

Georgia: Migration coverage by Georgian
media. Media monitoring study covering the
period 2019-2021
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საქართველოს
საზოგადოებრივ
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The purpose of the quantitative content analysis was to analyse migration-related frames in the Georgian media. For media content analysis, materials published on the topic of migration were selected from television, online media and newspapers across the two-year period covered (1 August 2019 to 1 August 2021).

12 media outlets(print, online, TV)
289 materials

TV	Online Media	Print Media
Georgian Public Broadcaster (GPB)	InterPresNews (IPN)	Kviris Palitra
Rustavi 2	Pirveli Information Agency (PIA)	Asaval- Dasavali
Imedi TV	Primetime. ge	Saqartvelo and Msofllo
TV Pirveli	On.ge	
	Ambebi. ge	

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United Nations (UN) suggests that between 2005 and 2010, amongst all the post-Soviet countries, Georgia had the highest negative average rate of emigration, at approximately 11.5 per 1,000 people. For 2019, this figure was -2.2, and for 2020, it was 4.2.

Story of Medea prevails the story of Abo Tbileli

Abo of TBilisi an early Christian martyr of Arab origin, who went on to practice his faith in what is now Tbilisi, the capital of present-day Georgia.



Armed conflicts Georgia experienced in the 1990s and in 2008, in the regions of Abkhazia and South Ossetia, which resulted in displacement of approximately 428,000 people, of whom 232,700 remained as Internally Displaced Persons (IDPs), according to IDMC estimates (IDMC 2014).

- [Missile strike on Ukraine base near Polish border kills 35, governor says](#)
- [Russia's war in Ukraine: complete guide in maps, video and pictures](#)
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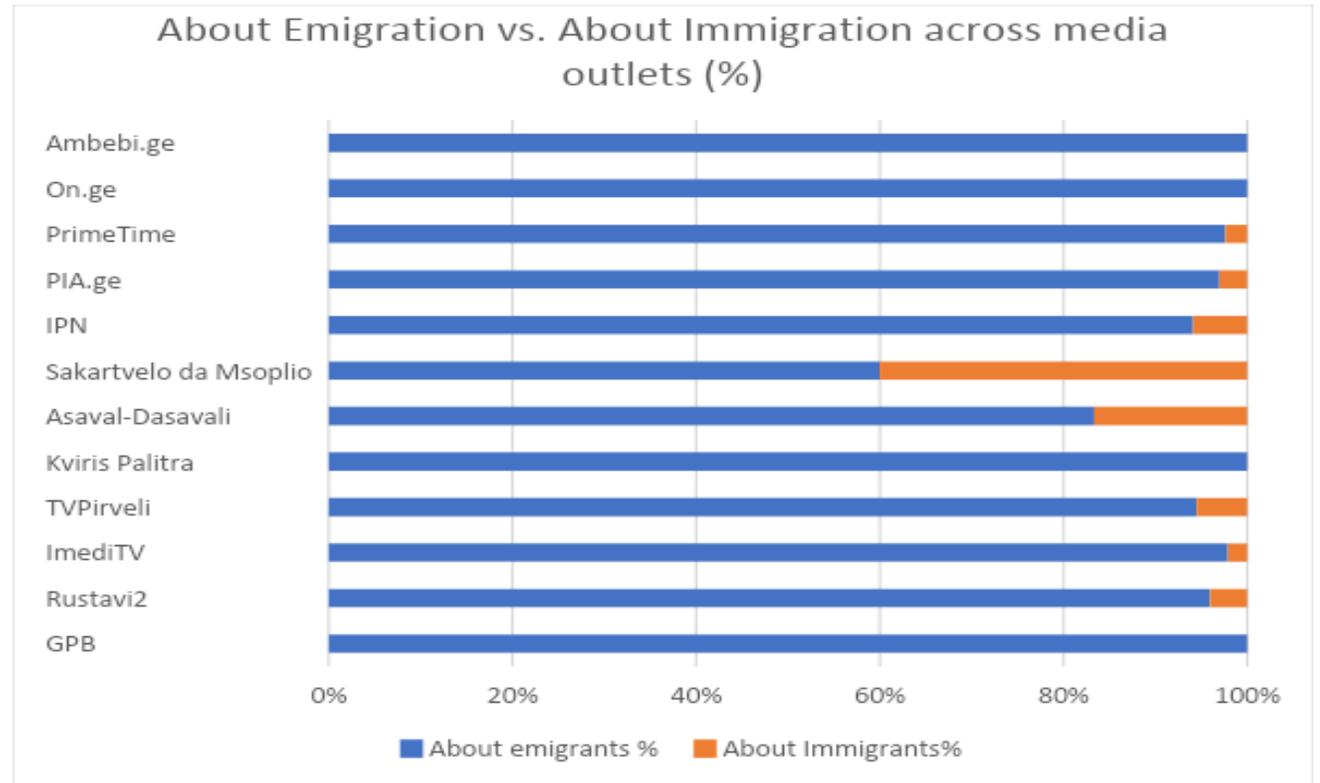
▲ Zelenskiy urges Nato to impose no-fly zone over Ukraine - video

