

Reflections on the Islamic Republic of Iran's Tenth Presidential Election Campaign

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Abstract

The main objective of this research is recognizing the reflection of news coverage, as well as advertising styles of candidates' campaigns in 10th presidential election of Islamic Republic of Iran by BBC Persian, as well as Voice of America Persian News Network. The research method in the literature is content analysis. In a bid to select the content units in the study, the non-probable purposive sequential (consecutive) sampling method is applied. Therefore, variables such as frequency rate of news broadcasted per minute, frequency of news sections, date and slope of news broadcast, news orders, frequency of candidates' news program, news priority of candidates, news sources, newsmakers, issues, news excuses, objectivity in news, as well as participation in elections were studied and analyzed. The research findings indicate that "60 Minutes" program has allocated more than 59 percent of the time, as well as 55.5 percent of its first three priorities to the 10th election, while the share of "News and Views" out of the same statistics is 24.7 and 26.6 percent, respectively. Both news programs covered the news about Mahmoud Ahmadinejad more than the other three candidates, while the candidates were the main newsmakers in the mentioned news programs. Political and election violence, issues around candidates, freedom of expression and media were main issues raised in the news, yet the coverage of the two programs was different in terms of objectivity, news excuses, news resources, news coverage slope in the framework of time. Likewise, the results show that boycotting the election was directly, and indirectly one of the outstanding issues of the two programs during 10th Iranian presidential election.

Keywords: Election campaign, presidential election, BBC Persian, Voice of America Persian TV

Introduction

Election is considered as a domestic political event all over the world, and the voters are the nationals of the same nation. The rules and procedures of the campaigns, during candidates' debates, are defined under the approved rules and norms of each country, and accordingly covered by the country's local media.

Yet for many years, we have witnessed the news coverage of international and oversea Persian language media reflecting Iran's political events such as Islamic Revolution, Iran-Iraq War, parliamentary and presidential elections and etc.

Why other countries have launched news networks in Persian language with the aim of broadcasting news in Iran? What is the reason of imposing such production costs as a burden on taxpayers? Indeed, the mentioned questions are of high importance in the field of media diplomacy.

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In this literature, merely a small part of these broad media and news coverage is observed and evaluated by the researchers, and specifically in a short period concurrent with Iran's presidential election in 2009 (10th election).

BBC Persian: News TV, as well as Voice of America Persian TV News Network are the case studies for covering the political events out of the country.

The researchers made a great effort to provide a study far from any bias on the effects of holding 10th election on news coverage of the aforementioned TV channels.

One of the focuses in the study is evaluating the coverage of the events occurring in Iran by both TVs, while they do not have any authorized news room, as well as journalists in the country.

Accordingly, the literature's objective is recognizing the reflection of 10th presidential election's news coverage by BBC and VOA, during the permitted term of campaigns' activities (May 22, 2009 to June 11, 2009). Thus news coverage variables such as frequency of news broadcasted per minute, frequency of news sections, date and news broadcasting slop, news ordering, frequency of candidates' news programs, priority of candidates' news, bias toward candidates, news sources, newsmakers, issues, news excuses, objectivity in news, as well as participation in the election are analyzed.

The favorable result is reaching a comparison between the frames of two Persian -language media in the United States, as well as the Great Britain over the election of a Middle Eastern country called Iran.

The country, where both nations have a long history of direct and indirect presence in.

A question of whether the coverage is done with the intent of influencing the voters in Iran is an interesting one, yet cannot be fully answered in this study. But the quantities approach of the two media to the four candidates in the election, as well as their biases can be discussed in a six-way, while the direct or indirect bias can be extracted and described.

This appeal has led to extensive researches with the same issue around Iran's 10th election in oversea or domestic media. Among them some of the most relevant ones is a research by Ardeshir Zabolizadeh, issued in a book named "BBC Persian, Iran's elections in 2009" published by Fars News Agency.

