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The role of newspapers in the EU communication process

Doctoral thesis

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Gracias a mi tutor por su paciencia y dedicación, a la Universidad Autònoma de Barcelona por brindarme esta oportunidad, a mi abuelita y sus hermanas por todo su amor, a mis padres que me han enseñado todo en esta vida, a mis hermanas, a mis sobrinos y a la persona que más quiero.

Abstract

The low turnout in the European elections, the migration crisis, the “Brexit”. Over the past few years the European Union has experienced an increasing skepticism. Although some people argue that the financial crisis is one of the main reasons for this rise, the role played by mass media in the EU communication process could have also been an important factor in the rise of skepticism. This thesis will analyse the role that written mass media plays as gatekeepers in the process of communication at the EU level and how they build the image of the European Union in order to see what can be done to improve the communication with EU citizens.

Resumen

La baja participación en las elecciones europeas, la crisis migratoria, el “Brexit”. Durante los últimos años la Unión Europea ha experimentado un incremento del escepticismo hacia su proyecto. A pesar de que algunos argumentan que la crisis financiera es una de las principales razones de este incremento, el papel jugado por los medios de comunicación de masas en el proceso de comunicación de la Unión Europea también ha podido ser un factor importante dentro del incremento de este escepticismo. Esta tesis analizará el papel que los medios de prensa escritos juegan como *gatekeeper* en el proceso de comunicación comunitario y como construyen la imagen de la Unión Europea para de este modo ver que se puede hacer para mejorar la comunicación con los ciudadanos europeos.

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1 Introduction

This PhD is the result of research that began in 2012 with a dissertation on the communication strategy of the European Union within the UAB master's programme in the management of political and electoral communication (Rodríguez Guillén, 2012). After this work I decided to make a deeper analysis on communication cabinets within the European Union for the final dissertation in the research master's programme on journalism and communication at the UAB's faculty of communication sciences (Rodríguez Guillén, 2013). Once this master's programme was over, and thanks to Dr. Pere Oriol Costa's invaluable help, I decided to take a further step in the analysis of communication at a European level by analysing the role that the written mass media (newspapers) play as gatekeepers in the process of communication at EU level and how they build the image of the EU. The analysis aims at pinpointing several questions that I will attempt to answer in the context of this research paper: Is the mass media broadcasting the message of the European Union as a whole? Do they exercise as a filter when spreading the Union's message? What role do they play in the communication process?

The increasing scepticism towards the European Union over the last few years (EU_Bussines, 2013) is one of the main reasons for carrying out research on this topic. One of the possible reasons for this scepticism could be the role played by mass media in the EU communication process. This is a key issue, as today the European Union legislates over the vast majority of policies that affect European citizens directly (Euro_Efe, n.d.).

1.1 Subject of research

The thesis' subject of study will be the analysis of the written mass media (newspapers) on the Internet. I will study the role that they play as gatekeepers in the process of communication at an EU level and how they build the image of the European Union.

Since the birth of the European Communities after the end of World War II, the European project, based on the creation of an area of peace and prosperity, has taken huge steps particularly since the signing of the Treaty of Paris in 1951 and the Treaty of Rome in 1957 (Europa.eu, n.d.-b).

Today, the European Union legislates over the vast majority of policies that affect European citizens. A huge percentage of national legislation is made in Brussels (around 80%) (Euro_Efe, n.d.; OJ, 2010).

Since its creation, the EU has increased its relevance. The globalization process has helped the proliferation of international organisations, especially during the 70's and the 80's thanks to the proliferation of new technologies (García Segura, n.d.; Rodrigo, Ángel J.; García, 2011).

Before the incorporation of European citizenship by the signing of the Treaty of Maastricht, there had been some initiatives at improving communication between the European institutions and its citizens. The PRINCE programme, in 1995, and the launching of the Europa Web page in 1996, were some of the first initiatives in order to develop a communication policy and was to continue through a series of communications between 2001 and 2004.

Although these actions were aimed at modifying the EU institutions' communication strategy and at adapting the communication activities to the new EU multiannual financial framework (European Commission, 2005), they did not solve all the communication problems between the European institutions and their citizens. The failure of the Treaty in establishing a Constitution for Europe (Europa, n.d.) clearly proved the need for the European institutions to improve their dialogue with European citizens.

In this context, a series of documents have been created to shape the EU's current communication strategy (European Commission, 2002b, 2002c, 2004). The most important ones have been the action plan to improve the European Commission's approach to communication (European Commission, 2005), the white Paper on a European communication policy (European Commission, 2006c), the initiatives for transparency (European Commission, 2006d, 2008b), the evaluation of plan D (European Commission, 2009); democracy, dialogue & debate (European Commission, 2002a), the Europe and You Website (European Commission, n.d.-b) or the following communications: e-Commission 2006-2010 (European Commission, 2006b), communicating Europe in Partnership (European Commission, 2007a, 2008a), communicating Europe through the Internet or audiovisual media (European Commission, 2007b), an agenda for citizens (European Commission, 2006a; European Parliament, 2006) or the European programme - 'Europe for its Citizens' (European Parliament, 2006).

From the analysis of these documents (Rodríguez Guillén, 2012: 39-47) it can be seen that European institutions have sought to move from a highly institutionalized communication, which was focused on merely informing, to a more interactive, coherent and integrated communication (European Commission, 2005). A two-way communication between citizens and institutions, a more coherent & integrated communication, facilitating contact with the citizens, with an aim to strengthen links by means of partnership, not only with local, regional, national and European authorities but also with citizens' associations (European Commission, 2007b).

To that end the institutions have put into place a number of initiatives (the D plan, the Citizens' Agenda, the programme Europe for Citizens or the EU communication: an agenda for citizens) that has encouraged the citizen's comprehension of European issues and has involved national and regional political participators (European Commission, 2006a) (European Parliament, 2006) (European Commission, 2009). Existing programs such as Erasmus, Leonardo and Socrates help to promote the knowledge of Europe and strengthen European citizenship.

In this context, the European Parliament has also given some grants to promote the values of the institution (European Parliament, 2013). Most of the bodies benefiting from those grants are TV channels (TV5, TVE, RTL, RTBF and other TV channels). European Political parties (EPP, PSE, ALDE, GUE and other political parties) regional institutions, universities, think tanks and other associations. Radio programmes and newspapers are benefiting on a lesser extent from those grants but benefit from private partnership programmes between the institutions to spread the EU message.

New initiatives like the Website "European Commission: setting the facts straight" (European Commission, n.d.-a), designed to explain all events in the European Commission via the press service's spokespersons or the EC Europa Web rationalisation programme designed to boost the rationalisation of webpages and to help people to find the information (European Commission, n.d.-c) they are attempting to develop, together with the rest of the new communication strategy initiatives, a greater proximity to the citizens. However, it can be seen how scepticism towards the EU is currently growing in countries like Germany, Italy, France or Spain (EU_Bussines, 2013). The results of the 2014 European Parliament Elections just confirmed this trend: a weak turnout, a relevant decrease of seats from the European People's

Party and the European Socialists and a relevant rise of anti-European parties on the right and the left (European Parliament, 2014; Financial_Times, 2014b). Although the last Eurobarometer is stating that perception of the EU's image is improving concerning former data, values remain low (38% of citizens have a neutral image of the EU, 41% a positive one and 19% a negative one) (Eurobarometer, 2015). In addition to that, the current refugee crisis or the Brexit do not help to increase the perception of the EU's image.

In this context, last 23rd of June, with a turnout of 72,2%, 51,9% of Britons voted to leave the EU and 48,1% voted to remain in the referendum that was carried on in the United Kingdom (The_Electoral_Commission, 2016). This important topic has been followed by all European newspapers with a lot of coverage in all countries and taking into account the UK perspective and the national perspective of each country, with differences regarding the focus on news, the number of articles and the number of opinion articles depending on each country. The EU institutions have followed the topic with a lower profile, trying not to interfere in the process: from the 16th to the 29th of June, EU Institutions published news on the UK referendum only on four specific days: on the 22nd of June the European Parliament published a press release concerning the minute of silence for Jo Cox's death and the attack victims in the USA and France (European Parliament, 2016b), on the 24th of June there were 11 publications concerning the declarations of EU politicians concerning Brexit (Europa.eu, n.d.-a) and on the 27th of June there were two publications from the European Parliament concerning the MEP's outcome debate and the consequences of the UK referendum (European Parliament, 2016a, 2016c).

From this outlook we can see that newspapers have widely reported on the topic compared with the EU institutions, which considered Brexit as an important topic but preferred to play a low-profile role and not to intervene in the referendum process. This specific topic also shows how, according to Mauro Wolf, first news are the ones related with an infraction or a breaking off of normal proceedings, which makes the most negative things to become news (Mauro Wolf, 1987), as mentioned by the common journalists' saying "*bad news is good news*".

It is important to highlight that the research of this thesis has been carried before the UK referendum and has analysed the routine of the newsmaking process at the EU level and not a concrete topic. Brexit is a very important topic, with a lot of impact and media coverage. Brexit has opened a wide debate and some experts have highlighted the importance of

building a bigger European Union, with a stronger leadership in order to act with more determination from the challenges to be faced in the forthcoming future (Gasòliba, 2016a, 2016b, 2016c), specially taking into account the effects that Brexit will have in the EU regarding its role in the EU economy, the EU diplomatic relations as well as the EU defence and security (Gasòliba, 2016a, 2016c). This will also have of course negative effects not only for the EU, but also for the United Kingdom itself (Gasòliba, 2016a, 2016c). The last events on Brexit, such as the announcement of Theresa May to trigger the law for the Brexit in the month of March (País, 2017), the way to trigger article 50 of the TFEU (País, 2016b) or the way the Brexit is boosting the anti-European parties (País, 2016a). That is why I personally think that I should consider to carry over a specific study in the near future, as we are talking about two different research topics with different conclusions and implications in the EU's institutional communication process.

Taking into account the current EU scenario, one could argue that the reasons for this disaffection may be mainly due to the current economic crisis. In this regard, some experts are highlighting the importance of the economic perspectives of important member states as France for the whole Eurozone to continue its recovery (Gasòliba, 2015). However, other factors such as the role that the mass media are playing in the communication process, by the criteria used in selecting news and in their work routine, may also contribute to creating this disaffection towards the European Union. In this context, the EU should think about the possibility of having their own means of communication with citizens. That is why an analysis of the written mass media (newspapers) and the role that they play as gatekeepers in the process of communication at an EU level and how they build the image of the European Union for their citizens is a relevant research topic. To achieve this, an analysis of the existing theories in the field of gatekeeping is necessary.

The news making selection process has a significant influence on the creation of news (Hernández Ramírez, 1997; Sardà, Simelio i Solà, Gonem, & Londoño, 2007). The analysis of this process is important to be able to perceive the role that written mass media play in spreading the European institutions' message.

However, traditional media are currently facing new challenges. One of these challenges is the use of the Internet, social media or blogs. These new tools offer to the user the possibility

of sending a message without having to go through the classic linear schemes offered by traditional mass media (Moreno & Simelio i Solà, 2008; Regina & Simelio i Solà, 2014). Thus the role of journalists as gatekeepers is avoided, according to Kurt Lewin's theories (Armañanzas, 1993; Lewin, 1951; López Sierras, 2012; Valbuena de la Fuente, n.d.). The use of social media played a crucial role in the last US presidential elections (Ruiz Carreras, M. Cabezuelo Lorenzo, 2010) (Costa, 2009). However, it is still the traditional mass media that normally set the agenda of discussion on the Internet and the social networks (Bonilla & Garcia, 2004).

1.2 Key elements for the investigation

1.2.1 General and specific Objectives

This study's overall objective is to see the role that written mass media play in the EU communication process, in order to understand the influence of written mass media on the building of the EU's image and to see whether they help or not in the building of a positive image of the EU.