War In Ukraine: largest exodus in Europe since the Second World War, one of the largest in the world since that time.

20000 immigrants from Ukraine

Emigration (93.1%) versus Immigration (6.6%) mostly by print and online media

Overall, media coverage of migration tends to be event oriented and relatively balanced. Reporting on migration is dominated by emigration issues, while immigration issues are largely absent.

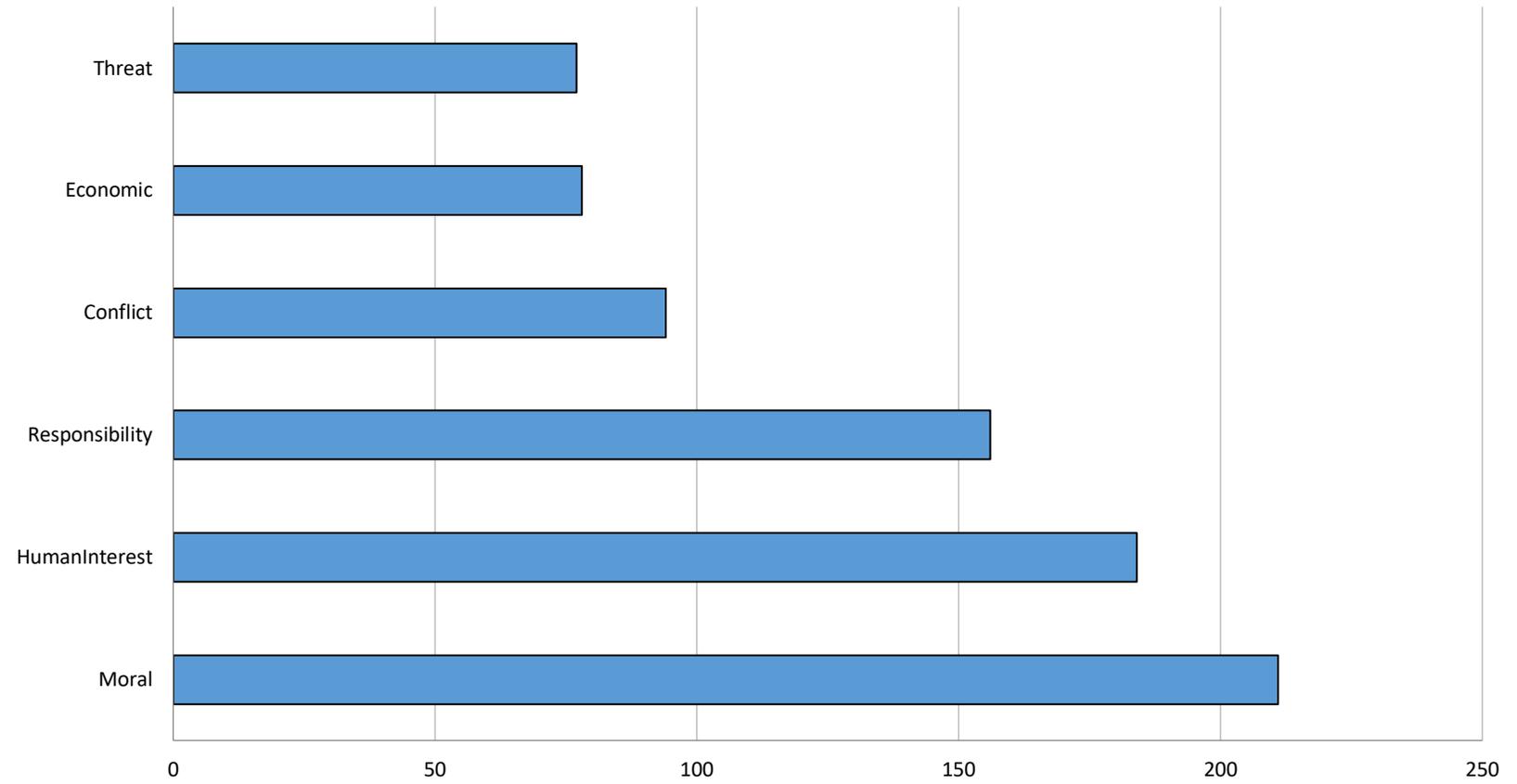


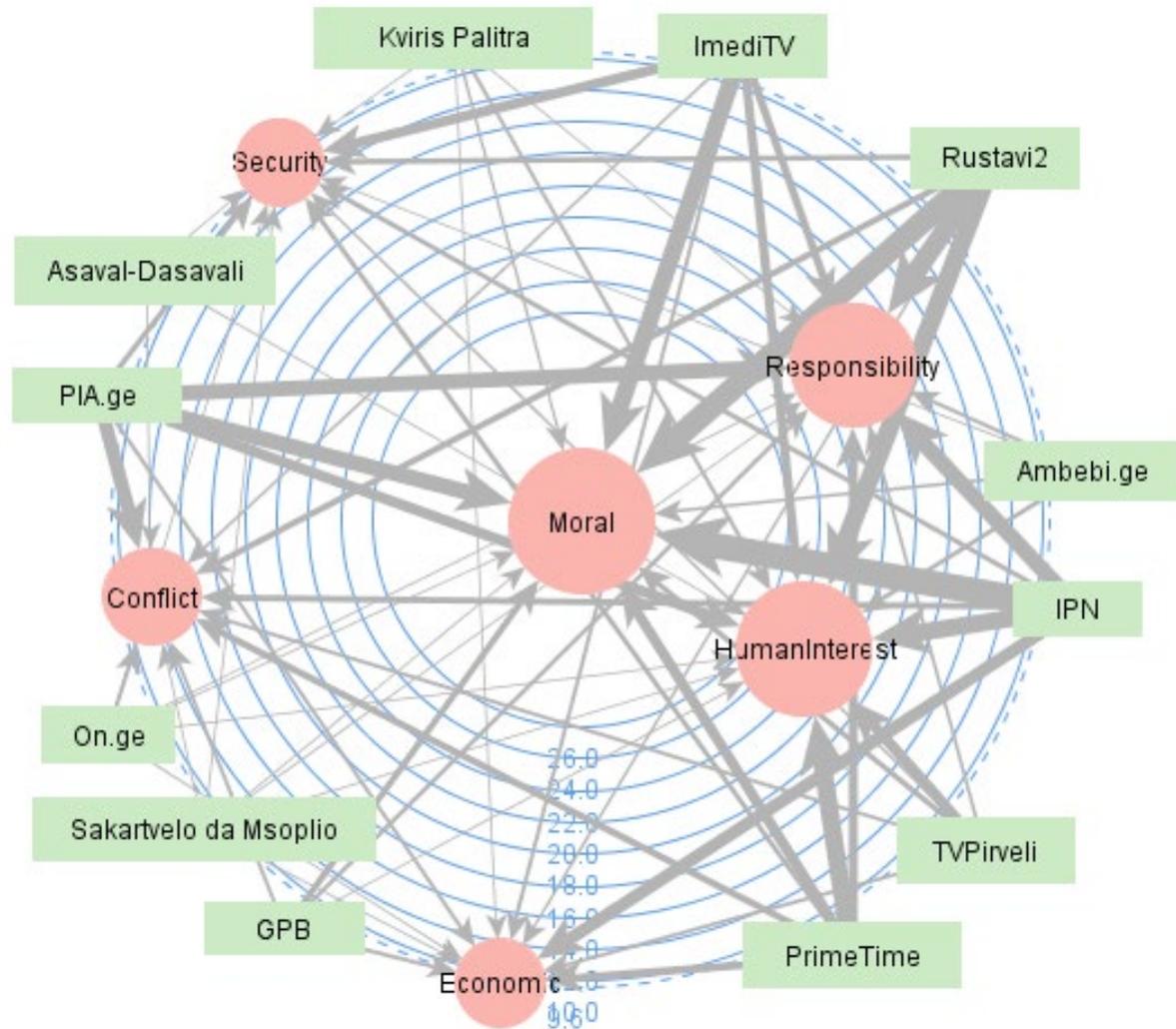
Migration frames

frames:

