

Media content analysis

Media image of Tony Blair in the BBC News 01-03-2005

For this report **3 444** Statements on/by Politicians, Political parties, governments were analysed.

MEDIA TENOR
m.schlipper@innovatio.de
0228 – 9 34 44 – 32
06.02.2004

Blair's waning media star allows for tense election

Media image of Tony Blair and Michael Howard in the BBC News

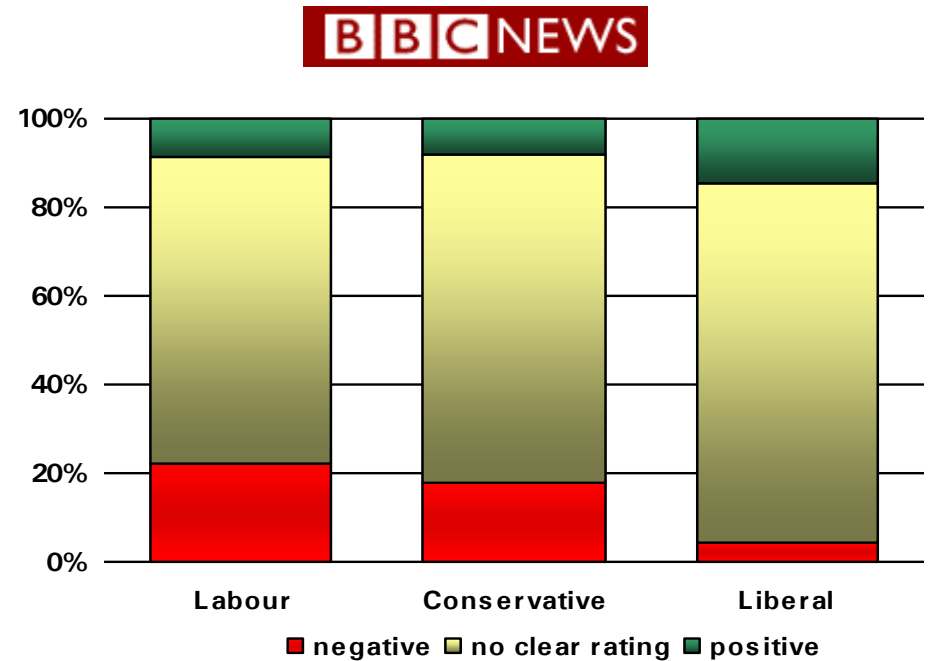
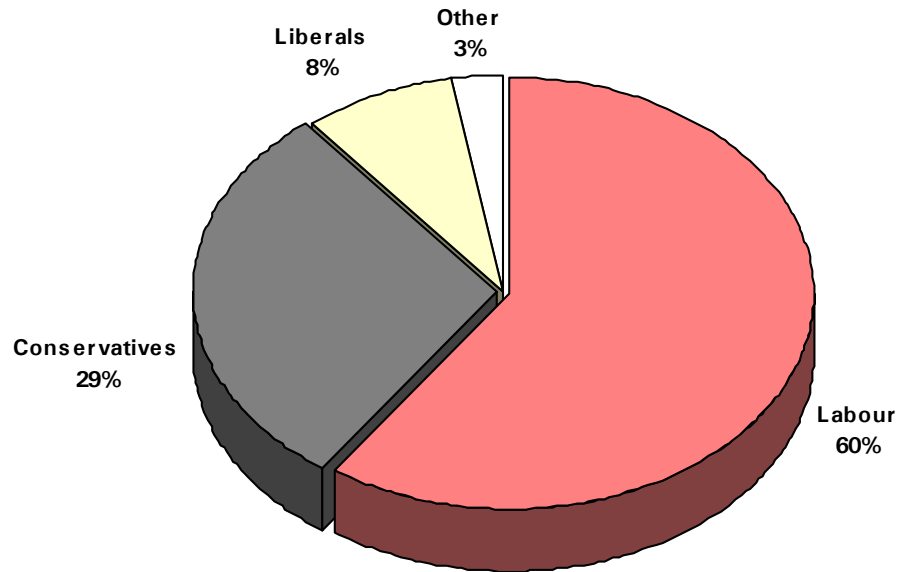
The coverage of Tony Blair and his opponent Michael Howard in the BBC headline news (News at Six & News at Ten) indicates a narrow race in the upcoming election of the lower houses on May the fifth, as was found by a recent study of the BBC News by the independent media research institute Media Tenor. Blair's media image was dramatically damaged due to the foundering of his Anti-Terror laws at the end of March. While Blair was criticised around issues of home affairs during the first three months of this year, compared to his opponent, he is trusted upon in issues such as economics and social politics. Even though Blair's image is showing a downward turn, it certainly is not to say that Howard can present himself as the clear favourite compared to the current Prime Minister.

