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News and campaign dynamics in EU 27

de Vreese, C.H.; Schuck, A.R.T.

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Campaigning for Europe 2009

Campaning for Europe 2009



A Conference on Parties, Campaigns, Mass Media and the European Parliamentary Election 2009

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

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

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.