- „moral“ (211)
- „human interest“ (186)
- „responsibility“ (156)
- „threat“ (77)
- „economic“ (78)

Distribution of Migration Frames (frequencies)



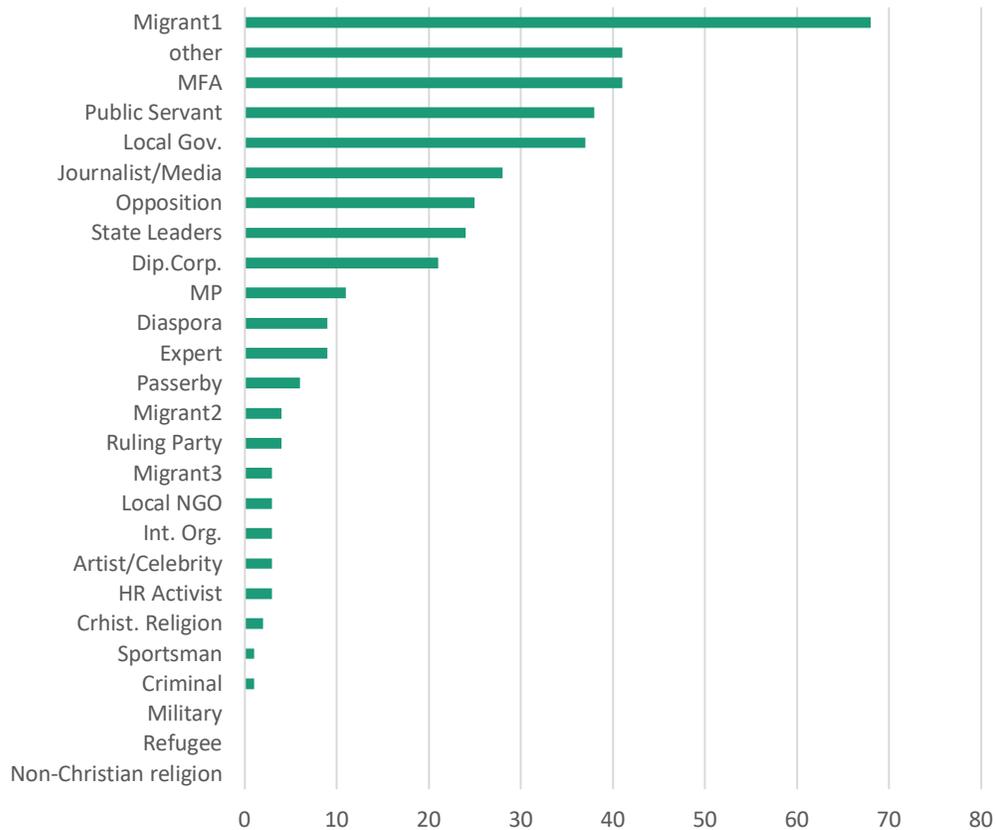


The most common frames observed were based on morality, human interest and responsibility, followed by conflict, economic and threat frames.