To do so, there are some specific objectives:

- Analyse the literature based on the mass media's clout and role in the communication process.
- Analyse the literature based on the media's work routines, a key element in the communication process.
- Analyse the current role of the Internet and the ICTs as an information channel in the communication process.
- Analyse the role of the written mass media in the EU communication process and in building the EU's image.
 - Analyse the European newspapers.
 - Analyse the European institutions' press releases.

- Analyse the most relevant news published in the written mass media on the Internet about European affairs.
- See whether there is really a filter of information by the channel during the communication process.
- Put into place research that would be able to lead to some recommendations for the correction of any dysfunctions in the communication process:
 - Carry out research based on an interview with a survey to experts and leaders of opinion at the EU level from the most important sectors to see their opinions about this study and their recommendations in order to improve the EU communication process.
 - Predict any possibility of the EU's using its own media to communicate, if the written mass media are broadcasting the information badly.

1.2.2 Research Questions

There are several research questions for the study:

- Are the written mass media broadcasting the EU's complete message?
- Are the written mass media applying a screening process when spreading the message of the institutions?
- Are the written mass media interfering with the building of the EU's image?
- What role are the written mass media playing as gatekeepers in the EU communication process?

1.2.3 Justification

This is an important area of study in our day and age. Spreading the message of the European institutions is key nowadays, especially because much of the member states' legislation comes from Brussels.

In the era of communication, people tend to be informed through different channels: the classical ones (radio, newspapers and television) and the Internet. Although the latter has been growing considerably over the last years, television still being the favourite channel for citizens to be informed (Grabowicz, 2014). In the EU, television is the main information channel, followed by radio, the Internet and the written press (Eurobarometer, 2012, 2013, 2015). However television and newspapers are considered the most important sources of political information in the EU member states (EPRS, 2014). In this context, it is important to notice that the written press has a very important role in communication, as it is a key source used for all the rest of mass media. In the case of television, the written press is read in the morning by the editors to prepare the news bulletin (Domínguez López, n.d.). Therefore, although television is the favourite source for citizens to be informed it is important to highlight that the message written in the press has an important influence in television. One could even argue that the message broadcasted in television is very similar to the message spread through mass media (Domínguez López, n.d.). That is why an audiovisual study of the same topic would have had the same research output. Taking into account the relevance of written media and the fact that the corpus research of newspapers is easier and more precise to analyse compared with the corpus research of television, a study of newspapers seems the best option to analyse this topic.

Table 1: Percentage of EU citizens taking information from each channel. Source (Eurobarometer, 2014)

EU MEDIA	Everyday	At least once a week
Television	86%	96%
Radio	53%	76%
The Internet	60%	71%
Written Press	33%	65%

According to the Eurobarometer, EU citizens are mostly informed on EU matters by television (82%), followed by the press (41%), the radio (39%) and the Internet (35%, being the information Websites the most consulted for 65% of citizens) (Eurobarometer, 2014, p. 45).

7% of EU citizens believe that citizens in their country are not well informed about European issues (Ibid, p.36). However, they continue to believe that national media give sufficient coverage on EU affairs (Ibid, p.59) and that the media represent the European Union objectively (Ibid, p.59). This data shows somehow a contradiction that must be cleared, and this research study can be a useful tool to do so.

Although television remains the main channel of communication, the use of the Internet has suffered the biggest increase over the last years. Even television is adapting itself to the new conditions that the Internet is creating in the communication media (Pérez Tornero, 2008a). In addition to the Internet it is also worth noticing the increase of the use of social networks in the EU: 47% of Europeans are using them once a week and 32% on a daily basis (Eurobarometer, 2014, p. 21).

Consequently, it can be said that “although television is still by far the most widely used medium, the Internet has gained significant ground” (Ibid). This is mainly due to the penetration of the Internet in households: in the year 2012, more than $\frac{3}{4}$ of EU households already had access to the Internet (Eurostat Press Office, 2012).

Over the last years the Internet is becoming a more important channel to obtain information (Regina & Simelio i Solá, 2014). Taking into account this fact and the fact that newspapers have still been the third source of information on EU affairs and the most important source of political information in the EU member states together with television the study of the written press on the Internet seems a relevant case of study.

It can be argued that a study on Television can be most relevant in this area. However the influence of written media in Television is very important. In addition, there are already some studies concerning the coverage of EU news in television and I also consider that when citizens are looking for information on the Internet their main sources are the official Websites and especially the written press on the Internet. This is the case according to the statistics shown in the Eurobarometer: when checking information on the Internet, 68% of citizens check information Websites from newspapers (Eurobarometer, 2013, p. 39).

In relation with the significant growth of the Internet, social media (Twitter, Facebook and YouTube) has been growing over the last years during the last electoral campaigns. Those tools are allowing citizens and politicians to interact closer and communicate faster without using the classic channels of communication (EPRS, 2014; Moreno & Simelio i Solà, 2008; Regina & Simelio i Solà, 2014). However, these tools are mostly used by people that are already active in politics or on the Internet.

Due to this new situation, some studies are trying to analyse the impact that social media is having for citizens' participation in politics, polls and campaigns at all levels (local national and European) (Barlett, Bennett, Birnie, & Wibberley, 2013; Braghiroli, 2010; Chiti-Batelli, 1977; Lilleker & Koc-Michalska, 2013; London School of Economics, 2013).

In addition to those studies in the field of social media, some others in the field of communication have been done over the last years. We can find the following with some relation to this research.

- Studies focused on regulation and the audio-visual policy in the EC (Collins, 1994; Crusafon Baqués, 2010; Suárez Candel, 2009; Wheeler, 2004), and on comparative analysis in different countries (Suárez Candel, 2009).
- Studies focused on alphabetisation and media at international, European and national level (Pérez Tornero, 2007, 2009, 2013).
- Studies focused on the EU communication policy (Rodríguez Guillén, 2012; Sabaté, 2007).
- Studies focused on the role of radio at the EU level (Chiti-Batelli, 1977; Reguero Jiménez, 2010).
- A study focused on the role of television as a tool to build the construction of the European Sphere (Gripsrud, 2007).
- Studies focused on the role of television as a media at various levels (Costa, 1986; Costa, Pérez Tornero, & Martínez Abadía, 1992; Pérez Tornero, 1984, 2005).
- A case study of Euro news as a tool to build a pan European identity (Casero, 2001).
- Several relevant studies that are analysing the coverage of EU news in political campaigns or regularly in the media:

- The news coverage of the European Parliamentary Election Campaign in 2004 for 25 countries (de Vreese, Banducci, Semetko, & Boomgaarden, 2006).
- A study about EU politics on Television news in 2000 that analyses 11,722 stories broadcasted on the main evening television news in five EU countries over a period of 11 months and showed that coverage on EU news was low (Jochen Peter, Semetko, & de Vreese, 2003).
- Another study that analysed the coverage of EU politics in television news from the UK, DK, NTH and GE. This study also showed that EU politics were marginally represented in national television news (J. Peter, 2004).
- A third study covering three main EU events in the UK, NTH and DK: 1999 first entry of the Euro, 1999 European Elections and the December 2000 summit in Nice. The study showed that coverage of EU affairs is cyclical but hardly visible afterwards (de Vreese, 2001).

In addition to those studies, the European Commission has recently developed with the Joint Research Centre the Europe Media Monitor (Europe_Media_Monitor, n.d.-a, n.d.-b). The software gathers reports from portals all over the Web. It also classifies and aggregates the information. This new tool is a powerful research motor that allows creating reports with filters. It can help you to have a general overview of news in Europe (sort them by hottest topics or by commissioners) but it does not go into a deeper analysis of the data.

Internally, the European Commission has its own team to analyse media coverage in TV, Radio, written media and social media. The European Parliament also has its own staff working on the monitoring of the media, especially political parties. However, those analyses are for internal purposes and no publication of this information is done.

The European Commission is also working in the EC Europa Web rationalisation programme (DG Communication, DG Translation and DG DIGIT are involved), whose main goal is to help people find the information they are looking for quickly and easily, make the European Commission's online communication more coherent, make communication easier for people to understand what the European Commission does and save money with better online communications (European Commission, n.d.-c).

From this overview we can see that some research has been done in the area of communication and concerning the coverage of EU news in all media and especially in television. However, an in-depth study that analyses this coverage on the written press and on the Internet by examining the role of gatekeepers has not yet been done and published.

The same can be said concerning the studies carried on newsmaking and the role that gatekeepers are playing in the process of communication. After the pioneers' research in this field of study (Kurt Lewin, Mark Fischman and Gaye Tuchman), other authors have done relevant research on this topic. Some of them are Mauro Wolf (1987), Miquel Rodrigo Alsina (1989), Teun Van Dijk (1990), Stella Martini and Lila Lucchesi (2004), Stella Martini (2000), Manuel Lopez (1995), Javier Villafañé (1987) or Carlo Sorrentino (1995). However, there are not so many studies examining the newsmaking and gatekeeping process at the European level.

1.3 Main elements of the work

1.3.1 Theoretical Framework

The theoretical framework will analyse through the document analysis the main authors that have studied the role of mass media and gatekeeping over the last years through the main concepts for this field. This point will summarize succinctly the concepts and authors that will be developed in the theoretical framework.

Kurt Lewin was the first person who developed the concept of gatekeeping. According to his study, there is always a gate that decides whether an element is in or out: the gatekeeper that is influenced by several factors such as the cognitive structure, the motivation, the values behind food selection, the food needs and the obstacles that you can find for finding the food.

Taking into account Kurt Lewin's theory, David Manning White carried out a study on gatekeeping in the area of journalism. By observing the work of a wire editor the author realized how subjective the news selection process could be, as the wire editor had his own

values (a story has more chances if it arrives sooner or if it is conservative in the case study analysed).

Another important concept is the “news as a social construction of reality”, developed by Gaye Tuchman. For the author news is a social construction in which the newsmaking process shapes a story that is not equal to the real world (Berger & Luckmann, 2003).

Mark Fishman and Gaye Tuchman analysed in their research the concept of routinisation of news. This concept was also analysed by Denis McQuail, Mauro Wolf and Miquel Rodrigo Alsina. For them, news is not a faithful mirror of reality, but influenced by a number of elements such as the work routines or the routinisation of journalists (Hansen, Neuzil, & Ward, 1998; Luhmann, 2000; O’Sullivan, Dutton, & Rayner, 2003; Peña, 2013; Shoemaker & Reese, 1996) that contribute to creating a different social construction.

Maxwell E. Mc Combs and Donald L. Shaw developed the concept of agenda setting. This concept has also been analysed by other authors such as Denis McQuail, Mauro Wolf and Manuel López. In their study, the authors concluded that information displayed in mass media have an essential influence in voters, because the topics highlighted by the media appear to have had an important influence on voters. Therefore, in choosing and displaying news, editors and broadcasters play an important role in setting the agenda of the campaign (Gerber, 1972; McCombs, Maxwell E., Shaw, 1972, p. 176; M. McCombs, 2004; M. E. McCombs & Shaw, 1972; Schudson, 1989).

Another important concept that is going to be analysed is the concept of the Internet and its impact in the communication process. Some authors such as Francis Pisani and Dominique Piotet believe that the Internet has experienced the strongest penetration in history and have developed the term “wedacteur”. José Manuel Pérez Tornero has analysed the impact of the Internet in cyberjournalism (Pérez Tornero, 2008b). Manuel Castells has developed the concept of “the network society”, a society built through the Internet. Manovich has analysed the evolution of the Internet concerning the convergence of computing and media technologies.

1.3.2 Analysis of newspapers

After the theoretical framework, the case study will use the comparative content analysis to make a wide research based on four parts: a first one which will be focused on the main relevant characteristics of the EU newspapers defined by the corpus research of point 1.7 of this thesis, a second part where a general test will compare news published on Europa Newsroom with news published in European newspapers from November 2014 to end of February 2015, a third one that will make the same comparison as the second part, but only taking into account those topics that have had a full coverage at the EU level by EU newspapers and a fourth one that will make a general analysis of each newspaper taking into account all the data obtained from the previous three analysis.