The literature focuses on the network's coverage before (May 21, to June 11), and after the election (June 11 to July 8 2009), by undertaking content analysis method. The network's reflection is evaluated according to some elements such as name of the program, style and direction of the text, main content, as well as candidates' names.

All the news and non-news programs surrounding Iran's 10th election is studied in the paper.

The most favored BBC issues are extracted including: the margins of the presidential election, youth's receiving: street riots or excitements, election debates, media and presidential elections, as well as healthy and free election in Iran.

According to the study, BBC has addressed Mahmoud Ahmadinejad, as well as Mousavi over other candidates, while the direction towards Ahmadinejad stories were based on the destruction, the news related to Mousavi were supportive, and the news with Mohsen Rezaiee in focus were neutral.

"Discourse Analysis of 10th Election in BBC Persian and Radio Farda News Websites in June 2009", is the name of study undertaken by S. Faramarziany for getting master degree in the field of Media Management from University of Islamic Republic of Iran Broadcasting.

"Reflections of 10th Elections Coverage on Media" is the name of thesis carried out by Ms. M. Mahrooyan for getting master degree from Social Sciences Faculty of Allameh Tabatabai University.

In the study, the researcher has analyzed the content of newspapers such as Etemad-e- Melli,

Kalameh Sabz , Farhang-e-Ashti , as well as Vatan-e- Emrooz during the period of May 23 to June 11, 2009, while each papers were appointed to one of the candidates and had a supportive role.

According to the literature's findings, more stories and press articles were devoted to Mahmoud Ahmadinejad, and Mir Hossein Mousavi compared to other two candidates. Likewise, Etemad-e-Melli, and Kalameh Sabz newspapers made a greater effort in supporting their candidates.

News stories were the most dominant styles, while the most propaganda contents were allocated to interviews, as well as statements. Most candidates were dealt with respect and among all supports; the direct backing was seen towards the candidate. The most important headlines of the newspapers in this period were supporting candidates.

Ms. T. Pornaji has carried out a thesis under the name of "Content Analysis of News Websites of Iran's 10th Presidential Candidates" for obtaining master degree of Islamic Azad University Central Tehran Branch.

In the study , the content of four websites including Khadamat (backing Mahmoud Ahmadinejad) , Irna News (supporting Mohsen Rezaiee) , Saham News (supporting Mehdi Karroubi) , as well as Kalameh (backing Mir Hossein Mousavi) were evaluated in the final week leading up to the holding of 10th Presidential election in Iran.

In the contents of the websites 679 news and issues were studied in terms of style , whether positive or negative , orientation, news and sources tactics , news values, place of production, audience , source, date ,and time of reflection.

Hossein Elyasi's thesis was called "Content Analysis of 10th Election News in Khabar Channel (News at 8 PM Program) in IRIB .The study was carried out to obtain a master's degree of communications from Islamic Azad University Central Tehran Branch. He has studied all the news broadcasted from News Network at 8 PM since May 22 to June 12, 2009, coincides with the permitted period of candidates' campaigns.

The results of the research includes : Mohsen Rezaiee and Mehdi Karroubi had the highest priorities in the first news of the election stories, while Mahmoud Ahmadinejad had the highest rate of 4th news in the mentioned evaluation. Thus more than half of the news with Ahmadinejad coverage were the fourth priority. Karroubi had the highest rate of news frequency, and Ahmadinejad had the lowest rate.

In the combined news Ahmadinejad had the most news frequency, while in written news stories Mir Hossein Mousavi had the highest frequency.

"Typology of 10th Presidential Candidates Advertising Campaigns" is the name of a paper written by Sa'adieh Sadat Hashemi Golpayegani for obtaining master's degree of communication from Soore University.

The research was undertaken by reviewing documentaries of election broadcasted on Iranian state television, relying on the religious elements since May 22 to June 12, 2009.

Based on the results of the research, Mir Hossein Mousavi's documentary film had a tendency to portray signs of good and evil in a bid to stabilize floating signifiers such as culture, Islam, intelligence, freedom, Imam Khomeini and spiritual values, economy and welfare, international relations, social security and woman in good areas.

