Media • Analysis • Impact

Strategic Media Intelligence

Media Representation of National Parliament's Role in European Policy Making

MEDIA TENOR

Bonn London Lugano New York Ostrava Pretoria St. Petersburg Windhoek

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Agenda

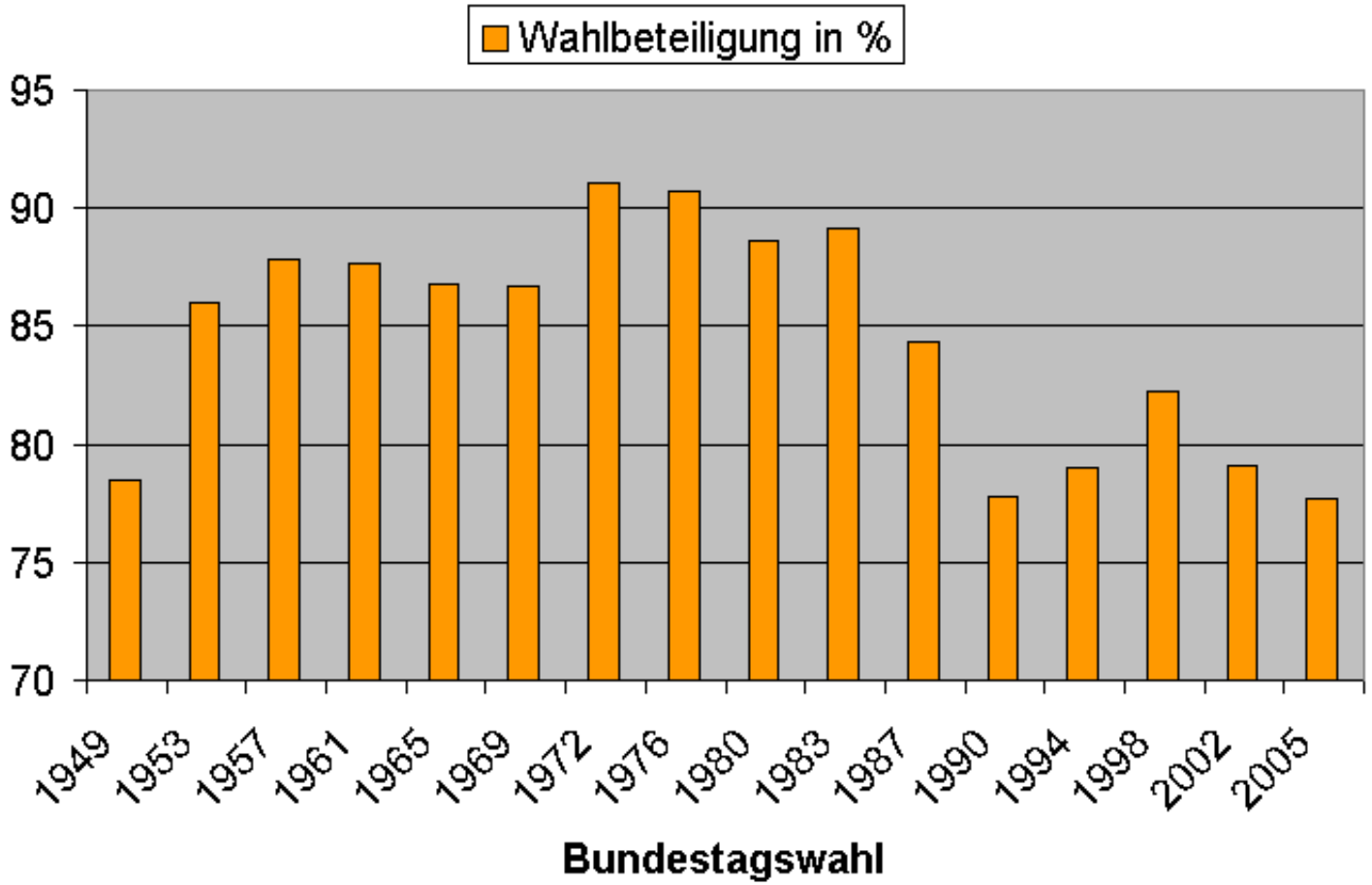
- ☑ The Vanishing Voter
- ☑ Parliament‘s Role in the Media
- ☑ Case Study: The Media Image of the European Parliament
- ☑ The Reasons: Characteristics of Political Reporting

The Vanishing Voter

Two Questions:

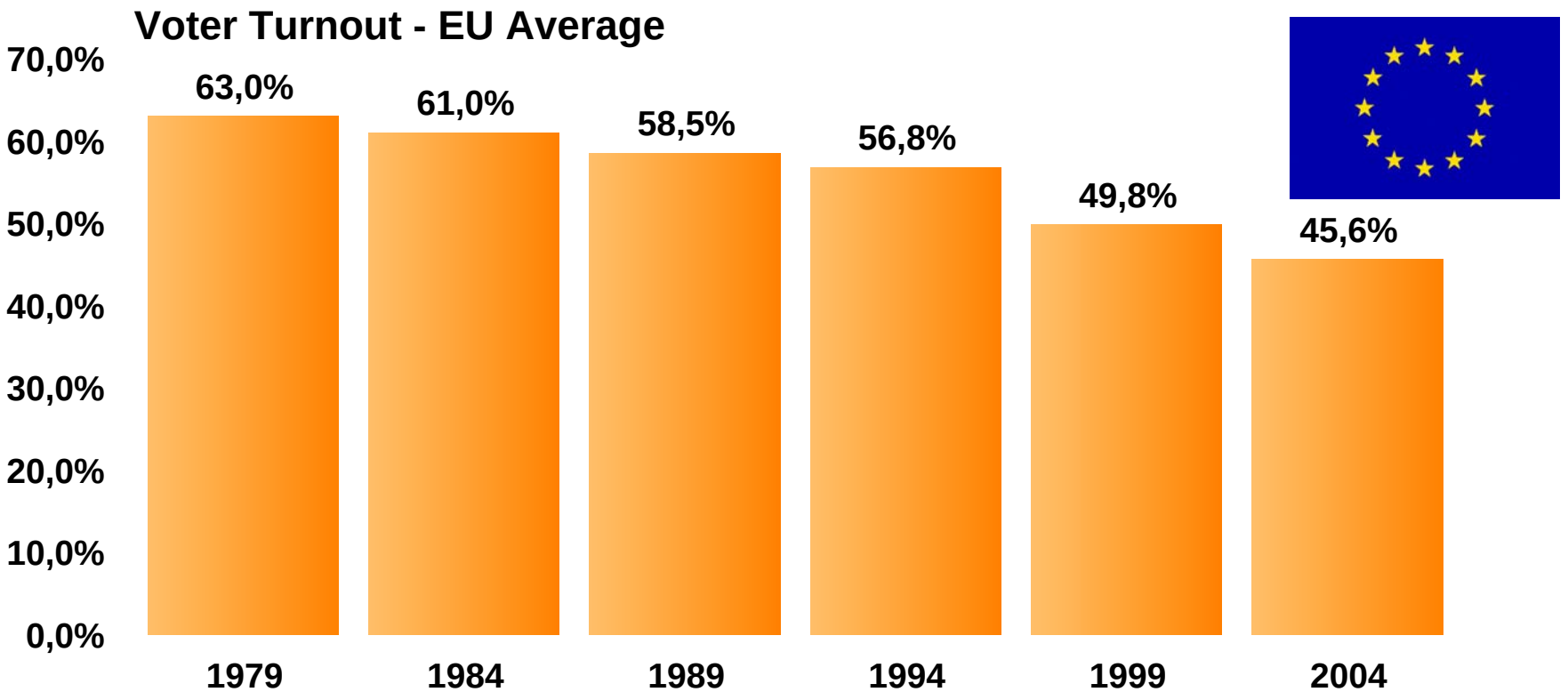
- How do the media frame parliamentarism? or: "In Search of the National Parliament's Role in European Policy-Making"
- What are the implications of the widening gap between politicians and journalists on one side and the public on the other?

The “Vanishing Voter” in Germany…



Source: http://de.wikipedia.org/wiki/Wahlbeteiligung; http://www.bpb.de/wissen/RVVZN8,0,0,Wahlbeteiligung.html

… and in European Elections



Source: http://www.europarl.europa.eu/elections2004/ep-election/sites/de/results1306/turnout_ep/turnout_table.html

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Our method: Scientific content analysis

• All articles in print or broadcast media (TV News Shows, TV Magazines) in which Aventis or a subsidiary is described in at least five lines or for 5 seconds, are analyzed in this report for the media list referenced on the following page.

select

• The information is evaluated on the statement level. All information given about the company or its senior executives is coded as a new individual statement.