The coverage on the British politics is concentrated securely on the Labour Party, receiving with a share of 59,6% more than double as many reports than on the Conservatives (29,5%) and the Liberals (8,2%). During the first quarter of 2005, Labour experienced slightly more criticism than the Conservatives. Only the Liberals were able to generate a positive media image. The share of issues in the news reports is almost identical – Labour 62,8% and Tories 61,6%.

For this analysis 3 444 statements by/on Parties, Politicians and government in the BBC News at Six and News at Ten were analysed. Time Frame: 01-01 – 31-03-2005.

Labour dominates reports

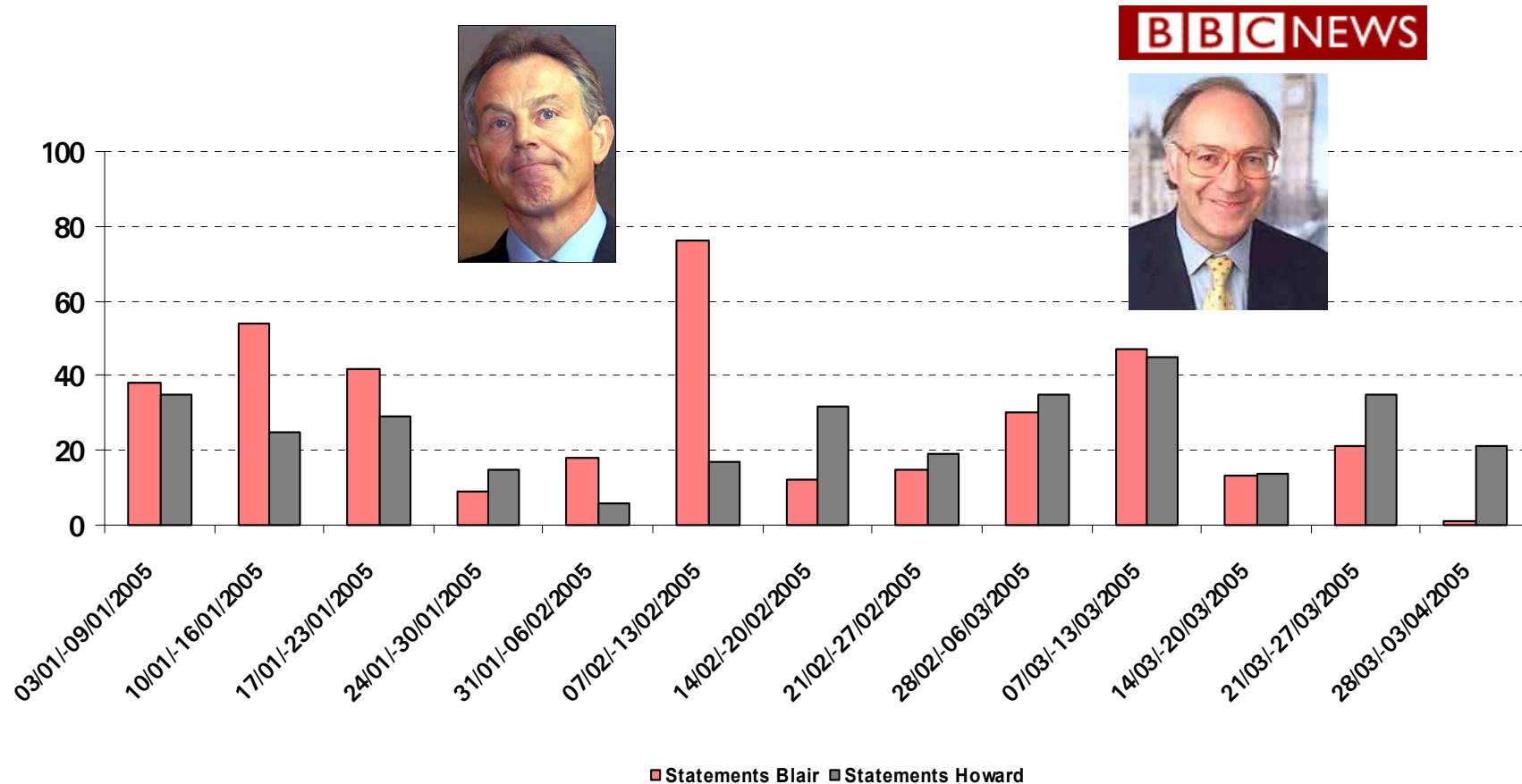
Share and rating of Labour , Conservatives, Liberals compared: 01-03-2005



