

# "DEGREE OF AFFECT" IN INTERNATIONAL NEWS : THE CONCEPT, ITS MEASUREMENT AND APPLICATION

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## INTRODUCTION

Developments of the last decade within such areas as the analysis of text, linguistics and more generally within the growing interdisciplinary study of discourse, have potential applications for the systematic analysis of mass media messages.

It was only in the 1970s <sup>(1)</sup> that news language analysis began to gain a certain acceptance in the field of mass communication research. Very few studies indeed of content analysis <sup>(2)</sup> have attempted to apply language analysis (such as the study of structure of meaning of news texts) and discourse. Probably, the most successful attempt <sup>(3)</sup> so far, is the Glasgow University Media Group's three volume study of the British television news "Bad News" (1976), "More Bad News" (1980) and "Really Bad News" (1982). The group applied a systematic "verbal" and "visual" analysis in its study of news, uncovering how the very "photographs" or "noun phrases" employed can bias the news, in favour of, for example, the employers and against (striking) workers. They have shown that in the coverage of industrial affairs, the press will typically choose "**Lexical**" items to denote workers and their actions ("disruptive action") that are more negative than the items chosen to denote the actions of the employers. Also the workers are typically described as "demanding" and the employers are "offering" and not the converse.

Fowler and Harnes <sup>(4)</sup> have focussed on the "syntactic" structures of sentences. They have discovered that if, for example, the police are reported to be the agents of violent actions, such agency, is not expressed in the more "active" first position

(subject position) as is usual but rather suppressed in "passive" sentences and nominalization ("many demonstrators were hurt"). Such stylistic use of language underlies preferable ideology, values or a strategy on one hand and undermines what is not "preferable" by the dominant group, power or culture on the other.

Several theorists in France such as Althuser, Barthes, Lucan, Pecheux and Poulantzas have focussed especially on the ideology of media discourse. Such work <sup>(5)</sup> attempts to uncover implied "meanings" that represent ideological positions.

Linguists such as Roger Fowler, Bob Hodge, Gunther Kress and Tony Trew <sup>(6)</sup> in their analysis of media messages show that the very sentence structures in news can mask those that are the responsible "agents" in some event, and that newspapers (e.g., the Sun and the Morning Star) can thus be differentiated linguistically according to their underlying ideologies.

There are endless examples in this rather vast and multi-disciplinary domain which involve grammarians, sociolinguists, psycholinguists, etc. We mentioned here only few examples to show the relevance of language and semantic analyses to the analysis and understanding of oral or written material such as news reporting, and also to indicate that news is not a simple reflection of facts but very much something of a making-up <sup>(7)</sup>. Teun Van Dijk wrote in this respect that :

News is not simply an (in)complete description of the facts, but a specific kind of (re)construction of reality according to the norms and values of some society ... media product should not be seen merely as ready "product" of news gathering activities, but as a manifestation of a complex process in which knowledge, beliefs, and opinion are matched with existing or incoming information about events, the social contexts of news production, and representations of the reading public. More specifically, it should be stressed that news production is not a direct representation (biased or not) of events, but rather, some form of processing. Reporters will seldom be direct witnesses to events ... <sup>(8)</sup>

The review of the above studies is relevant to arguments heard during the debate on the NIIO (\*). Developing countries complained that the "Big" media of industrialized nations do not only mispresent and misreport but also hold negative misperceptions and disseminate negative attitudes about their cultures, political systems and demands for a just world order; and that conversely, these media mask the dominant position of the powerful nations and help in maintaining the status quo. The Big media (they argue) use various structures of language to mispresent and misinterpret the developing countries' real problems and aspirations, such as in describing any rise in any commodity price as "crisis": coffee crisis, energy crisis etc., or describing leaders who are working for a change in the existing unequal relations between powerful and powerless as "radicals", "dictators" and their political regimes as corrupt and unrepresentative. Religious leaders are described as "fundamentalists" or "violence supporters".

