

# Portuguese Telenews and Foreign News



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# Presentation

## **Part 1**

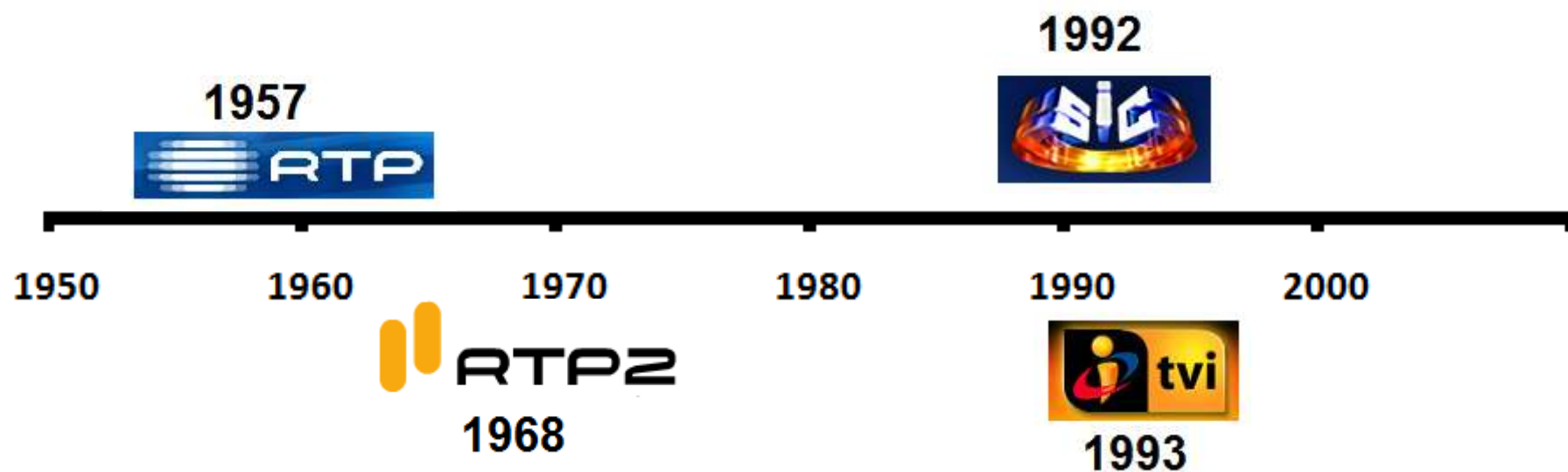
### **Brief Characterization of Portuguese Television and Telenews**