On the other hand, lying, superstition, and unworthiness were portrayed in the evil areas where Mahmoud Ahmadinejad is puts in. Likewise, Mahmoud Ahmadinejad's videos display dual polarization of friends and enemies, while he made an attempt to stabilize the accepted evidences about himself, as well as allies, and stabilize the concept of unacceptable evidences around the center of the enemies.

Office of Media Studies and Planning and Deputy of Press and Information Affairs Department of the Ministry of Culture published three books under the title of “Assessment and Analysis of West Media Operations against Islamic Republic of Iran” in 2010.

The first and second volumes were published under the title of “Review on Voice of America”, as well as “Review on BBC”. The two volumes were written by Masoud Mohammadi in 3000 circulations in a bid to target specific audiences, and were freely published.

Upon delivering an introduction about the history, as well as a presentation of those involved in the mentioned media, the author had set down the news programs of the two news television without a comprehensive, scientific or analytical study.

Despite the similarities between this literature, as well as aforementioned studies, the current paper has some unique features including simultaneous review of two television networks that required record of more than 45 hours of TV programs.

Above all, the descriptive data of this study can be a foundation for a qualitative analysis, extracting the framework of the two media’s programming, and prognosticating their activities for the next election.

Methodology

The research method in this study is content analysis. In a bid to select the content units in the literature, the non- probable purposive sequential (consecutive) sampling method is applied. Selecting the method was due to the nature of the proposal, as well as content analysis in a specific time, concerning its key role in the date of content broadcast. (Riffe, 2006) Statistical population is defined based on all news programs aired on two television networks, along with Iran's presidential election campaign in a 21 days period (Friday, May 22 to Thursday, June 11, 2009). The news unit selected from BBC Persian: News TV channel is a program called "60 Minutes", as the most significant daily section of the channel. The program is aired from 10 to 11 P.M Tehran local time since Saturday to Wednesday (5 days per week and 5 hours as a total). The selected text from Voice of America Persian News Network is a program called "News and Views".

Table 1 displays the total literature text unit. Thus, 15 news selections were made, recorded and analyzed from aforementioned news channels.

Table 1: Date and Days of Surveyed News Sections

Days of Week	First week	Second Week	Third week
Saturday	May 23, 2009	May 30, 2009	June 6, 2009
Sunday	May 24, 2009	May 31, 2009	June 7, 2009
Monday	May 25, 2009	June 1, 2009	June 8, 2009
Tuesday	May 26, 2009	June 2, 2009	June 9, 2009
Wednesday	May 27, 2009	June 3, 2009	June 10, 2009

Consisting of all the news sections (short news, reports, interviews, press conference, and other types of TV news programs), unit of analysis in the current literature is carrying the theme of the Iranian presidential election in the focus of the text.

Aiming to calculate the reliability coefficient in the research, William Scott formula is used and provided for nominal scales. Scott has recommended pi to correct the probable errors of number of categories, as well as frequency errors of user (Wilmer, 250:2005)

Results and Discussions

In a bid to achieve the objective of the literature, some variables such as frequency distribution rate per minute, frequency of news, date of news broadcast, news ordering, frequency of news programs allocated to candidates, orientation towards the candidates, the candidates' news priorities, news sources, newsmakers, issues, news excuses, objectivity in news, as well as participation in the election, were studied and analyzed.

Volume of News Coverage by Two TVs

In the timeframe of the literature, out of 2700 minutes broadcasted and evaluated programs, 900 minutes were allocated to "60 minutes", while 1800 minutes were owned by "News and Views". Totally, 1178 minutes of television program containing 380 news topics with 10th presidential elections in Iran in focus, were observed and analyzed.

According to Table 2, the contribution of "60 Minutes" program was 145 news programs, with a total of 531 minutes, indicating that 59 percent of the total minutes were allocated to the Iranian presidential election.

