	736	34	1400	2	18	19	0	16	23
6	PLDM	18	3420	121	17202	4	94	41	0	95	44
7	PNL	2	98	9	372	2	1	8	0	1	10
8	PPCD	44	67125	166	7774	114	25	71	119	10	81
9	PPR	4	54	4	88	4	0	4	0	0	8
10	PSD	2	24	35	355	0	28	9	0	31	6
11	RAVN	2	10	2	28	2	0	2	0	0	4
12	UCM	0	0	8	570	0	4	4	0	1	7

6. QUANTITY DIMENSION OF THE POLITICAL ACTORS' PRESENCE IN PROGRAMS

General data

During the stage preceding the official launch of the election race (1 January - 3 February 2009), the presence of political actors in programs broadcast by the monitored TV stations was rather significant, the opportunity of participating in TV programs being fully used by the political actors to enhance their own visibility. The collected data show the presence of political actors in 39 series of programs, with a total duration of 152 hours. It's true not all the TV stations insisted to get political actors involved in the aired programs. Two of the nine monitored stations did not broadcast programs with political actors - 2 Plus and Prime. Instead, 7 stations - M 1, ProTV, TV 7, EuTV, NIT, N 4, TVC 21 -- had programs attended by political actors.

The editorial policy of different TV stations as to presenting political actors in their programs proved to be marked by a visible difference both in terms of number of programs, and of the air time allotted. Thus, M 1 massively presented political actors, they were present in 21 programs with a total duration of 240,370 seconds or over 66.77 hours. Less, but rather intensely anyway political actors were covered in EU TV's programs – seven programs with a duration of 166,104 seconds or 46.14 hours. TVC 21's position in this regard was diametrically opposite: a single title of program with a duration of 1,800 seconds, that is half an hour. The other stations aired programs with political actors with almost equal durations, allotting 6-7 hours in the schedule during the monitored period, as follows: Pro TV – 27,840 seconds (7.73 hours), two program series; NIT – 25,500 seconds (7.08 hours), four program series; N 4 - 23,958 seconds (6.66 hours) one program series. During that period, TV 7 aired three program series with a total duration of 11,618 seconds (3.23 hours).

It's worth mentioning that such stations as M 1, TV 7, NIT focused on programs attended by political actors with a preponderantly average duration, allotting them from 2,000 to 12,000 seconds, while PRO TV, EuTV, N 4 aired programs with cumulative durations from 6 to 14 hours (“În profunzime” – Pro TV; “Media Expres”, “Prezentul continuu”, “Autobiografia dinozaurilor sovietici” – EU TV; “Press Review” – N 4.)

Covering political actors

During the reference period, 63 personalized political actors were present in programs of the monitored stations, as well as 17 institutionalized political actors (among which there were 12 political parties.)

Personalized actors, present Privileged visibility by number of appearances (direct and indirect), and by air time, was granted to political leaders Vladimir Voronin, Iurie Roșca, Serafim Urechean, Vlad Filat, the Government's representatives Zinaida Greceanîi and Igor Dodon. Vladimir Voronin enjoyed the largest number of direct appearances on the stations – 39. However the mostly covered political actor in the TV programs, during the reference period, one may consider Iurie Roșca, with 30 direct appearances and 129 indirect mentions/appearances, present in some 17.6 hours (63,612 seconds) on TV. Worth to mention in Iurie Roșca's case is that the duration of live attendance in programs prevails (56,789 seconds). During that period, Vladimir Voronin had less airtime live (34,904 seconds), and indirect presence (109 mentions/appearances), gathering a total of 11.35 of live presence on TV (40,870 seconds). The other actors in the top of political personalities had less airtime of live presence and indirect mentions/appearances (S. Urechean – 26,004 seconds; V. Filat – 19,404 seconds; V. Cosarciuc – 9,482 seconds), although it is to notice that S. Urechean recorded the largest amount of indirect references – 154. The representatives of the central power, Zinaida Greceanîi and Igor Dodon, had by 38 and 46 direct and indirect appearances on TV. Worth of mention is that in terms of duration of the presence on the screen, leaders of political parties are among the first (V. Voronin, Iu. Roșca, S. Urechean, V. Filat), followed by top figures in parties (V. Cosarciuc, I. Pleșca, L. Bujor, I. Guțu, A. Onceanu – AMN; V. Cubreacov – PPCD), and governance representatives (I. Dodon, M. Durlăceanu, G. Duca, A. Roman).