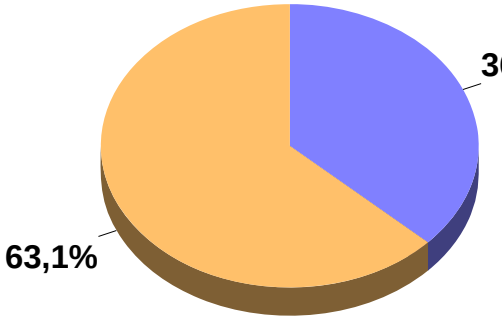
understand

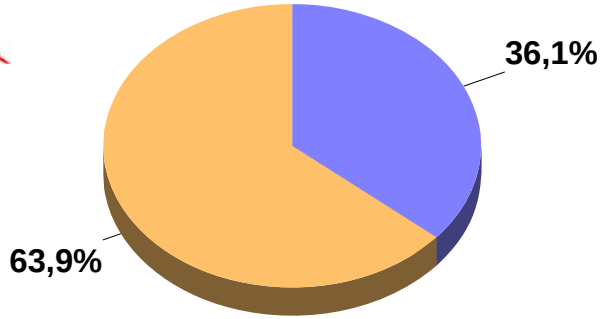
• Each coded statement contains: a person/ company, the line of business, topic, +/-rating and source of the statement/rating. As data is analyzed, if any part of a statement changes (i.e. the topic) a new statement has to be coded.

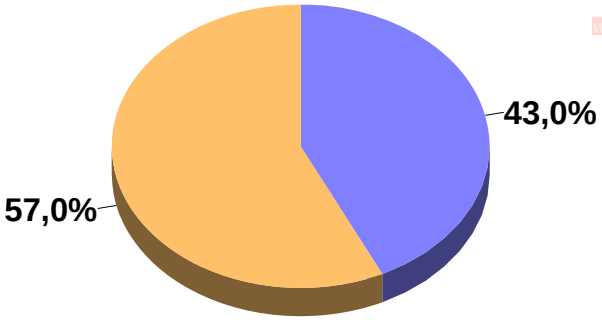
• Data are checked through tests, coders are trained daily.

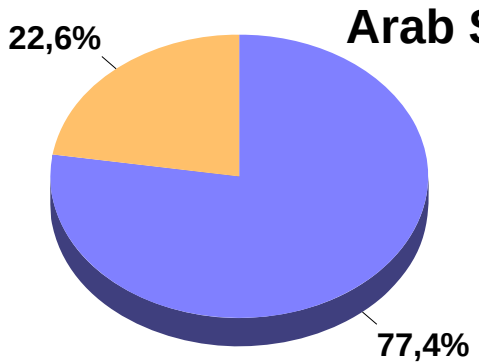
code

Background: Domestic / Foreign Coverage in TV News







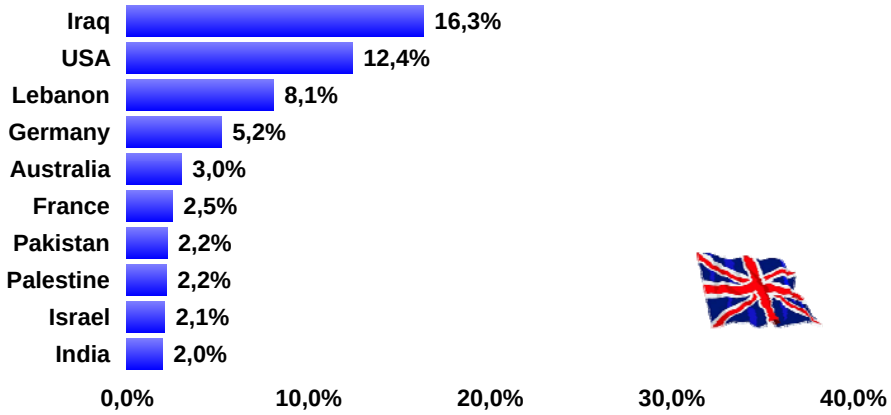


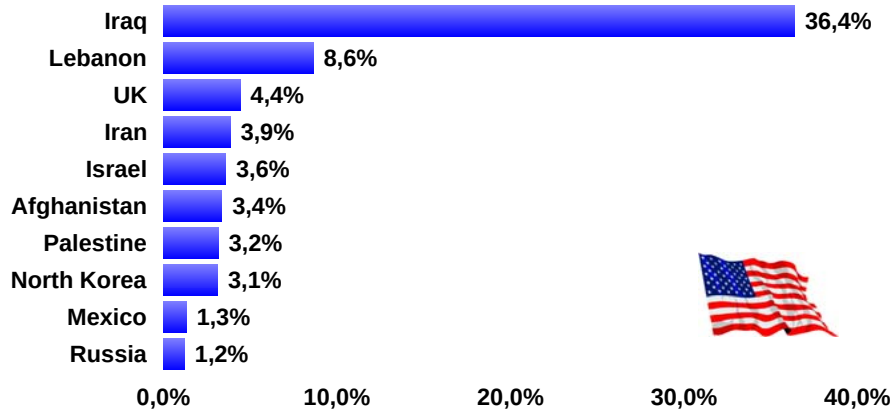
Arab Satellite TV

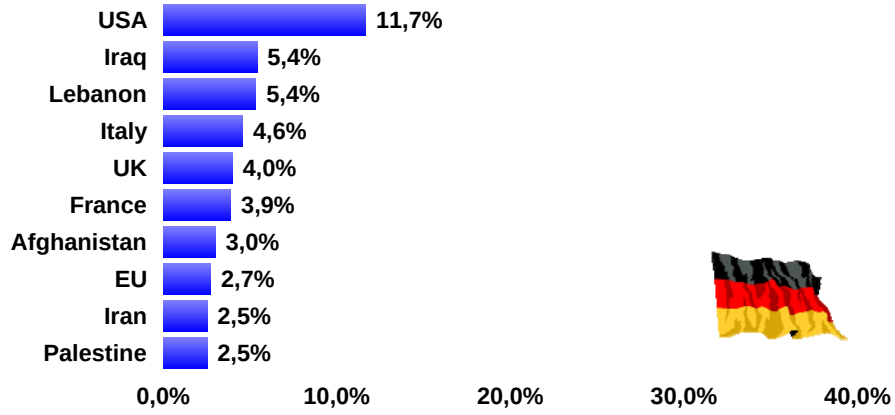
Domestic Coverage **Foreign Coverage**

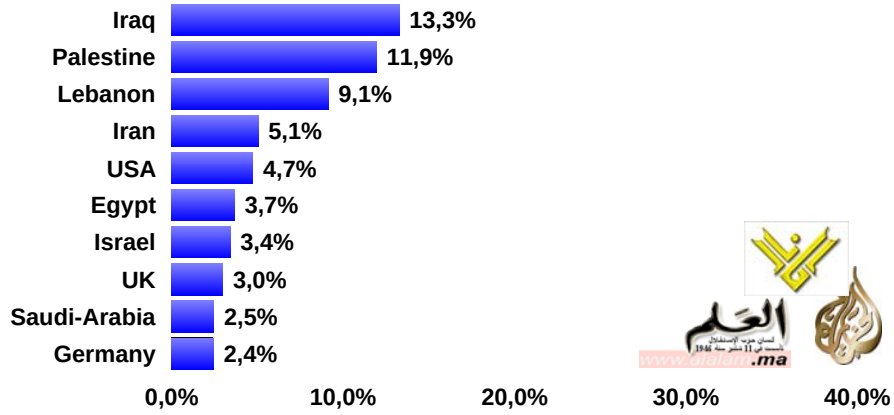
Basis: 26,333 / 26,604 / 50,384 / 42,998 news stories in the respective countries