While 235 news programs of "News and Views", concerning Iran's presidential election, were aired merely in 447 minutes, displaying 24.7% of the program's share.

Analyze of Table 3, as well as Chi-square test presents a significance difference between the devoted times of the two media.

Table2: News Coverage, Frequency Distribution, Frequency Percentage of two News Channels Television

News Channel	Total Hours of Programs	Campaign Program Minute	Percent of Campaign Program Minutes to Total	Frequency of Election News Section	Frequency Percentage of Election News Section
60 Minutes	9.0	531	59	145	38.2
News and Views	18.0	447	24.7	235	61.8
Total	27.0	1178	83.7	380	100.0

Table3: Relation between 10th Election News Minutes in Two News Channels

News channel / Time	Minutes of Tenth Election	Other Subjects	Row Sum
Frequency in 60 minutes	531	531	900
Percentage in 60 minutes	59.0	59.0	100.0
Frequency in News and Views	447	447	1800
Percentage in News and Views	24.8	24.8	100.0
Column Sum	978	978	2700
Percentage of Column	36.2	36.2	100.0

$$df=1p=\chi^2=3.3.188$$

News Coverage Slop in Election Campaign's Days

The slope of news programs aired during the days of election campaigns from the two media displays a different trend.

According to data extracted from Table 4, the frequency of election campaign programs in Voice of America's "News and Views" is a timeline with slope.

Averagely, 11.8 news programs in the first week, 14 news programs in the second week, and 20.4 news programs in the last week (concurrent and after broadcasting of debates between candidates from Iran's TV) were produced and aired concerning Iran's 10th presidential election.

During mentioned period, BBC Persian's "60 Minutes" had a constant frequency trend in broadcasting Iran's presidential election (with an average of 10 news section per program).

Table4: Frequency Distribution and Frequency Percentage of Broadcast Dates in two Television News Channels

News Channel / Date:	May 23, 2009	May 24, 2009	May 25, 2009	May 26, 2009	May 27, 2009	May 30, 2009	May 31, 2009	June 1, 2009	June 2, 2009	June 3, 2009	June 6, 2009	June 7, 2009	June 8, 2009	June 9, 2009	June 10, 2009	Row Sum
1 - Minutes	9	9	9	10	8	10	9	10	9	12	12	10	10	8	10	145
News and Views Percentage of 60 Minutes	6.2	6.2	6.2	6.9	5.5	6.9	6.2	6.9	6.2	8.3	8.3	6.9	6.9	5.5	6.9	100.0
Percentage of News and Views	8	13	11	13	14	17	17	16	14	10	14	12	28	19	29	235
Column Sum	17	22	20	23	22	27	26	26	23	22	26	22	38	27	39	380
Percentage of Column	4.5	5.8	5.3	6.1	5.8	7.1	6.8	6.8	6.1	5.8	6.8	5.8	10.0	7.1	10.3	100.0

Prioritizing News Sections of Campaign in News Ordering

Prioritizing in news ordering is considered as one of the highlighting strategies. Reviewing three first broadcasted news per day, as well as the extracted data from Table 4 indicates that “60 Minutes” has given priority to the news of Iran’s 10th presidential election, thus during the campaign period, out of 15 broadcasted programs, 14 programs were dedicated to the event as the first news.

Likewise, in 9 programs, the news was the second, and in 2 programs the news was the third preference, respectively.

Overall, out of the 45 possibilities (3 first priorities in 15 programs), 25 cases, and 55.5% of three priorities, were allocated to the news of presidential election in Iran.

As a result, in news ordering policy, presidential elections in Iran has less priority in Voice of America's Persian News Network compared to BBC Persian: News TV.

Chi-square test displays a significant difference between the two media in prioritizing the news, as well.