Different TV stations granted different TV airtime to personalized political actors. First of all, the stations decided to selectively tackle the politicians. Thus, there were but 5 personalized actors in NIT's programs (V. Voronin, D. Diacov, S. Urechean, I. Guțu, V. Pavlicenco, of which only V. Voronin had 4 live appearances with a total duration of 21,000 seconds, the time granted to the other politicians being contracted to indirect appearances/mentions and being totally insignificant). TVC 21 covered 3 personalized actors (Iu. Roșca, V. Urechean, V. Voronin), ProTV – 10 politicians. A peculiarity of PRO TV can be

considered the reducing attitude toward directly presenting politicians. Thus, the monitoring finds, during the reference period, that only S. Urechean benefited from direct appearances (4 times), I. Pleșca (3 times), V. Filat (2 times), M. Ghimpu (1 time). TV 7's experience in this regard displays almost the same duration of time granted to personalized political actors (among the first five mostly publicized: I. Dodon, V. Stepaniuc, V. Voronin, S. Urechean, Iu. Roșca – the differences are not so obvious as in other cases).

TV 7 presented 22, N 4 – 19 personalized political actors, while EU TV and M 1 presented 32 and 31 personalized political actors, respectively.

The selective attitude was shown massively in the monitored stations' priorities. Thus, in M1's programs, the Governance (V. Voronin, Z. Greceanăi and I. Dodon) gained a total of 125 de appearances (direct and indirect), while other 28 politicians were granted 86 appearances both live and recorded. One can notice, at the same time, the clear preponderance granted to the representatives of the ruling party, while the representatives of opposition parties (O. Serebrian, S. Urechean, I. Klipii, D. Braghiș, O. Cernei) were allotted but 37 seconds, V. Tarlev, for instance was allotted 45 seconds, and all that only in recorded appearances/mentions. These figures are in obvious contrast with the figures expressing the airtime granted to the governance and especially to the country's president, the PCRM leader V. Voronin – 15,537 seconds, distributed in 29 live appearances (approximately on each day of the month) and 44 recorded appearances/mentions).

In fact, if one of the monitored stations, N 4, do not present V. Voronin in direct appearances, even here the time it grants him in indirect appearances / mentions significantly exceeds the time granted to other political actors (42 appearances with a duration of 1,700 seconds). However, in N 4's case, one can remark the diversity of the political spectrum presented, as D. Braghiș, L. Bujor, D. Chirtoacă, S. Chifa, V. Cubreacov, V. Pavlicenco, A. Petrencu I. Pleșca, Iu. Roșca, V. Filat, M. Ghimpu, S. Urechean, D. Diacov, Z. Greceanăi, I. Dodon, etc. were allotted time for mention / indirect appearance.)

The significant presence of C. Voronin on television in terms of time and number of appearance is not applicable as to EU TV: here the president of the country and the leader of ruling party has but 629 seconds as visibility (only in indirect appearances) – 10 times less than PPCD leader Iu. Roșca (certified with 29 direct appearances and 104 indirect appearances with a total duration of 64,562 seconds). In EU TV's programs, Iurie Roșca is clearly standing out of the other personalized political actors, covered by this station: even the second political actor on the list of intensely covered politicians by this TV station, S. Urechean, was allotted 18,777 seconds in the programs, that is 3.4 times less.

The TV presence of institutionalized political actors (Parliament, Presidency, Government, local public administration, political parties) display the same differentiation of the manner of media coverage by the monitored TV stations. So, the general picture shows the privileged frequency of the number of direct TV appearances, which is granted to the presidency, present in 144 direct and indirect appearances (the duration of airtime granted – 41,126 seconds, as the time of direct appearances prevails – 34,904 seconds). In its turn, the Government, in TV programs, was present 82 times directly, with a duration of 16,486 seconds, several times more than the presidency, but with less time allotted, 147 times in recordings in indirect appearances / mentions, with a duration of 10,135 seconds. The local public administration was even less present (15,505 seconds allocated), and much less time was granted to the Parliament (4,098 seconds). Instead, the political parties excelled, gaining 164,327 seconds of presence on TV, in different program series.

Parties

As for the concrete coverage of institutionalized political actors, worth of mention is that were granted unequal treatment by the TV stations. This is especially true about the manner of presenting political parties. So, most of the airtime was allotted to references to the PPCD and the AMN (respectively, 74,899 seconds and 64,268 seconds, with a difference of 10,631 seconds in the PPCD's favor). In this context, it is to mention that much more time was granted for indirect appearances, which is specific of the way of mirroring the work of the AMN (650 mentions).