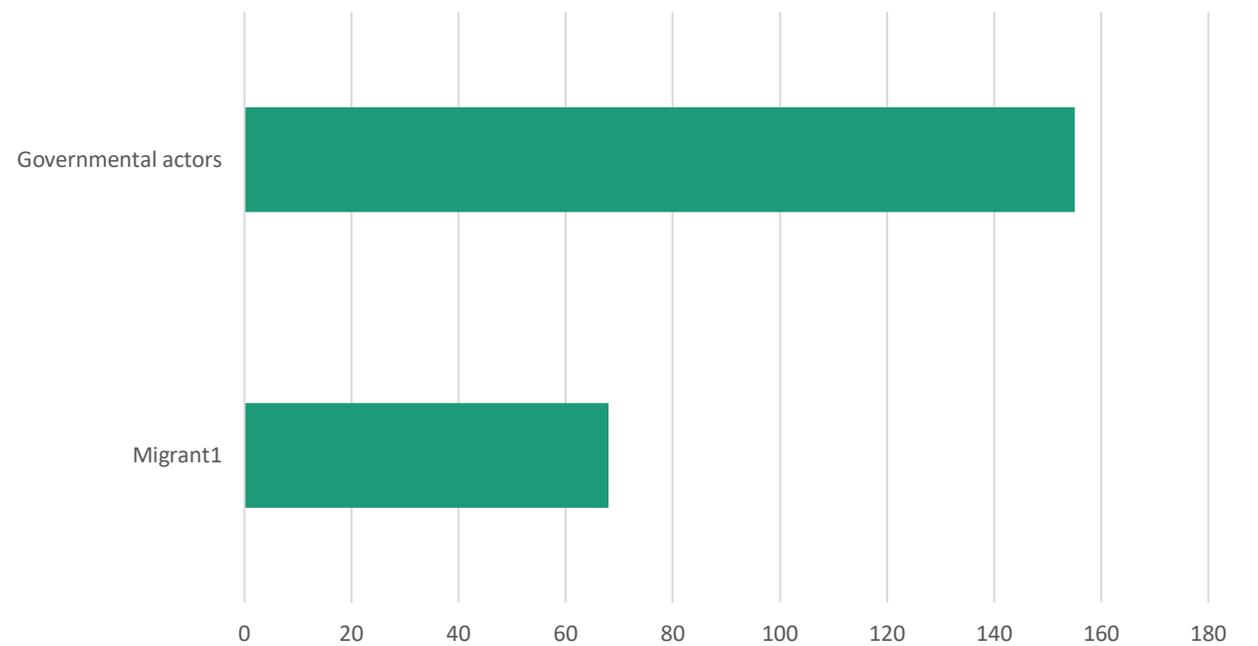
Actors analysis

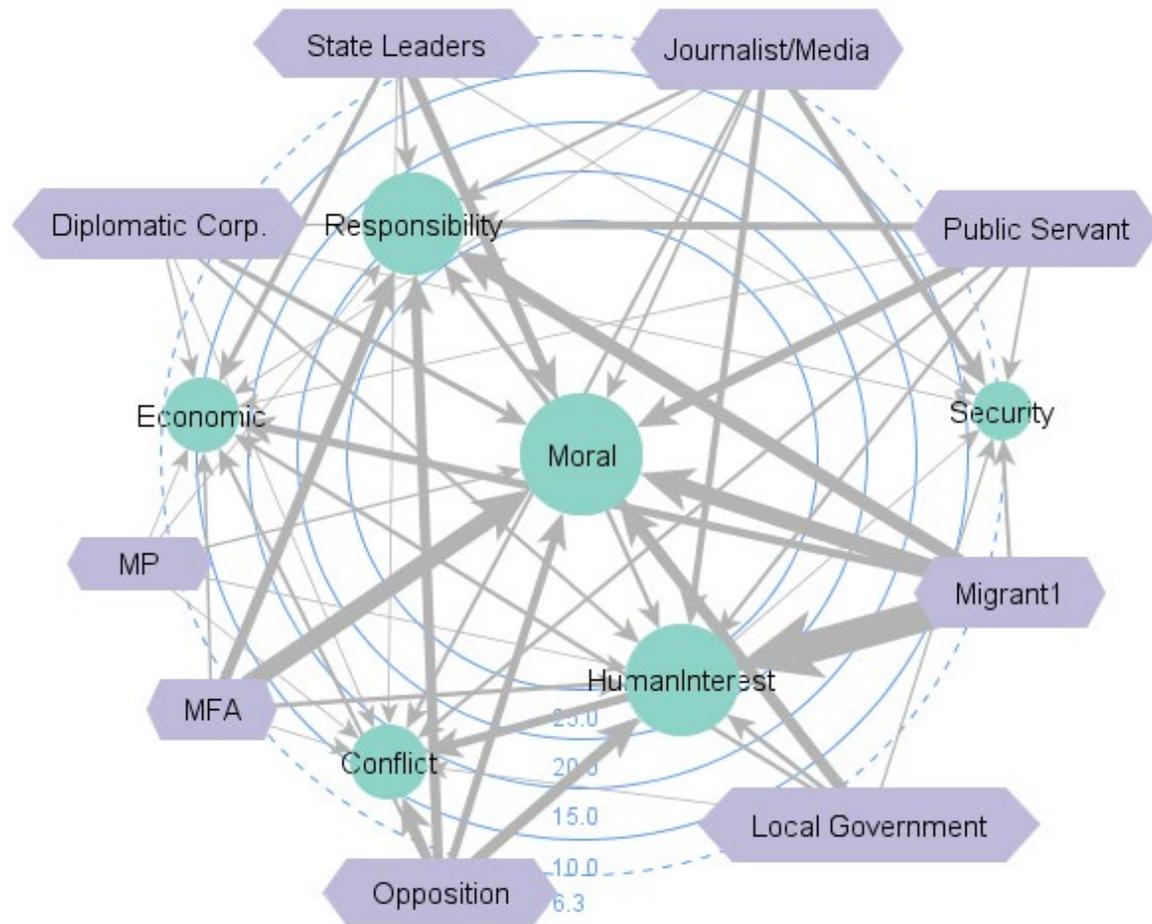
all State actors (155) emigrant actors (68) հիպոթեզ