Iraq and U.S. Dominate Worldwide



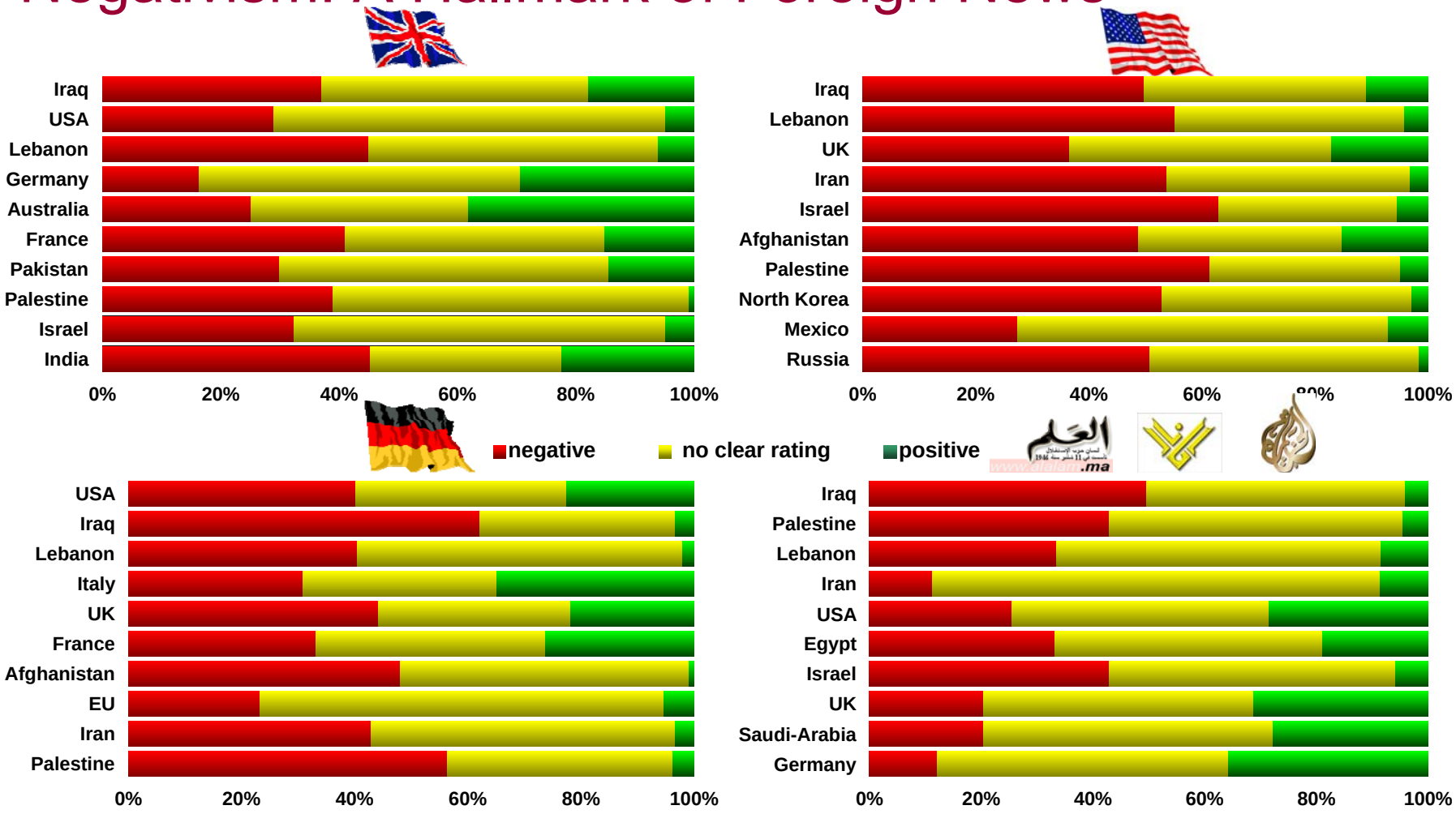






Basis: 9,720 / 9,614 / 21,670 / 33,270 news stories in foreign TV coverage in the respective countries

Negativism: A Hallmark of Foreign News



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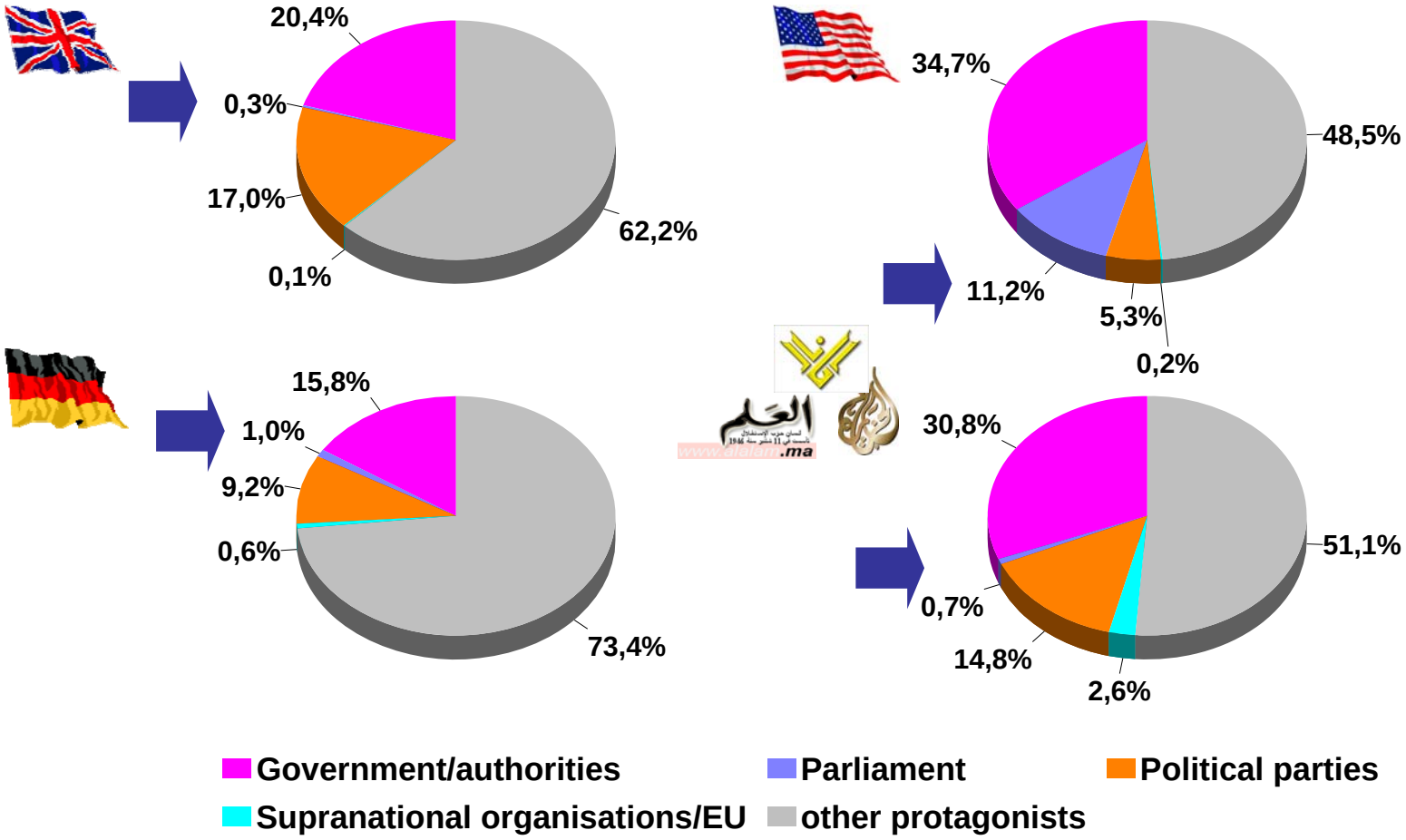
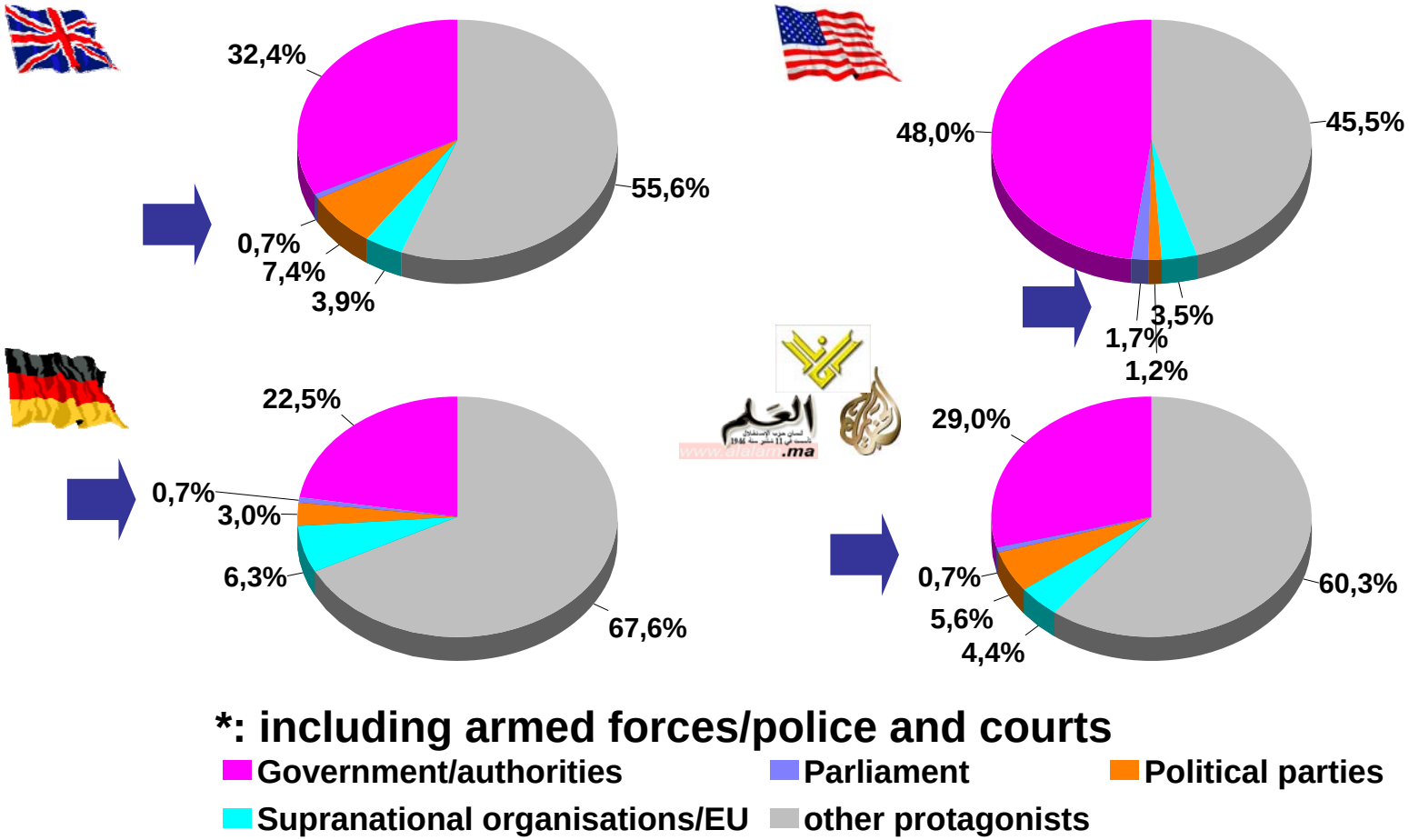
Domestic Coverage: Only U.S. Congress in the News