In this article however, the aim is to test the above claims further by employing independent coders to read all foreign news coverage on the Non-Aligned as reported by — four dailies (\*\*)  
under study — and to identify the "negative" and "positive" clauses, words, sentences meanings etc. that appear to be reflecting negative or positive attitudes or images about the non-Aligned. In other words, the coders will pass judgements on whether or not a story was oriented negatively or positively. Such judgements are labelled here the "degree of affect" in news. *A reader's judgement is a value given to the story, at the same time, that value represents the story's type of impact on the reader and the whole process presents what may be called the image about the subject matter of the story, which is what we are interested to know about in this article and may be in order to attract researchers to the discussion of this subject.*

Before getting involved with the details of the findings let us first present the central lines of the methodology and terms used to measure the "degree of affect" in the news by starting with a

(\*) NIIO = New International Information Order.

(\*\*) El-Moudjahid of Algeria, La Presse of Tunisia, The Guardian of Britain and Le Monde of France.

very brief review of the origin of the concept in terms of both definition and procedure.

It is worth noting that because this is only a supplementary elaboration to the analysis found elsewhere in a large study, the procedure and argument shall be brief and simplified. Such conditions are also imposed by limitations of space.

The findings may be of interest to those who make the decisions about media policies and to those who are in a position to modify the media's performance, behaviour and attitudes in reflecting images of the outside world "reality" and hence to contribute to better understanding.

### **"Degree of Affect" in News Material.**

#### **Definition of the concept :**

We mean by "degree of affect" the type of reaction of the readers after being exposed to news material of a publication about a well defined subject matter (in this case, the reaction of four coders to news published about the Non-Aligned, by the four papers under study). Do they think, the coverage was, negatively, positively or indifferently oriented.

Most dictionaries define "*affect*" as "to produce *effect*, influence, alteration, etc." (e.g. rainfall affects plant growth; making an impression on the mind or feelings; bring about a reaction). According to these definitions, the production of affect could be material, moral, psychological or socio-cultural.

In this section the concern is not with the production of effect itself but simply, with the judgements passed by coders, assuming they are representing the interested public.

#### **Origine of the concept :**

It was the event of famine in Ethiopia that motivated us to look into some means of measuring the "degree of affect" of news, particularly after the BBC reporter Michael Burk and his cameraman Mohamed Amin, had for the first time reported the horrors of that event.

The "degree of affect" of that type of news moved the British public into donating millions of pounds. That event also raised

the awareness of people to what was going on in Africa. This means that the “degree of affect” of news is measurable materially or cultural-emotionally. The technique used to measure the “degree of affect” is borrowed from John Dollard and O. Hobert Mowrer, who developed in the 1947 “A Method of Measuring Tension in Written Documents (9). Dollard and Mowrer studied the different types of casework processes carried out by Welfare Community Services in New York, dealing with clients in social, psychological or orientation behavioural disorder.

Dollard and Mowrer believed that all these social cases result in “TENSION” (depression, anxiety, pressure, discomfort etc.) and concluded that the role of social welfare agencies was to keep “tension” levels of their clients relatively low, by providing them with “Relief” services such as money or “teaching habits” and advice for the sake of a healthy social environment, security, stability and welfare of a community.

It was argued that the client coming to the agency, “driven”, “pressed”, “conflicted”, should emerge from treatment more “relaxed” and “planful”. Thus, it was the “tension” factor in this movement from “conflict” to “plan” that interested the two researchers and for which they developed a means of measurement, namely the D.R.Q. (Discomfort-Relief Quotient). The basic concept behind the quotient was that written materials or records about a social case tend to contain certain levels of “tension”. The tension can be identified from the “discomfort” words and “relief” words expressed in the document or record. As the ratio of the number of “discomfort” words to the number of “relief” words increases so does the quotient :

$$\frac{\text{Discomfort Words}}{\text{Discomfort plus Relief Words}} = \text{D.R.Q. or } \frac{D}{D + R} = \text{D.R.Q.}$$

They explained some psychological aspects of the scores of the quotient with an “Index of Tension”. The index should go up when the reader of a case feels that things are going badly and should go down when matters are improving (10).