Actor frequencies



Comparison of the frequencies of Migrants & Governmental actors as sources



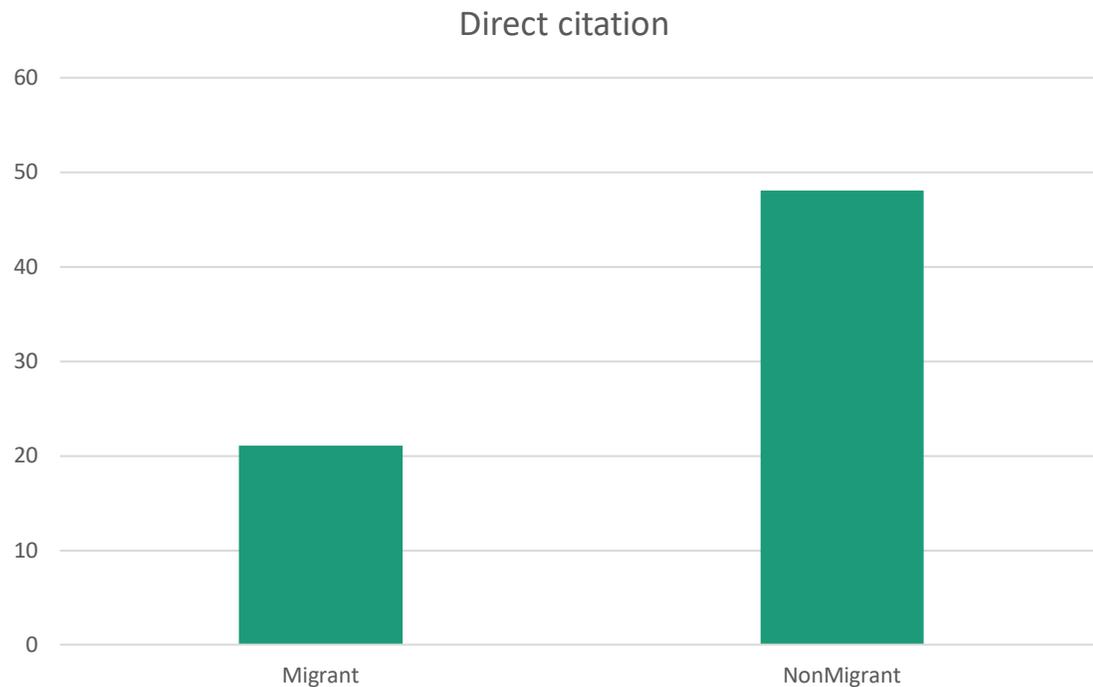


However, the frames of moral support are mostly provided by official sources, who claim responsibility for this aspect. Consequently, these actors create a dominant discourse.

