

Some notes on first part of the eCLIPse project in Stavanger

The workgroup in Stavanger consisted of 7 students and two teachers. (One of the students did not travel to Barcelona).

As the primary target for this part of the project was to study occurrences of racism in media, the group divided into two smaller groups to cover the available issues.

Television broadcasting in Norway has 2 main providers, NRK and TV2, and several smaller ones. Only the two main providers have their own news coverage of some size.

The groups found two cases that related to racism, and these were covered in both channels. The number of available cases was not as big as assumed in the actual period due to the bombing in Madrid, but then what is "normal" in news?

The stories selected were then checked for all relevant issues like production angle, who is the acting/ speaking person, how is the pictures taken, what

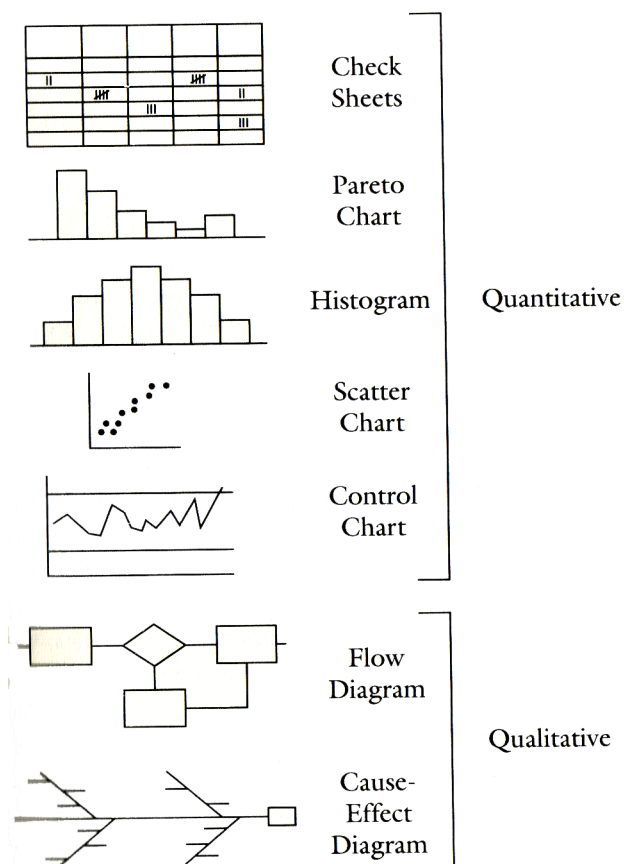
kind of impression does the report give its audience, etc.

The students were given a quick introduction to analysis techniques, like the ones in the diagram to the left.

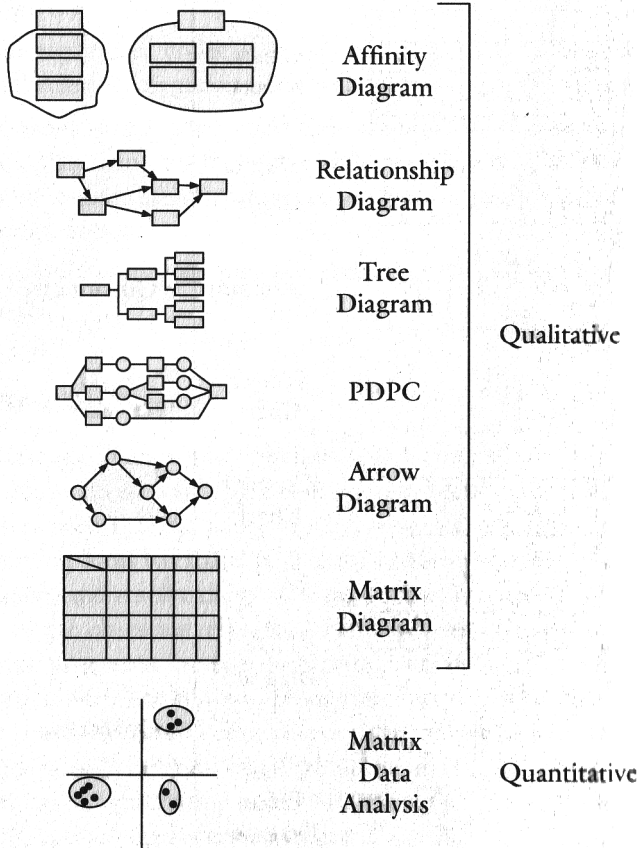
These are so called "basic tools" that is used in many situations where quantitative or qualitative analysis takes place.

The students identified types of situations, their place in the sequence/ workflow, and counted occurrences of these.

We also covered the "new management tools" as shown in the next figure, but these were not used in our analysis.



The students found that the coverage of the same two stories were significant different in the two channels. In both cases at least one off the channels made an objective story into something that could be called racism or leading into racism. It was not the same channel in the two stories that did this.



The tools that was used (from the first figure) was the simple ones and these are providing basic knowledge about structure and frequencies. The second set of tools that the students did not use, requires more complex cases and probably more numbers than our small news clips. However, the workshop shows very well how simple analysis tools could be utilised and provide more understanding on how issues may be manipulated or produced into selling ideas not necessarily recognised by the common viewer.