News and campaign dynamics in EU 27

de Vreese, C.; Schuck, A.

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Prof. Dr. Michaela Maier
Dipl.-Sozialwiss. Karin Stengel
Veronika Haubold
Kristina Süß

Institut für Kommunikationspsychologie,
Medienpädagogik und Sprechwissenschaft
Universität Koblenz-Landau, Campus Landau
E-Mail: mmaier@uni-landau.de

Dr. Jens Tenscher
Senior Post-Doc Researcher

Institut für Politikwissenschaft
Universität Innsbruck
E-Mail: Jens.Tenscher@uibk.ac.at
European Election News Coverage in Romania: the case of the independent candidate EBA

Dr. Andra Seceleanu (Andrei Saguna University, Constanta - Romania)

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 lead to the confiscating of the electoral campaign for the EU Parliament with other discussions and issues of interest, the European 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.

News and Campaign Dynamics in EU 27

Prof. Dr. Claes de Vreese & Dr. Andreas Schuck
(University of Amsterdam)

email:
c.h.devreese@uva.nl
A.R.T.Schuck@uva.nl

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.