## **Part 2**

### **Foreign News International Poilitics News**

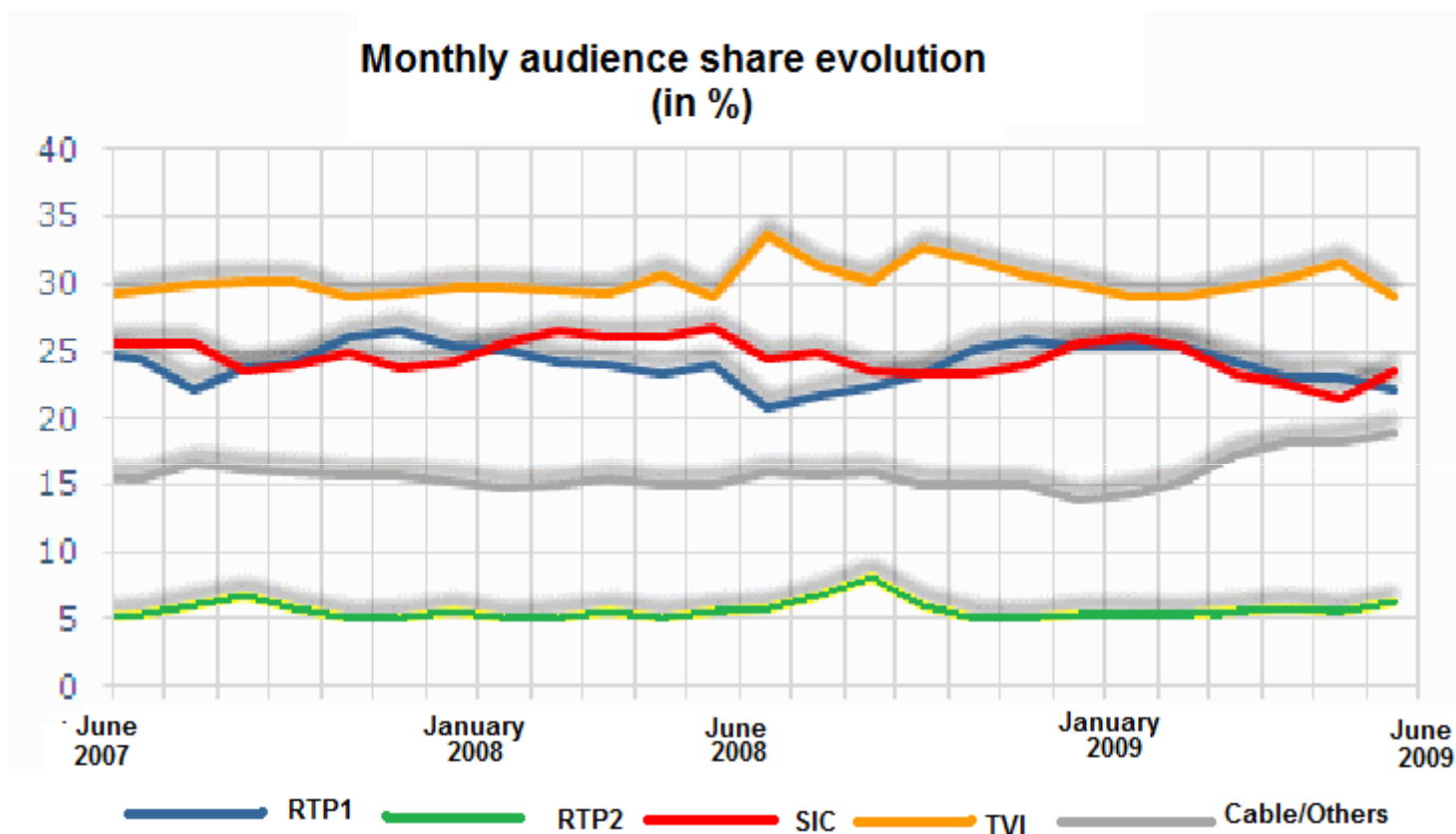


# Television in Portugal





# Television in Portugal



Source: MediaMonitor/Marktest Audimetria

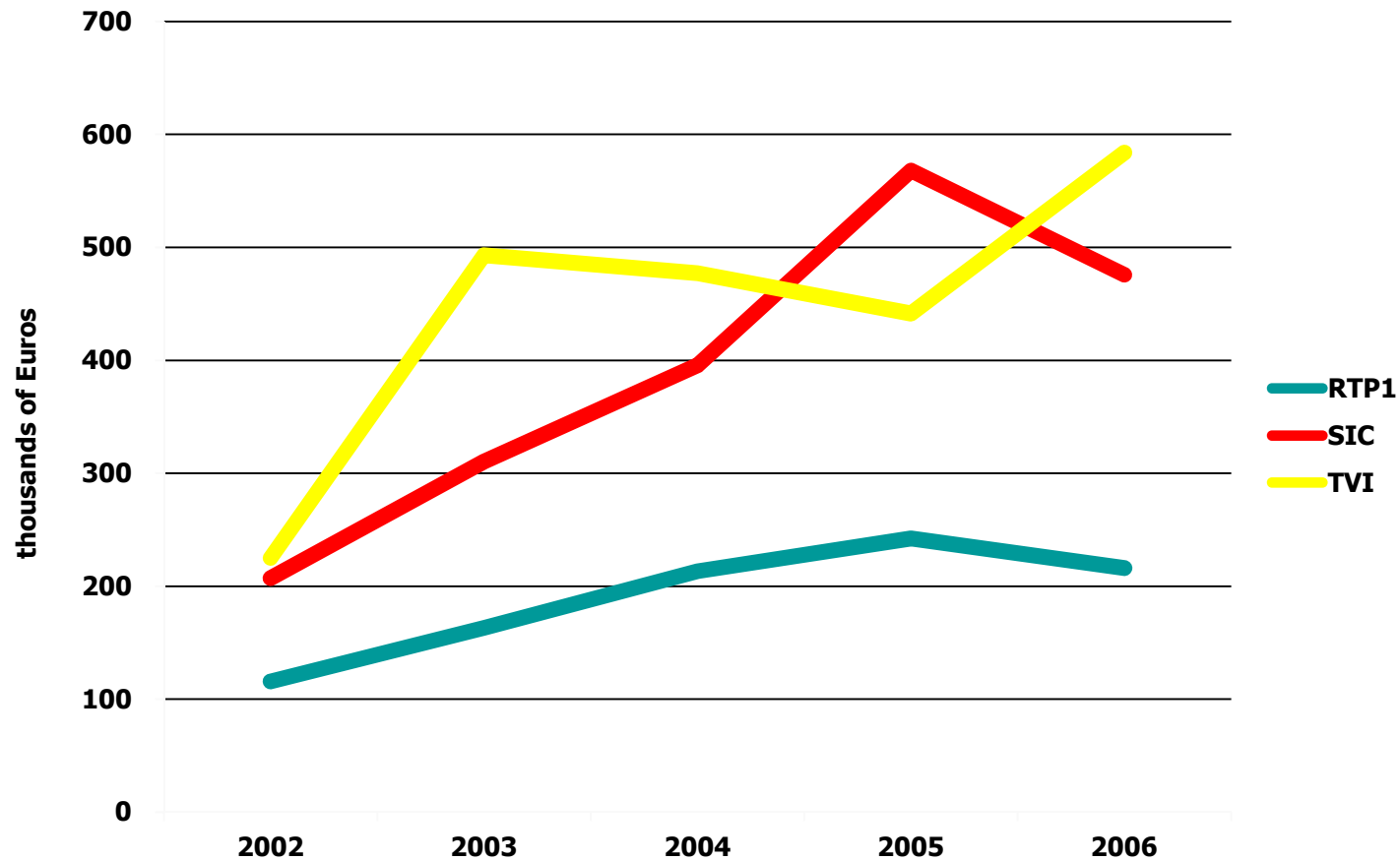


# Telenews in Portuguese Television





# Investment in prime time telenews advertising break





# Sample

## Database

**2002 – Six weeks**

**2003 – Two weeks**

**2004 – Two weeks**

**2005 – Two weeks**

**2006 – Two weeks**

**2008 – Four weeks**



**-500 Telenews**  
**- 14000 News**



## Sample

**-Two weeks each year**

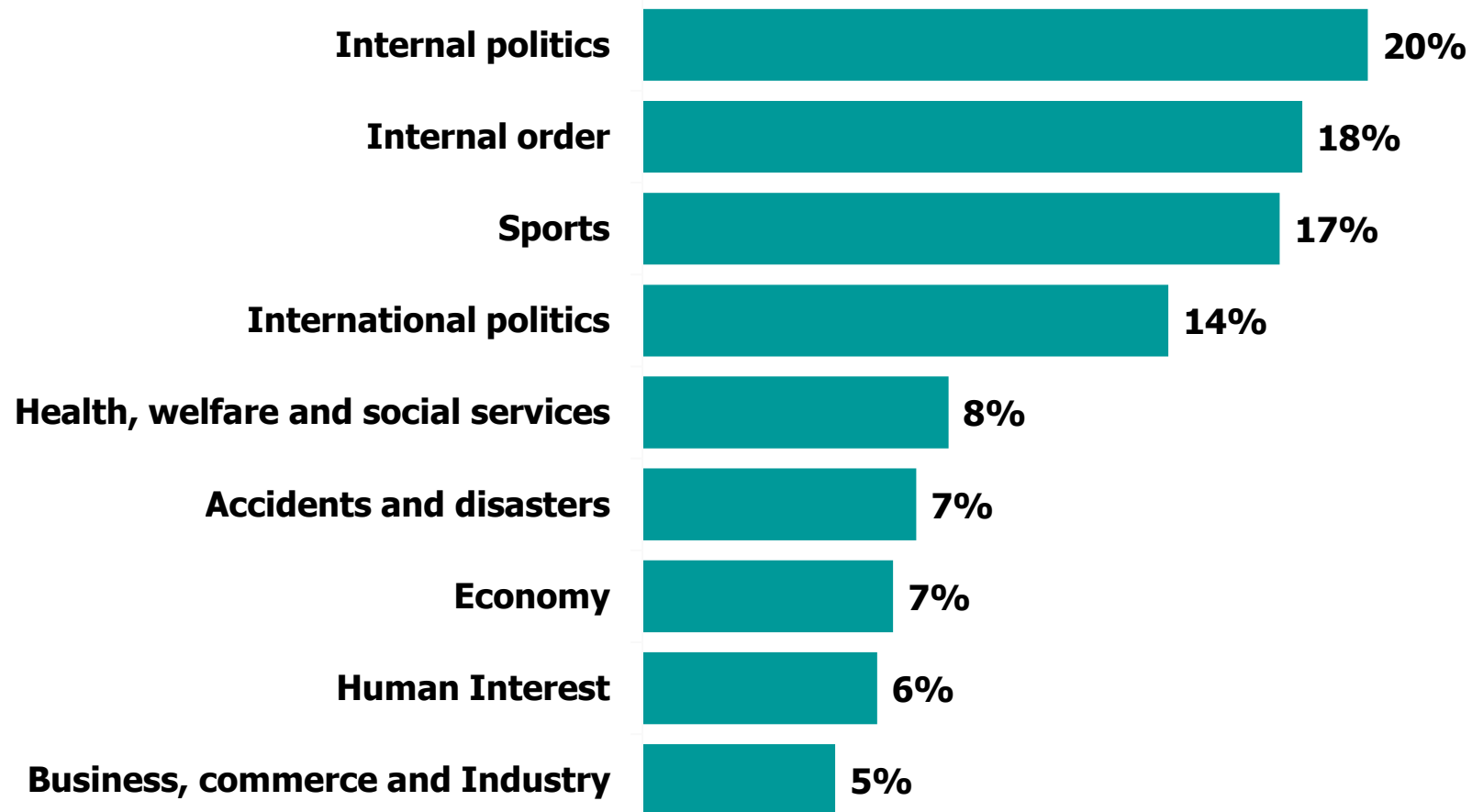
**- Two Channels**  
**one public – RTP**  
**one private – TVI)**