A series of such quotients was obtained for the successive pages of a specimen case record and an appropriate graph was made. The result was an irregular curve which has an overall downward slope.

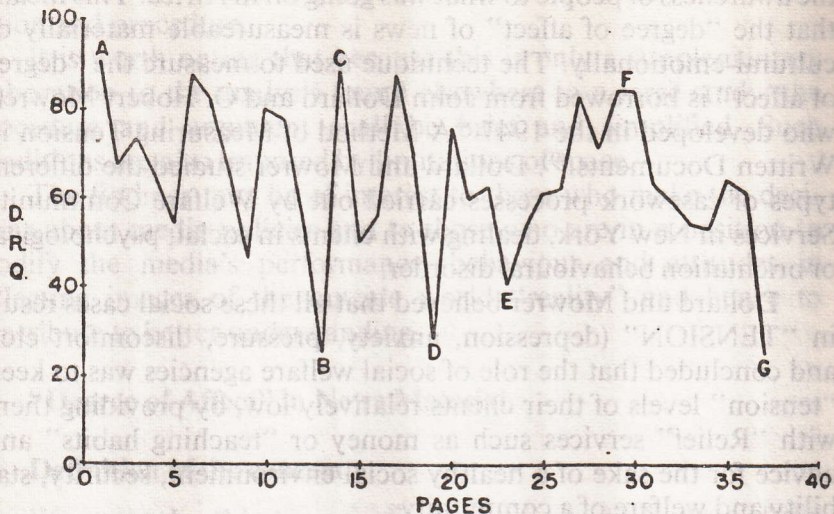


Fig. 1. Curve Showing the Pattern of Tension Movement in the "Cellini case". The curve represents an average based on seven independent scorings. The high and low points, A to G, are explained in the text.

Once the authors had established the technique to measure the "tension" in the records, they went to test its reliability by appointing eighteen independent coders. The questions asked were: Will duplicate scorers count the same number of "tension" and "reward" words on the same page, therefore, derive a closely similar D.R.Q.? Second, would the use of different units of analysis or measurement (words, clauses, sentences, etc.) produce the same result?

### Adaption of Dollard and Mowrer's Technique.

The above technique was adopted as a frame of reference but with some modifications and with use of different terms that suited the current author's purpose. The change was necessary because of the fact that this study and the Dollard and Mowrer study are carried in totally different settings and disciplines. Whereas the 'event' in the Dollard and Mowrer case is the client

himself or his words about his own situation, our case deals with news material produced by different sources, of news about distant events.

The above researchers presented their results (tension scores) in a graph that moves from high tension to low tension, such a graph cannot be applied to our case. However, the "degree of affect" of news stories would be better presented in a histogram, that would show the number of stories in groups according to their computed "degree of affect". The degree of affect is the movement from a neutral point or balanced affect to either "positive" or "negative affect" directions.

The terms used by Dollard and Mowrer are not familiar within the sector of communication research, therefore, the term "discomfort" was replaced by "negative", the term "relief" or "reward" was replaced by "positive". Accordingly, the D.R.Q. was renamed N.P.Q. (Negative : Positive Quotient).

The unit of measurement selected was the "clause". Thus, the quotient of the "degree of affect" was defined as :

$$\frac{\text{Negative clauses in the story}}{\text{Negative clauses plus positive clauses}} = \frac{N}{N + P} = \text{N.P.Q.}$$

N = Total Negative clauses

P = Total Positive clauses.

The idea behind the quotient is that the higher the quotient the more a story would be negatively oriented about its subject matter (topic) and would have a negative "degree of affect" as far as the reader is concerned and the lower the quotient the more a story would be positively oriented about its subject matter and would have a positive "degree of affect".