This part of the study will help us to see how not all press releases published by the EU are published in newspapers and how some press releases have more impact than others. We will also see how, when there is a very important topic, all newspapers will make at least a publication and how although each newspaper has its own newsmaking process, all newspapers tend to show the EU message in a positive way, publishing more info than the press releases, as they normally add the national perspective of each country.

1.3.3 In- depth Interview with experts and leaders of opinion at the EU level from the most important sectors

Taking into account the main outputs from the case study, the in-depth interview with experts and leaders of opinion at the EU level, will be an essential tool to obtain an expert and solid approach from an important representative sample composed by 16 experts coming from different institutions: the European Commission, the Council of the EU, the European Parliament, journalists on EU affairs and Communication experts from consultancy firms and associations dealing with EU affairs.

The interview with experts will help us to see that the Web Europa Newsroom is not the main reference for correspondents as a channel of information and to see that when publishing

news, newspapers treat the information in a different way because they have their own newsmaking process. We will also see how experts are of the opinion that institutions should reinforce their communication policy by boosting the existing tools (social media, the existing public and private partnership and the use of television spaces to discuss EU affairs) and not creating new ones in order to develop a direct communication through the citizens.

1.4. Research definition

To study all the phenomena that surround us there are two philosophical currents: quantitative and qualitative techniques (Briones, 1990; C. Sabino, n.d.; C. A. Sabino, 1996). For Andrés Dávila, and many other authors, those currents are opposed. This is about "a war between causal explanation and structural comprehension, whose exclusive preaching by both parties holds them in such a state of war that each of the disputing parties is defined only in opposition to the other" (Dávila, 1999, p. 73, translated from Spanish).

It is understood here that qualitative techniques are, "those which, being based on interpretive methodology, aim to gather the meaning of the subjects' actions. For those techniques, the feelings or the reasons that an individual harbours in order to perform in a specific action take priority over the number of times that that action is performed" (Berganza Conde & Ruiz San Román, 2005, p. 52, translated from Spanish).

These techniques are set in the logic of understanding, subjective interpretation being the essential component, and therefore the subjective language and discourses of individuals' and groups' actions and interactions (Schwartz & Jacobs, 1994, p. 21). The following techniques are being referred to: direct observation, interviews, life stories or discourse analysis (De Souza Minayo, 1997; Maxwell, 2013).

Meanwhile, quantitative techniques attempt to summarize reality in numbers. They are linked with the positivist paradigm and the explanatory approach and should be used when a general and broad analysis is needed, putting the stress on the search for chance and validate the theory (Mannheim & Rich, 1998, p. 15). The most frequently used techniques of this type are polls and statistical data sources (Alvira Martín, 1991, p. 54). The main objective of quantitative

techniques is to "describe the population, establish causal relationships between the variables of study, or make inferences about the broader population from the conclusions reached. To that end statistical and technical measures will be employed and the measures of the central tendency - either of dispersion or analysis - will be calculated" (Berganza Conde & Ruiz San Román, 2005, pp. 52–53, translated from Spanish).

This is an exploratory study with an applied research because it analyses a concrete topic in a specific context: the role that mass media play in both the EU communication process and the process of building the image of the European Union (Ander-Egg, 1995; Briones, 1990; Maxwell, 2013; C. Sabino, n.d.). Since the 60s there have been a lot of studies on the role that mass media play in the communication process. However, this kind of study has not been made on the communication process at an EU level.

This exploratory study based mainly on the applied research will use the documentary analysis for the theoretical framework, the first part of the study, the comparative content analysis for the case study, the second part of the study and the field research for the survey, the third part of the study. During the research both quantitative and qualitative techniques will be used, although the latter techniques will be the predominant ones. The documentary analysis will use qualitative techniques for the analysis of the different theoretical frameworks from the gatekeeper theories. The comparative content analysis will use both qualitative and quantitative techniques, as this analysis will first use the data sources obtained from the monitoring of newspapers (quantitative techniques) and will then make an analysis and an interpretation of the data (qualitative techniques).

The field research will use a qualitative or subjective methodology, since this part aims to collect the views of people with proven experience in this subject of study (Astiarraga, 1993).

1.5. Hypothesis

Hypotheses are basic for all scientific research. For Restituto Sierra Bravo (2001, p. 69, translated from Spanish) hypotheses are "assumed theoretical statements" and / or "probable solutions". For Xavier Coller (2005, p. 66, translated from Spanish), hypotheses are ideas "about what is believed to be going to be found in the analysis of a given case. Their great utilisation lies in

providing guidance for this research”. The working hypotheses will allow us to approach the object of study.

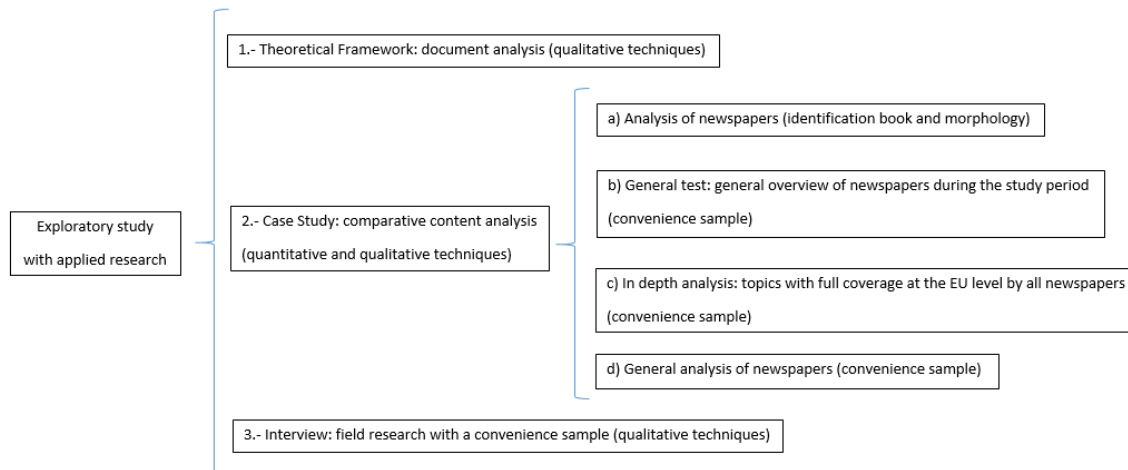
The hypotheses are the following:

- Hypothesis 1. Gatekeepers play an essential role when transmitting information to the public opinion. Gatekeepers can create/ change/ modify an image that is transmitted to the public opinion. The image of an institution can be influenced/ may vary compared to the image showed by the Gatekeepers.
- Hypothesis 2. Although the development of ICT technologies has managed to carry the message by means of an alternative channel, without having to go through the main mass media, the role of the mass media in the communication process is still essential.
- Hypothesis 3. The mass media broadcast the European institutions’ complete message. This message is transmitted in many cases in a deformed or unconstructive way, depending on several factors such as work routines or national interests.

1.6. Research Design

For this exploratory study with an applied research, multiple theories and methods will be used: firstly document analysis, secondly the comparative content analysis and thirdly the field research investigation with the participation of experts and leaders of opinion at the EU level from the most important sectors. Before going through the thesis, a brief theoretical study on the methodology that will be used will be made.

Table 2: Methodology used in the study



1.6.1. Methodology

1.6.1.1 An exploratory study using an applied research

Exploratory studies are mainly used when the objective is to analyse a topic that has not been subject to an in- depth study. They are mainly used when we want to have a general vision of a concrete reality (“Metodología de la Investigación: Tipos de investigación: Exploratoria, Descriptiva, Explicativa, Correlacional,” 2011), to obtain more information or to carry a specific investigation in a concrete topic (García Ramírez & Ibarra Velázquez, n.d.).

Applied research is used when we can give a reply to a problem that has been previously analysed (Servicio de Asesoría Metodológica, 2011). Applied research focuses mainly on the practical consequences of the investigation (Marín Villada, 2008).

That is why projects are frequently developed through applied research, as they normally tend to give a reply to an identified problem.

In this case we are talking about an exploratory study because although the increasing skepticism towards the European Union over the last years has been into the European debate, the role that mass media are playing in the communication process and the effects that media

routines can have in this disaffection towards the European Union have not been subject of an in- depth study. The same applies concerning the role that mass media play in the communication process, as there have been a lot of studies on the role that mass media play in the communication process since the 60s but this kind of study has not been made on the communication process at an EU level.

We are also talking about a study using an applied research because the main idea of the study is to try to analyse the role that mass media play in the EU communications process. The research is focused on a reality: the increasing skepticism towards the EU. In this context, the research wants to investigate possible solutions to this reality by exploring the role of mass media by using the document analysis, the comparative content analysis and the field research on each of the three phases of the investigation.

1.6.1.2 An overview of gatekeeping theories through the document analysis

The document analysis will be mainly used in the first part of this study. Two main streams in this discipline can be observed:

A more restrictive one, the one by Jacques Chaumier, who limits document analysis to document content analysis: "Document analysis is an action focused on representing the content of a document in a different form from the original. The purpose is to facilitate its consultation or reference later on" (1986, translated from French).

A wider discipline, the one by Maria Pinto, who also extends document analysis to classification and document cataloguing: "Document analysis is the group of operations, some in intellectual order and others more mechanical and repetitive, which affects the content and form of the original documents. Those operations change and reshape documents into another document of an instrumental or secondary nature, with the goal of facilitating for the user a precise identification, the recuperation or the diffusion of these documents." (1996, translated from Spanish).

Meanwhile, other authors prefer to separate the term and differentiate document analysis (classification and cataloguing) from information analysis (content analysis). In this case,

when document analysis is tackled to, "A form of technical research that seeks to describe and represent documents in a systematic and unified manner to facilitate their recovery", is what is being referred to (Dulzaides Iglesias & Molina Gómez, 2004, translated from Spanish). When dealing with information analysis "A form of research aimed at the recruitment, evaluation, selection and synthesis of the underlying messages in the content of documents", is being referred to (Dulzaides Iglesias & Molina Gómez, 2004, translated from Spanish).

In any case, it should be noted that document analysis is increasingly more complex and more consolidated as a form of methodology due to "The avalanche of information that we receive in our day and age, apart from the extensive use of information and communication technologies " (Peña Vera & Pirela Morillo, 2007, p. 57, translated from Spanish). That is why document analysis will be used, in various parts of this work, for the extraction of ideas.

1.6.1.3 The use of comparative content techniques to analyse newspapers

This type of analysis will be mainly used when comparing what the mass media are publishing with what the original information source says.

Comparative content analysis is a current expression that was launched in the U.S. in the early 20th century. Bernard Berelson and Paul Lazarsfeld, from Chicago and Columbia University (NY) respectively, are the forerunners of this analysis (De Souza Minayo, 1997). There are three main authors that studied this methodology: Klaus Krippendorff, Laurence Bardin and Jacques Kayser. They will now be briefly analysed.

For Klaus Krippendorff, comparative content analysis is the "set of research methods and techniques aimed at facilitating the systematic description and interpretation of semantic and formal components of any type of message. They also aim to facilitate the formulation of valid inferences about the data collected" (1990). This technique is used in social research when trying to analyse the meaning of a message or a symbol, its functions and its effects.

Klaus Krippendorff's purpose for content analysis is triple (1990):

- Prescriptive: "It guides conceptualization and design".

- Analytical: "It facilitates critical examination of the results obtained by different researchers".
- Methodological "It guides systematic development and refinement of the method itself".

Comparative content analysis can be done by using quantitative techniques (analysis of different types of units and data to obtain a whole overview) or qualitative techniques (finding more details concerning the content, a more interpretative approach).