Table 5: Relation between two News Channels and Prioritizing Iran's 10th Presidential Election News

News Channels/ Priorities	First priority	Second priority	Third priority	Other News	Row Sum
٦٠ Minutes	14	9	2	120	145
Percent of 60 Minutes	9.7	6.2	1.4	82.8	100.0
News and Views	5	5	2	223	235
Percentage of News and Views	2.1	2.1	0.9	94.9	100.0
Column Sum	19	14	4	343	380
Column Percentage	5.0	3.7	1.1	90.3	100.0

$$df=1p=1 \chi^2=3.3.188$$

News of Each Candidate

Upon stating the position of election news in the two news programs' structure, attendant news programs dedicated to candidates in the aforementioned TV news channels are reviews.

According to Table 6, as well as Chi-square test, no significant difference was found between the two programs.

In "News and Views", 32.9 percent of the news was allocated to Mahmoud Ahmadinejad, while the share of Mehdi Karroubi was 25.5 percent.

Meanwhile, 22.8% of the programs were allocated to Mir Hossein Mousavi and the least rate as of 18.8 percent was owned by Mohsen Rezaiee.

The news related to Mahmoud Ahmadinejad in "60 minutes" is in the head of other candidates with 30.6 percent.

The other three candidates had almost the same share of the program.

As indicated in Table 6, both news programs had allocated the highest rate of news sections to Mahmoud Ahmadinejad. Mir Hossein Mousavi had the least record in "60 Minutes" and Mohsen Rezaiee had the least record in "News and Views" (22.5 percent and 18.8 percent, respectively).

Table 6: Relation between Frequencies of Candidates' News Programs in two TV Networks

News Channels/ Candidate	Mahmoud Ahmadinejad	Mohsen Rezaiee	Mehdi Karroubi	Mir Hossein Mousavi	Row Sum
Frequency in 60 Minutes	14	26	26	25	111
Percent of 60 Minutes	9.7	23.4	23.4	22.5	100.0
Frequency in News and Views	5	28	38	34	149
Percentage of News and Views	2.1	18.8	25.5	22.8	100.0
Column Sum	19	54	64	59	260
Column Percentage	5.0	20.8	24.6	22.7	100.0

$$df= 3p>0.05X^2=0.873$$

Table 7: Relation between Candidates News Priority and TV News Channels

	Prioritizing Candidates							Row percent
	Other Newsmakers	Mehdi Karroubi	Mohsen Rezaiee	Mahmoud Ahmadinejad	Mir Hossein Mousavi	More than one Candidate		
Priority of First Three News in Main News Section	Frequency in 60 Minutes	36	8	2	15	3	6	70
	Percent of 60 Minutes	51.4	11.4	2.9	21.4	4.3	8.6	100.0
	Frequency in News and Views	50	2	2	6	4	9	73
	Percent of News and Views	68.5	2.7	2.7	8.2	5.5	12.3	100.0
	Sum Column	86	10	4	21	7	15	143
	Percent of Column	60.1	7.0	2.8	14.7	4.9	10.5	100.0
Priority of First Three News in Election Features	Frequency in 60 Minutes	37	6	10	3	8	11	75
	Percent of 60 Minutes	49.3	8.0	13.3	4.0	10.7	14.7	100.0
	Frequency in News and Views	91	17	13	14	16	11	162
	Percent of News and Views	56.2	10.5	8.0	8.6	9.9	6.8	100.0
	Sum Column	128	23	23	17	24	22	237
	Percent of Column	54.0	9.7	9.7	7.2	10.1	9.3	100.0
df= 5	0.00p>	10.42X ² =	Main News Section					
df= 5	0.00p>	7.209X ² =	Election Feature					

Priority of Candidates in News ordering

In the next step, giving priority to four candidates in ordering the news was reviewed.

According to Table 7 , as well as results of Chi-square test ,there is no significant relation between the table of priorities , news programs and newsmaker candidates , yet the data indicate that “ News and Views” in three priorities of its main section has given 12.3 percent priority to the news with more than one candidate.

With more than 10.5 percent, Mehdi Karroubi was at the head of the program’s feature, covering tenth election.

