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## **Media Diversity and Media Influence**

**METiMUN Conference, London Metropolitan University, 1 December  
2012**

**Neil Thurman**





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**TABLE 3**

News items by subject focus (%)

Topic	Press	Broadcast
Crime	20	26
Domestic issues (e.g. NHS, education, immigration)	15	20
Politics	15	17
Business/consumer news	12	13
Health/natural world	10	7
Entertainment/sport	10	3
Accidents/disasters	5	4
Defence/foreign policy	2	5
Other	12	5



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**TABLE 6**

Stories in which PR materials are replicated (%)

	<b>Press</b>	<b>Broadcast</b>
All from PR	10	10
Mainly from PR	9	7
Mix of PR with other information	11	14
Mainly other information	11	21
Looks like PR but not found	13	6
No evidence	46	42



**TABLE 7**

Origins of PR materials (%)

	<b>Press (<i>N</i> = 1343)</b>	<b>Broadcast (<i>N</i> = 236)</b>
Professional private	38	32
Professional government	21	39
Public body	23	14
NGO/charity	11	8
Professional association	5	4
Citizen(s)	2	3

**TABLE 8**

Sources most frequently cited in stories (*N* = 4418 sources)

	<b>Percentage of stories</b>
Party/politician	28
National government	23
Law and order	22
Business	17
Pressure groups/NGOs	13



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**TABLE 9**

Stories with content deriving from PR, news agencies/other media (%)

	<b>Press</b>	<b>Broadcast</b>
All from PR, agencies/other media	38	21
Mainly from PR, agencies/other media	22	13
Mix of PR, agencies/other media with other information	13	25
Mainly other information	7	20
All other information	12	18
Unclear	8	3





## Text entered

### United Nations bees report

[www.un.org](http://www.un.org)

11th March 2011

The potentially disastrous decline in bees, a vital pollinating element in food production for the **growing global population**, is **likely to continue** unless humans profoundly change their ways, from the use of **insecticides** to **air pollution**, according to a **United Nations** report released today.

"The way humanity manages or mismanages its nature-based assets, including pollinators, will in part define our collective future in the 21st century," UN Environment Programme (UNEP) Executive Director Achim Steiner said. "The fact is that of the 100 crop species that provide 90 per cent of the world's food, over 70 are pollinated by bees."

But **bee colonies** have been collapsing in many parts of the globe, and the report – Global Bee Colony Disorders and other Threats to Insect Pollinators – cites more than a dozen potential factors **ranging from declines in flowering plants and the use of memory-damaging insecticides** to the worldwide spread of pests and air pollution. It urges that farmers be offered incentives to restore pollinator-friendly habitats such as **flowering plants next to crop-producing fields**.

"Human beings have fabricated the illusion that in the 21st century they have the technological prowess to be independent of nature. Bees underline the reality that we are more, not less, **dependent on nature's services in a world of close to 7 billion people**," Mr. Steiner said, calling on the world to factor in the often invisible multi-trillion dollar services provided by nature.

Listing the dangerous factors, the UNEP report notes that new kinds of virulent fungal pathogens that can be deadly to **bees and other**



## News article

### Decline of honey bees now a global phenomenon, says United Nations

Michael McCarthy

*The Independent*

10 March 2011







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Last Updated: Saturday, 23 September 2006, 11:15 GMT 12:15 UK

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## Beijing's penis emporium

By **Andrew Harding**  
BBC News, Beijing

**There are many thousands of Chinese restaurants around in the UK and everyone has their favourite dish, but only in China itself do chefs specialise in a range of slightly more unusual delicacies.**

The dish in front of me is grey and shiny.

"Russian dog," says my waitress Nancy.

"Big dog," I reply.

"Yes," she says. "Big dog's penis..."

We are in a cosy restaurant in a dark street in Beijing but my appetite seems to have gone for a stroll outside.

Nancy has brought out a whole selection of delicacies.

They are draped awkwardly across a huge platter, with a crocodile carved out of a carrot as the centrepiece.

