

**From Dr. Alessandro Sasso  
Via Salita Arenella 33  
80129 Naples-Italy  
Email: lucio\_c@libero.it  
University of Salerno, Italy  
Department of Communication Sciences**

***The Italian Press and the Construction of the New Europe.***

*Textual data analysis of some newspapers articles (1984 – 1999).*

Our work is organized in various parts (we'll call them "steps"). Every step is referred to a single moment of the study, useful to check the basis-hipotesis.

Then, the following scheme illustrates the steps and their relative meanings for the specific case.

We have to divide the study in two moments (EVENT "1" - EVENT "2"), because there are two different data-bank used for the textual data analysis:

We'll explain every step for every event.

- 1) Data-base creation (source);
- 2) Textual data analysis by INTEX automatic system (words frequencies elaboration);
- 3) "Key-words" statistical analysis (graphics and schemes);
- 4) Results (configuration of the thematic cycles with the help of opinion polls to determinate the specific opinion climate ).

The INTEX automatic system used for both events is a software which use large size electronic dictionaries. Our Department have developped the lingware in italian version.

Then, from a specific data-bank, the system can recognize (by its dictionaries) *simple words* (sequences of letters included between two separators – Electronic Dictionary.: *DELAF*) and *complexes words* (sequences which include at least two simple words and then at least one separator too – Electronic Dictionary: *DELACF*).

The recognition of coplexes words is necessary to individualize expressions which couldn't give meaning to a determinate text, if recognized as distinct simple words.

1<sup>st</sup> EVENT: The European Monetary Union<sup>1</sup>:

For this event the analysis starts from the construction of the Data Base (first step), that is constituted by digital cards correspondings the contents of the articles (overall 1726) concerning the event realized by four italian newspapers (Il Corriere della sera, Il Sole 24-Ore, Il Manifesto, Il Giornale – period: 1997-1999) with different target of readers.

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<sup>1</sup> Abstract of the Degree Thesis: "Gli italiani e l'euro. Usi simbolici della politica e clima d'opinione per l'introduzione della moneta unica europea" – Alessandro Sasso, 1999.

For the second step, we have analyzed all the titles in the Data Base by the INTEX, to know the frequency of the simple and the complex words we need for the study. After this operation, we have selected the Key-words from the list, useful to verify our hypothesis, then we have realized some frequency graphics (it's possible to see an example in succession) of them (step three).

The results of the study (step four) are interesting; to be synthetic:

- The various national newspapers deal with the themes which the public waits (we can see the evolution in different periods), to face the lack of specific informations on the event, expressed from people by polls (and the consequent input of sectorial terminology).

So, for example, *Il Sole 24-Ore* (economic newspaper) deals with much more "social" themes (the work) compared to the other newspapers which deal with more economic themes.

Compared to the past, generally, the various newspapers, in the period of the study, use a sectorial economic terminology for a long period in the titles, to "teach", in every way, the readers, and many terms remain in the titles after the end of the event too.

We see the remarkable presence of the Bundesbank President (Hans Tietmeyer) compared to our Economic Minister (C. A. Ciampi) in that period: this comparison, with others, permit us (with the help of the specific polls) to see the newspapers' mistrust in home politics, preferring deal with an important stranger Institution.

And then we can see the lack of the presence of the word "South" (and other ones linked) in the titles: the part of the Country with the most problems isn't mentioned.

2<sup>nd</sup> EVENT: The 1999 Election of the European Parliament<sup>2</sup>.

This analysis is in course (then our study isn't complete), anyway, we can show the steps we follow and the first interesting results we have.

The Data Base is constituted by the *Corriere della sera* Cd-Rom (from 1984 to 1998) which include all the titles of the articles made.

With the INTEX we have analyzed the frequency of the simple and complex words, then we have established the Key-words.

We have found the first thematic cycles useful to make some conclusions:

- We don't mark the mistrust in home politics, an anti-political climate, until 1991. The use of economic terms is connected to the political agenda of the moment.
- We see the incredible presence of words joined up with the Key-word "Stati Uniti d'America" making a comparison with words joined up with "Europe". The disproportion is significant (the word "USA" is much more present than "ITALIA", just like "Coca-cola" is present more than "FIAT").
- Generally the *Corriere della sera* seems to be nearer to his public of readers demands in last years compared to the past, where the political-agenda seems to have the most significant presence on the pages of the newspaper.

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<sup>2</sup> An interuniversity research program is in course; title: "*Opinion climate and Electoral Campaigns: the 1999 Election of the European Parliament*" -