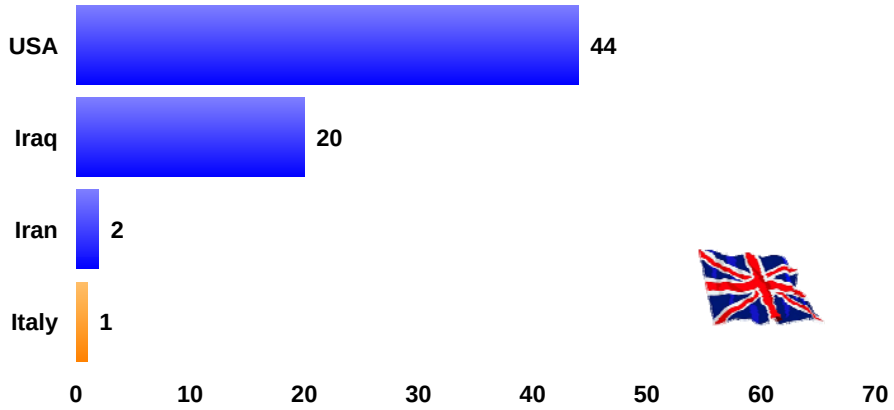
Basis: 16,613 / 16,990 / 28,714 / 9,728 news stories in domestic TV coverage in the respective countries

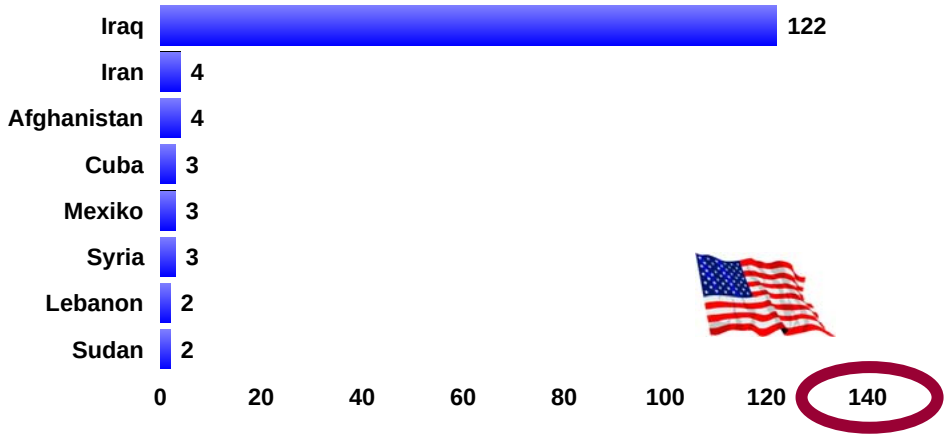
Foreign Coverage: Government* in the Front

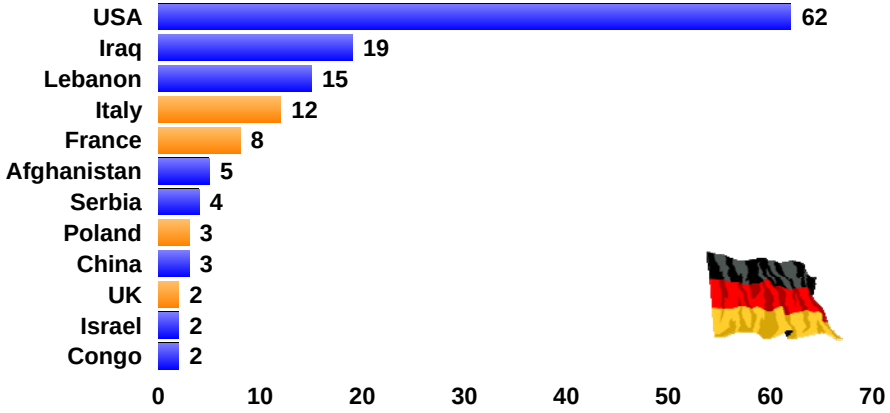


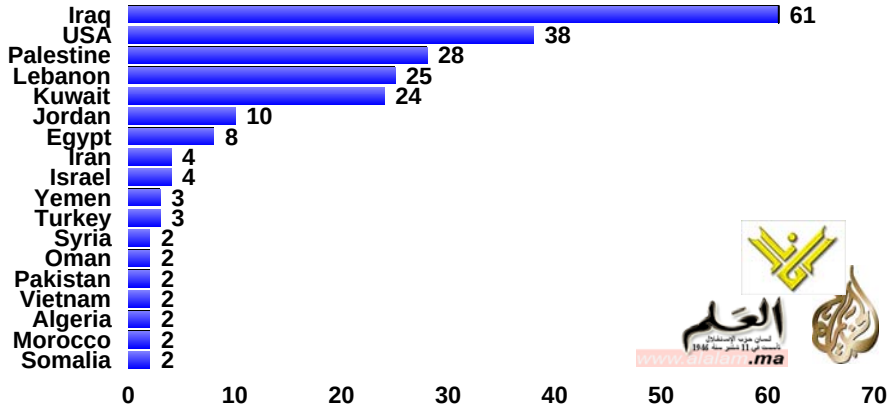
Basis: 9,720 / 9,614 / 21,670 / 33,270 news stories in foreign TV coverage in the respective countries

Little Interest in European Parliaments



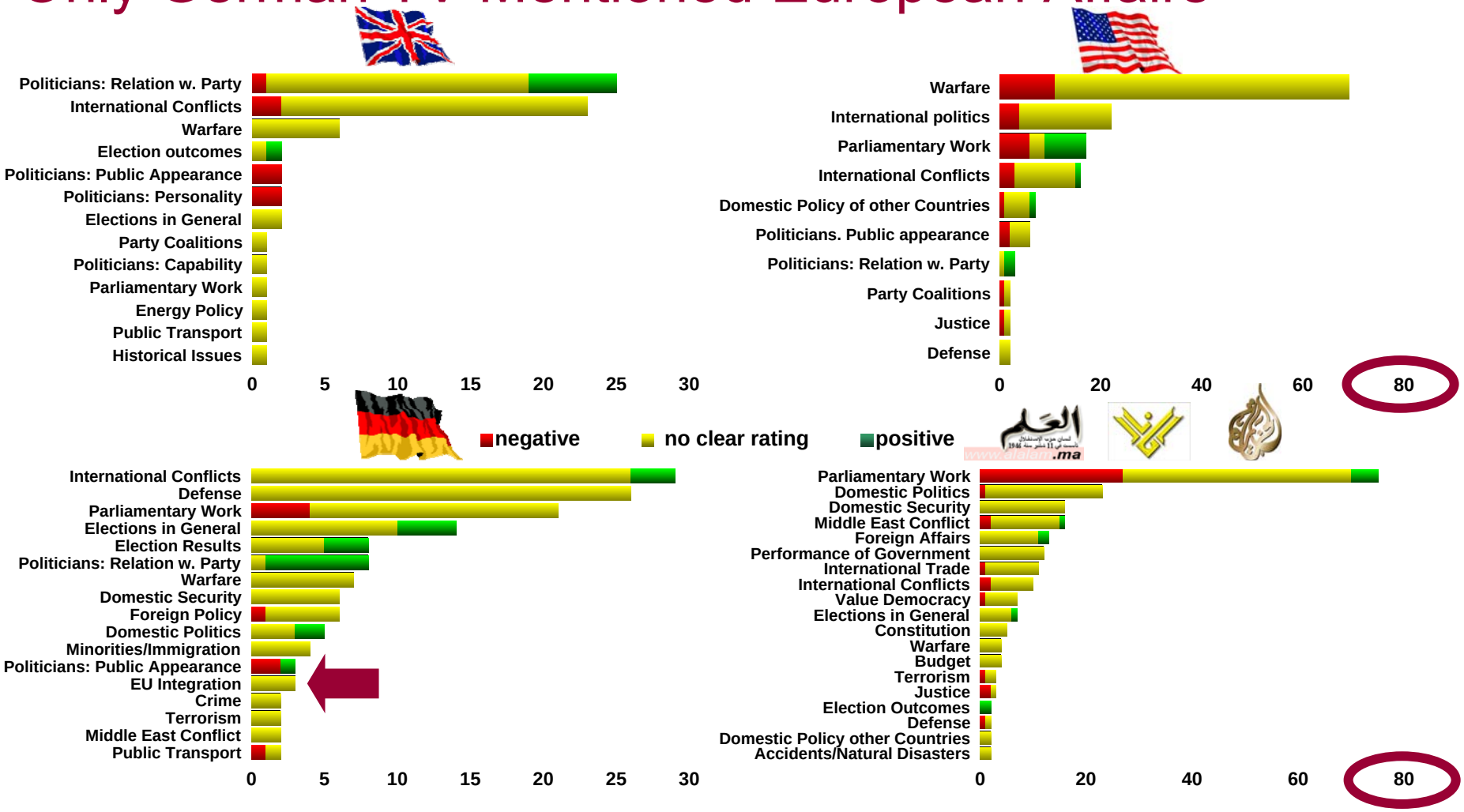






Basis: 68 / 159 / 152 / 231 news stories in foreign TV coverage in the respective countries