**-168 Telenews**  
**- 5763 News**



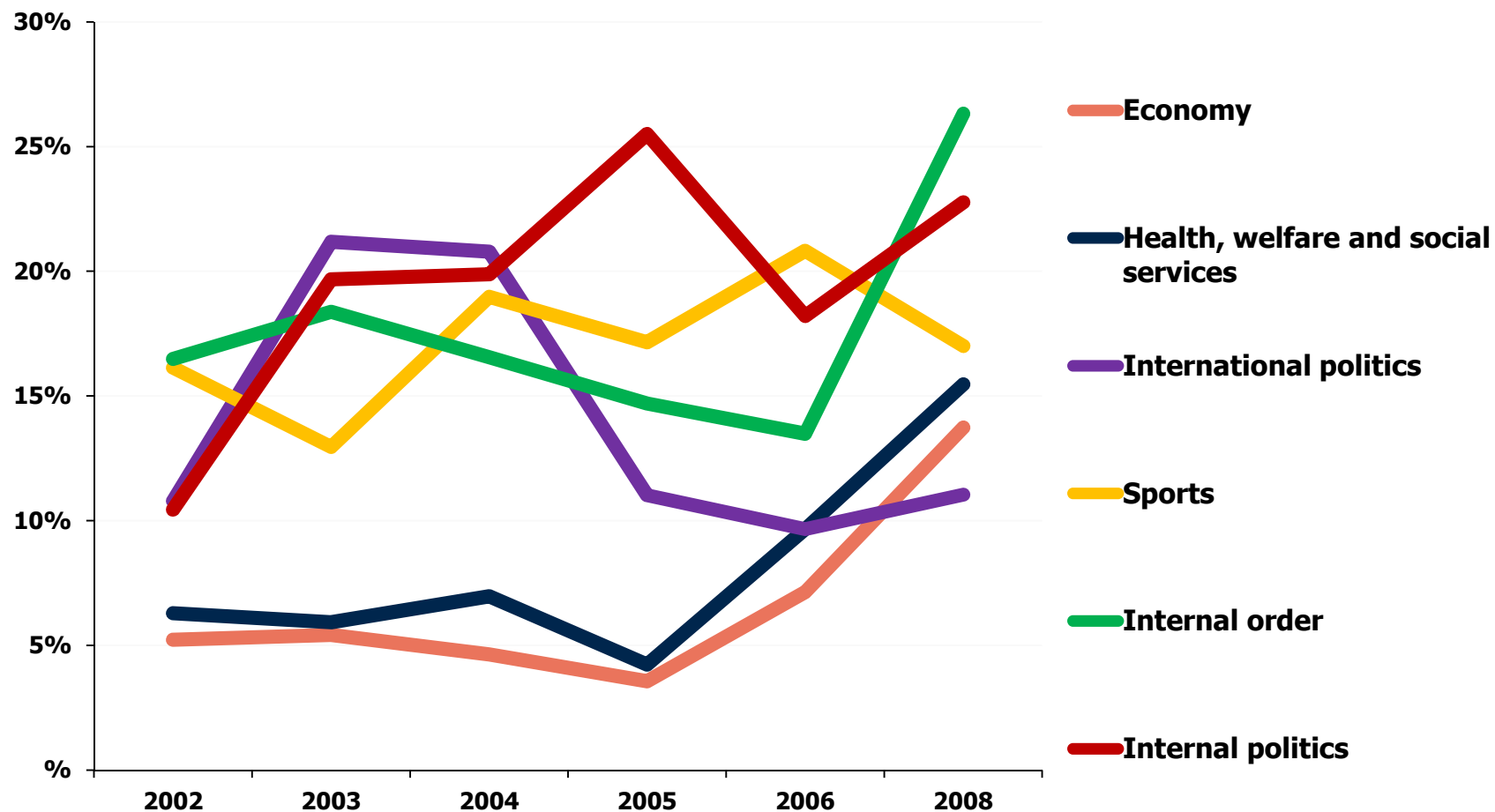
# Topics of the news





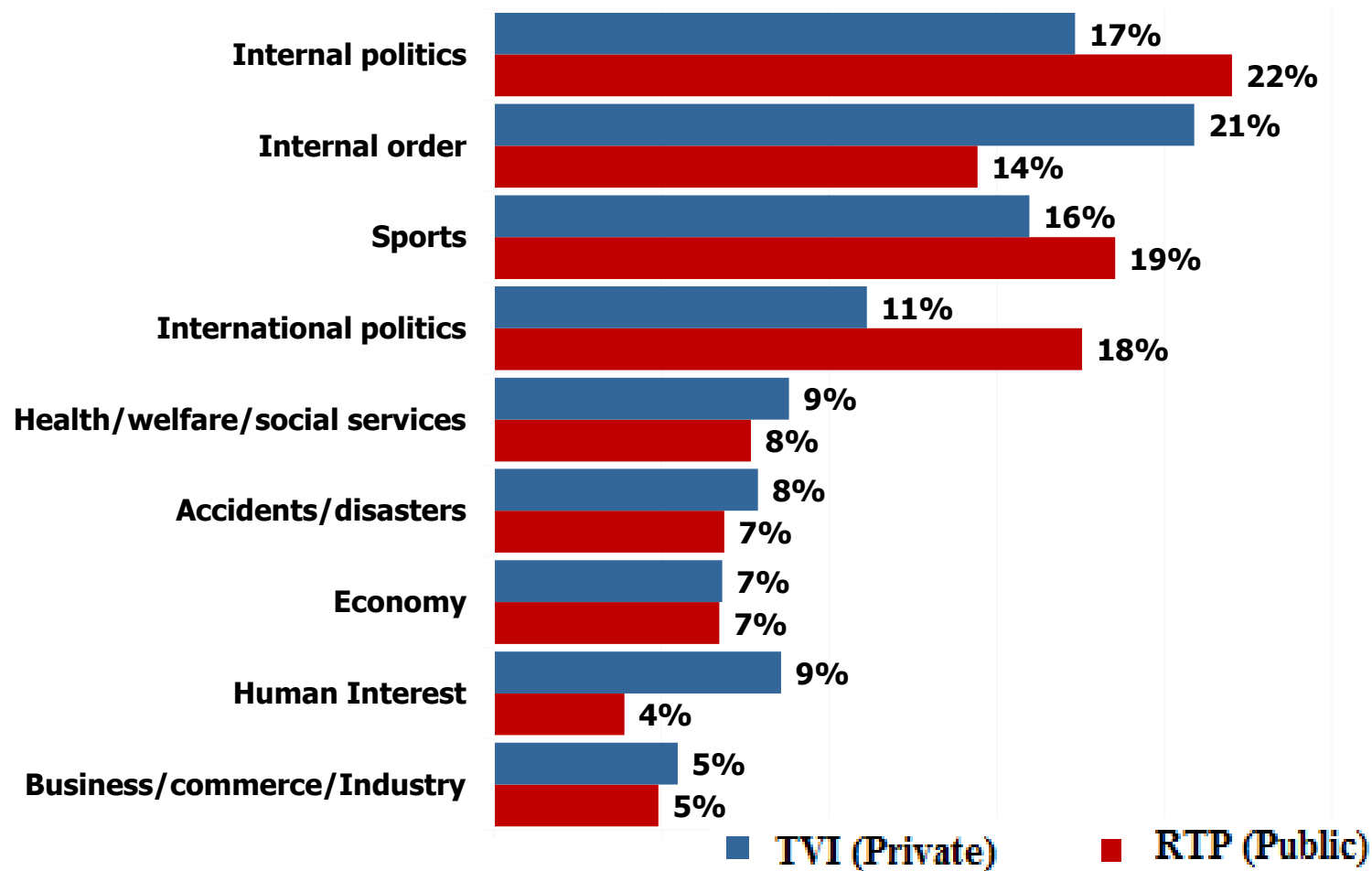


# Topics of the news



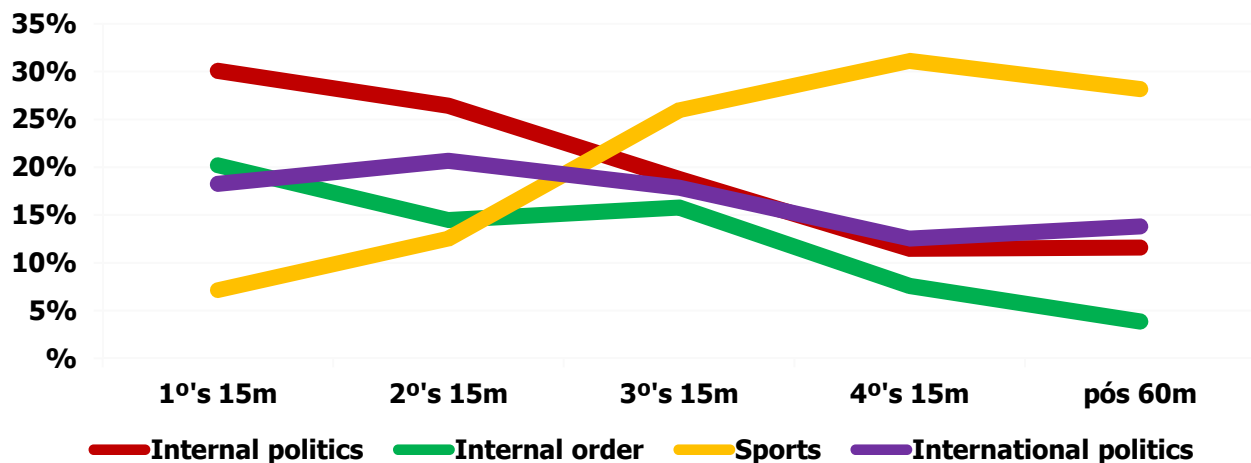


# Topics of the news

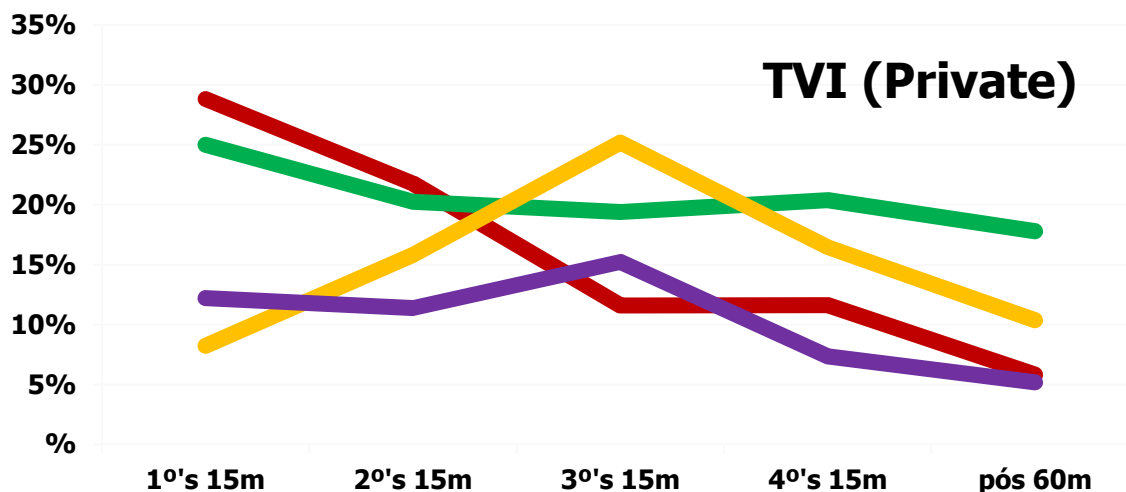