Nestling beside the dog's penis are its clammy testicles, and beside that a giant salami-shaped object.

"Donkey," says Nancy. "Good for the skin..."



Many of the restaurant's guests are wealthy businessmen

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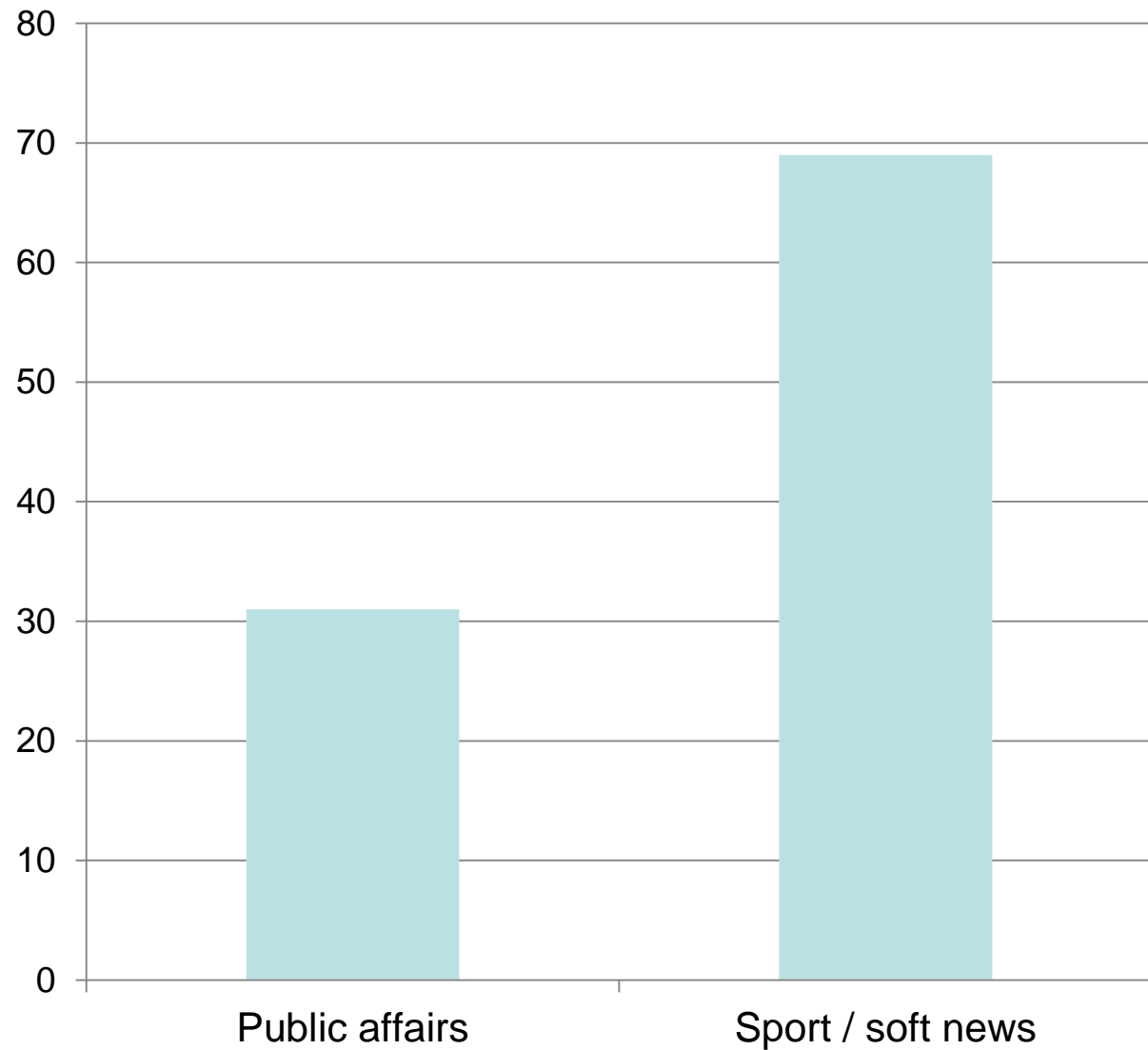
**PODCAST**





