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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

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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](http://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.

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