On the other hand, three units are to be used when making the comparative content analysis:

- The sample units: They are the units that make up the reality that is going to be investigated.
- The registration units: This is about the "parts of the analysis" into which the sampling unit is divided.
- The context units: They are broader units than the sample units and contain the editor's contextual information.

For Jacques Bardin, comparative content analysis can be defined as, "A set of techniques of communication analysis that are seeking to obtain indicators (whether quantitative or not) by systematic and objective description procedures on the content of the message. Those indicators will give the inference of knowledge related to the conditions of production/reception of these messages" (2007, p. 42, translated from French).

The comparative content analysis, as a data processing technique, depends on the quantitative methodology (De Souza Minayo, 1997). Bernard Berelson establishes this in his definition of the comparative content analysis: "It is a research technique for performing a systematic, objective and quantitative content description according to the communication" (1952, p. 18.).

Meanwhile, Jacques Kayser created a research system for comparative content analysis based on newspapers' news-making techniques (Casasus, 1985, p. 38). For the author, a newspaper is shaped by factors that are external to the content. In his book, *The French Newspaper*, he

carries out a study on different French newspapers by making an analysis of their structures in three stages (Kayser, 1974):

1. Identification of the newspaper and its identity: name, frequency, date of first edition, daily print, etc.
2. Morphology of the newspaper. This is about the elements which give structure to the journal: division in pages and columns and printed surface (space for articles and illustrations, space for advertising and other non-journalistic things).
3. Content value: evaluation of the content based on three concepts:
 - a. Location of the item and its size.
 - b. Title.
 - c. Presentation (illustrations, typography and structure).

The comparative content analysis will be used in the second part of the thesis when a comparison between the content of each EU newspaper analysed will be made (taking into special account the identification book and morphology of newspapers), when the content of the EU press releases and the content that newspapers write in their journals will be carried on, when the analysis of the topics that have had a full coverage at the EU level by all newspapers will be done and when the general analysis of each newspaper taking into account all the data contained in the previous three analysis will be carried on. Quantitative techniques will be used when collecting the data. Qualitative techniques will be used to find details focused on the content and the form.

1.6.1.4 The field research applied for the interview

According to Ezequiel Ander-Egg, the field research is both global and individual: global because it wants to make an integral approximation to the subject of study and individual because it needs a direct relation with the most important sources of information in the field (Ander-Egg, 1995). For Carlos Sabino, the field research is based in real information, which is obtained from direct data in a real environment (Castillo, 2005; C. Sabino, n.d.; C. A. Sabino, 1996).

The field research will be used in the third part of the thesis for the preparation of a survey based on the deduction of the case study. This survey will be used to interview experts and leaders of opinion at the EU level. Those experts will be selected by taking into account professional criteria, by seeking to have a representative choice from all the institutions (European Commission, European Parliament, European Council and Council of the EU) and by also taking into account the opinion of experts from the private sector.

The survey is one of the research designs considered by the authors in this field (Ander-Egg, 1995; Castillo, 2005; C. Sabino, n.d.; C. A. Sabino, 1996; Servicio de Asesoría Metodológica, 2011). This is a methodology frequently used in social sciences. It is a qualitative or subjective method, since it reflects the views of people with proven experience in the subject under study (Astiarraga, 1993).

We are talking about an information technique which wants to take information through a professional conversation (Ferrer, 2010). The interview will be structured with a survey that has been previously made according to the deductions from the study case. The main goal is to obtain a set of deductions based on expert opinions on a series of questions. Its purpose is to obtain information regarding possible future behaviour in the area of interest (Landeta, 1999).

The success of an interview depends on several important issues (Ferrer, 2010; García Hernández, Martínez Garrido, Martín Martín, & Sánchez Gómez, n.d.):

- The level of communication between the interviewer and the interviewee.
- The preparation of the interviewer on the questions asked.
- The structure of the questions.
- The psychological conditions of the interviewee.
- The fidelity of the interviewer when transcribing the answers.
- The level of confidence from the person interviewed.
- The lack of influence of the interviewer on the questions that the interviewee is giving.

We can see different typologies of interviews according to several criteria (García Hernández et al., n.d.; Peláez et al., n.d.):

- According to the structure and design:
 - We can have structured (when all questions are planified and there is no room of manouver for the interviewer to do any changes or appreciations), semi-structured (in this case there is previous work before the interview but the investigator can do changes or appreciations when the interview is taking place) or non-structured or open interviews (when there is no previous work or previous questions written before, only the study of the topic in order to carry on the interview).
- According to the time when the interview is carried on:
 - Initial, exploratory or diagnosis interview (when the interview is carried on to take a first impression of a recent situation), development interview (when the interview aims to describe a specific evolution of a situation in the context of study) or final interview (when the goal is to check some information).

In this specific study we will be talking about a semi-structured interview, as there will be a previous survey developed according to the recommendations from the case study, and about a final interview, as the goal of the interview will be to counter check the recommendations from the study case with the opinions from experts and leaders of opinion from this field.

It is very important to planify the interview. According to Bisquerra (Bisquerra Alzina, 2004; García Hernández et al., n.d.; Peláez et al., n.d.) there are 3 very good defined moments for the planification of an interview:

- Preparation of the interview, where you should take into account the objectives of the interview, the persons that will be interviewed, the questions that will be part of the interview and the place where the interview will be carried on.
- The moment when the interview will take place. In this precise moment it is very important that the interviewer create a good environment, an open and positive

attitude, will facilitate the communication and register the information of the interview.

- Last but not least, the interviewer will have to evaluate how the interview went and if the questions were pertinent for the outcome desired.

The interview is considered a very useful methodology because while the interviewer is asking questions he is also able to take into account the opinions, feelings and perceptions of the interviewee, enriching the information of study (García Hernández et al., n.d.).

The interview has the advantage of also obtaining information from experts on various topics or from experts on one topic with varying points of view. It allows for the participation of a large number of people, as well as a systematic and methodological exploration of the topic. However, an interview with a questionnaire also has disadvantages, as it is essential to do a good questionnaire and requires the participation of many people. This may represent a high cost in terms of time and resources. There is also a strong possibility that some participants drop out of the research (García Valdés, M. Suárez Marín, 2012; Suarez, 2012; Valdés & Marín, 2013).

1.6.2. Research Phase

After having analysed the basic methodology to be used in this work and taking into account Jordi Colobrans' advice (Colobrans i Delgado, 2001), a panoramic map of the different parts that will compose the thesis will be outlined.

Although the applied research will be the main methodology of the research work, we can clearly see three different phases.

A first phase in which a review of the literature, by means of documentary analysis, will help to develop a theoretical analysis of the role of the mass media as gatekeepers in the process of information. This study is deemed necessary to further understand the decisions that mass media take when selecting information for their news. In this analysis the recent changes that the Internet and social media have made in communication will also be taken into account. This part of the thesis will be utilized to better analyse all data obtained in the second part. To

that end, a review of documents (books, newspaper articles, academic articles, graphic documents, etc.) will be made as to develop a strategy of triangulation that should provide consistency, reliability and soundness to the data (Coller, 2005, p. 80).

A second part where the comparative content analysis will be used. In this analysis we can differentiate four parts: a first comparison where the content of each newspaper analysed will be done, a second comparison between the content of EU press releases and the content reflected by newspapers in their journals, a third one where a compared analysis of those topics that have had a full coverage at the EU level by all newspapers will be carried on and a fourth part where a general analysis of each newspaper will be made taking into account all the data contained in the previous three analysis. The goal of this investigation is to see whether the content of the EU press releases are fully reflected in some of the best known newspapers in Europe. To do this study I will select a convenience sample of the written press in Western Europe taking into account the representative sample or corpus research previously shaped in point 1.7 of the thesis. In the convenience sample the researcher makes the selection himself on the basis of non-random samples. The researcher will make this selection aiming that it will give a good representation of the sample (Crossman, n.d.; Myenglishgrammar.com, n.d.; RAE, n.d.). This study will mainly use qualitative techniques focused on finding details on the content and the form. Also, Jacques Kayser's system of investigation will be taken into account when carrying out the analysis of any information from newspapers.

After the second part of the research, and taking into account the output of the first and second part, an interview with a survey to experts and leaders of opinion at the EU level from the most important sectors will be carried on using the field research. This study aims to check the results of the case study with a group of experts that will be selected through a convenience sample taking into account the relevance of each expert. This survey will help us to obtain the feedback and the impression of the experts concerning this topic. The results of the interviews will be essential for the final output of the thesis.

1.7. Sample design or corpus research

The research and analysis of data on how EU press releases are reflected in the mass media will be carried on by a selected corpus which will be previously defined. The deductions of this research will be used later on for the creation of the interview with a survey to experts and leaders of opinion at the EU level from the most important sectors.

To approach the research on the role that gatekeepers play in the communication process and in the construction of the image of the European Union the following will be done:

First of all, examine EU press releases (European Commission, European Parliament, European Council, Council of the European Union and the other 5 institutions), as the basic source of information. All these sources are available in the EU Newsroom Website (Europa.eu, n.d.-a).

Secondly, the impact of the press releases by the written press on the Internet will be analysed.

The hypothetical sample to be faced will follow "the entire set of elements, beings or objects that are to be investigated" (Berganza Conde & Ruiz San Román, 2005, translated from Spanish). This sample or study population is as well the unit investigated from which the researcher is taking information (Kinnear, Taylor, & Rosas Lopetegui, 1998; Malhotra, 2004). In this case, taking into account the specific area to be studied it will be composed of all written mass media from all EU countries. However, given the linguistic constraints and the difficulty associated with conducting such a mammoth task and, taking into account the methodology of the convenience sample, which helps to select the sample of study based on the availability for the researcher (Berganza Conde & Ruiz San Román, 2005; Explorable, n.d.; Kinnear et al., 1998; Malhotra, 2004; Universo Fórmulas, n.d.), the sample of study will be limited to the media in Western Europe. This will necessarily exclude the perception of news in those Eastern European countries that became part of the European Union in 2004, 2006 and 2013. Once the realm has been settled, it is also necessary to define the population under study. The population is defined as the "group of cases that have a series of coinciding specifications. Their units must be of the same nature as those that are contained in the sample" (Berganza Conde & Ruiz San

Román, 2005, translated from Spanish). Within the mass media written press in Western Europe the population will be defined by using the following specifications:

- Written mass media.
- Covering European matters at a national level.
- From daily print circulation.
- With an available Website.
- With a significant number of subscribers.
- With a remarkable impact on the country's public opinion.

Within this population we will choose a representative sample. This sample represents the "who" or "what", which means the topics or objects of study that will be used to obtain information for the research (ibid, p. 64).

Taking into account this sample, the realm will be composed of two/ three newspapers per country that are available in Web format. Countries to be investigated will be: Belgium, France, Germany, Italy, Portugal, Spain, and the United Kingdom. Despite the limitations of the research, it is important to stress that the research will analyse the written press of the most populated countries of the European Union. Those countries are the ones that have more weight in the Council (FR, GE, IT, SP, UK) bar Poland.

In addition, this research will give us a good representation concerning the impact that the EU news has in Western Europe, as it tackles samples from 7 countries out of the 15 western EU countries (AU, BE, DK, FR, GE, GR, IR, IT, Lux, MT, NE, PT, SP, SW, UK).

The selection of online newspapers will be the following:

- European Press: EU Observer (EU_Observer, n.d.-b), EurActiv (EurActiv, n.d.-b), European Voice (European Voice, n.d.-c), Europolitique (Europolitics, n.d.-b).
- Belgium: La Libre Belgique (La_Libre_Belgique, n.d.-a), Le Soir Belgique (Le Soir, n.d.).