### **Identification of the Unit of Measurement.**

To measure the "degree of affect" in news material, it is necessary to break each story of editorial coded into its smaller units such as the word, the sentence, the paragraph (sequence of sentences) of the "independent clause" (thought unit). Each of these units has its advantages and disadvantages, but we select here the one with the least disadvantages, which is, the "clause"





## Establishing Reliability

When instructing coders to establish reliability for the study, the following test was taken to judge their ability in following instructions. Three stories were selected arbitrarily from the Guardian and were given to all coders with a guideline and an N.P.Q. coding-copy form. Coders were asked to code clauses they considered negative or positive and discard irrelevant clauses that did not convey a clear direction. We (researcher and coders) know that two or more coders will not agree completely about every single clause, the aim however, was to establish first, the highest level of agreement between coders.

According to Guido and Stempell <sup>(11)</sup> "disagreement between the coders is usually the result of one of three things : inadequate definition of categories, failure of coders to achieve a common frame of reference and oversights".

Budd, Thorp and Lewis wrote that "investigators using the same technique on the same material will get substantially the same results" <sup>(12)</sup>. Berelson believes "a single coder or a group of coders should produce the same results when they apply the same set of categories to the same content but at different times" <sup>(13)</sup>.

Taking the above suggestions in consideration and searching for accurate results, we worked out precise definition of categories, we went over these definitions and coding procedures with the involvement of the coders prior to the actual coding of N.P.Q. A trial test was conducted and early results were discussed. Some modifications were made in light of the pre-test results, such as coding clauses instead of words or sentences. This contributed a great deal to the development of common frame of reference among coders. Spot checks were made to increase reliability level.

Coders were very helpful in raising some questions about instructions. Difficulties were identified, discussed and solutions were agreed upon.

The pre-test exercise delivered important feedback on how guidelines can be reformed to be more effective. It was agreed that each coder should read first, the whole story, to be coded, to establish a general idea, and then go back and read the story clause by clause to identify which "thought units" conveyed either negative or positive meaning about the subject matter (Non-Aligned). In

this manner, the "degree of affect" can be seen as, partly a judgement of the reader of the story direction, and partly a reaction of the reader to the affect of the story.

### **Coders.**

The coders represent different backgrounds, cultures and sexes. All were researchers, two post-doctoral and two postgraduate journalists, they were researchers in three fields, political sciences, systems science, information sciences and journalism. They were American, British, Turkish, French, and Algerian (the author).

### **Procedures of the consistency test.**

Three stories were selected from the Guardian and were read and coded by the researcher first, and then were given to the four coders to be coded by each separately. The aim was to discover whether the difference between the coders would have an impact on the "degree of affect" (N.P.Q.). We chose three stories instead of one because there is a great diversity among news stories and because journalists, editors and writers do not use similar language for similar stories and do not treat the same events in the same way (words never speak for themselves they must be selected, marshalled, linked together and given a voice to affect the readers). The idea of coding different stories was to ensure that the instructions were workable for any written material.

Comparing the scores of the three tests, a slight difference was observed in the first test but a high level of agreement was present in the other two. This was expected as Guido and Stemple noted : "it is not uncommon in the early stages of a study for there to be more disagreement than agreement among coders" (14). As the researcher had to evaluate the scores of the four coders in case the scores of one coder were very much higher or lower than the others, the following reliability formula – used by Hosti (15) and mentioned by Budd, Thorp and Dondrew – was applied to facilitate the task :

$$R = \frac{2(C_{1,2})}{C_1 + C_2}$$

R : is the reliability level.

$C_{1,2}$  is the number of category assignments both coders agreed on.

$C_1 + C_2$  is the total number of category assignments identified by both coders.

### Reliability Results :

The results are presented in the following tables.

**Table 1 : Reliability scores in the pre-test (using clauses in the first story)**

CODER	Number of clauses both coders agreed on	Number of clauses coded by each coder	Reliability
Researcher Coder 1 .....	26	36 31	0.78
Researcher Coder 2 .....	29	36 38	0.78
Researcher Coder 3 .....	27	36 35	0.76
Researcher Coder 4 .....	30	36 34	0.86
Total 5	112	385	mean 0.80

Source : of the story coded : *The Guardian*, 7.3.1983 (number of words 684).