# Topics of the news

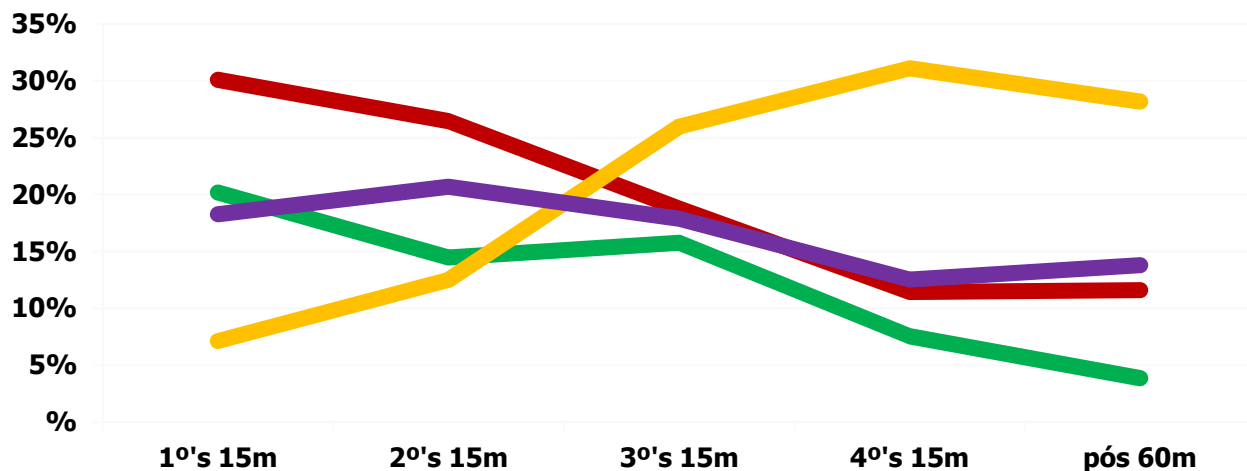


## RTP (Public)



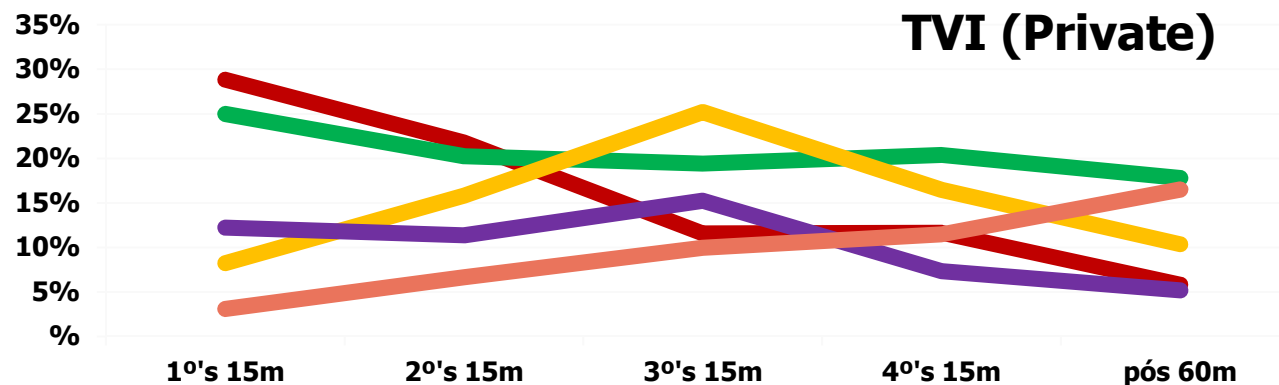


# Topics of the news



## RTP (Public)

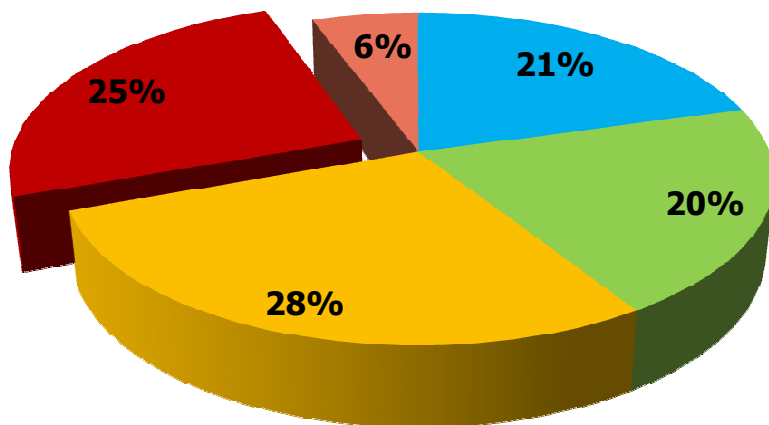
- Internal politics (Red)
- Internal order (Green)
- Sports (Yellow)
- International politics (Purple)
- Human Interest (Pink)