In its turn, the PCRM enjoyed the largest number of seconds (44,931) on TV (with the largest number of direct appearances compared to other parties – 53, with a duration of 38,021 seconds). Moreover, the PPCD has had more significant presence in terms of direct appearances (in relation to the AMN and the PCRM).

The PLDM is another party having enjoyed quite relevant presence on TV, standing obviously out of other parties (not with the PPCD, AMN and PCRM, which head the list, but having a significant figure: 20,622 seconds (mostly in indirect appearances).

At the same time, the figures expressing the presence of these four institutionalized actors stand highly out to the ones referring to the work of the other parties, as some of them did not have any direct appearance during the monitored period (UCM, MAE) or had a reduced presence of 470 seconds (PNL) or even 38 seconds (RAVN). In the PL's case, it enjoyed 2,136 seconds, and PDM – 1,759 seconds. Thus, the political parties can be classified from the viewpoint of their presence on the monitored TV stations in three categories: the ones enjoying significant presence (PPCD, AMN, PCRM, PLDM), the ones with reduced presence (PL, PDM), but anyway standing out of the other parties, unprivileged from this viewpoint, with insignificant TV presence (UCM, PNL, PSD, PPR, MAE, RAVN).

The configuration of the program schedules of the monitored stations proves setting own priorities in each case. So, M1 favored the Government and the PCRM categorically in its programs, and in presenting personalized political actors. Also here one can notice particular attention granted to the presidency and the LPA. At the same time, ignoring the work of other parties than the PCRM was clearly seen. The recorded figures speak that the PCRM benefited of 18,592 seconds in the programs aired by M 1, while other parties were allotted but 202 seconds.

NIT's programs speak of the same approach, favorable to the PCRM, with a relation of 21,600 seconds compared to 344 seconds.

TV 7 mostly approached the work of the Government in its programs, followed by parties and by the LPA, while among the parties (in terms of program duration) it highlighted the AMN, followed by the PCRM on the second position and the PPCD on position 3.

N 4 showed little interest for the institutionalized political actors, targeting only the PCRM (1,766 seconds) and the AMN (882 seconds.)

PRO TV's programs displayed obvious interest for parties, as the mostly publicized was the AMN (10,422 seconds of 14,122 seconds of direct appearances.)

TVC 21 made but a program presenting the AMN, during the reporting period.

EU TV mostly clearly displayed its priorities, granting the PPCD half of the time in which institutionalized political actors were present, the rest of the airtime being split between the direct reference to the AMN and other several institutionalized actors. In fact, one can notice EU TV grants priority to political parties (141,049 seconds), compared to other institutionalized actors – no other station covered the work of some parties so intensely.

Conclusions

The significant presence of the political actors in the programs aired by the TV stations speaks about politicizing the TV space. Using the TV resources for the public interest cannot be avoided, but it needs to be correlated with the democratic norms ensuring the media's work. The trial to privilege certain actors by some particular TV station is noticeable, however, and cannot contribute to ascertain these norms. The monitoring displays inequity in treating the political actors, both personalized and institutionalized.

It's worth mentioning that this chapter considers only the quantity dimension of the presence of political actors in the TV space, as stress was made on strictly counting the presence of the actors in the programs broadcast by each of the monitored TV stations, without specifying the connotations of this presence, respectively, construing the time and the number of direct appearances (but especially of indirect appearances) should be done from the perspective of the contents of the programs and of the way of manifesting attitude in producing them.

7. QUALITY DIMENSION OF POLITICAL ACTORS IN PROGRAMS

7.1 POLITICAL ACTORS. POSITIVE CONTEXT

a) Personalized actors

President V. Voronin (PCRM president) and deputy speaker of the Parliament, Iu. Roșca (PPCD president) are the political actors appearing most often in a positive context in the programs of the monitored stations, except for Pro TV and TVC 21.

President Voronin is covered in a positive context mainly in the programs aired by M1 (38 times), by N4 (18 times), NIT (4 times, but in a large amount of airtime, 21,600 seconds), by Eu TV and TV 7. President Voronin is the only political actor covered positively in NIT's programs.

Iu. Roșca enjoys positive treatment only in the programs aired by Eu TV, where he stands obviously out in this respect with 103 positive appearances. At Eu TV the following actor put in a positive context after Iu. Roșca had 4 appearances and it was PPCD deputy leader V. Cubreacov.