“60 Minutes” choice for the face of newsmaker in the first three priority of the main section was Mahmoud Ahmadinejad (21.4%), although the least attention was paid to him in the feature covering election. The program gives 14.7 percent priority to the news with more than one candidate, while 13.3 percent of the news was allocated to Mohsen Rezaiee.

Utilizing news sources

As mentioned in the introduction, both of Medias have no press office or journalists in Iran. Now the question is that what are the news sources of the aforementioned media's editorial board?

Given the importance of the news sources in media’s credibility, the issue is evaluated here. Based on the data collected from Table 8, the news sources of mentioned media are divided and by studying the Chi-square test it is figured out that there is a significant difference between the news sources.

Candidates’ news sources such as campaign, news websites and newspapers, as well as personal weblogs with 21% were the sources with the highest rate of utilization in “60 Minutes”.

Iran's national press with 15 percent and IRIB with 10.9 percent obtained the next ranks, respectively. The most utilized news sources in “News and Views” were candidates’ news sources, Iran's official news agency and websites with 10.8 percent, and IRIB with 7.2 percent, respectively.

Special features produced by aforementioned programs are considered as another significant issue.

According to Table 8 and frequency sum of produced news relying on the sources in Iran , a total of 33.6 percent of aired news on “60 Minutes” and 29.6 percent of broadcasted news on “News and Views” are considered as the special productions of the two programs with Iran's 10th presidential election at the focus of news.

Table 8: Relation between two TV News Sources

News Programs and News Source	Iran's Non-governmental Parties, Groups and Bodies												Row Sum
	Other resources	With reporters	Formal and Governmental Bodies	Media and Oversea Sources	Legislature	Iran's Non-governmental Parties, Groups and Bodies	News Sources of Candidates	Iranian News Agencies and Websites	IRIB	Iran Press	Production of News Program by utilizing Sources Inside Iran	Production of News Program by utilizing Sources Inside Iran	
Frequency in 60 Minutes	0	4	6	3	4	3	25	3	13	18	10	30	119
Percent of 60 Minutes	0.0	3.4	5.0	2.5	3.4	2.5	21.0	2.5	10.9	15.1	8.4	25.2	100
Frequency in News and Views	6	6	9	10	6	5	38	18	12	7	22	27	166
Percentage of News and Views	3.6	3.6	5.4	6.0	3.6	3.0	22.9	10.8	7.2	4.2	13.3	16.3	100
Column Sum	6	10	15	13	10	8	63	21	25	25	32	57	285
Column Percentage	2.1	3.5	5.3	4.6	3.5	2.8	22.1	7.4	8.8	8.8	11.2	20.0	100
			df=11			∴∴∴p=			∴∴∴∴X ² =				

Prominent Newsmakers

Newsmakers are one of the most important factors of news credibility (along with sources) obtaining the news value of "reputation", as well as who in journalism. That is why recognizing the newsmakers in each media have a great importance.

In this study, concerning Chi-square test, there is a significant difference between the two media newsmakers. According to Table 9, some 49.7 percent of the newsmakers in "60 Minutes", and 40 percent of newsmakers in "News and Views" were presidential candidates. Indeed, the highest news value of reputation was attributed to these people in the mentioned period. Iranian citizens, as well as the ones living abroad (with 7.2 percent) and clergies and religious figures (with 6.8 percent) were the biggest newsmakers in "News and Views". While in "60 Minutes" the supporters, campaign of candidates with the clergies and religious figures had the share of 4.8 percent each, out of the rate of the most prominent newsmakers in the program.