Basis: 3.444 statements on/by Politicians, Political Parties or government on BBC at Six and BBC at Ten, 01/01/2005 – 31/03/2005

Howard has almost as many reports than Blair

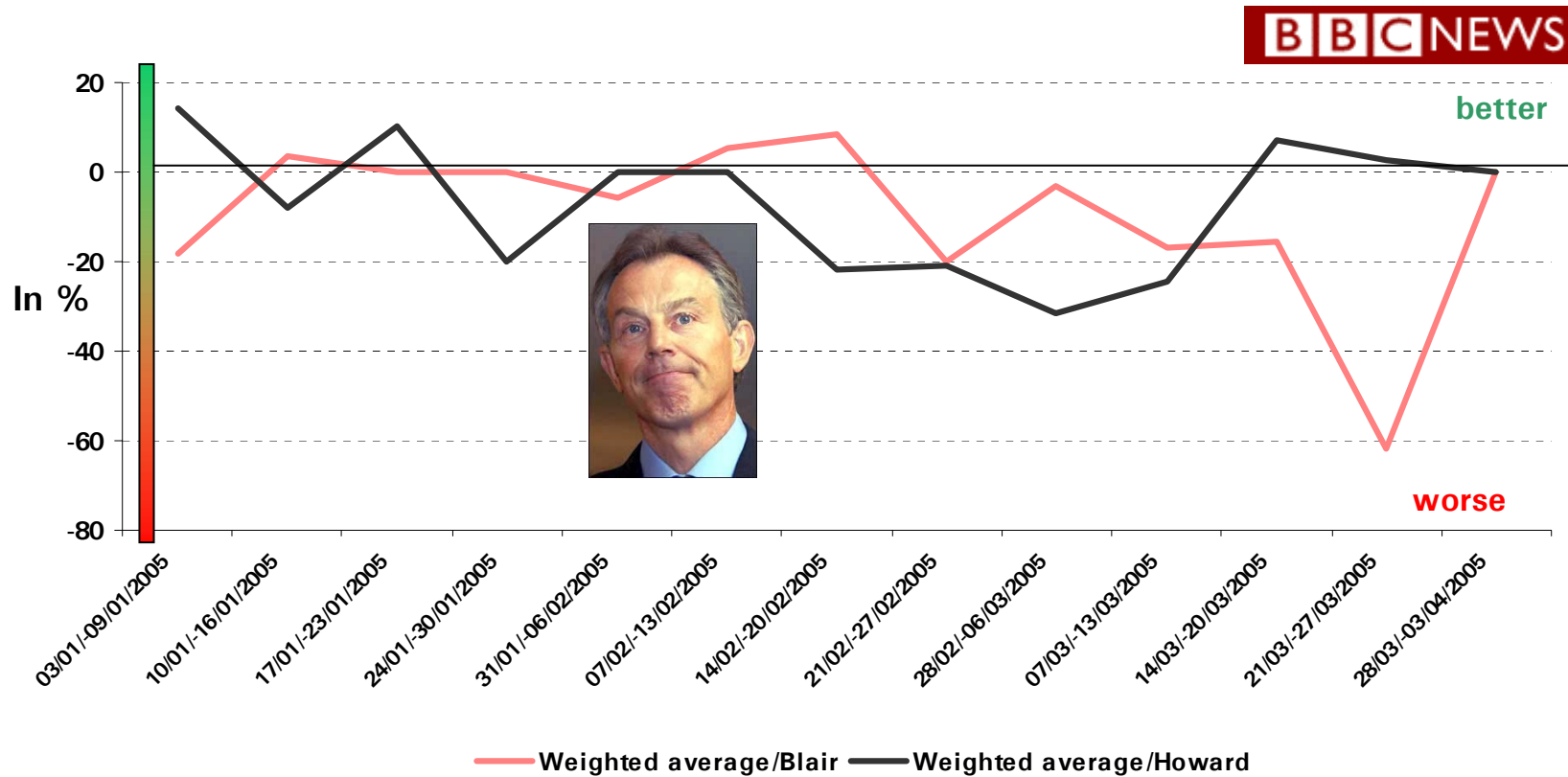
Presence of Tony Blair and Michael Howard in a weekly comparison: 01-03/2005



