News and campaign dynamics in EU 27

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Publication date
2009

Document Version
Final published version

Published in

Citation for published version (APA):

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7.- 9. Oktober 2009
University of Koblenz-Landau

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Elena Baesecu’s (EBA – daughter of the president Traian Basescu) run for the European Parliament, has represented one of the factors that has caught the attention for the European parliamentary elections and from the debate of some European subjects. This, together with the unofficial launch of the candidatures for the presidential elections (even if these elections were not scheduled yet, though probably to be set for November 2009), has led to the confiscating of the electoral campaign for the EU Parliament with other discussions and issues of interest, the euro candidates being pushed side of the political scene, the center being occupied by the candidates for the presidential elections and EBA “telenovela”

The paper analyses the media coverage for the independent candidate EBA and its “telenovela” like evolution (PD-L members before the campaign, she re-signs and decides to run as independent and becomes again member of PD-L after winning the elections) and the influence of the subject upon the voting behavior.

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**News and Campaign Dynamics in EU 27**

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The presentation provides an introduction to the media content analysis of the European election campaign conducted in the 27 EU member states in the 3 weeks leading up to the June 2009 elections. The analysis is an integral part of the PIREDEU project (www.piredeu.eu): Providing an Infrastructure for Research on Electoral Democracy in the EU. The key concepts of the analysis will be discussed, the design of the study as well as some very first and preliminary findings.