**Table 1** : shows some differences in the scores of reliability of the coders who coded the same story. The question asked was whether that difference had any impact on the "degree of affect" (N.P.Q.)? As a matter of fact, it did. Such difference is presented in **Table 2**.

**Table 2 :** "Degree of Affect" (N.P.Q.) in the first story in the consistency pre-test.

CODER	Number and Direction of the clauses coded		Degree of Affect N.P.Q.
	NEGATIVE	POSITIVE	
Researcher .....	22	14	0.61
Coder 1 .....	19	12	0.61
Coder 2 .....	25	13	0.66
Coder 3 .....	23	10	0.70
Coder 4 .....	21	13	0.62
Total .....			Mean 0.64

The level of agreement between coders seems to be acceptable except that coder 3 (results were higher than the results of the others). Guido and Stemple noted that "it is possible that you will have a coder who simply cannot develop the same frame of reference as the rest of the group, when that happens the coder should be dropped" (16). In this case our coder had only misunderstood some instructions. A meeting was arranged, and difficulties were further discussed and agreed upon, a second test was suggested and the following scores were obtained.

**Table 3 :** below shows an increase in the coder's reliability from 0.80 in the first test to 0.90 in the second. This means that coder (3) had altered her understanding to the common frame of reference. The improvement in the general reliability scores had an obvious impact on the NPQ test.

**Table 3 : Reliability scores in the pre-test (using clauses in the second story)**

CODER	Number of clauses both coders agreed on	Number of clauses coded by each coder	Reliability
Researcher Coder 1 .....	19	22 22	0.86
Researcher Coder 2 .....	20	22 21	0.93
Researcher Coder 3 .....	19	22 22	0.86
Researcher Coder 4 .....	19	22 19	0.93
Total 5	77	170	mean 0.90

Source : of the story coded : *The Guardian*, 5.3.1983 (420 words).

**Table 4 :** below shows that the coders have produced almost similar results.

**Table 4 :** NPQ in the second story in the second consistency pre-test.

CODER	Number and Direction of the clauses coded		NPQ Degree of affect
	NEGATIVE	POSITIVE	
Researcher .....	8	14	0.36
Coder 1 .....	8	14	0.36
Coder 2 .....	8	13	0.38
Coder 3 .....	8	14	0.36
Coder 4 .....	7	12	0.37
Total 5 .....			Mean 0.37

Story coded from *The Guardian*, 5.3.1983 (420 words).

It had been decided that a third test to measure the reliability of the coders could establish the highest confidence needed (in social science). The results obtained, however suggested that an acceptable confidence had been obtained. The correlation of the scores for the five coders at the final test had by this time increased from 0.90 to 0.95.

**Table 5 :** below indicated that coders were then ready to handle the actual news material on the Non-Aligned.

**Table 5 :** Reliability scores in the final pre-test (using clauses in the 3rd story).

CODER	Number of clauses both coders agreed on	Number of clauses coded by each coder	Reliability
Researcher Coder 1 .....	16	16 16	1.00
Researcher Coder 2 .....	14	16 18	0.82
Researcher Coder 3 .....	16	16 17	0.97
Researcher Coder 4 .....	15	16 15	0.97
Total 5	61	128	mean 0.94

Story coded from *The Guardian*, 2.3.1983 (372 words).

The N.P.Q. calculated following this level of reliability was almost the same for all coders.

**Table 6 : NPQ in the third story at the final consistency pre-test.**

CODER	Number and Direction of the clauses coded		NPQ Degree of affect
	NEGATIVE	POSITIVE	
Researcher .....	8	8	0.50
Coder 1 .....	8	8	0.50
Coder 2 .....	8	8	0.50
Coder 3 .....	8	9	0.52
Coder 4 .....	8	7	0.47
Total 5 .....			Mean 0.50

Story coded from *The Guardian*, 2.3.1983 (372 words).

Such pre-test results had established the necessary confidence in the coders who were then handed the 301 stories and editorials published about the Non-Aligned, accompanied by a similar number of one-page sheet “NPQ coding forms”, each attached to the appropriate story (see below for example). Each coder was also given a list of instructions for scoring.