Only German TV Mentioned European Affairs



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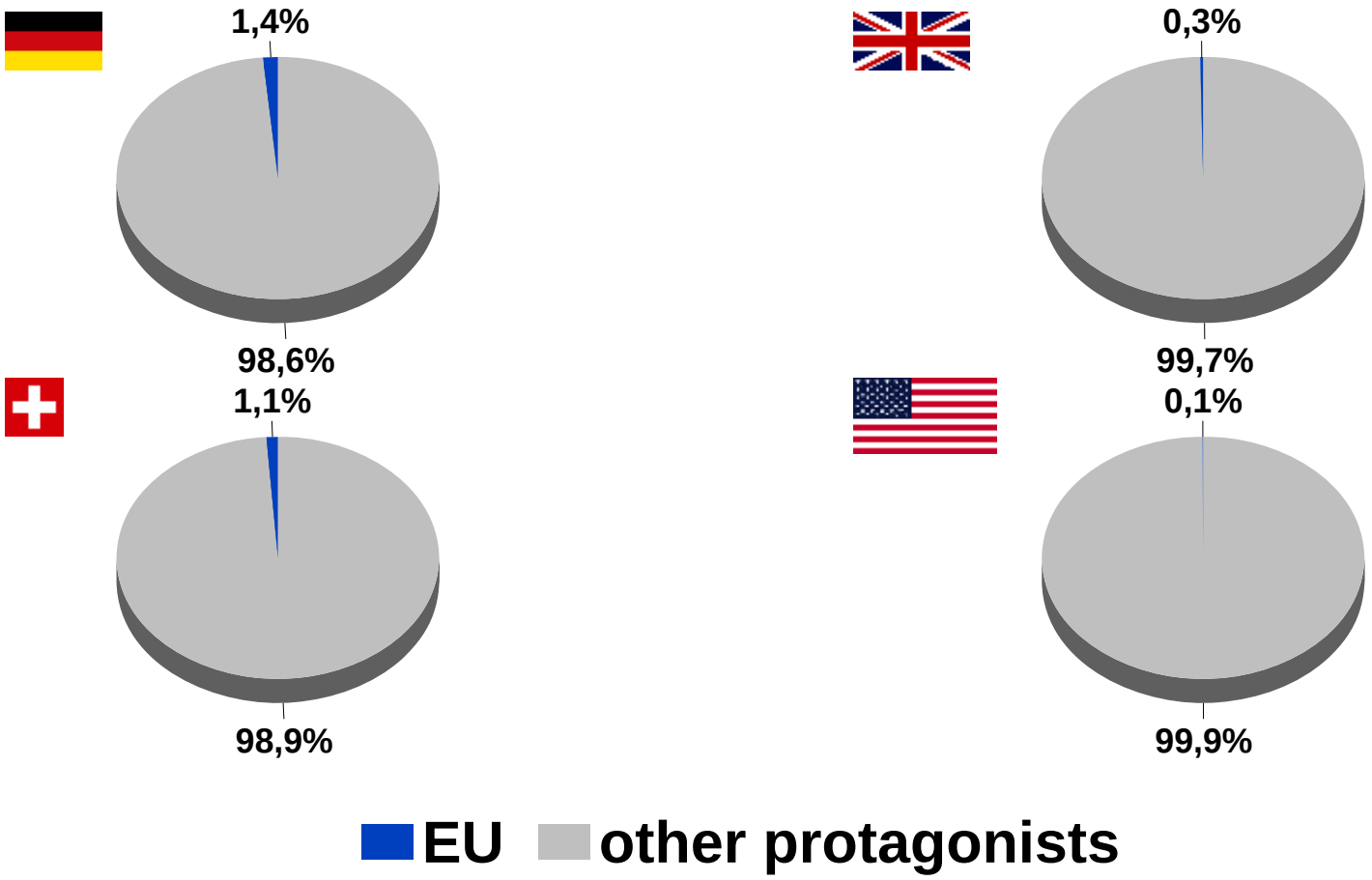
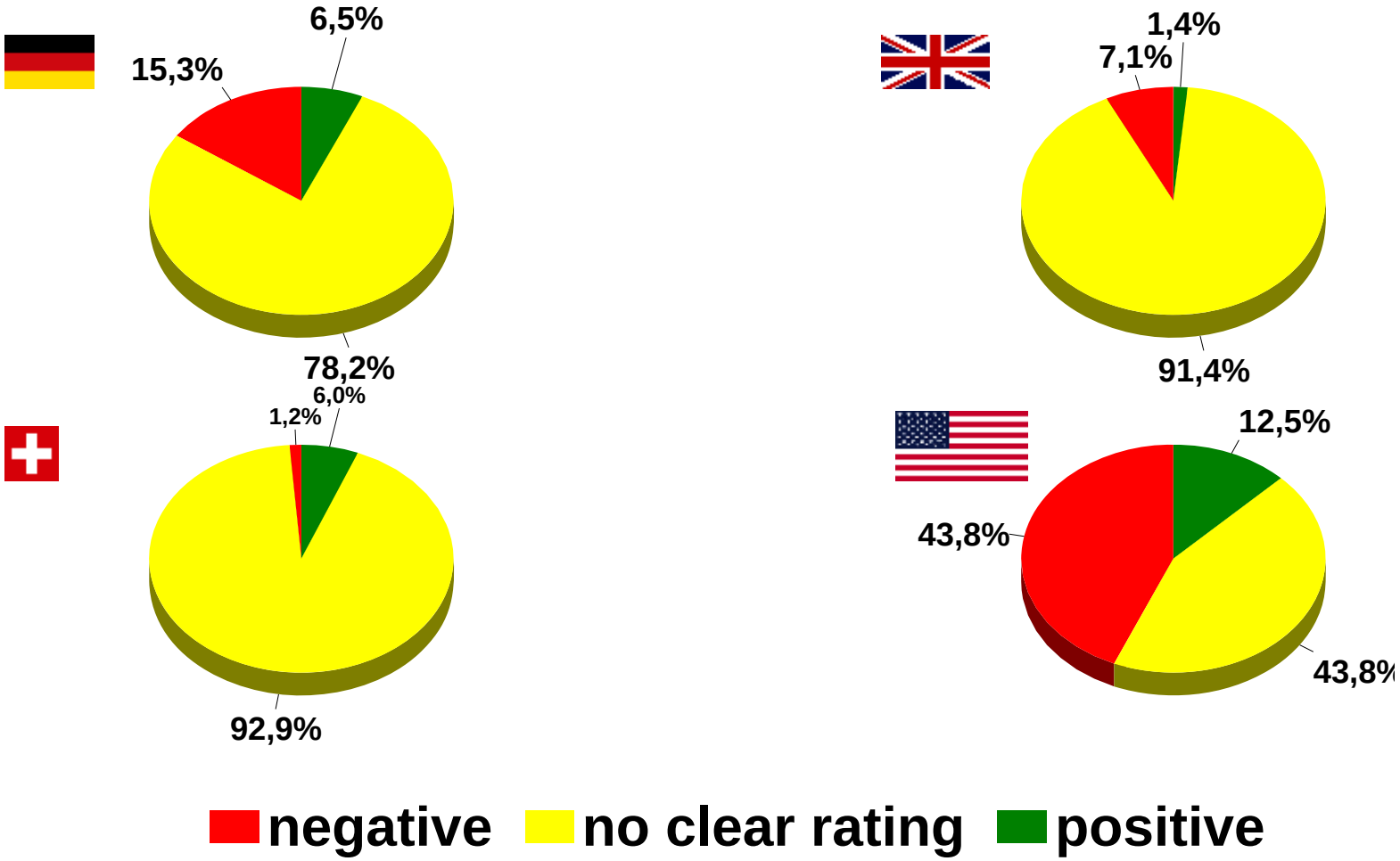
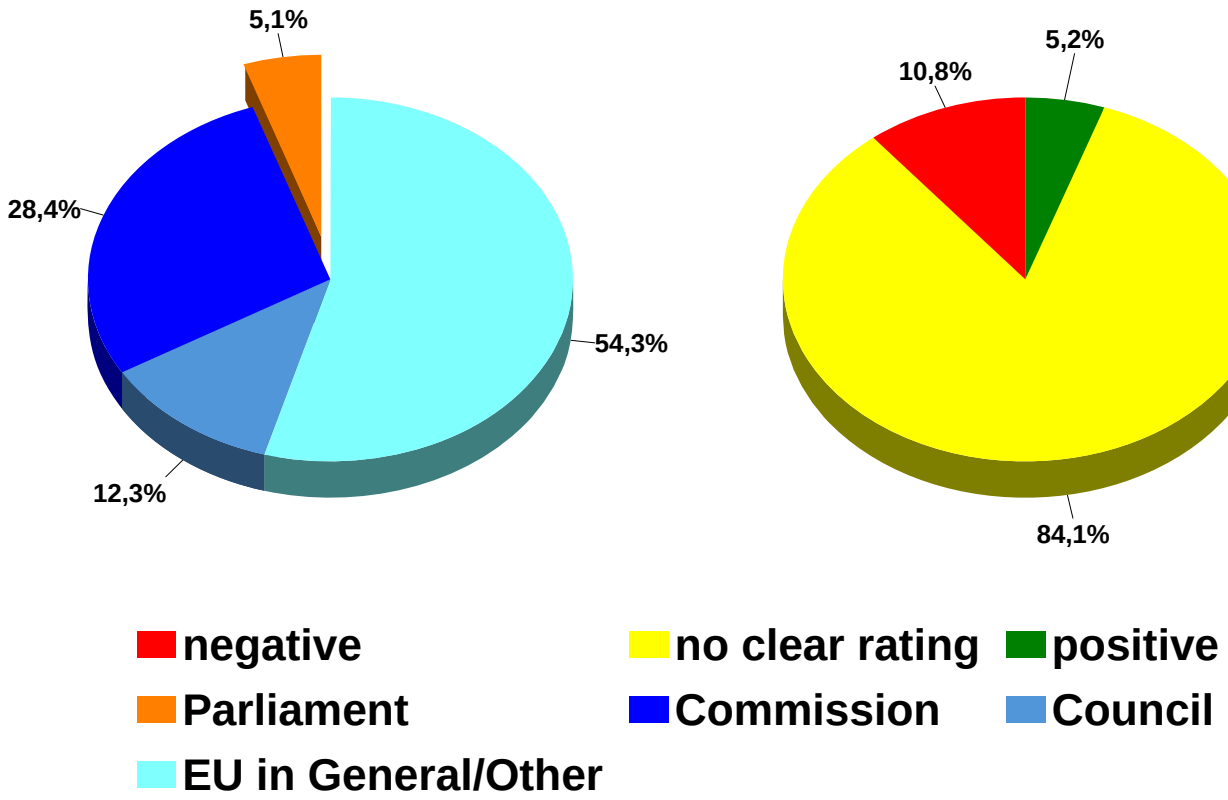
Little Awareness of the EU in 2006...