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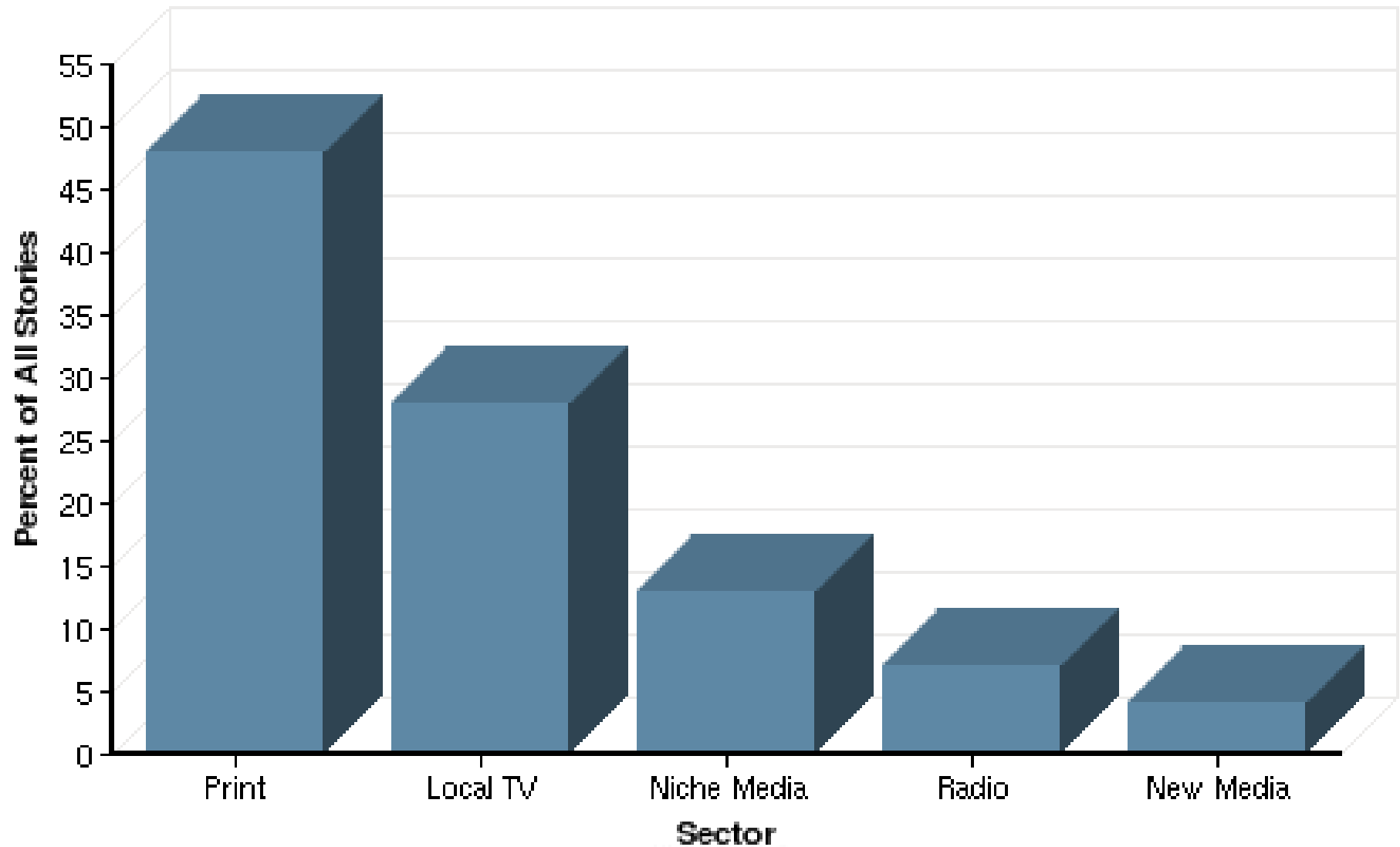
### Percentage of most clicked stories at 3 Argentinean online newspapers