## TVI (Private)



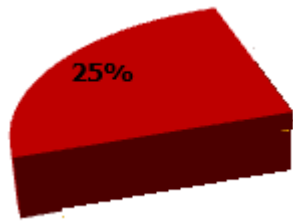
# Proximity of the news



■ Lisbon ■ Other locations ■ National ■ Foreign ■ Non Identified



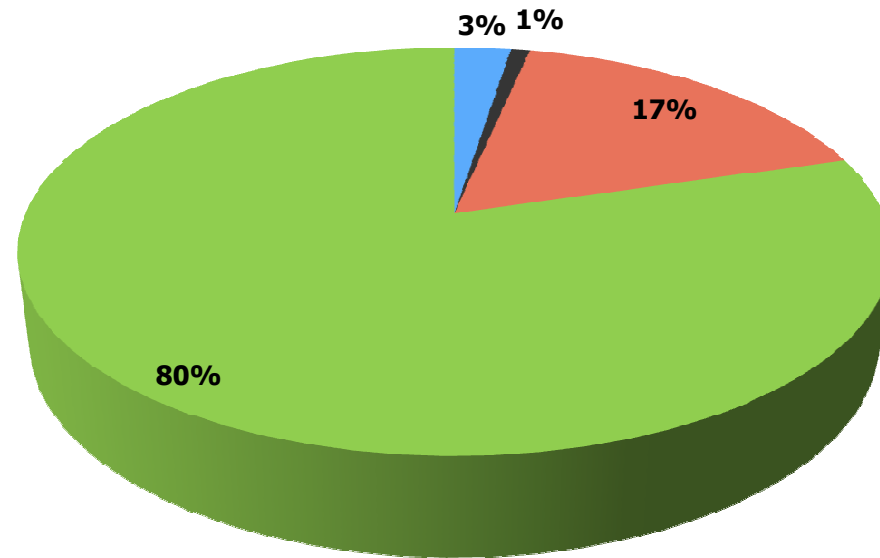
# Foreign news: Scope



Foreign



1436 News

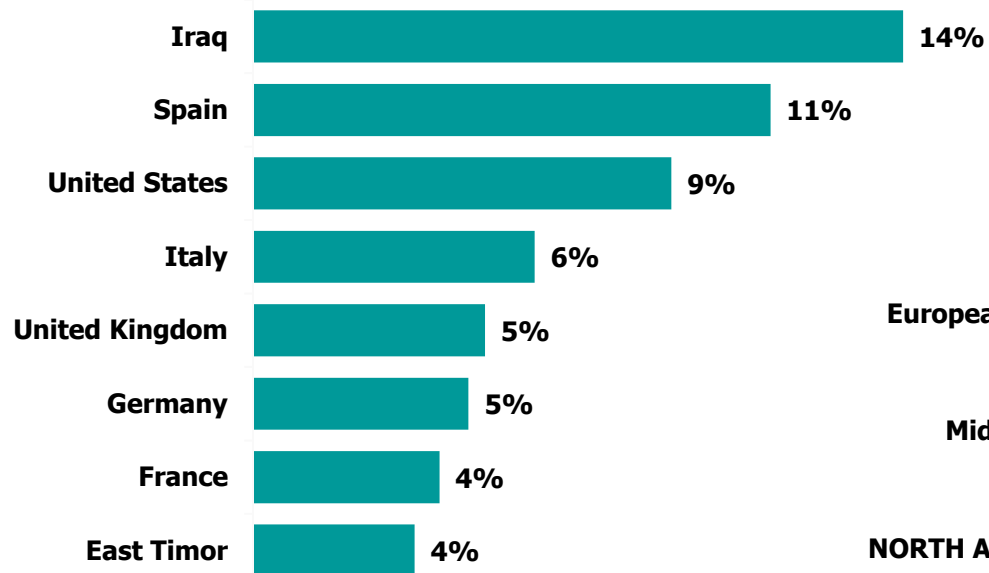


Local Regional Nacional Internacional

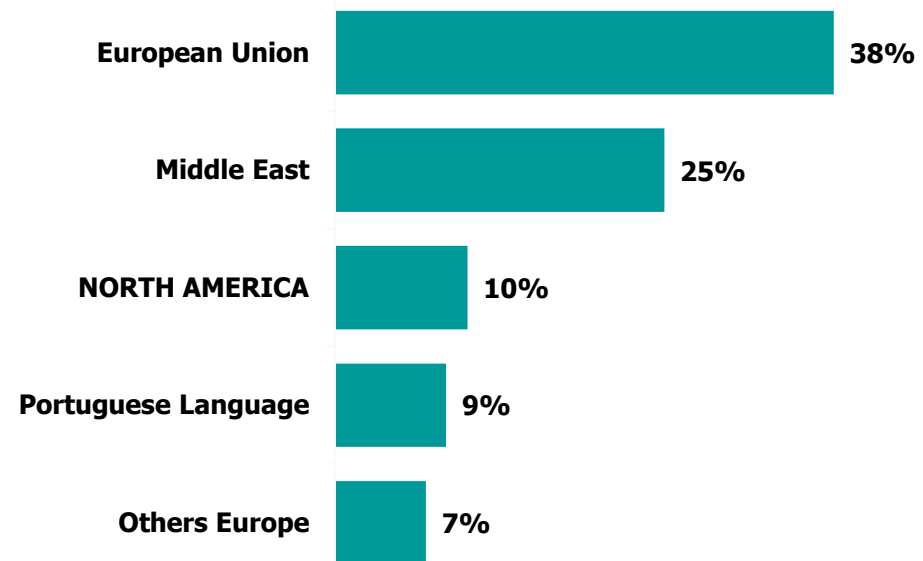


# Foreign news: Country of location

## Country

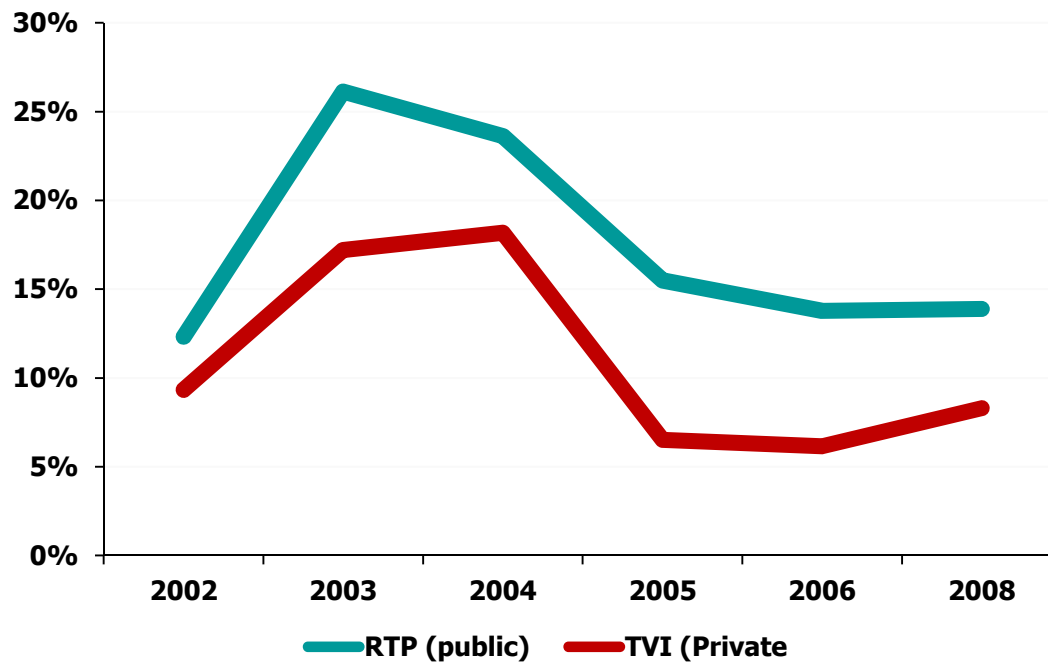