Table -9 Relationship between Newsmakers in two TV News

Newsmakers of two News Channels														Row Sum	
	Other Newsmakers	Iranian Citizens and People	Iranian State- run and Private Media	Military and Police Forces	Clergies and Religious Figures	Election Campaign	Statesmen and Politicians in other Countries	Parties and Groups inside the Country and Oversea	Civil and Academic Bodies	Ministers and deputies of 9 th Administration	Representatives of 8 th Parliament and periodicities	Judicial and General Inspection Authorities	Supporters and Campaigns of Candidates	Candidates of 10 th Election	
Frequency in 60 Minutes	11	0	19	2	7	5	1	6	3	5	5	2	7	72	145
Percent of 60 Minutes	7.6	0.0	13.1	1.4	4.8	3.4	0.7	4.1	2.1	3.4	3.4	1.4	4.8	49.7	100.0
Frequency in News and Views	10	17	12	11	16	6	8	7	9	13	13	8	11	94	235
Percentage of News and Views	4.3	7.2	5.1	4.7	6.8	2.6	3.4	3.0	3.8	5.5	5.5	3.4	4.7	40.0	100.0
Column Sum	21	17	31	13	23	11	9	13	12	18	18	10	18	166	380
Column Percentage	5.5	4.5	8.2	3.4	6.1	2.9	2.4	3.4	3.2	4.7	4.7	2.6	4.7	43.7	100.0

df= 16

p=0.05

 $\chi^2=31,987$

Main Topics

To identify the most important topic considered and raised by the two programs, the subjects are categorized based on the following table. But according to Chi-square test, no significant difference is seen between the news issues of the two news programs. Three topics of election and political violence, issues associated with the candidates individually, as well as freedom of expression and media in Iran, were the prominent themes in both news programs.

Table 10 - Relation between Election News Topics in two TV Channels

News Network / Subject Area	Other Areas	Fraud or Sound Election	Debates	Women and Minorities	Social and Cultural	Freedom of Expression, Media and etc	Military and Police Forces	Participation or Boycott	Monitoring Election	About Candidates	Political and Election Violence	Foreign and International Affairs	Political Economy	Nuclear Case	Row Sum
Frequency in 60 Minutes	12	1	6	7	6	16	1	10	9	32	25	5	10	5	145
Percent of 60 Minutes	8.3	0.7	4.1	4.8	4.1	11.0	0.7	6.9	6.2	22.1	17.2	3.4	6.9	3.4	100
Frequency in News and Views	24	7	5	7	24	27	8	16	14	27	40	12	19	5	235
Percentage of News and Views	10.2	3.0	2.1	3.0	10.2	11.5	3.4	6.8	6.0	11.5	17.0	5.1	8.1	2.1	100
Column Sum	36	8	11	14	30	43	9	26	23	59	65	17	29	10	380
Column Percentage	9.5	2.1	2.9	3.7	7.9	11.3	2.4	6.8	6.1	15.5	17.1	4.5	7.6	2.6	100.0

$$df= 13 \quad \rho p > 0.0 \quad \chi^2 = 19.80$$

Participating or Boycotting Election

Among the issues raised by the two oversea media was the Iranian participation in the election. Evaluating the issue can indicate legitimacy or illegitimacy of the election from two channel's points of view. According to the information extracted from Table 13, the most participation based news was observed in "News and Views" program. Likewise; in this news section merely one program was dedicated to the direct encouragement of election boycott. Such tendency was not seen in "60 Minutes" program. Boycotting election in "60 Minutes" was witnessed in more than 6 news section without referring to the stand of the media. Generally, by deducting the cooperative news of the table, and by concerning the frequency of 18 news sections (4.7% out of the total) to the 380 evaluated news in this study , the issue of boycott , directly or indirectly, was not among the outstanding issues of the two networks in Iran 's 10th presidential election.