**Source: Boczkowski, 2010: 150**

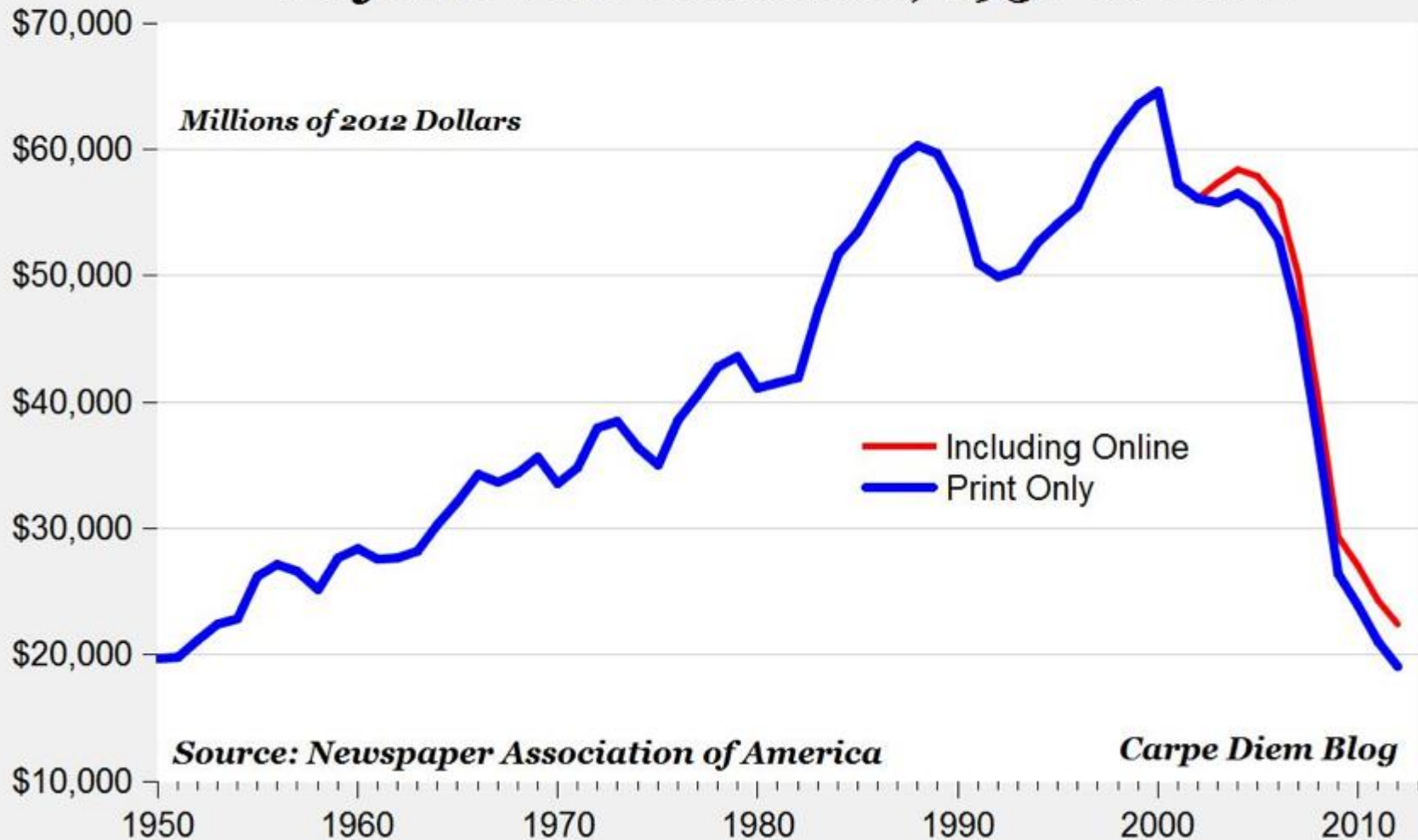


## *Who Reported New Information* (Six Key Storylines)



Note: For this and all related charts in this report, the sector includes the outlets' websites.

# Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012



# THE BUREAU OF INVESTIGATIVE JOURNALISM

## A statement by the Bureau's Trustees

An inquiry into the nature of the Bureau's involvement in a Newsnight programme.

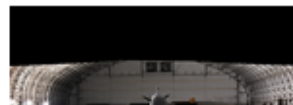
### Latest Stories

Government considers lifting restrictions on pension scheme

### Recent Events: Statements

All Statements from the Bureau's Trustees

### Covert Drone War



Our analysis of US secret bombing campaigns in

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### Fighting wildfires

07/26/12 by Lisa Rudman

Fund This

180.91 raised and 819.09 credits to go



### Nine villages without water

07/10/12 by Caridad Machin

Fund This

40.00 raised and 960.00 credits to go



### National park accessibility

06/22/12 by Yellowstone Gate

Fund This

0.00 raised and 750.00 credits to go





M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



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Listing

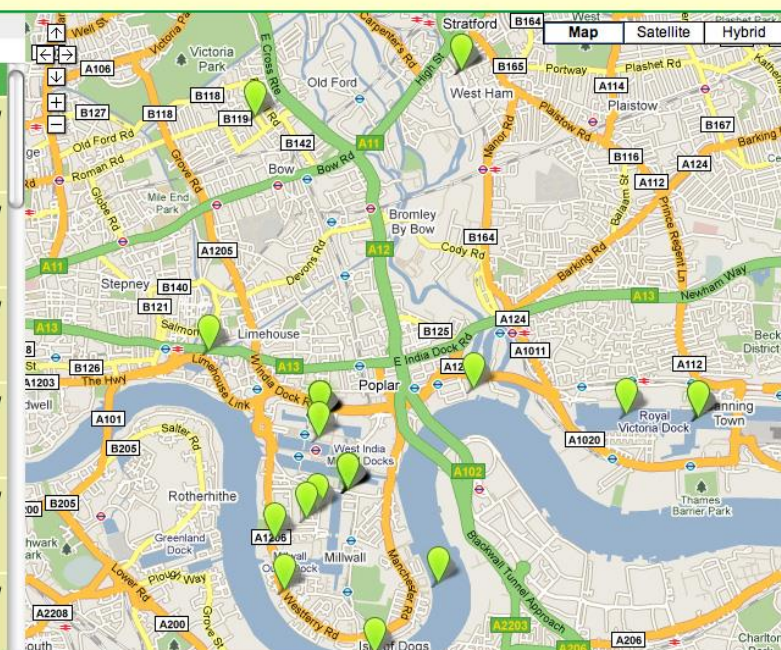
Map

Displaying results 1 - 30

[ 1 ] 2 3 4 5 6 7 8 9 10 Next

Thursday 7th January

Stunning 2 bedroom 2 bathroom apartment in the Maltings development located in Bow with parking inc (Bow, London) 21/08	£270pw
££480 - Luxurious 2 Bed Apartment with Swimming Pool, Gym & Car Park Space just mins to Canary Wharf (Canary Wharf, Millharbour) 25/08	£480pw
££650 - 1000 sqft Executive Apartment with Stunning Views & walking distance to Canary Wharf (Canary Wharf, Docklands) 26/08	£650pw
££300 - Modern 3 Bed House with Private Garden & Fully Furnished. Just Mins to Island Gardens DLR (Canary Wharf, Westferry, Docklands) 03/09	£300pw
West India Quay::: Superb Luxury apartment with Health Club/Cinema and Marriot Hotel Staff. (Canary Wharf ) 09/09	£750pw
££295 - Brand New Designer Studio Apartment Luxurious Throughout (Canary Wharf, Docklands) 10/09	£295pw



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Thank you!

Neil Thurman

n.j.thurman@city.ac.uk