## Region





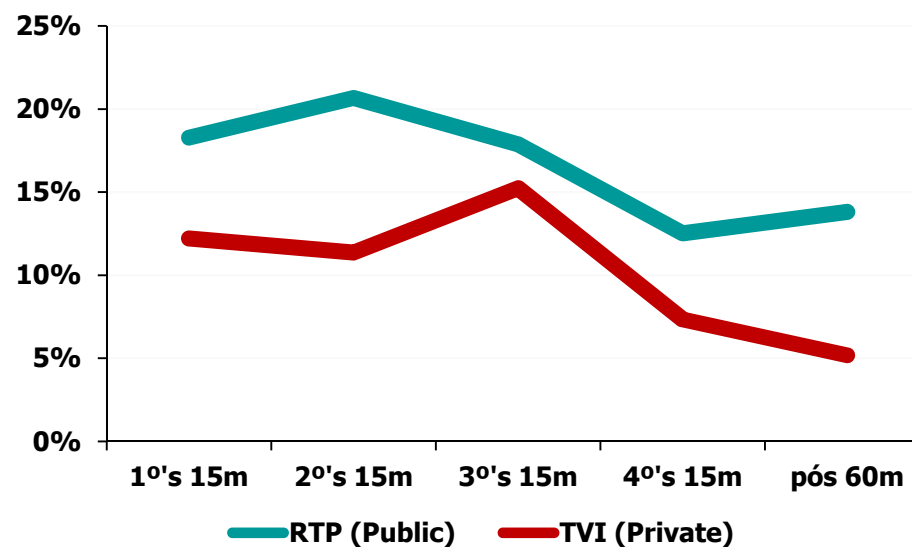
# Foreign news: evolution





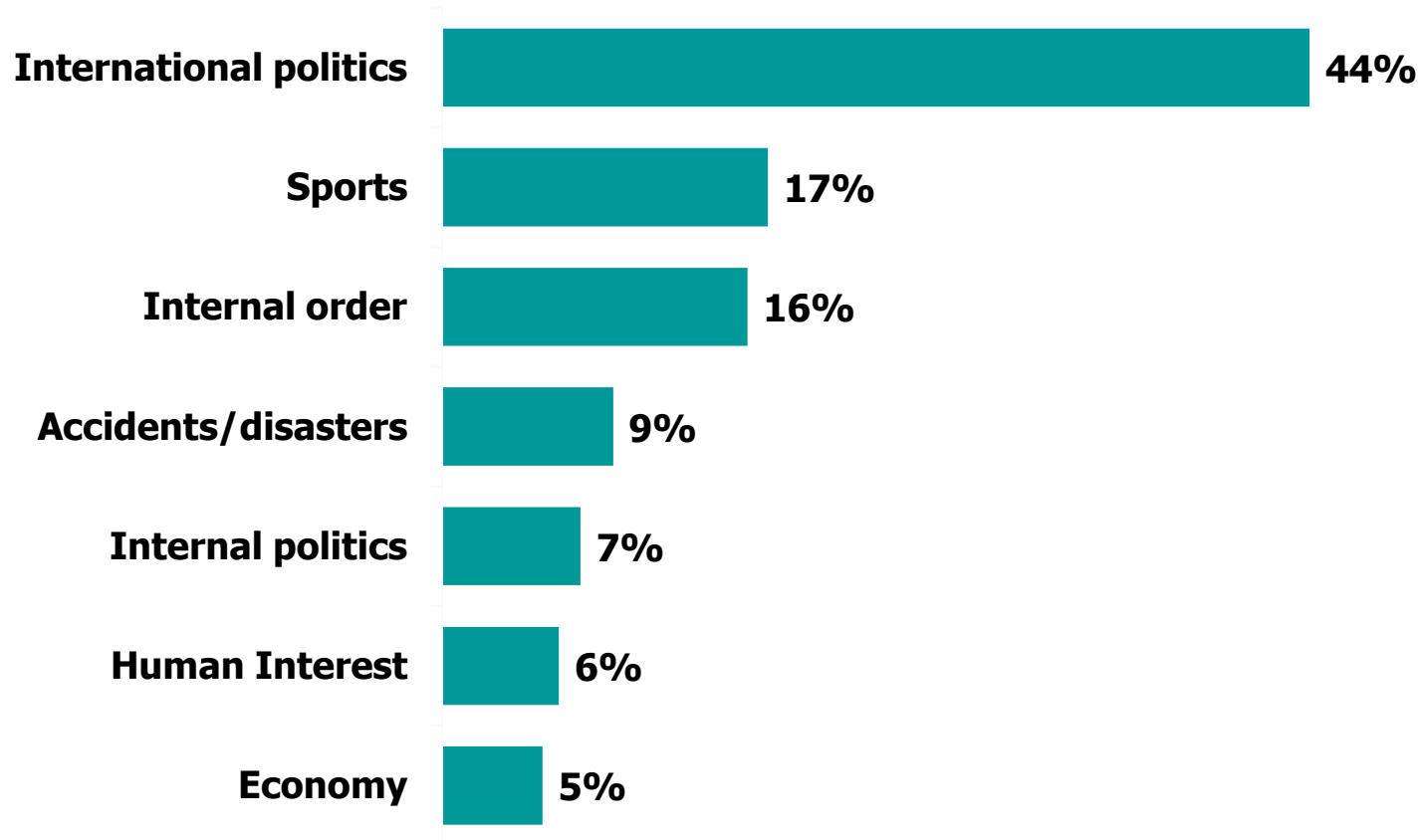


# Foreign news: Sequence in the telenews



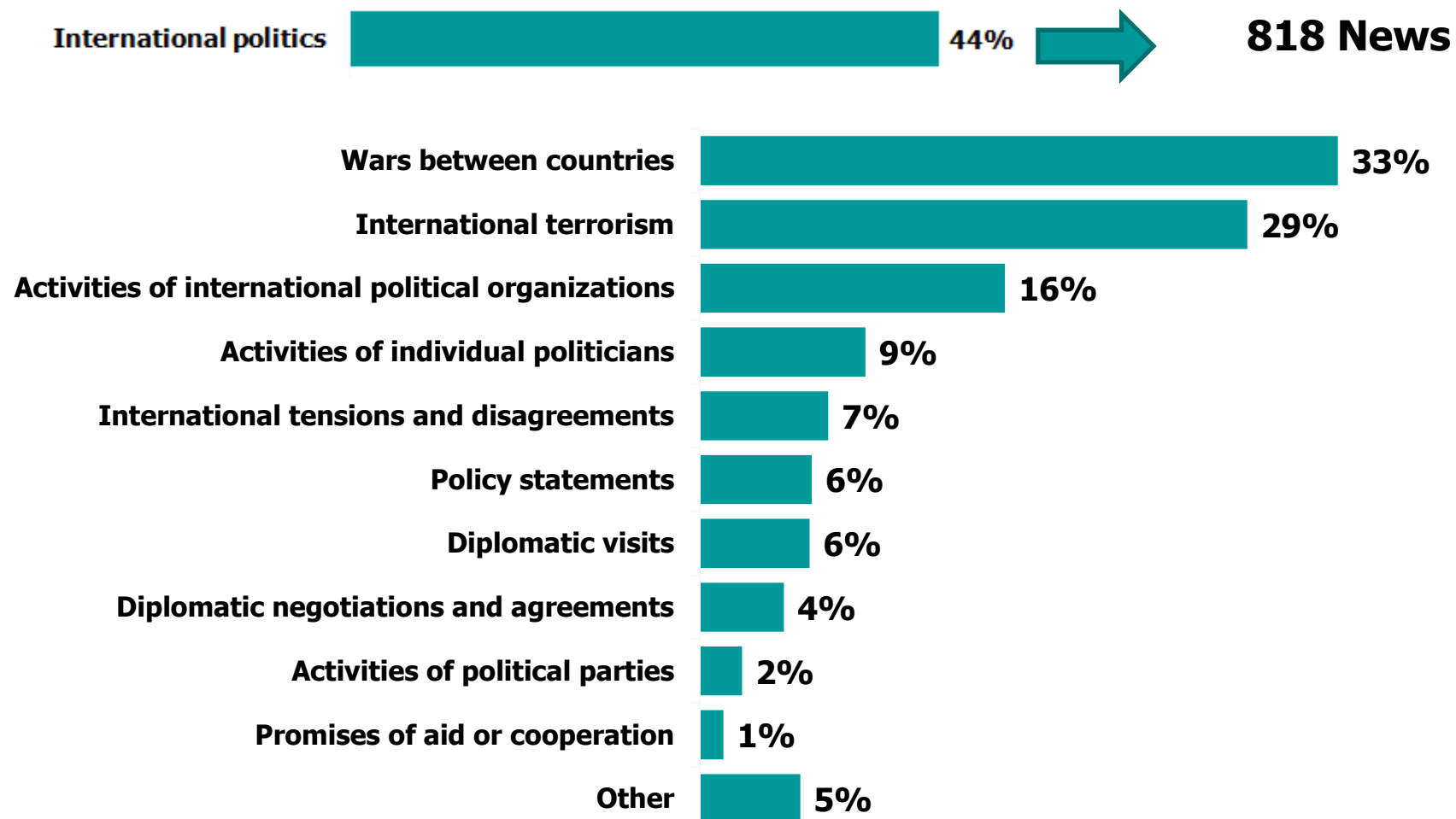


# Foreign news: Topics





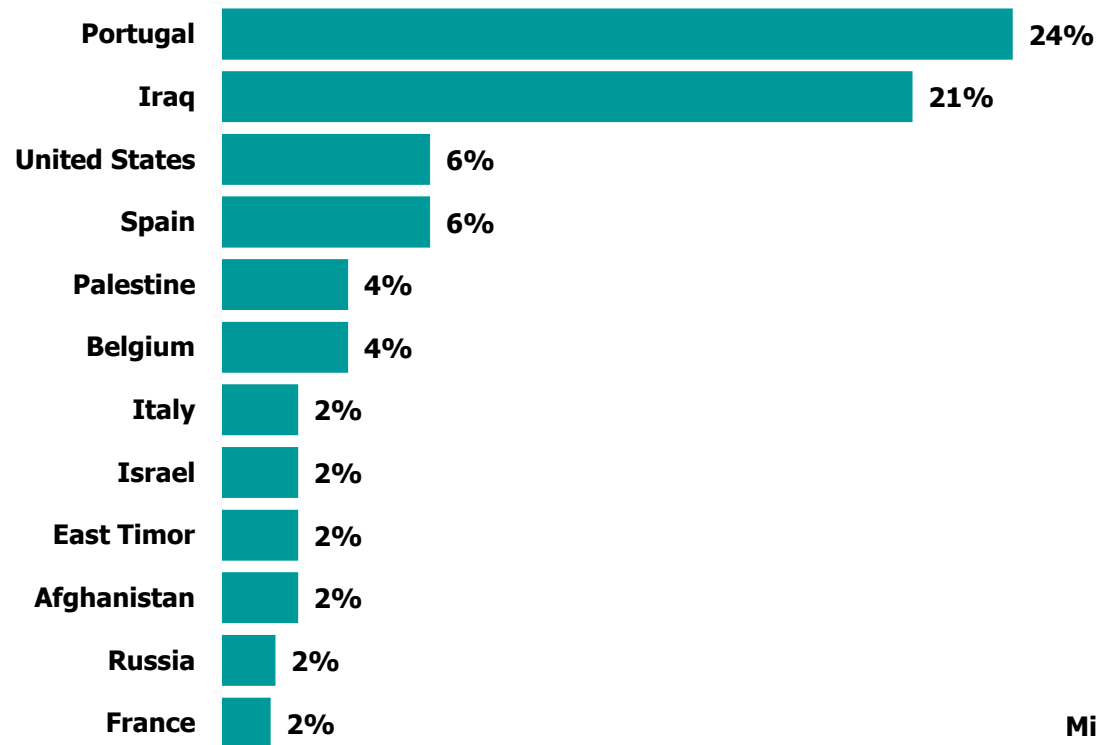
# International politics news: Topics



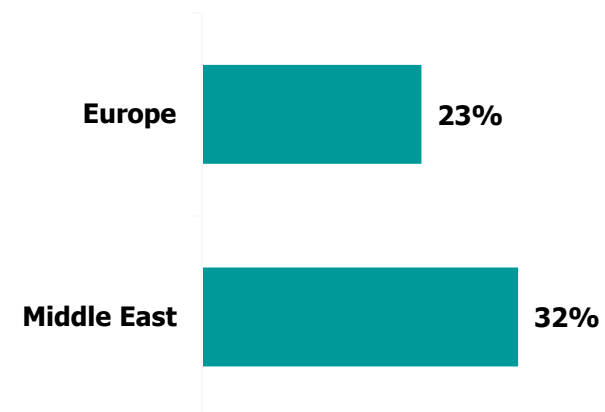


# International politics news: Countrys

## Country

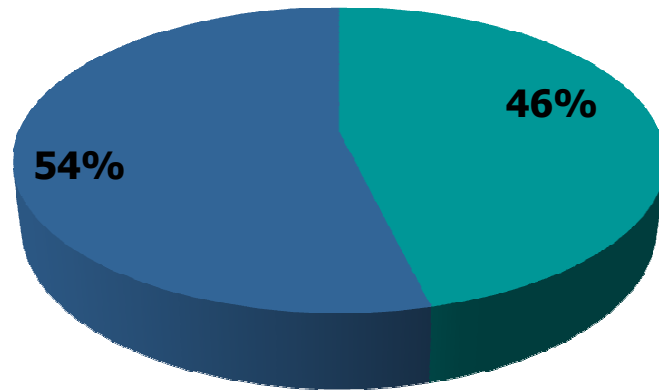