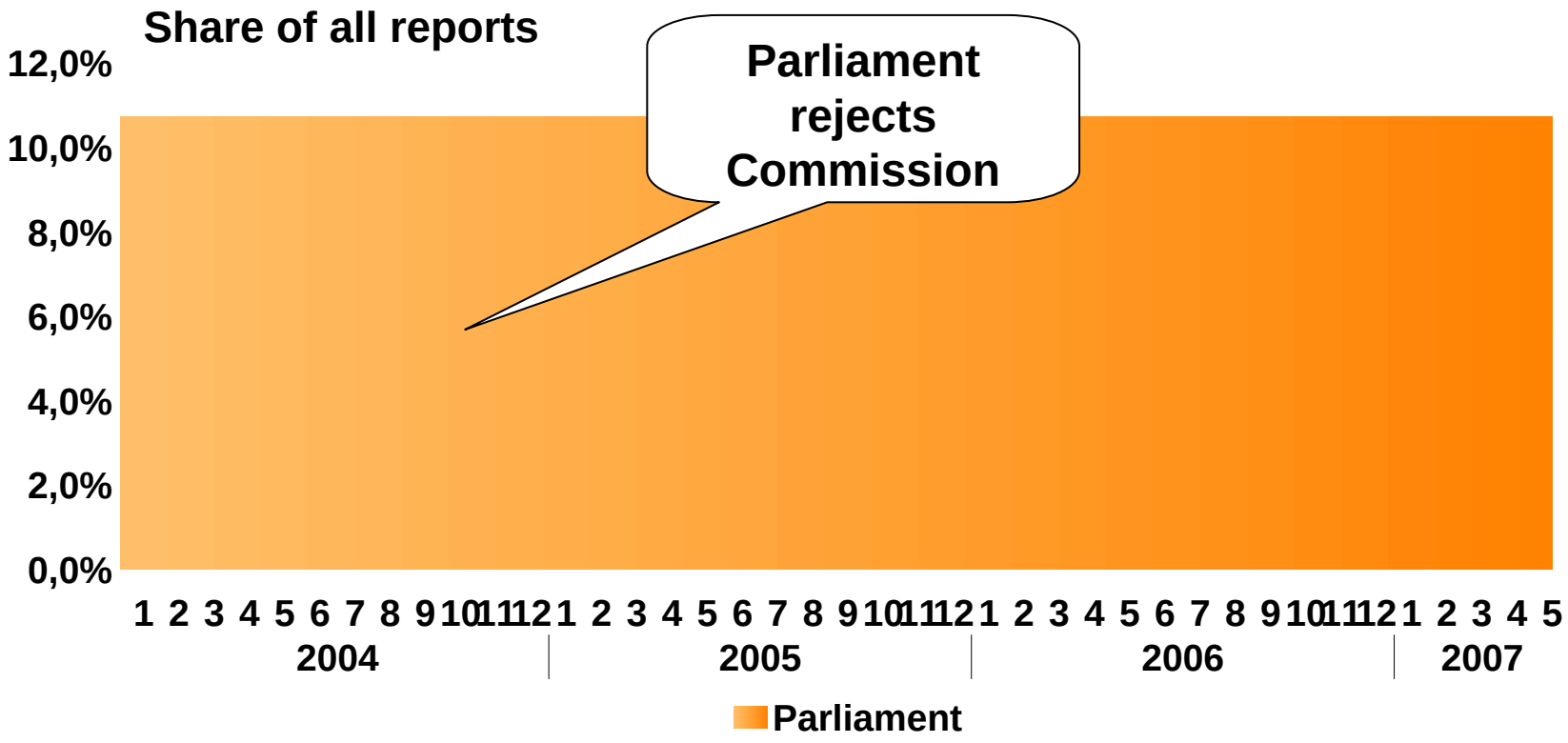
... but More Criticism than Support within the Union