Basis: 3.444 on/by Politicians, Political parties, government in total, 376 statements on/by Blair, 331 statements on/by Michael Howard on BBC News at Six and BBC News at Ten, 01/01/2005 – 31/03/2005

Downward spiral for Blair in March

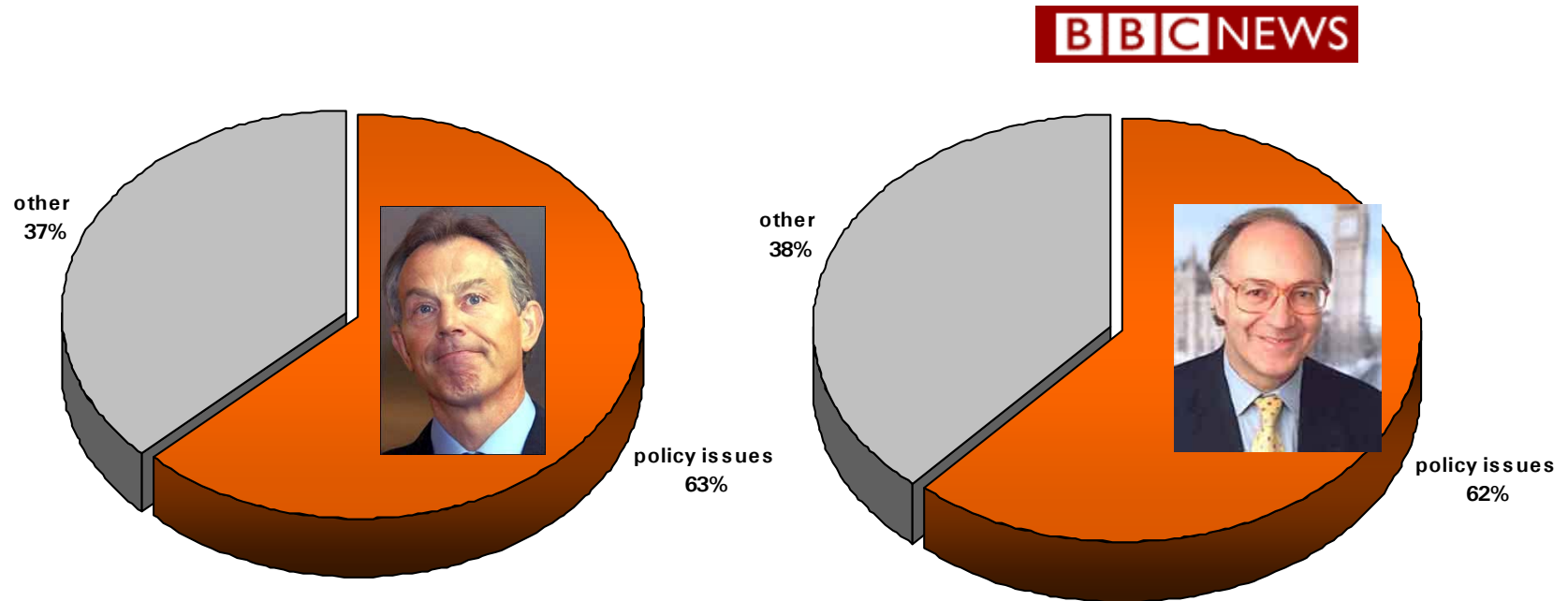
Rating of Tony Blair and Michael Howard in a weekly comparison: 01-03/2005



Basis: 3.444 on/by Politicians, Political parties, government in total, 376 statements on/by Blair, 331 statements on/by Michael Howard on BBC News at Six and BBC News at Ten, 01/01/2005 – 31/03/2005