Table 11: Frequency and Percentage of Participation-Oriented News in two TV Networks

News / Participation or Boycott	Referring without a Stand	Balance	Election boycott	Participation-oriented	Row Sum
Frequency in 60 Minutes	6	3	0	3	12
Percent of 60 Minutes	50.0	25.0	0.0	25.0	100.0
Frequency in News and Views	3	5	1	11	20
Percentage of News and Views	15.0	25.0	5.0	55.0	100.0
Column Sum	9	8	1	14	32
Column Percentage	28.1	25.0	3.1	43.8	100.0

Summarizing Descriptive Results

As mentioned, the objective of the study is to recognize the coverage of 10th presidential election by two oversea Persian-language News TVs as BBC and VOA. The quantitative findings from

this study indicate a difference in news coverage by the two media. Table 12 summarizes the results of the study as below:

Table 12

	BBC	VOA
Allocated Time	%۰۰۹	%۲۴,۷
Frequency of News Section	۱۴۰	۲۳۰
News Slope (three weeks leading to the election)	Invariant (10 news sections per week)	With ascending slope (first week: 11 , second week:14 and third week: 20)
Giving Priority to Election in Ordering 3 First News	%۰۰,۰	%۲۶,۶
Frequency of News Section	Mahmoud Ahmadinejad۳۰,۶ Mehdi Karroubi ۳ Mohsen Rezaiee۲۳,۴ Mir Hossein Mousavi۲۲,۰	Mahmoud Ahmadinejad۳۲,۹ Mehdi Karroubi ۲۰,۰ Mir Hossein Mousavi۲۲,۸ Mohsen Rezaiee ۱۸,۸
Priorities of Candidates in Main Section	Mahmoud Ahmadinejad Mehdi Karroubi More than one candidate Mir Hossein Mousavi Mohsen Rezaiee	More than one candidate Mahmoud Ahmadinejad Mehdi Karroubi Mir Hossein Mousavi & Mohsen Rezaiee
Priority of Candidates in Election Features	More than one candidate Mohsen Rezaiee Mir Hossein Mousavi Mehdi Karroubi Mahmoud Ahmadinejad	Mehdi Karroubi Mir Hossein Mousavi Mahmoud Ahmadinejad Mohsen Rezaiee
Main News Sources	Mahmoud Ahmadinejad Sources of Candidates Iran Press IRIB	More than one candidate Sources of Candidates Iranian News Agencies and Websites
Production of Exclusive News by Media	%۳۳,۶	%۲۹,۶
News about Candidates	%۴۹,۷	%۴۰
Other Newsmakers	Iranian Local State or Non-Governmental Media Supporters and Campaigns of candidates & Clergies and Religious Figures Political Parties and Groups inside and outside of Iran	Iranian Citizens inside the Country of Abroad Clergies and Religious Figures Clergies and Religious Figures & Ministers and Deputies of Ninth Government
Three Highlighted Issues	about Candidates Election's Political Violence Freedom of Expression and Media in Iran	Election's Political Violence about Candidates Freedom of Expression and Media in Iran
Emphasis on Participation or Boycotting Elections	Referring to Boycott without Participation Orientation	Participation

Conclusion

As mentioned in the introduction, elections are considered as national events, and campaigns are carried out through the local media of the country, relying on the customary and common laws.

But political events, especially the Iranian election is of great importance for the oversea and international Persian language TVs. Thus in the period of 10th presidential election, BBC and VOA allocated some 60 and 25 percent of their main broadcast time covering the campaigns, whereas merely 5 months had passed since the start of BBC Persian: News TV's activates. High volume of news coverage, along with not advertising the boycott of election shows hidden legitimizing of the 10th election in the first place, while giving priority to the elections news by two media, particularly BBC, indicates the media's tendency to put the issue as a priority for the audiences.

As mentioned, because both media does not have journalists and press offices in Iran , they made an attempt to compensate the lack and obtain a credibility as a neutral media by utilizing valid resources of candidates (campaigns , news websites, newspapers, personal blogs ,and etc), as well as national Iranian press ,news agencies , and official websites of IRIB.

Likewise, both media have provided the executive news of editorials by the help of sources available in Iran, as well as Iranian and oversea experts.

Indeed, this does not mean that they have broadcasted the same news and information for the local audiences, but by utilizing domestic news, their values and messages are highlighted.

For instance, among all the subjects, freedom of expression and election's violence were ordered at the top of the evaluated stories.

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