Mime Minister Z. Greceanăi was positively publicized by M1 (10 times) and N4 (3 times), and deputy premier I. Dodon, at M1 (10 times), Eu TV (3 times) and N4 (3 times).

9 political actors appeared twice in positive context on TV 7: V. Voronin, Al. Tănase, N. Andronic, V. Pavlicenco, D. Diacov, V. Untilă, V. Filat, V. Klimenko and M. Ghimpu.

b) Institutionalized actors

Institutions as actors

The Government benefits from preferential treatment in the programs of M1 (60 times), N4 (6 times) and Eu TV (6 times).

The presidency is put in a positive context by M1 (38 times), N4 (18 times), NIT (4 times) and Eu TV (2 times).

Certain parties are put in a positive context by Eu TV (114 times), TV 7 (18 times) and M1 (2 times).

Political parties as actors

The PCRM is massively publicized in positive context by 5 stations: M1 (42 times), N4 (20 times), NIT (4 times), TV7 (4 times), Eu TV (2 times).

The PPCD is positively covered 114 times only by Eu TV

The PLDM and the PPR are put in positive context by 4 times by TV7.

The AMN benefited from a single positive appearance on M1.

Other parties do not appear in positive context on the monitored televisions.

7.2 Political actors. Negative context

a) Personalized actors

Eu TV is leading among the stations airing programs in which a great amount of political actors are put in negative context. The political actor most often presented negatively is AMN leader S. Urechean, on Eu TV (122 times), on N4 (13 times) and on TV 7 (4 times).

The AMN is the party with the largest number of members put in negative context in most cases by Eu TV.

PPCD leader Iu. Roșca appears in negative context on N4 (8 times), TV7 (4 times), la Pro TV (3 times), and TVC 21 (1 time), but is never covered negatively on Eu TV, M1 and NIT.

PLDM president Vlad Filat had 64 negative appearances on Eu TV and 9 negative appearances on N4, but none on the other monitored stations.

Chișinău mayor D. Chirtoacă is “the favorite” of N4, which places him in a negative context 15 times.

President V. Voronin is presented in a negative context by a single television, Pro TV (6 times).

M1 is the only station which does not present personalized political actors in negative context.

b) Institutionalized actors

Institutions as actors

The parties are most often presented in a negative context by the monitored stations: Eu TV (720 times), N4 (46 times), Pro TV (6 times), NIT (1 time) and TVC 21 (1 time).

The Government is put in negative context only by Pro TV (6 times) and TV7 (2 times).

The LPA appears in negative context on N4 (20 times) and Eu TV (8 times).

The Presidency is negatively covered only by Pro TV (6 times) and TVC 21 (1 time).

Pro TV is the only station presenting the Parliament in a negative context (3 times).

M1 never puts the Presidency, Government, Parliament and LPA in negative contexts.

Parties as actors

The AMN is most often presented in negative context by Eu TV (586 times), N4 (22 times) and TV7 (6 times), but never by Pro TV, TVC21, M1 and NIT.

The PLDM appears in negative context only on Eu TV (85 times) and N4 (9 times).

The PPCD is negatively presented in the programs of Pro TV (10 times), N4 (8 times), TV7 (4 times), TVC (1 time), but never on Eu TV, M1 and NIT.

The PCRM appears in negative context only on Pro TV (13 times) and TVC 21 (1 time).

The PL is negatively presented only by N4 (17 times) and Eu TV (1 time).

Eu TV most often presents parties in negative context. After the AMN negatively are presented the PLDM (85 times), PSD (28 times), PDM (24 times), PPCD (2 times) and PL (1 time).

7.3 Political actors. Favoring attitude

a) Personalized actors

V. Voronin and Iu. Roșca are the personalized political actors most often favored by journalists in programs.

V. Voronin is favored by 4 stations: N4 (12 times), M1 (10 times), NIT (4 times), and Eu TV (2 times).

NIT favors only V. Voronin.

Iu. Roșca is favored by Eu TV (113 times) and N4 (2 times).

Apart from V. Voronin, M1 displays a favoring attitude toward Z. Greceanăi, I. Dodon and M. Lupu.

Pro TV, TV7 and TVC 21 favors no personalized political actors in their programs.

b) Institutionalized actors

Institutions as actors

4 stations favor the Presidency: N4 (12 times), M1 (10 times), NIT (4 times) and Eu TV (2 times).