- Germany: Frankfurter Allgemeine (Frankfurter_Allgemeine, n.d.-b), Die Welt (Die Welt, n.d.), Frankfurter Rundschau (Frankfurter_Rundschau, n.d.).
- France: Le Monde (Le Monde, n.d.-a), Le Figaro (Le Figaro, n.d.), Libération (Libération, n.d.).
- Italy: Corriere Della Sera (Corriere_Della_Sera, n.d.-b), La Repubblica (La_Repubblica, n.d.), Il Sole 24 Ore (Il_Sole_24_Ore, n.d.-a).
- Portugal: Diário de Notícias (Diario_Globo, n.d.), Público (Público, n.d.-a).
- Spain: El País (El_País_Ediciones, n.d.), El Mundo (El Mundo, n.d.), La Vanguardia (La_Vanguardia_Ediciones, n.d.).
- UK: Financial Times (Financial Times, n.d.), The Guardian (The Guardian, n.d.-b), The Independent (The Independent, n.d.-a).

Once the selection of newspapers has been done, it is also important to think about the period of study where the study case should be carried on (Berganza Conde & Ruiz San Román, 2005). Taking into account the natural cycle of EU news from September until July, being August a month where there is no much activity at the institutions, a selection of a four-month period of study will be the best option, as this will be a very good representative sample which cover more than 33% of a year.

2 Main parts of the study

2.1 Theoretical framework: theories about the role of gatekeepers

In this first phase of the thesis we will make a review of some of the most important literature about the role of mass media in the gatekeeping process. This study will use the document analysis as methodology and qualitative techniques to find details on the content and the form in these theories.

The goal is to see what is the theoretical perception of how mass media work with the message, what is their role as gatekeepers in the newsmaking process and what are their routines. All this will enable to better understand how mass media works for our second phase of the thesis.

There are several authors that have studied the role of mass media and gatekeeping over the last years. The following pages will study all those authors through the main concepts for this field: gatekeeping, newsmaking, routinization of news, agenda setting and the Internet.

From this analysis we will be able to highlight some important points to be taken into consideration when studying the written mass media for our second phase of the research.

2.1.1 Gatekeeping: Kurt Lewin and David Manning White

By investigating several housewives from five different groups at the child welfare research station of the state University of Iowa, Kurt Lewin was the first person who developed the concept of gatekeeping. The main objective of his study was “to investigate some of the aspects of why people eat what they eat” (1951). For that, the channel where food comes to the table was one of the essential tools used (ibid.). And in this context, the gatekeeper has a key role to decide whether one product enters or not in this channel (ibid.).

That is why Kurt Lewin examined the psychology of housewives, the main responsible for selecting food for families in the middle of the 20th century.

According to his study, the gatekeeper was influenced, by the cognitive structure and the motivation. The cognitive structure was composed by several elements, such as the culture availability of food in our region, the person who is going to eat the food (depending on the taste, the age or sex), and the meal and group patterns of the group (depending on the income, the social situation of the group and the ideology of the individual) (ibid.).

Together with the cognitive structure, several factors help to build a motivation in the gatekeeper: the values behind food selection (differing from groups and consideration), the food needs (the more quantity of the same food you eat, the less attracted you are for this food) and the obstacles that you can find for the food (difficulty in transportation, lack of domestic help or cooking influence) (ibid.).

But this influence can change when there is a conflict that can modify the whole picture (increase in the price) or when there is a problem of change due to a shortage, a change in the food channel, a psychological change or a change in belongingness to eating groups.

Having regarded the main points of his theory we can resume it in the following: there is always a gate that decides whether an element is in or out: “gate sections are governed either by impartial rules or by gatekeepers. In the latter case an individual or group is in power to make the decision between in or out. Understanding the functioning of the gate becomes equivalent then to understanding the factors which determine the decisions of the gatekeepers, and changing the social process means influencing or replacing the gatekeeper. The first diagnostic task in such cases is that of finding the actual gatekeepers. This requires a sociological analysis and must be carried out before one knows whose psychology has to be studied or who has to be educated if a social change is to be accomplished” (ibid.).

Taking into account Kurt Lewin’s theory, David Manning White carried a study on gatekeeping in the area of journalism. In his article “*A case study in the selection of news*” Dr

Manning White examined how gatekeepers work in the complex channel of communication (1950). To do so he studied a wire editor of a newspaper of approximately 30,000 circulation in a highly industrialized mid-west city of 100,000. The wire editor was a man in their middle 40s, with 25 years' experience as a journalist. His job was to decide if a story was inside or outside the newspaper and that is why we can consider him as the main gate keeper from all the process. David Manning White pointed out a different perspective from Kurt Lewin: While for Kurt Lewin the traveling of news is dependent on certain areas that function as gates, for David Manning White the gatekeeper is the main person who has the power to decide whether news are in or out (Ibid.). The author considers that, although the process of newsmaking starts before arriving to the wire editor through the chain of communications, he is the most important actor in the newsmaking process (Ibid.).

To study the selection of news, the author used the following methodology "for the week of February 6 through 13 1949 the wire editor saved every piece of wire copy that came to his desk" (Ibid.). The ones he discarded and were not published were put in a box and at the end of the journey he wrote on every discarded news the reasons why he did not take them into account.

From the study, David Manning White realized how the wire editor (Mr Gates) rejected nine tenths of the news he obtained every day, and only selected one- tenth; "assuming that five lines of wire copy are equivalent to a column inch in a newspaper, Mr Gates received approximately 12,400 inches of press association news during the week. Of this he used 1297 column inches of wire news, or about one-tenth in the seven issues we measured" (Ibid, p. 385).

But apart from the quantity, the author realized in this investigation how subjective this process can be: "it is only when we study the reasons for rejecting almost nine tenths of the wire copy that we begin to understand how highly subjective, how reliant upon value-judgments based on the gatekeepers own set of experiences, attitudes and expectations the communication of news really is" (Ibid, p. 385-386).

The author explained the following reasons to believe in this subjectivity:

Subjective values from the gatekeeper: when discarding news, the wire-editor marked the stories with subjective values: one marked “too red”, another “never use this”, 16 marked as “propaganda” or another marked at “not interested in suicides”. “Many of the reasons that Mr Gates gives for the rejection of the stories fall into the category of highly subjective value-judgments” (Ibid, p. 386). And in this subjectivity there were always some political implications as Mr Gates preferred political news rather than stories with many figures and statistics and had also a preference to select news from conservative associations (Ibid.).

The lack of space in the newspaper. This is another essential reason the author gives: “The second category gives us an important clue as the difficulty of one piece of copy over another. No less than 168 times Mr gates says NO SPACE” (Ibid, p. 386-387).

Time when news arrives: “it is significant to observe that the later in the evening the stories came in, the higher was the proportion of the “no space” or “would use” type of notation” (Ibid, p. 387). “A story that has a good chance of getting on the front page at 7.30 in the evening may not be worth on the precious remaining space at 11 o’clock” (Ibid.).

Influence by others. The study showed how the newspaper was influenced by the audience the newspaper is addressed: “Theoretically all of the wire editor’s standards of taste should refer back to an audience who must be served and pleased” (Ibid.). At the end the wire editor is also influenced by the audience as he has to take into account the topics that might be of interest for them.

At the end, what the author concludes is how subjective is for a gatekeeper to decide which news should be selected: “From studying his overt reasons for rejecting news stories from the press associations we see how highly subjective, how based on the gatekeepers own set of experiences, attitudes and expectations the communication of news really is” (Ibid, p. 390).

Those two studies were the first ones to analyse the role of gatekeepers in the newsmaking process. After them other authors have analysed this concept.

Mauro Wolf considered Kurt Lewin's and David Manning White's studies essential to understand how media filter information (Mauro Wolf, 1987). The author considers that journalists' way of working is deforming the news content influenced by the professional culture, the news values and the routines of work which are essential in the newsmaking process (Ibid.).

For Miquel Rodrigo Alsina, the gatekeeping model has an important point to be criticized: "The selection and development of news should not be considered as isolated phases, but as the result of the interaction of various stakeholders: the information sources, the public and the journalist as a member of an organization that sets a way of production" (Rodrigo Alsina, 1989, p. 119, translated from Spanish).

For Manuel López, the gatekeeper has such an active role in the newsmaking process that he can be considered more a censor than a gatekeeper. The gatekeeper is the origin of newsmaking because their decisions will affect the agenda-setting and the routines of the newspaper (López, 1995, p. 51). But his work goes even beyond that as he is responsible for deciding what issues will be in the news and when. The main gatekeeper is the director, but their principal assistants and also the journalists act as gatekeepers (journalists do so when deciding which news to cover and how to cover them).

Apart from those views other authors have used the gatekeeping model of Kurt Lewin and David Manning White to develop other concepts in relation with the gatekeeping that can also understand the production of news. We will now analyse those concepts that are also essential for our work.

2.1.2 News as a social construction of reality: Gaye Tuchman

If Kurt Lewin and David Manning White analysed the role of the gatekeeper in the communication process, Gaye Tuchman examined how news is influenced by several facts and stakeholders in the whole newsmaking process.

In her book, *a study in the construction of reality*, Gaye Tuchman develops the following idea: “the act of making news is the act of constructing reality itself rather than a picture of reality runs throughout the book” (1978, p. 12). For Gaye Tuchman news is a social construction in which the newsmaking process shapes a story that is not equal to the real world (Berger & Luckmann, 2003). To arrive to this conclusion the author carried a relevant study over 10 years and realized how several factors influence in this process, which is also essential to take into account for examining the role of gatekeeping.

For Gaye Tuchman news is a window through which people learn about a lot of things. This window is used for media to shape consumers’ opinion. But mass media also take into account tastes and preferences of people as it is essential for them to have a big audience “news media play an important role in the news consumers’ setting of a political agenda [...] topics of more interest for people are likely to be the ones in news, but news also play an important role to shape consumers’ opinion on topics that which they are ignorant” (Ibid, p. 1-2). In this window, news are playing a social role by letting professionals to give information to consumers “because news imparts a public character to occurrences, news is first and foremost a social institution [...] news is an institutional method of making information available to consumers [...] news is an ally of legitimated institutions [...] news is located, gathered and disseminated by professionals working in organizations” (Ibid, p. 4).

For the author news are more than words and images: institutions, professionals, society and people are influencing the process and configuration of that news and all this must be taken into account when examining the newsmaking process.

In the process of newsmaking and social construction a reality is showed. But this reality does not have to be necessarily a real reflection of what happens, as some stakeholders have more influence than others.

And in this social construction of reality the author pinpoints several facts already mentioned by Kurt Lewin and David Manning White, such as the role that editors play, the limitation of space for news or the importance of the time when news arrive, and other facts related with

the newsmaking and routinization of news such as the typification of news, the process of checking the facts or the newsmaking process itself.

The main conclusion of Gaye Tuchman's theory is that the process of constructing news is a social construction which builds a reality that may be different from the real world.

This social construction has a direct interaction with society and this can be seen from two different perspectives by sociologists. For some of them society helps to build this reality. In this case we could say that news plays a role for changing society. For others news does not mirror society because people are the ones responsible of a social phenomenon: "on the one hand society helps to shape consciousness and on the other hand, through their intentional apprehension of phenomena in the shared social world men and women collectively construct and constitute social phenomena" (Ibid, p. 182).

In this concrete point, the author shows two ways of seeing the interaction between society and the newsmaking process. It is difficult to think that one of the two positions is the right one because both society and people play a role in the process of newsmaking.

In addition to the role of news in society, the author pinpoints other relevant points to be taken into consideration: "news reproduces itself as a historical given. It not only defines and redefines, constitutes and reconstitutes social meanings, it also defines and redefines, constitutes and reconstitutes ways of doing things- existing processes in existing institutions" (Ibid, p. 196). For the author the process of news is not only about reproducing the reality or one reality. It is also a process to legitimate some histories or ideas, and in this process Gaye Tuchman also thinks that ideology plays a relevant role, because "news is a theoretic activity" (Ibid, p. 205) and "news can have a dramatic impact, particularly through its manipulation of symbols" (Ibid, p. 203).