## Region

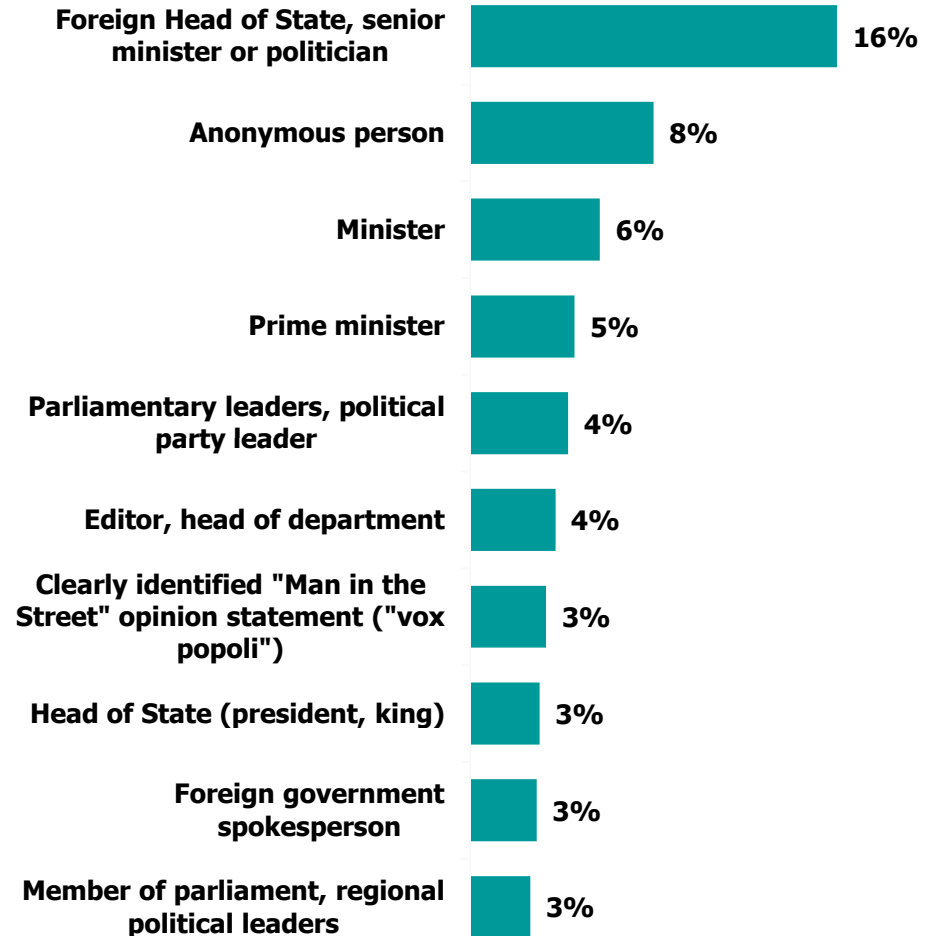




# International politics news: Intervenients

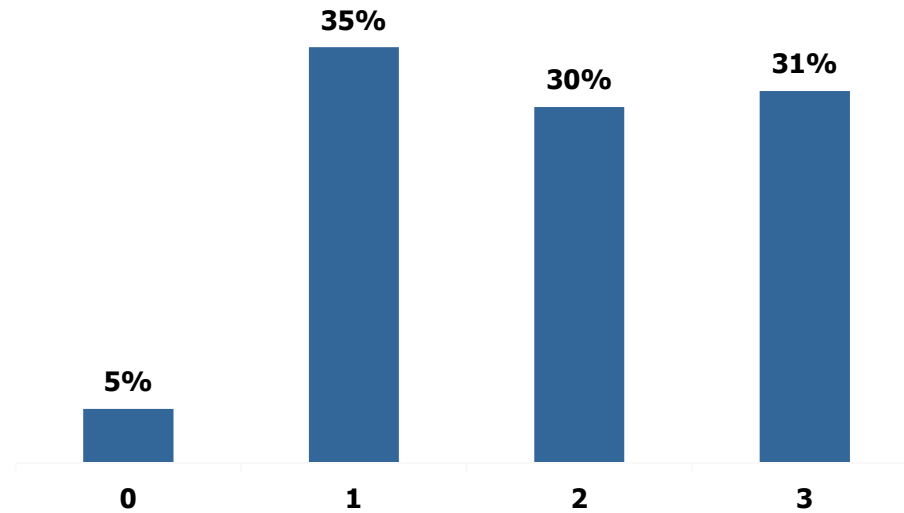


■ With Intervenient ■ No intervenient

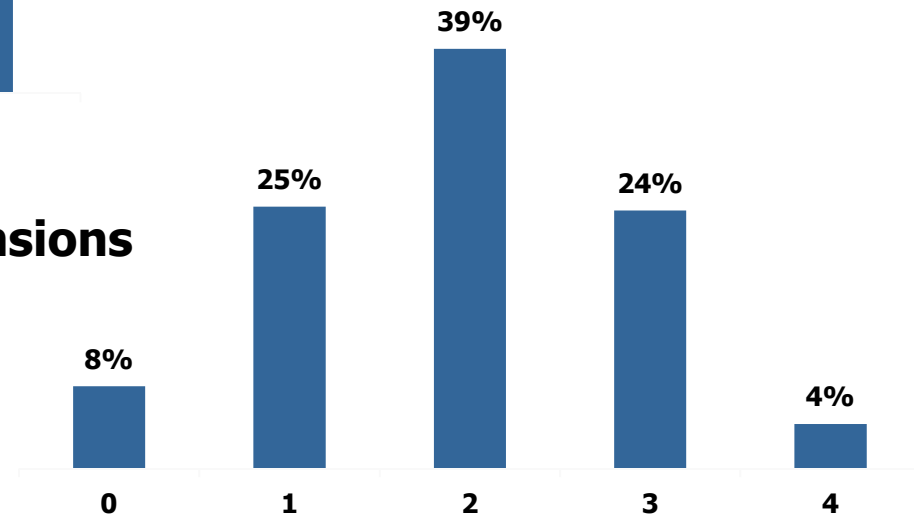




# International politics news: Significance e Deviance



**Number of deviant dimensions**



**Number of significant dimensions**



# Conclusions

**Portuguese Telenews follows an economic infotainment model:**

- No logical sequence of news;**
- Commercial break very profit**
- News and telenews too long**



# Conclusions

**Significative presence of foreign news, more significant in public channel:**

- 10 items per telenew in public**
- 7 items per telenew in private**





# Conclusions

## **International politics news**

- Predominance of war between countrys and international terrorism;**
- Predominance intervenients are foreign politicians and common citizens.**