Only 1 in 20 Reports Focused on the Parliament

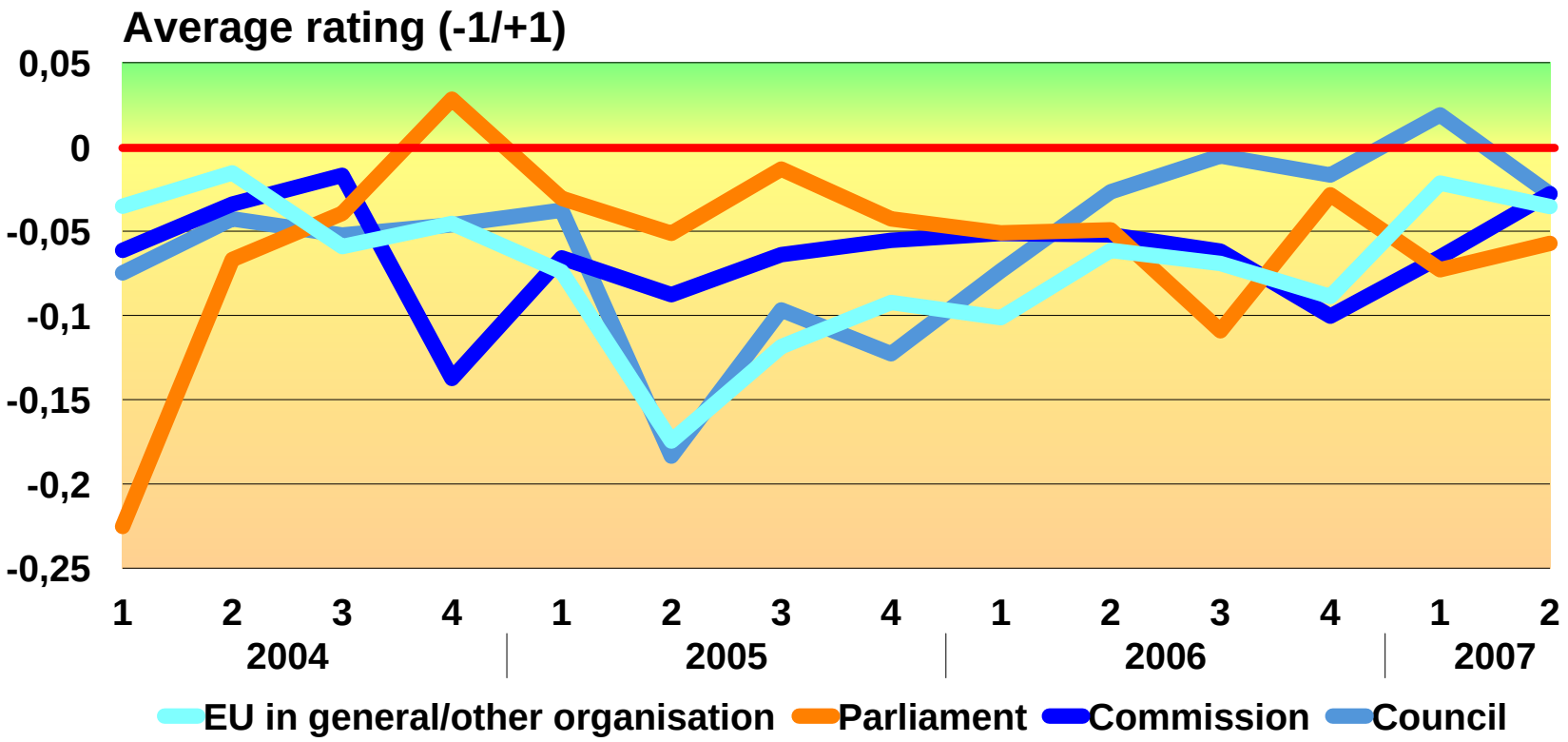


Scandals and Conflicts Drive Coverage

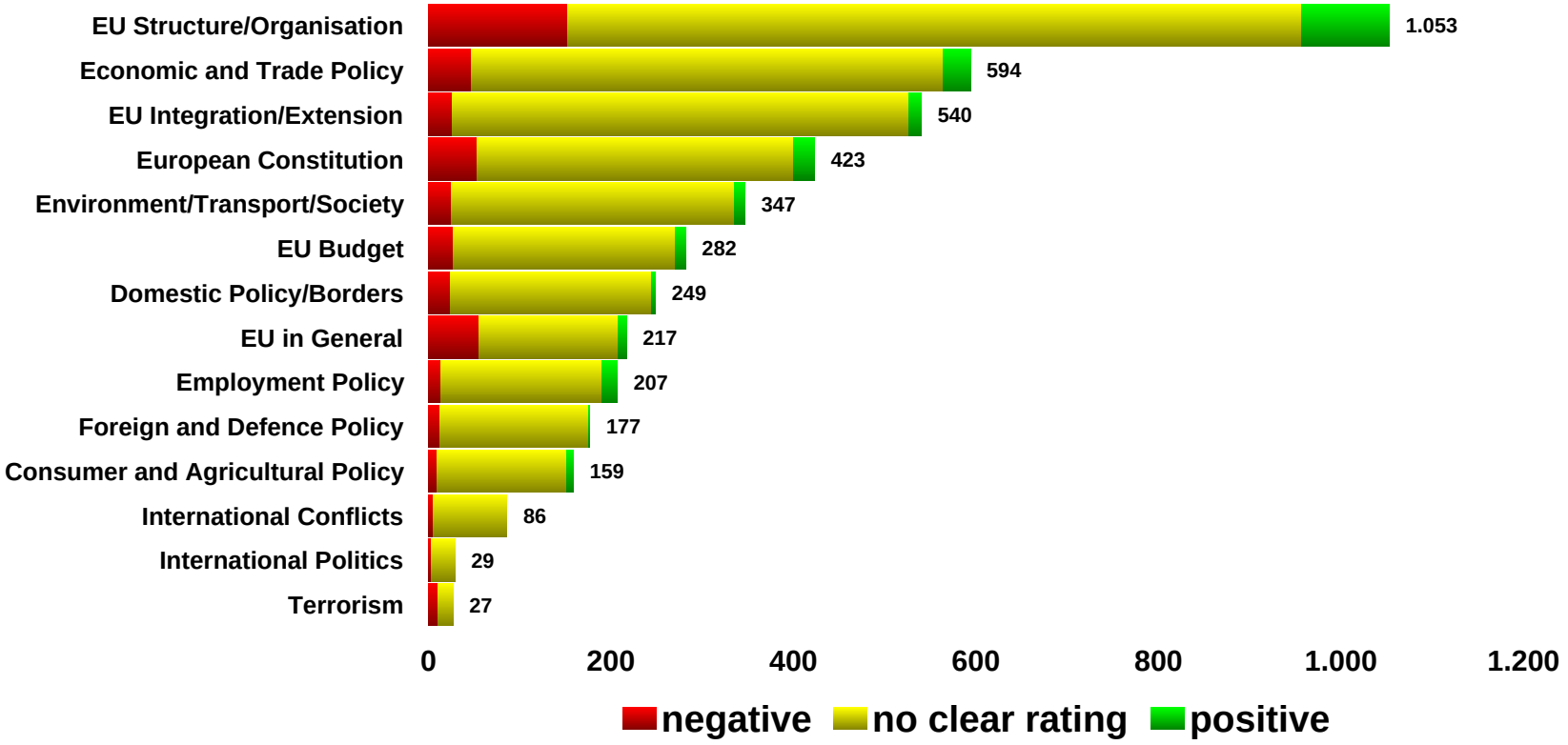


Basis: 92,630 reports (at least 5 lines/seconds) about the EU and its organisation

“Victory” about Barroso as High Point in 41 Months



No “Winner“ Topics Addressed



Basis: 1,186 reports (at least 5 lines/seconds)