In conclusion Gaye Tuchman believes that men and women are always in constant interaction with institutions and between themselves to create and reproduce news that always contains a specific language. For Gaye Tuchman "knowledge is always social constructed [...] news is a social resource. A source of knowledge, a source of power, news is a window on the world" (Ibid, p. 217).

Miquel Rodrigo Alsina agrees in this concept with Gaye Tuchman. For him news is "a social representation of the daily reality produced by the institutions and which manifests the construction of a possible world" (1989, p. 147, translated from Spanish). For the author the role that journalists play in newsmaking is essential. News has to fit into the theory of social construction of reality.

2.1.3 Newsmaking and the routinization of news: Mark Fishmann, Gaye Tuchman, Denis McQuail, Mauro Wolf and Miquel Rodrigo Alsina

In addition to the concept of gatekeeping and of news as a social construction of reality, another important concept developed by several authors is the one related with the newsmaking and the routinization of news. One of the authors that focused his research in newsmaking and the routinization of news is Mark Fishman.

For this author, "news is the result of the methods news workers employ [...] journalists' routine work methods are the crucial factor which determines how news workers construe the world of activities they confront" (1980, p. 14).

And to study this newsmaking process, the author started to work in a single newspaper in California called "the Purissima Record", which had a virtual monopoly of the city of Purissima (75.000 people) and the metropolitan environs (150.000 people). The paper's daily circulation was 45.000. In the newspaper, the production of news was at the level of reporters.

For the author, journalists take several sources to shape their own news. In this process they are influenced by routine journalism (daily methods and standard practices of journalists) and the "moves and countermoves in a political game in which news are treated solely for its instrumental value in the service of particular interests" (Ibid, p. 15).

In this process there are several factors that influence the newsmaking process such as the beat (defined by the author as “a complex object of reporting consisting of a domain of activities occurring outside the newsroom” (Ibid., 28)) that helps reporters to identify the potential news, especially the so called round.

To cover the beat, reporters have different areas and timetables, and to do so reporters tend to prepare the so called round, that has a normative character and helps to the routinization of the reporter’s coverage (De León Vázquez, 2004; Frankenberg & Lozano Rendón, 2010).

This round is important as routines will affect the way reporters will interpret news: “reporters’ methods for interpreting or making sense out of their environment will predispose them to see some things as events and others as non-events” (Fishman, 1980, p. 33).

In this round, reporters normally “expose themselves to only a few sources of information within their beat territories” (Ibid.). They tend to visit only bureaucratically organized settlements, because they are strong sources and tend to have the information they are looking for: “once news workers see the community as bureaucratically structured, they have at their disposal a powerful perspective which informs them of who is in a position to know virtually anything they want to know” (Ibid.).

Normally, once reporters have their own source they do not normally double check the information when we are talking about “documents in agency files, officials speaking on the record or formally organized activities in the meetings” (Ibid, p. 86).

For the author, when a source has reputation it is more trusted that when we are talking of a non-official source. Non-official sources or non-established sources are less confident for newsmakers: “while reporters will globally doubt non- bureaucratic accounts from the outset, they will not entertain this kind of doubt when facing bureaucratic accounts” (Ibid, p. 101).

This confidence in those sources is really useful for reporters as it helps them to do their work: "in routine news work the detection, interpretation, investigation, and a good deal of the formulation of the written story have already been done by police, city clerk's insurance adjusters, morticians and the like. And of course, the work of these outsiders costs the news organization nothing other than the reporters' time to collect what is available" (Ibid, p. 151).

This process leaves the author to the conclusion that "news is a practical organizational accomplishment and news workers heavily rely on the bureaucratic definition of the phenomena they report" (Ibid, p. 140).

In general, the routinization of news and bureaucratic practices tends to legitimate some institutions "not only does routine news provide ideological account of real people and real happenings, it ends up legitimating institutions of social control by disseminating to the public institutional rationales as facts of the world" (Ibid, p. 138). And this happens because "journalists see some agencies as more credible than others, and they know bureaucratic accounts can reflect errors and oversight, corruption and malfeasance, incompetence and inexperience" (Ibid, p. 139).

For the author "routine news legitimates the existing political order by disseminating bureaucratic idealizations of the world and by filtering out troublesome perceptions of events" (Ibid, p. 154) and this communicates an ideological view of the world: what news workers end up reporting is not what actually happens, not what is actually experienced by participants or observers of news events. Instead, the journalist winds up weaving a story around hard data, which means the bureaucratic categories and bureaucratically defined events that agencies mean to happen and need to happen" (Ibid, p. 155).

The analysis of newsmaking is also made by other authors.

For Gaye Tuchman, the newsmaking process and the routinization of news starts with the typification of news. "The news typifications have become part of the reporter's professional stock of knowledge at hand [...] reporters explain their classificatory system as objective

categories, as objectifications” (Tuchman, 1978, pp. 58–59). According to this, the author believes that by making this typification of news the reporter already classifies them into a section, and this can have an effect when processing this content. All this selection of news is done by taking into account two main elements: flexibility and professionalism.

The author considers that “the greater the variability of raw materials, the greater the organizational flexibility and the greater the professionalism of workers” (Ibid, p. 65). All workers are able to cover a topic although the existence of specialists in each area.

But the key element to obtain a key performance is to know sources: “knowing sources simply enables reporters to do their work adequately” (Ibid, p. 72). That is why reporters normally take the information and make them personal, as they are aware that if they create a good story their career can go further. However, “reporters invoke collegiality to exchange some kinds of information with competitors” (Ibid, p. 75). They can do some exchange of information formally or informally with other colleagues, but always preserving “their professional autonomy by jealously protecting their private sources and specialties from other’s encroachment while trying to poach others’ material” (Ibid, p. 78).

As already pointed out by Mark Fishman, Gaye Tuchman also notices that when reporters have to contact people they tend to contact the strongest sources, the ones with more power. This behaviour has some consequences in the newsmaking process. “The bureau reporters seek out centralized sources, politicians and bureaucrats. I never observed these reporters contacting the leaders of social movements. Nor did they search out grass-roots leaders of social movement, preferring instead the leaders of local political clubs. They distinguished among political clubs by pointing to the actual power each wields. They contacted the powerful, the politician with the resources to accomplish his or her ambitions, not the merely dissident or dissatisfied. That people with power serve as sources and bears consequences for the information news workers uncover” (Ibid, p. 81).

This is an essential element. In the process of newsmaking reporters tend to contact the sources with more legitimacy in the system. This fact has important consequences because a source is going to tell you a story influenced by their own interest. When reporters use the contacts that already have a strong position in the system the news that will be created by them will be news that strengthens the current status quo. Therefore, the story that reporters

will tell will have more influence from some stakeholders and this will create a story that is different from the reality.

Denis McQuail also makes an important analysis concerning the newsmaking process and the routinization of journalists in his book “McQuail’s Mass Communication Theory”.

The author believes that news is gathered and processed with a process or a schema in which there are four interrelated framing processes: “firstly, there is the construction and use of media frames by journalists and others working in news organizations under routine pressures, constantly dealing with sources and applying news values and news angles to event reports. Secondly, there is the transmission of framed news reports to the audience. Thirdly, there is an acceptance of certain frames by members of the audience, with consequences for their attitudes, outlook and behaviour. On a longer time scale there is an additional stage, where media perceptions may reinforce the original organizational and journalistic tendencies with the feedback from their audience” (McQuail, 2005, p. 455).

However, the author considers difficult to analyse the role that mass media play in the process because newsmaking is complex (several authors intervene), it is constantly changing and criteria are different for each mass media, being difficult to talk about mass media as a general and homogeneous entity.

For Mauro Wolf, the production routines are focused on three different phases: collection, selection and presentation.

1. Collection. The collection of news is now a routine process because journalists trust mainly the institutional sources. The fact that institutional sources and agencies treat information in an efficient and consistent manner (following parameters of efficiency and value for money) is the main reason for using them. In any case we should highlight that a journalist’s agenda has a vital importance in the data collection process.
2. Selection. Media routines are the ones responsible for carrying out the most important part of the selection process.
3. Presentation. Once decontextualized the material in the selection of news, the newspaper will try to contextualize it again by editing and preparing news for the

public, taking into account their tastes and preferences but keeping the independence of the journalist undermined.

For Miquel Rodrigo Alsina media do not show clearly how they manage the newsmaking process. This may be because the newsmaking process creates a reality transformed by their creators rather than an objective reality (Rodrigo Alsina, 1989, p. 12). News is constructed through the events that are selected daily.

The story begins with the event which is itself a social phenomenon. For the author events become news depending on the criteria of each media (Ibid, p. 100). Let's say that media are responsible for establishing what Mauro Wolf called the threshold of newsworthiness, which will determine if an event becomes newsworthy or not. This is the general way of creating news. However, if there is an exceptional event it may come directly to the news (Ibid, p. 84-85). The media system will then decide whether an event becomes news in most of the cases.

In this process it is also important the way journalists take news. The author notices that journalists tend to access institutionalized sources more often than the rest of sources as the other authors have already pinpointed. Hence, in newsmaking not only internal constraints come into play, but there is also "a relationship between the sources, the mass media and the public" (Ibid, p. 101, translated from Spanish).

2.1.4 Agenda setting: Maxwell E. Mc Combs and Donald L. Shaw, Denis McQuail, Mauro Wolf and Manuel López

Another important concept to be taken into account for our study is the one of agenda setting, developed by Maxwell E. Mc Combs and Donald L. Shaw. Those authors carried an investigation in the 1968 presidential campaign in five Chapter Hill precincts economically, socially and racially representative for the community. They carried 100 interviews between September 18th and October 6th. The people interviewed were only those who had not yet decided how to vote because they were presumably more opened to the campaign information. To do so they created some filter questions at the beginning of the interviews.

They also analysed all the newspapers magazines and news broadcasts in Chapter Hill. With the results of these analyses they created 15 categories of campaign news to code the results.

The results of this investigation give some light concerning the power that media have to select the topics and influence people, the so-called agenda- setting: "in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality [...] in reflecting what candidates are saying during a campaign, the mass media may set the agenda of the campaign" (McCombs, Maxwell E., Shaw, 1972, p. 176).

The authors believed that the information displayed in mass media has an essential influence in voters, because the main contact candidates have with people are the mass media. And this is also confirmed by other authors (Gerber, 1972; Schudson, 1989). A consequence of this situation can be seen in this study: "the media appear to have exerted a considerable impact on voters' judgments of what they considered the major issues of the campaign [...] the data suggest a very strong relationship between the emphasis placed on different campaign issues by the media and the judgment of voters as to the salience and importance of various campaign topics" (Ibid, p. 180). This implies that the definition of what is going to appear in the media is going to have an impact in the campaign and it can be even more important than what has been said by the candidate's campaign.

This fact can be seen in the study as the author views some cases where candidates have different perspectives on the same topic and voters tend to have the opinion of the composite of the mass media coverage rather than the opinion of only one candidate: "but while the three presidential candidates placed widely different emphasis upon different issues, the judgments of the voters seem to reflect the composite of the mass media coverage" (Ibid, p. 181). This fact shows how the agenda setting shaped by news media is essential in the newsmaking process: "the political world is reproduced imperfectly by individual news media. Yet the evidence in this study that voters tend to share the media's composite definition of what is important strongly suggests an agenda-setting function of the mass media" (Ibid, p. 184).

Another important element that the study shows is that news are not only made for informing about events but also about analysing interventions and opinions of politicians during the

campaign: "a considerable amount of campaign news was not devoted to discussion of the major political issues but rather to analysis of the campaign itself" (Ibid, p. 179). The research also showed the high percentage of candidates speaking about each other.

In conclusion, the authors show that the agenda setting seems to be a good explanation for the newsmaking process as the correlations needed for this phenomenon have appeared in their research.

This concept is also developed by Mauro Wolf. For the author, although each media has a different capacity to define the topics to be analysed, media also influences the decision-making process by shaping the agenda setting.