Share of policy issues almost identical

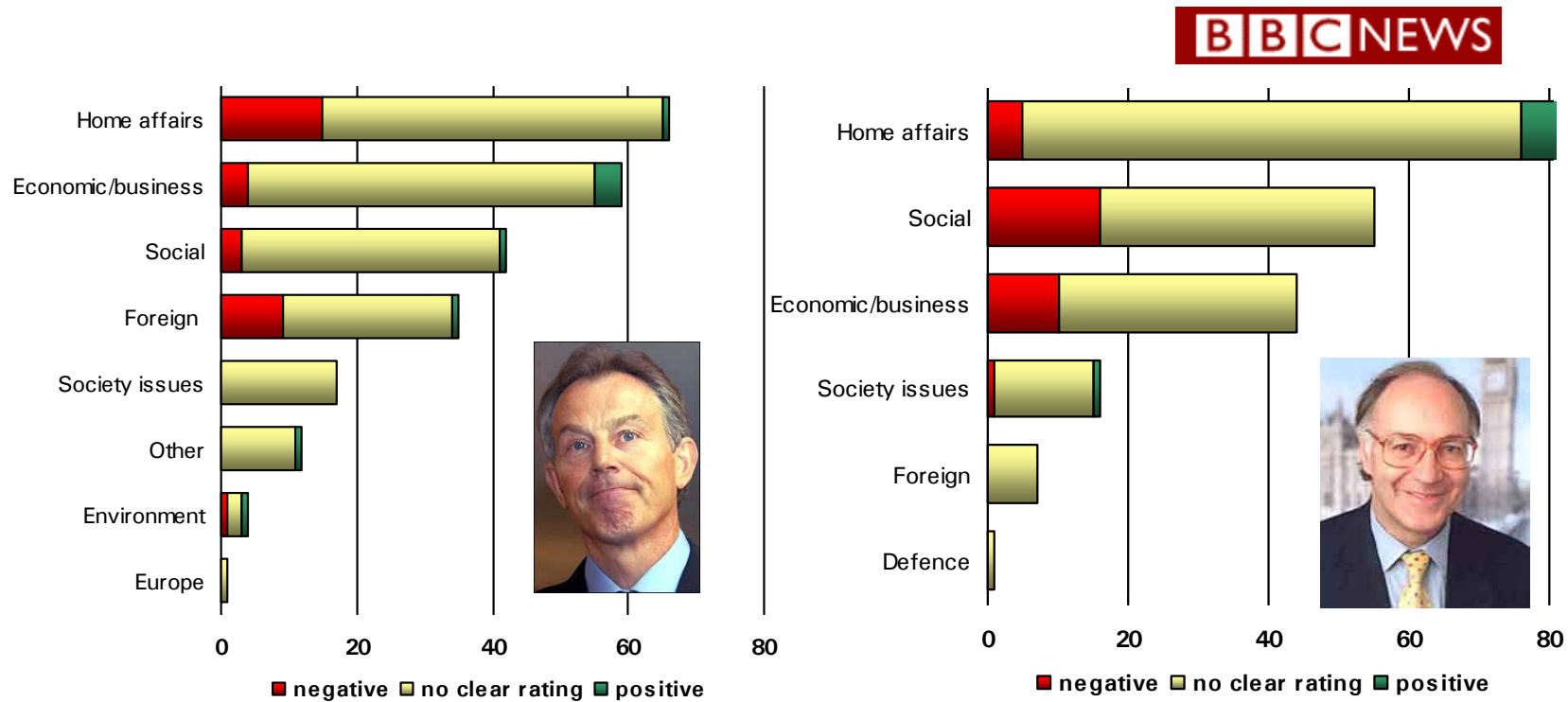
Share policy issues on Tony Blair and Michael Howard - comparison: 01-03/2005



Basis: 3.444 on/by Politicians, Political parties, government in total, 376 statements on/by Blair, 331 statements on/by Michael Howard on BBC News at Six and BBC News at Ten, 01/01/2005 – 31/03/2005

Home-, Economic- and social policies dominate

Structure of policy issues on Tony Blair and Michael Howard - a comparison: 01-03/2005



Basis: 3.444 on/by Politicians, Political parties, government in total, 376 statements on/by Blair, 331 statements on/by Michael Howard on BBC News at Six and BBC News at Ten, 01/01/2005 – 31/03/2005