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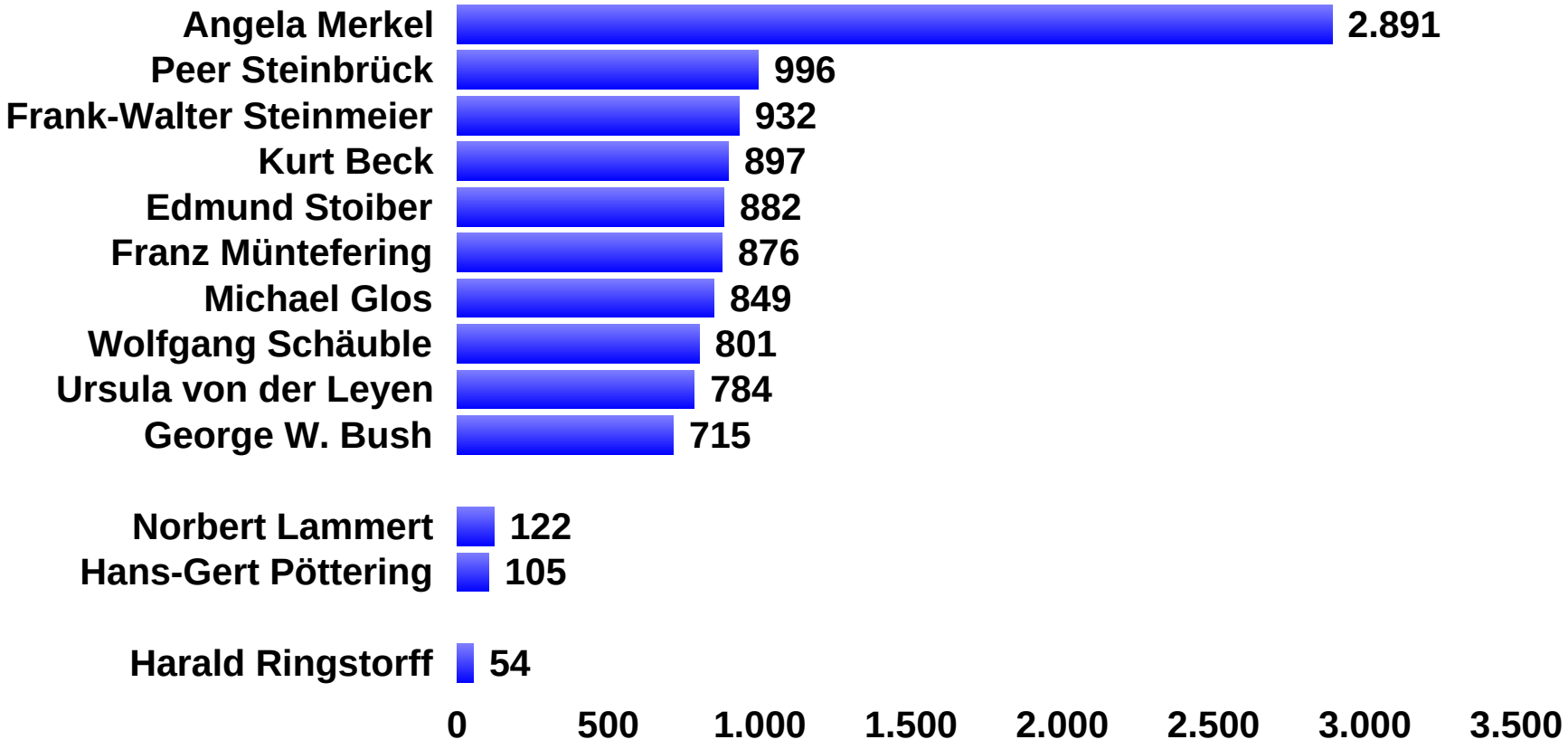
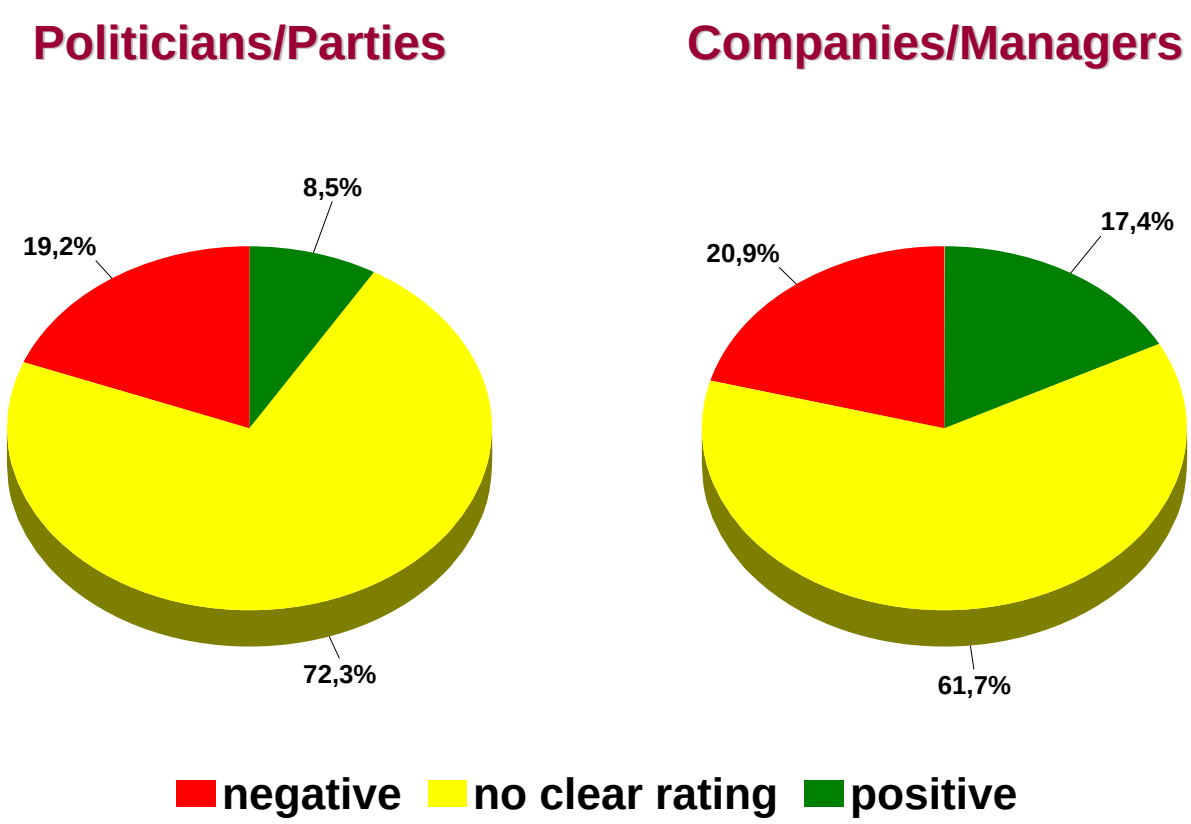
Personalisation: The Face of Politics

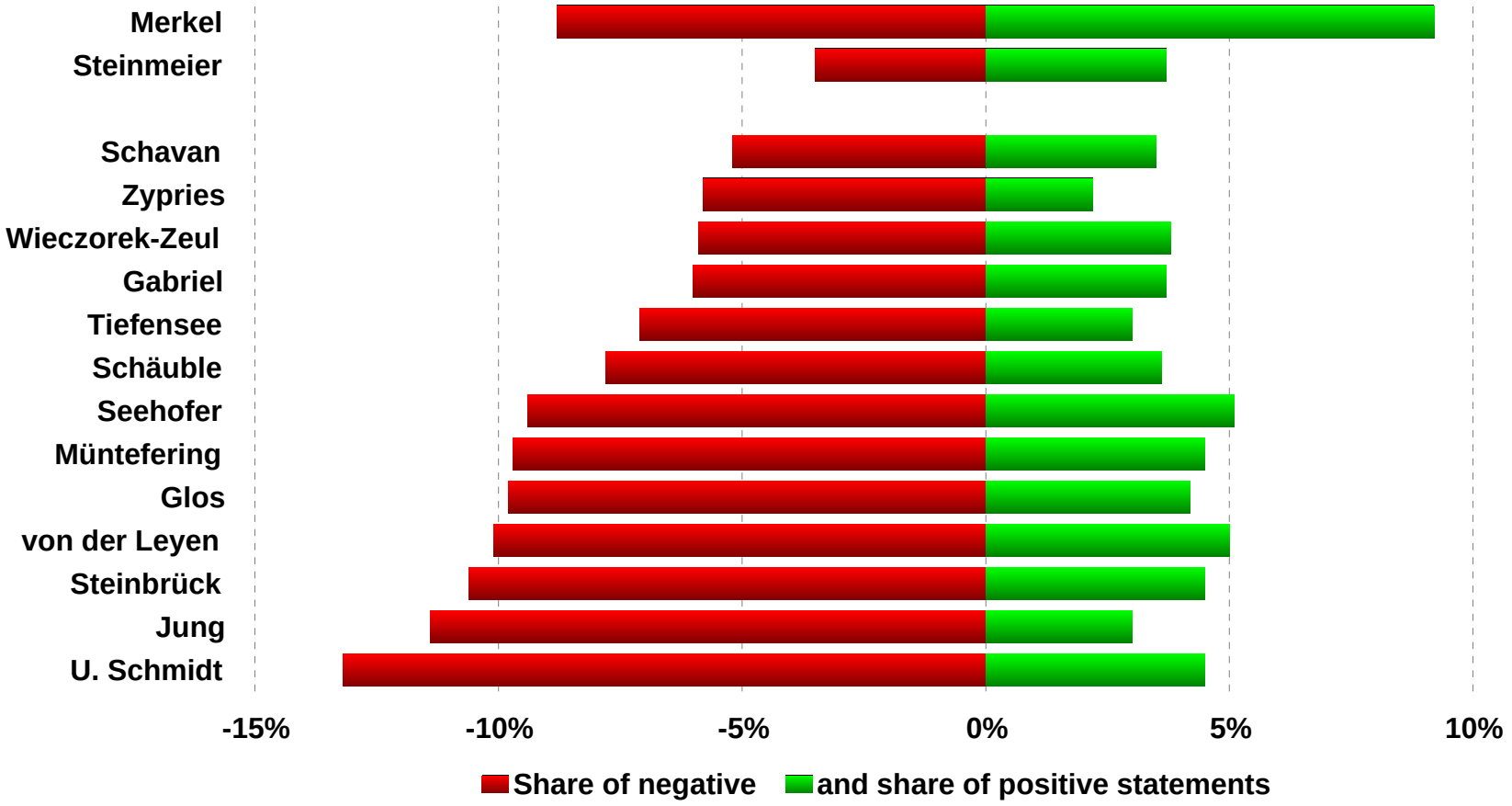


Basis: 97,963 descriptions of individual persons

Politics: Where are the Positive News?



Quest for Negative Quotes: Politicians Pilloried



100%: all statements from/about the respective politician (balance: no clear rating)

Basis: Overall 240.767 statements in 31 media

Summary

- Parliaments lose out to governments and political parties in terms of visibility
- European politics is framed in a national perspective – leaving little room for transnational European protagonists
- Negativism in political coverage is driven by the "competitive framing" and the selection of sources
- Media coverage of political activities fuels distrust towards politics and politicians and aggravates disenchantment with politics – "Politikverdrossenheit"

What can be done?

- Communicating with a long-term perspective
- Focusing on the issues
- Forming alliances with partners in other countries
- Bypassing traditional media channels
- Addressing journalists in partner countries directly
- Establishment of performance criteria for the media

8th International Agenda Setting Conference

Once a year Media Tenor invites academics from various fields, including communication science and media analysis, to engage politicians, managers and journalists on the impact of media on public opinion, based on Media Tenor's international research. Additionally we announce the Media Tenor Awards in different categories.

AS workshops

TV Media

Economics

Publishers Image

NGO's / Initiatives

CEO Communication

Election Campaigning

Agenda Setting Theory

Investor Relation Management

Issue Management

Corporate Reputation Management

Thank you for your attention
and
Bon(n) Appetit!