With the agenda setting, media give a picture of reality composed of different elements, such as needs, values or beliefs. That makes the agenda setting a process that is more complex than the simple narrative of facts (Mauro Wolf, 1987, p. 93).

However, the agenda setting has certain limitations in explaining the entire decision-making process (Ibid, p 97-105). Those limitations are the data collection process (each media has its own process), the difficulty of explaining the complex process of agenda setting, the difficulty of defining the term agenda setting and the fact that there is not one single model, but several models of agenda setting.

Manuel López also develops this concept. For him, the media are responsible of setting the agenda and the news in a subjective way: "today, the media are setting very subjective thematic agendas: a) they reiterate scenarios , b) they repeat characters, c) they forget certain issues d) they postpone social sectors" (López, 1995, p. 111, translated from Spanish).

And this makes the mass media reflect the social "status quo" of certain sectors of power: "the media act normally, even unintentionally, confirming the dominant values in a community or country" (Ibid, p. 112, translated from Spanish).

2.1.5 The Internet and its impact in the communication process

All the authors and concepts already analysed have been shaped throughout the last years due to a new phenomenon: the evolution of the Internet and its impact in the communication process. This part of our research will study how the Internet has changed the way channels are communicating today and will be a useful tool to analyse afterwards the last authors that have done some research in this area taking into account the new role that the Internet is playing nowadays.

The world we are living nowadays has been widely influenced by the technologic revolution experienced during the 80's, which has helped the development of the globalization, specially concerning the international financial system (García Segura, n.d.).

In the next decade, the development of the Web has spread electronic publications worldwide: by 1995 the number of online newspapers in the world tripled, being about 600 in total. In the year 2000, more than 4,000 newspapers in the world had an online version (Sojo, 2003, p. 1). The Internet is changing the way newspapers and mass media work (Herrerros, 2010, 2012; Kawamoto, 2003; Sixto Garcia, 2013).

The Internet is forcing media professionals to "provide an almost continuous updating of information" (Carrillo & Parejo Cuéllar, 2009, p. 1, translated from Spanish). ICTs have created a new concept, the digital journalist (Boczkowski, 2005), "able to master each of the new records and bring them together in the virtual space that offers the Web" (Carrillo & Parejo Cuéllar, 2009, p. 2, translated from Spanish).

In this new century ICTs will make us "fully rethink the criteria to develop, disseminate and evaluate the information" (Santos, 2010, p. 1, translated from Spanish). The development of effective search engines like Google and the emergence of digital newspapers have changed the dissemination of information (Carpenter, 2008). The Internet is a key player not only in the dissemination of information, but also in storage and broadcasting content (Ibid.). The network developed by the Internet has some advantages: we speak of a "universal channel, a custom channel based either on the needs of the sender or the consumer's profile. An interactive channel that allows feedback with the consumer" (Santos, 2010, p. 2, translated from Spanish). However, this large amount of information creates certain risks or disadvantages, as it is

difficult to establish a hierarchy of information: in the Internet, information is available on equal footing, no matter the different reputation that every source can have (Ibid.).

Currently newspapers have changed the way they put content on the Web: they started just copying the contents of the newspaper and nowadays they are putting different contents in the digital and traditional version. The issue of space highlighted by Manning White is no longer the case according to some authors such as Vos: "space and outlets are no longer scarce (Shoemaker & Vos, 2009, p. 7). This author also highlights how the process of news is no longer unidirectional (Ibid. p. 7) as journalists have access to new information and new dynamic tools like forums or chats with public figures. The Internet has forced traditional media to enter in the online format and this is also making huge changes in traditional media (Herrerros, 2010, p. 11, 2012). Today traditional media are engaged in a process of adaptation to the new information technologies. In this process of change citizens and civil society are starting to have an increasing role in the communication process with the use of blogs and social networks. The use of social networks allows everybody to select, decode, convert information and send it to the whole Internet community.

For all this the Internet is now a vital tool in our daily life. Thanks to the Internet "any professional can have in real time, information on a particular fact, information provided by the persons or institutions involved in an event and even the consequences of this information" (García Orosa, 2009, p. 7, translated from Spanish). The Internet allows us to interact with citizens in a direct way not only through social media but also through the participation in forums organized by newspapers for each article (Edo, 2009, p. 10).

Through the Internet, the written mass media can provide greater interactivity with citizens with the use of electronic surveys, direct communications, participation in virtual communities through forums, chats and virtual communities, development of blogs, private messages, video conferences, video chats or streaming. Full interaction could even be provided if there were full transparency in the management of information.

Therefore, we can say that today the Web of written mass media is an essential information tool for many readers. The fact that this research focuses only on the study on the Web of written mass media highlights the growing role that this information tool has in the communication process.

In this context some authors have produced some research about the role that the Internet and the Web is playing in the mass media nowadays.

One of the main reasons for that is the massive growth experienced by the Internet over the past years. Francis Pisani and Dominique Piotet believes that the Internet has experienced the strongest penetration in history, being 20% higher than the telephone, 10 times higher than radio and 3 times higher than television (Pisani & Piotet, 2011, p. 10). For Manovich this new media revolution is deeper than the previous ones (printing, photography or cinema) as it affects all stages of communication (Manovich, 2001, p. 43). For Castells, the Internet is creating what he calls “the network society”: a society built through the information networks developed in the Internet. The Internet is not only a technology, it is a communication tool used to organize our society. If the industrial revolution changed our society some centuries ago, the Internet is doing the same nowadays, as it is transforming and changing the way we live (Castells, 2005).

The Internet was developed by the technology companies. After its creation, it started to grow towards other businesses and sectors in our society. Today it is a frequently used tool in our lives (Ibid.). The Internet is a general tool in our daily life due to the evolution of new technologies and the consequent reduction of prices in those technologies (Pisani & Piotet, 2011, p. 8).

The basic activities that shape and control human lives are organized by global networks organized by the Internet: financial markets, politics, scientific research, education, science and technology are some of them (Castells, 2009; Pisani & Piotet, 2011).

The Internet offers new opportunities for enterprises, politicians, associations and NGOs. All stakeholders can use the Internet and profit from its advantages but also protect from their possible problems, mainly concerning privacy.

Manuel Castells defines the Internet as “the local global connection that is the new way to control and mobilize our society”(Castells, 2009, p. 10, translated from Spanish).

The Information and Communication Technologies offer the possibility to give information and shape it. Those technologies have a great penetration capacity through society, are flexible and are interconnected into a convergent system that is increasing the integration of

technologies (Castells, 2005, p. 88) and that for some authors is changing somehow the gatekeeping patterns through those new applications (Bastos, Raimundo, & Travitzki, 2013; Broersma & Graham, 2013).

These technologies have also influenced the media. For Manovic, the convergence of computing and media technologies have shaped the new media. In this merge, is the identity of media that has changed the most (Manovich, 2001, p. 27). That is why the author believes that new media follows “the dominant semiological order of the twentieth century – that of cinema” (Manovich, 2001, p. 232).

All media access to the Internet is managed by the Web. For Pisani and Piotet the current Web is managing a massive quantity of data with the help of artificial intelligence. We are talking about a hyper connected Web where more and more objects are connected. At the same time social media are becoming an essential tool. The original Web designed for research is moving towards a Web more focused on socialization (Pisani & Piotet, 2011, p. 294). And this Web belongs to those who use it in both ways: to create and receive. This Web is even changing the way to study gatekeeping, as is giving some tools that have been explored by some authors such as Soroka or Karine Barzilai-Nahon, that are of the opinion that with new data and statistics coming from big data in the Web we can better shape and study gatekeeping (Barzilai-Nahon, 2008a; Soroka, 2011). Other authors such as Edson, Tandoc or Singer also rely in the way web analytics is changing the process of gatekeeping (Edson C. Tandoc, 2014; Singer, 2014).

Taking that into account, Pisani and Piotet have created the term “webdacteur”. For them the so-called “webdacteurs” are the ones responsible for the current evolution and trends in the Web (Pisani & Piotet, 2011, pp. 13–14).

The evolution of the Internet and the Web is also changing the mass media. Today, there are four combinations between information and action (P2O people to organization, O2P organization to people, O2O between organizations, P2P platform for civil action) and some of them do not need an organizer (Pisani & Piotet, 2011, p. 299). This new situation gives citizens the possibility to develop a horizontal communications between them and to create their own communication channels, avoiding the filter from the mass media.

For Pisani and Piotet we are seeing how amateurs are starting to participate in the communication process by using the Internet as a channel to interact with citizens. That is why those authors believe that professionals and amateurs are working in the same universe. In this complex interaction they are both sharing information and competing to create the most complete articles or news, and this also affects the way journalism works (Pisani & Piotet, 2011, pp. 282–283).

The Internet is changing the business model from the mass media, especially in the written press. It offers the possibility to have updated news in real time and to comment and interact on news between readers and newspaper editors at the same time. For Castells, although the basic routines and system remain in written mass media, the Internet is changing some of those routines (Castells, 2009).

In any case, the role of gatekeeper continues to apply. For Castells, the Internet allows citizens to find new ways to communicate without using the classical channels but mass media continues to have a strong role as the population tends to read the more popular and reputed Webpages. Those are normally the ones from the mass media (Castells, 2009, p. 538).

In the Internet and its network the basic gatekeepers are the programmers. They have to set the network programs. On top of them, a number of clusters integrated by some people that are mainly responsible for the decision-making (Castells, 2009, pp. 539–540). And those clusters are also interconnected inside a global network that seeks to maximize the benefit taking into account finances and power.

For Castells, the Internet offers us a product that is shaped by those networks and clusters. Although we have the possibility to choose among certain options, all those options have been shaped before by the conglomerates, whom are responsible for creating those products.

2.1.6 General remarks from the theoretical framework

The study of all these authors is a good point for our research study about the role of written mass media in the EU communication process.

According to Kurt Lewin's theory, although there are several factors that will influence the newsmaking process, the gatekeeper will be the main person to decide whether one news is in or out. In our research study we will not be able to contact the gatekeeper (in this case the wire editor) directly, but we can make an analysis of each newspaper before our research taking into account the following criteria stated by Dr Lewin: culture of the country, population whom news is addressed (audience), contextualization of news, ideology of the newspaper and the financial situation of the newspaper. To those criteria we should also add others made by David Manning White, such as the lack of space or time when news arrives. This will help us to explain possible behaviours in the selection of news and also help us to see if there is a real influence of the gatekeeper in the newsmaking process.

To the points stated by Kurt Lewin and David Manning White, we should take into account Maxwell E. McCombs and Donald L. Shaws' agenda setting theory as one essential element to explain the behaviour of written mass media in the newsmaking process and other points concerning the newsmaking process, the agenda setting, the routines and the construction of reality made by the mass media stated by Gaye Tuchman and Mark Fishman. Gaye Tuchman talks about the importance of the use of symbols, language and ideology in newspapers. Those criteria should also be added to the ones of Dr Lewin and Dr White in the analysis of each newspaper.

Apart from that, for both authors the way journalists make the typification/routinization (depending on the author) of news is essential for understanding a possible different construction of reality. For them, journalists tend to contact the strongest sources, the ones with more legitimacy in the system. In this case we have to see if the press releases made by the European Union, a bureaucratic source, are a source strong enough for journalists or if, by the contrary, other national sources make a stronger influence and change the message in the communication process.

In addition to that, Gaye Tuchman and Mark Fishman consider that we should not only have to pay attention to the role of the wire editor, but also to the role of journalists in the newsmaking process. However, as we cannot go that deep into our research, we will take into account that any modification of the message can have some influence not only by the wire editor, as stated by Kurt Lewin and David Manning White, but also by journalists and the whole newsmaking process in the written mass media.

Denis McQuail, Mauro Wolf, Miquel Rodrigo Alsina and Manuel Lopez's studies tend to confirm what was said by the previous authors. However some points from their research can be taken into account.

