

How do Lebanese TV stations follow up on the upcoming parliamentary elections?

**Summary of analysis of media coverage
monitoring data of November 2021**



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This study conducted by Maharat Foundation and UNESCO will answer the following questions:

- How do Lebanese TV stations follow up on the upcoming Lebanese parliamentary elections topic?
- What importance do Lebanese TV stations attach to this topic?
- How is media time distributed among the political forces?
- Which political force accounts for the largest time share?
- To what extent are Lebanese TV stations interested in voter education?
- What's the position of women in addressing this topic?

This study monitored the main local TV stations during the month of November 2021 through the follow-up on main evening news bulletins and political talk shows.

This study showed a wide disparity between stations in their attention to the subject as well as variations in the angles in which the issue is addressed.

The findings of this study also show that the topic of the elections does not yet occupy an important place in the agenda of political forces and media.

1. Level of follow-up of the topic of the elections

- AMOUNT OF TIME DEVOTED BY THE TV STATION TO THE TOPIC:

- OTV DEVOTED THE LARGEST AMOUNT OF TIME TO THE TOPIC OF ELECTIONS.
- AL-MANAR AND NBN (TV STATIONS LINKED TO AMAL MOVEMENT AND HIZBULLAH) DEVOTED THE LEAST AMOUNT OF TIME TO THE TOPIC.
- OTV DEVOTED 12 HOURS TO THE TOPIC.
- AL-MANAR DEVOTED ONLY 1 HOUR TO THE TOPIC.
- NBN DEVOTED 1 HOUR AND A QUARTER TO THE TOPIC.
- LBCI DEVOTED 9 HOURS TO THE TOPIC.
- AL-JADEED AND MTV DEVOTED AROUND 5 HOURS EACH TO THE TOPIC.
- TELE LIBAN DEVOTED 1 HOUR AND A HALF TO THE TOPIC.

- ANGLE FROM WHICH THE TOPIC WAS ADDRESSED:

- LBCI FOCUSED ON THE “PROCEDURES OF REGISTRATION AND VOTING OF THE EXPATRIATES”
- OTV FOCUSED ON “THE AMENDED ELECTORAL LAW”, “EARLY ELECTIONS”, “MAP OF ALLIANCES AND ELECTORAL INTERESTS”.
- ALL THE TV STATIONS FOLLOWED UP ON THE ELECTORAL CALENDAR.
- THE SUBJECT OF VOTER EDUCATION WAS ALMOST ABSENT DESPITE ITS IMPORTANCE.
- THE TOPIC OF ELECTIONS IS MAINLY FEATURED IN TALK SHOWS WHERE THE TIME DEVOTED TO THIS TOPIC WAS THREE TIMES MORE IMPORTANT THAN IN THE NEWS.
- HOWEVER, THIS DOES NOT REDUCE THE IMPORTANCE GIVEN TO THIS TOPIC IN THE NEWS CONSIDERING THE FACT THAT TALK SHOWS ARE LONGER AND MORE NUMEROUS THAN NEWS.

2. Each TV station makes its own choices

- TREATMENT AND COVERAGE VARY FROM A TV STATION TO ANOTHER.

- LBC IS THE STATION THAT DEVOTED THE LARGEST SHARE OF TIME TO THE TOPIC OF ELECTIONS DURING TALK SHOWS WHILE OTV DEVOTED THE LARGEST SHARE OF TIME TO THE TOPIC OF ELECTIONS DURING ITS NEWS REPORTS.

- TO WHICH POLITICAL FORCE DO TV STATIONS GIVE VOICE? IT CAN BE DEDUCED THAT THE COVERAGE OF POLITICAL PARTIES' POSITIONS IS LINKED TO EACH TV STATION'S POLITICAL AFFILIATION.

- THE PROGRESSIVE SOCIALIST PARTY LEADS ON "AL-JADEED". IT IS ALSO OF INTEREST TO MTV AND OTV.
- THE FREE PATRIOTIC MOVEMENT LEADS ON "OTV". IT IS ALSO OF INTEREST TO AL-JADEED AND TO A LESSER EXTENT, TO MTV AND LBC
- AMAL MOVEMENT IS FOLLOWED UP BY NBN.
- LEBANESE FORCES ARE OF INTEREST TO MTV AND TO A LESSER EXTENT, TO LBCI.
- THE LEBANESE PHALANGES PARTY IS FOLLOWED UP BY AL-JADEED AND MTV.
- THE FUTURE MOVEMENT IS FOLLOWED UP BY OTV AND AL-JADEED.

-THE LESS IMPORTANT POLITICAL PARTIES ARE DISTRIBUTED ON TV STATIONS AS FOLLOWS:

- THE DEMOCRATIC ARAB PARTY ON OTV
- KULLUNA IRADA ON LBCI
- NATIONAL DIALOGUE PARTY ON LBCI
- PROJECT WATAN ON MTV
- BEIRUT MADINATI ON AL-JADEED
- THE ARAB SOCIALIST BAATH PARTY ON AL-MANAR
- CONCERNING THE SPEAKERS THAT HAD THE OPPORTUNITY TO APPEAR ON TV, TRADITIONAL POLITICIANS WERE THE MOST PRESENT ON OTV AND THE LEAST PRESENT ON AL MANAR AND TELE LIBAN.
- EMERGING POLITICAL GROUPS AND CIVIL SOCIETY GROUPS WERE THE MOST PRESENT ON LBCI, MTV AND AL-JADEED.

3. Each TV station has its own interests

- NO POLITICAL PARTY WAS INTERESTED IN VOTER EDUCATION.
- SOME POLITICAL PARTIES SUCH AS THE FREE PATRIOTIC MOVEMENT, THE LEBANESE FORCES AND THE SOCIALIST PARTY, FOCUSED ON THE ELECTORAL LAW TOPIC AND THE EARLY ELECTIONS TOPIC. OTHER PARTIES LIKE THE FUTURE MOVEMENT, HEZBOLLAH AND AMAL DID NOT EXPRESS THEIR OPINIONS ON THIS MATTER.
- THE FREE PATRIOTIC MOVEMENT DISTINGUISHED ITSELF FROM OTHER PARTIES BY ADDRESSING THE TOPIC OF “PROCEDURES OF REGISTRATION AND VOTING OF THE EXPATRIATES” AND “THE CAMPAIGNS FOR THE REGISTRATION AND THE VOTE OF THE EXPATRIATES”.
- REGARDING THE TOPIC OF “THE MAP OF ELECTORAL ALLIANCES AND INTERESTS”, INTEREST OF PARTIES ON THAT SUBJECT WAS ALSO UNEVEN.
- IN THE GENDER DISTRIBUTION OF SPEAKERS WHO WERE GRANTED SPEAKING TIME ON TV, WOMEN APPEARED TO BE IN A SECONDARY ROLE AS THEY ONLY RECEIVED 15% OF THE TOTAL SCREEN TIME COMPARED TO 85% FOR MEN WHICH CONFIRMS THE PREDOMINANCE OF MEN IN THE POLITICAL LIFE.
- LBCI GRANTED THE LARGEST TIME SHARE TO WOMEN (ABOUT 30% VERSUS 70% FOR MEN).
- THE PRESENCE OF MEN ON TV REMAINS OVERWHELMING ESPECIALLY IN TALK SHOWS WHERE THEY ACCOUNT FOR 90% OF THE SPEAKING TIME.