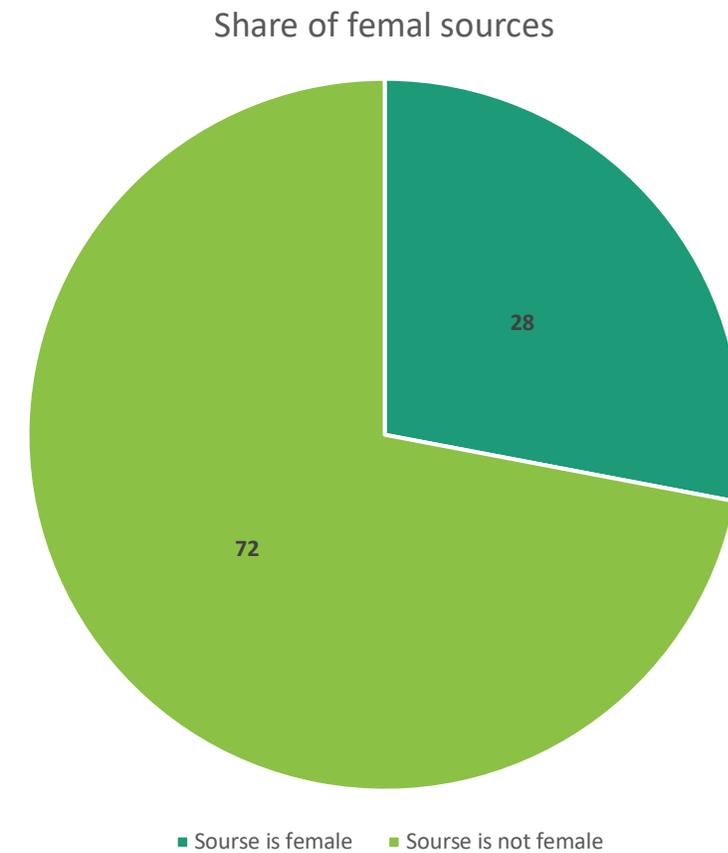
Actor analysis

migrants quoted

- migrants(21.1%)
- Non migrants (48.1%)



Women actors

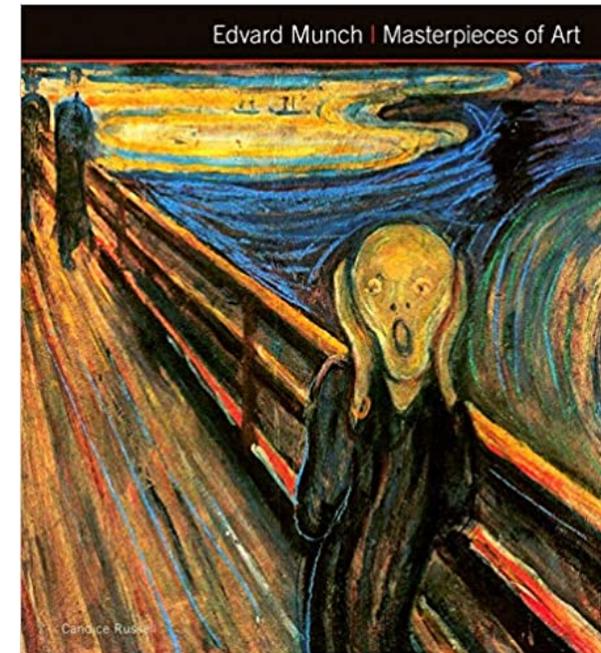


As Georgian media outlets reflect different socio-political positions, coverage of migration is heavily driven by editorial policy.

Mirroring this dynamic, one segment of the media intensively covers migration through the “human interest” frame. This kind of media coverage is characterised by more analytical reporting and provides the public with as much information as possible. However, it should be noted that even when media framing is mainly concerned with human interest stories, it nonetheless refers to migrants as passive victims, reaffirming the role of elites as powerful, active and in control of society.

The second form of coverage covers migration less intensively, through “moral” and “responsibility” frames, focusing on humanitarian aspects of emigration and attributing responsibility for solutions to government and authorities.

The third type of case refers specifically to a small subset of coverage, especially the print media that most often focuses on the “threat” and “conflict” frames, portraying immigrants as a threat to Georgian culture – giving rise to prejudiced attitudes toward immigrants. This kind of coverage is characterised by intolerance and a rejection of immigrants.



On the whole, when migration issues feature in the Georgian media, it is event-oriented, more or less balanced and diverse, and with a migrant-oriented focus.

The silence of the majority of Georgian media on the topic of immigration is noteworthy. It could be argued that this phenomenon could be attributed to Georgia not being predominantly a host country, and to the main actors (mostly male representatives of the state authorities) exhibiting a greater level of more interest in presenting their own agenda than depicting the global problems of migration.