A single television has a favoring attitude toward a single party: Eu TV toward the PPCD (117 times). The other monitored station do not favor the parties. The Government is favored by N4 (7 times), M1 (4 times) and Eu TV (3 times) Pro TV, TV7, and TVC 21 favor no institution-actor.

Political parties as actors

The PPCD and the PCRM are the only parties favored by journalists in programs.

The PPCD is the favorite of Eu TV (117 times), followed by N4 (2 times).

The PCRM is favored by N4 (12 times), M1 (11 times), NIT (4 times) and Eu TV (2 times).

7.4 Political actors. Unfavorable attitude

a) Personalized actors

S. Urechean is the mostly unfavored personalized political actor. It appears in this context on Eu TV (114 times) and N4 (13 times).

Eu TV mainly presents in unfavorable positions the AMN representatives: S. Urechean (114 times), V. Untilă (77 times), L. Bujor (77 times), A. Oleinic (75 times), I. Pleșca (71 times), I. Guțu (52 times), A. Onceanu (51 times), and PLDM leader V. Filat (59 times).

N4 unfavors V. Filat (15 times), D. Chirtoacă and S. Urechean (by 13 times each), Iu. Roșca (4 times), D. Braghiș and D. Diacov (by 4 times each).

M1, Pro TV and TVC 21 do not have unfavorable attitudes in programs toward any personalized political actor.

b) Institutionalized actors

Institutions as actors

Two stations (Eu TV and N4) clearly stand out in their unfavorable attitude toward institutionalized actors. The 2 stations unfavor parties and the LPA. The Government is unfavor only by Pro TV (3 times) and by TV 7 (2 times). The Presidency and the Parliament are never unfavor by the journalists' attitude.

Political parties as actors

Eu TV and N4 have a clear-cut unfavorable approach for parties. The AMN (573 unfavorable presentations) and the PLDM (78) are the favorite targets of Eu TV N4 mainly unfavors the AMN (22 times), the PLDM (17 times) and the PL (15 times), but also the PPCD (8 times.)

Pro TV, TV7 and TVC 21 displayed no unfavorable attitude for parties.

Conclusions

- Through their programs aired during the monitoring period, 3 TV stations (Moldova 1, N4 and NIT) put in positive and favorable light, almost exclusively, the representatives of the ruling party and of state institutions. At the same time, in the programs of these stations, the opposition political parties and their representatives were covered in a negative manner, or were completely disregarded. The national public broadcaster, Moldova 1, is especially negatively presenting itself in this respect, although, under the Broadcasting Code, it is called to air information in its programs fairly, fully and equidistantly;
- Eu TV clearly favors a single party – the PPCD, and its leader Iurie Roșca. At the same time, Eu TV produced numerous programs to discredit the leaders of two opposition parties: the AMN and the PLDM;
- During the reference period, NIT aired programs produced in a positive context only with the country's president, Vladimir Voronin, the leader of the PCRM.

GENERAL CONCLUSIONS

The media, according to the requirements of quality journalism and the principles of the free press, are the exponents of the citizen. From this perspective, they, especially in pre-election and election campaigns, provide him/her with sufficient information for the unrestricted and conscious exertion of the electoral right. This mission also is in harmony with the provisions of the Broadcasting Code of the Republic of Moldova, which in its article 1 provides for *“ensuring the defense of the program consumer's rights to receive correct and objective information, which should contribute to the free formation of the opinion,”* while through its article 7 it promotes the political and social balance and pluralism. *“Granting airtime to a political party of movement to promote its positions, reads paragraph 2 of this article, the broadcaster should also offer, within the same genre of program and at the same time, airtime to other political parties and movements without groundless delay and without favoring a certain party, regardless of the percentage of its parliamentary representation.”*

The monitoring done on 9 TV stations in the pre-election period has proved that those broadcasters differently honored this mission. Some of them (*M1, NIT, N4*), both in terms of quantity and quality of newscasts and current affairs programs showed themselves guided, to a large extent, by the political interests of the PCRM, while *EU TV* granted priority to the PPCD. At the same time, it's worth mentioning that other broadcasters (*TV 7, PRO TV* and *TVC 21*) mostly often proved their attachment for the principles and values of political pluralism and for equidistantly approaching the events and phenomena in society. *2 Plus* and *Prime* aired no programs involving political actors.

Keeping the partisan conduct of TV services in the election period may devalue the media factor in the parliamentary elections and even compromise their democratic and free character.