**Example of the NPQ coding form sheet**

Newspaper .....	Headline .....
Date in March .....	.....
Story or editorial number .....	.....
Number of words .....	.....
<b>Negative clauses</b>	<b>Positive clauses</b>
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
<b>TOTAL</b> .....	.....

## Findings

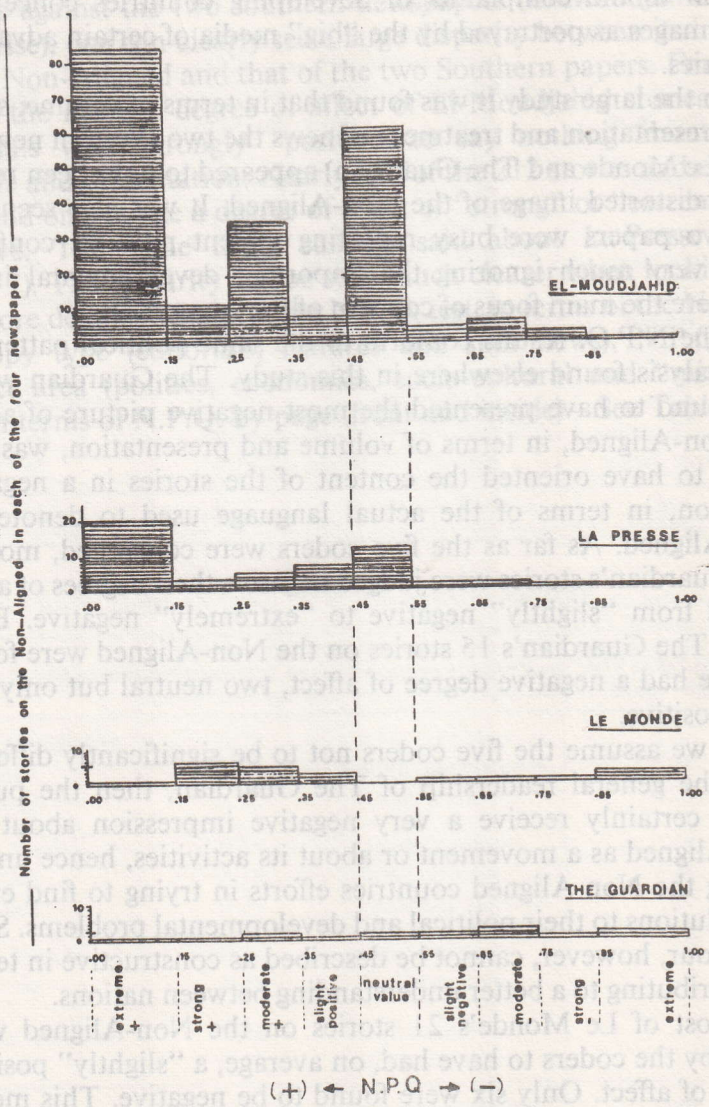
After two weeks of reading and scoring, the coders handed back the N.P.Q. coding forms which were computed and the following results were obtained :

**Table 7 : "Degree of Affect" scores**

Daily	N.P.Q.										Total number of stories and editorials
	N.P.Q. VALUE	.00-.15	.16-.25	.26-.35	.36-.45	.46-.55	.56-.65	.66-.75	.76-.85	.86-1.00	
El-Moudjahid	extreme positive	83	12	34	8	61	4	6	3	1	212
La Presse	strong positive	20	3	5	7	12	2	2	1	1	53
Le Monde	moderate positive	1	6	5	3	0	1	1	1	3	21
The Guardian	slight positive	1	1	2	1	2	2	3	1	2	15
	neutral (average)										
	slight negative										
	moderate negative										
	strong negative										
	extreme negative										
<b>Total</b>		<b>105</b>	<b>22</b>	<b>46</b>	<b>19</b>	<b>75</b>	<b>9</b>	<b>12</b>	<b>6</b>	<b>7</b>	<b>301</b>



**Histogram : 1 DISTRIBUTION OF NON-ALIGNED STORIES ACCORDING TO THEIR AVERAGE DEGREE OF AFFECT (N.P.Q.) OF A PERIOD OF 15-DAYS (1-15 MARCH 1983).**



In looking at the above tables and histograms which represent the volume of each newspaper's coverage of the Non-Aligned seventh summit, for a period of 15-days, and in looking at the various degrees of affect the stories of each coverage had, one might ask how the above findings are statistically meaningful in relation to the complaints of developing countries concerning their images as portrayed by the "big" media of certain advanced countries.

In the large study it was found that in terms of volume, selection presentation and treatment of news the two Western newspapers (Le Monde and The Guardian) appeared to have been reflecting a distorted image of the Non-Aligned. It was also seen that the two papers were busy reporting violent political conflicts, while very much ignoring the important developmental issues that were the main focus of concern of the summit.

The N.P.Q. results conform to the same political pattern as the analysis found elsewhere in this study. The Guardian which was found to have presented the most negative picture of all on the Non-Aligned, in terms of volume and presentation, was also found to have oriented the content of the stories in a negative direction, in terms of the actual language used to denote the Non-Aligned. As far as the five coders were concerned, most of The Guardian's stories were judged negative their degrees of affect ranged from "slightly" negative to "extremely" negative. Eight out of The Guardian's 15 stories on the Non-Aligned were found to have had a negative degree of affect, two neutral but only five were positive.

If we assume the five coders not to be significantly different from the general readership of The Guardian, then the public would certainly receive a very negative impression about the Non-Aligned as a movement or about its activities, hence undermining the Non-Aligned countries efforts in trying to find effective solutions to their political and developmental problems. Such behaviour, however, cannot be described as constructive in terms of contributing to a better understanding between nations.

Most of Le Monde's 21 stories on the Non-Aligned were found by the coders to have had, on average, a "slightly" positive degree of affect. Only six were found to be negative. This means that the actual language used in the content to denote the

Non-Aligned was in general "slightly" favourable in spite of the small volume, selection of violent political events and the bad presentation.

When comparing the more favourable disposition of Le Monde against the two southern newspapers (El-Moudjahid and La Presse), one can clearly see a large disparity between its image of the Non-Aligned and that of the two Southern papers. For instance, the average degree of affect of El-Moudjahid stories and editorials was "strongly" positive, to say nothing about the volume and presentation. Nearly half of the 212 stories and editorials had on average a degree of affect of "strong" or "extremely" positive. The same thing can be said about La Presse (see Table 7). The disparity can be seen much clearer when looking at the more detailed results of the N.P.Q. test, in terms of the N.P.Q. by copy type (editorials, features and spot news), N.P.Q. by subject area (politics, economics, socio-cultural and "mixed") and in terms of N.P.Q. by page (front and inside) - See Tables, 8, 9, 10.

	moderate positive	TOTAL
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Table 10. Average N.P.Q. by paper page (15 days)

Paper	Page	Average N.P.Q.	Category	Count
El Moudjahid	Front	0.24	strong positive	171
	Inside	0.28	moderate positive	48
La Presse	Front	0.24	strong positive	48
	Inside	0.31	moderate positive	20
Le Monde	Front	0.37	slight positive	18
	Inside	0.38	slight positive	15
The Guardian	Front	0.58	slight negative	14
	Inside	0.53	slight negative	14
TOTAL		0.27	moderate positive	249

**Table 8 : Average N.P.Q. by paper by coper type for a period of 15. days**

Copy Type by paper	Mean of N.P.Q.	Value of N.P.Q.	Number of Stories on the NAM
● <b>El Moudjahid</b>	0.24	strong positive	171
Editorial	0.30	moderate positive	5
Features	0.28	moderate positive	28
Spot News	0.33	moderate positive	138
● <b>La Presse</b>	0.24	strong positive	46
Editorial	0.10	extreme positive	6
Features	0.25	strongte positive	9
Spot News	0.36	slight positive	31
● <b>Le Monde</b>	0.37	slight positive	18
Features	0.37	slight positive	5
Spot News	0.34	moderate positive	13
● <b>The Guardian</b>	0.58	slight negative	14
Spot News	0.58	slight negative	14
<b>TOTAL</b>	<b>0.27</b>	<b>moderate positive</b>	<b>249</b>

P.S. Note that the actual number of stories is 212 for El Moudjahid, 53 for La Presse, 21 for Le Monde, 15 for The Guardian.

The stories excluded are those which do not have a degree of affect.

These are often very small stories of speeches and addresses reprinted without editing so the paper cannot be held responsible for the language used in them.

If we assume the five coders not to be significantly different from the general readership of The Guardian, then the public would certainly receive a very negative impression about the Non-Aligned as a movement or about its activities, hence undermining the Non-Aligned countries efforts in trying to find effective solutions to their political and developmental problems. Such behaviour, however, cannot be described as constructive in terms of contributing to a better understanding between nations.

Most of Le Monde's 21 stories on the Non-Aligned were found by the coders to have had, on average, a "slightly" positive degree of affect. Only six were found to be negative. This means that the actual language used in the content to denote the

**Table 9 : Average N.P.Q. by subject area (15 days)**

Subject Area by paper	Mean of N.P.Q.	Level of N.P.Q.	Number of Stories
● <b>El Moudjahid</b>	0.24	strong positive	171
Politics	0.24	strong positive	97
Economics	0.23	strong positive	25
Socio-Cultural	0.04	extreme positive	7
Mixed	0.29	moderate positive	42
● <b>La Presse</b>	0.24	strong positive	46
Politics	0.21	strong positive	27
Economics	0.45	slight positive	1
Socio-Cultural	0.21	strong positive	7
Mixed	0.32	moderate positive	11
● <b>Le Monde</b>	0.37	slight positive	18
Politics	0.38	slight positive	15
Mixed	0.33	moderate positive	3
● <b>The Guardian</b>	0.58	slight negative	14
Politics	0.66	moderate negative	10
Mixed	0.39	slight positive	4
<b>TOTAL</b>	<b>0.27</b>	<b>moderate positive</b>	<b>245</b>

**Table 10 : Average N.P.Q. by paper page (15 days)**

Page by paper	Mean N.P.Q.	Level of N.P.Q.	Number of Stories on the NAM
● <b>El Moudjahid</b>	0.24	strong positive	171
Front	0.28	moderate positive	48
Inside	0.22	strong positive	123
● <b>La Presse</b>	0.24	strong positive	48
Front	0.18	strong positive	26
Inside	0.31	moderate positive	20
● <b>Le Monde</b>	0.37	slight positive	18
Inside	0.38	slight positive	18
● <b>The Guardian</b>	0.58	slight negative	14
Inside	0.58	slight negative	14
<b>TOTAL</b>	<b>0.27</b>	<b>moderate positive</b>	<b>249</b>

More result of N.P.Q. by source of news, by region, by type of topic, by direction of events etc. were obtained but not used, as the cited examples were enough to give a clear idea of what the Non-Aligned image looked like in the coverage of each paper).

The above results show that the performance of the two Southern newspapers, with respect to the Non-Aligned, differ markedly from the two Western papers despite the fact that the latter two hold a more moderate view concerning the South's conditions and problems than the "big" media whom Third World leaders complain the most about (such as the transnational news agencies and lately the "Direct Broadcasting Satellite Networks").

## Conclusion

Against such a background it is easy to understand Developing Countries' complaints and why they choose to support NIIO as a process of liberation. This sharp analysis of the situation warns that everything done so far has not essentially changed the unequal conditions of developing countries or the attitude of the world's "Big" media. This is one of the basic reasons why the Non-Aligned developed a critical attitude towards the application of the doctrine of "Free flow of information" but not towards the principle of freedom and circulation of information. This is also why the Non-Aligned had actually undertaken a thorough analysis of the existing state of affairs and started looking for a wider framework which make possible not only free but more just, representative and multidimensional flow of information based on relation among equal national partners, cooperation and pluralism of interests and cultures.

## References

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