Denis McQuail and Mauro Wolf make important points concerning the limitations of any system that wants to analyse this process mainly due to the complex process of agenda setting and to the difficulty to determine how news is built with one model of analysis. That is why we have to take into account that our research will have some limitations, not only because all theories in mass media cannot explain the whole process of creating news, but also because our system is not based in a deep analysis of the newsmaking process, but in a comparative analysis between the output of the European institutions and the output of the written mass media. However, the analysis of the criteria previously stated will help us to better understand the reasons of a possible alteration of the message by the written mass media.

For Miquel Rodrigo Alsina's and Manuel Lopez's research we can confirm some of the patterns that the previous actors have already stated: news is a construction of reality, some sources have more influence than others in the decision making process, routine tends to instill a conservative approach in newspapers.

Lastly, the Internet has produced some changes in the role of gatekeepers. As Manuel Castells, Lev Manovich, Francis Pisani and Dominique Piotet mention, the Internet has changed the way written mass media creates news although the basis remains. Now the version of the written mass media in the Internet has new possibilities to interact with readers.

In conclusion, we have to take into account that our analysis will have some limitations due to the complexity of the whole newsmaking process but will take into account essential points to understand possible alterations of the message in the communication process. To that end a previous analysis of each mass media that is going to be part of the research will be done.

2.2 The analysis of newspapers

2.2.1 Methodology used for the analysis

The case study is divided into four parts. All of them will use the comparative content analysis and will take into account the representative sample or corpus research previously shaped in point 1.7 of the thesis.

The first part will be focused on the main relevant characteristics of all newspapers by using the comparative content analysis, taking into account the identification book and the morphology of newspapers according to Jacques Kayser and Amparo Moreno Sardá and will serve us to obtain a practical review of the Western EU newspapers. When doing this part, special attention will be taken into account concerning the value of the content of the newspaper, especially the place and weight of European news on the newspaper.

In the second and third part of the research, the comparative content analysis will be used to make a comparison between the content on EU press releases and the content on newspapers. To make this research we will use two convenience samples: one that will be used to make a general overview of newspapers excluding the topics that have had full coverage at the EU level by all newspapers and another one that will be used to make a specific and in-depth analysis focused on a concrete convenience sample made-up by those topics that have had a full coverage at the EU level by all newspapers.

In the fourth part, taking into account the first analysis (number of publications of press releases made by the newspapers) and the crucial data of the second and third analysis, the comparative content analysis will help us to make a general analysis of each newspaper to have an individual perspective of each of them.

2.2.2 An index card of newspapers

In order to carry out this first part of the case study we will have a look to Jacques Kayser's research system. The author developed in his book, *The French Newspaper*, a study on different French newspapers by making an analysis of their structures based on three main criteria (Kayser, 1974).

- a) The identification book. For the author, the first thing that has to be done is to identify the newspaper as a whole. To do so, the main features to take into account are the following: name, location, printing, date of the first newspaper, price, format, number of pages and columns per page, name and address of the printer, number of editions, legal and financial structure, distribution terms (free services/ unsold newspapers), the newspaper drafting process and the ideology.
- b) The morphology of the newspaper. After having an overview of the newspaper with the identification book it is essential to study the newspaper itself, as it is sold to the reader. That means to study its morphology by analysing the following elements: advertisement, writing space, headings, texts, content, classification of the topics (by area, origin, geographical area and objectives), source of the content (made by the newspaper, by associated journalists to the newspaper, by a news agency, by institutional stakeholders or by other newspapers), edition (local, regional, national or international), or by the content of the newspaper (home affairs, international affairs, economic, financial and social affairs, defense, education, culture, sciences, technology, communication, tourism, religion, sports and other different contents such as women, kids, social life, games, law and so on).
- c) The value of the content in the newspaper. The author takes into account several facts to give more or less value to the content of the newspaper: the place where news are in the newspaper, the size and impact of headings, the content of the newspaper, the presentation (images, typesetting, structure) and the selection of news.

Jacques Kayser's criteria have been used for a large number of newspapers' studies throughout the last decades. However it is important to highlight that some criteria are easier to measure than others.

According to professor Amparo Moreno Sardà, data contained in the identification book are basic and easy to study in order to have a clear and precise knowledge of the newspaper. The situation is rather different when studying the morphology and especially when studying the value of the content, as those criteria are more difficult to measure (Moreno Sardà, n.d.).

In this part of the study an overview of the newspapers analysed will be carried out in order to see the main elements of each newspaper concerning readers, ranking, history, content, ideology, publicity and other important facts. This analysis contains the information sheet of each newspaper which is classified by country of origin. At the end of this analysis we can see the main data inside a table which shows the main characteristics of each newspaper.

2.2.2.1 European press

2.2.2.1.1 EU Observer

The online daily newspaper “EU Observer” has 60,000 readers (EU_Observer, n.d.-a). The newspaper is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). EU Observer (EU_Observer, n.d.-b) was founded in the year 2000 and has only an online version. In legal terms, it is a non-profit organisation (EU Observer ASBL) mainly financed by foundations and advertisement (EU_Observer, n.d.-c; Ipsaportal, n.d.). The content is developed by their main journalists. It is perceived as an independent newspaper that covers the politics of the EU. Its online version is structured in the following sections: news, opinion, agenda, focus, overview, investigations and blogs. In general terms, the main Webpage contains advertisement in the top header and the right column of the newspaper. When opening an article we can see some advertisements at the top, the bottom and the right column. For the content headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%).

2.2.2.1.2 EurActiv

The online daily newspaper “EurActiv” has 220,174 readers per day (EurActiv, n.d.-c). The newspaper is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper

Web Ranking (IMN, 2014). EurActiv (EurActiv, n.d.-b) was founded in 1999 by Christophe Leclercq and has only an online version. In legal terms, it is a UK Public Limited Company (EurActiv.com plc). A long term company holds around 20% of the shares but the majority are held by team members (EurActiv, n.d.-a). The content is developed by their main journalists. It is perceived as an independent newspaper that covers the politics of the EU. Its online version is structured in the following sections: news, special reports, links, dossiers, interviews, opinions, blogs and video. In general terms, the main Webpage contains advertisement in the top header and the right and left columns of the newspaper. When opening an article we can see some advertisements at the top and the right column. For the content headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (65%) followed by the publicity (20%), the image (10%) and the headings (5%).

2.2.2.1.3 European Voice

The weekly newspaper “European Voice” has 57,000 readers in the whole year and a circulation of 19,182 printed copies (European Voice, n.d.-b). The newspaper is ranked 89th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The European Voice (European Voice, n.d.-c) was founded by The Economist Group in 1995. In legal terms, it is part of the Economist group, a limited company. There are two kind of shares, the shares held by the financial times limited, which holds 50% of the total and the shares held by individual shareholders including the Cadbury, Rothschild, Schroder and other family interests as well as a number of staff and former staff shareholders (European Voice, n.d.-a; The_Economist, n.d.). The content is developed by their main journalists. It has a printed and online version and it is perceived as an independent newspaper that covers EU affairs. Its online version is structured in the following sections: policy, opinion, special reports, people, entre nous, next commission, new parliament, calendar, jobs and my EV. In general terms, the main Webpage contains advertisement in the top header, the right and the bottom of the newspaper. When opening an article we can see some advertisements at the top and the right column. For the content headings, text and images are in an equal proportion at the main page, although for this newspaper images are bigger than in other newspapers. When opening an article text is the most important element (80%) followed by the publicity (10%), the

image (5%) and the headings (5%). On April 23rd 2015 the European Voice changed into Politico Europe after being acquired in December 2014 by a joint venture between United States- based political publisher Politico and Berlin- Base Axel Springer AG (Jackson, 2015; Pompeo, 2014).

2.2.2.1.4 Europolitics

The online daily newspaper “Europolitics” has more than 50,000 readers (Europolitics, n.d.-a). The newspaper is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). Europolitics (Europolitics, n.d.-b) was founded in 1972 in Brussels. It has an online version and it is perceived as an independent newspaper that covers EU affairs. In legal terms, it is part of Europe Information Service SA, a European information agency (Kompass, n.d.; Prevention_Web, n.d.). The content is developed by their main journalists. Its online version is structured in the following sections: business & competitiveness, sectoral policies, social, economic & monetary affairs, institutions, external policies, agenda. In general terms, the main Webpage contains advertisement in the top header, and little publicity at the right and left columns. When opening an article we can see some advertisements at the top column. For the content, there is an important weight of the image compared to the headings and texts. There is also a selection of tweets at the right column. When opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%).

2.2.2.2 Belgium

2.2.2.2.1 La Libre Belgique

According to the Information Center for Mass Media in Belgium (Centre d’Information sur les Médias, CIM), the daily newspaper “La Libre Belgique” has 8,809 readers per day (CIM, n.d.). The newspaper is ranked 5th according to the top newspapers in Belgium and it is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). La Libre Belgique, knew now as “La Libre” (La_Libre_Belgique, n.d.-b) was founded in Brussels in 1884 by two brothers: Louis and Victor Jourdain. Initially called “Le Patriote”, the newspaper took its current name in 1918 after the Belgium release after the Great War

(Culture_et_Santé, n.d.). In legal terms, it is part of Groupe Multimedia IPM SA (IPM_Group, n.d.). The content is developed by their main journalists. This newspaper has a national version, several regional versions and an online version. It is widely perceived as pro catholic and conservative and dominates the market in Wallonia and Brussels together with “Le Soir”. Though each edition has its own characteristics, the online version is structured in the following sections: today, economy, culture, sports, light, debates, region and lifestyle. In general terms, the main Webpage contains advertisement in the top header, and little publicity in the middle of the page. When opening an article we can see some advertisements at the top column. For the content, image, headings and texts have more or less the same proportion of news. There is also a selection of tweets at the right column and references of Facebook. When opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%). Important to mention the use of Facebook and twitter for comments.

2.2.2.2.2 Le Soir

According to the Information Center for Mass Media in Belgium (Centre d’Information sur les Médias, CIM), the daily newspaper “Le Soir” has 1,625 readers per day (CIM, n.d.). The newspaper is ranked 3rd according to the top newspapers in Belgium and is ranked 81st in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1887 by Emile Rossel. It has a national version, several regional versions and an online version. It is considered as an independent and traditional liberal source of news with a progressist approach (Culture_et_Santé, n.d.). It competes with La Libre Belgique in the French speaking areas of Belgium. In legal terms, it is part of Groupe Rossel S.A, whose main shares are owned by the heirs of the Rossel family (Groupe_Rossel, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: today, sports, culture, economy, debates, blogs, the studio, styles and subscribers selection. In general terms, the main Webpage contains advertisement in the top header, in the left and right side of the page and some on the right column. When opening an article we can see some advertisements at the top column and the right. For the content, image, the headings and texts

have more or less the same proportion of news. When opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%).

2.2.2.3 Germany

2.2.2.3.1 Frankfurter Allgemeine

According to the German big media portal (Deutschlands Großes Medien-Portal, MEEDIA), the daily newspaper “Frankfurter Allgemeine” has 316,524 readers (MEEDIA, n.d.). It is important to take into account that in Germany regional newspapers have an important role and therefore the number of readers at national level can be slightly less than in other countries with high population. The newspaper is ranked 21st according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). Die Frankfurter Allgemeine (Frankfurter_Allgemeine, n.d.-a) was founded in Frankfurt am Main in 1949 by Erich Welter (Terra_e_Sole, n.d.). This newspaper has a national version and an online version. It is perceived as a conservative newspaper. In legal terms, it is part of the limited company Fazit-die Stiftung (Fazit, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: politics, economy, finances, feuilleton, society, sport, style, technology and motor, knowledge, trips and Rhein-Main. In general terms, the main Webpage contains advertisement in the top header and right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image, the headings and texts have more or less the same proportion of news. When opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%).

2.2.2.3.2 Die Welt

According to the German big media portal (Deutschlands Großes Medien-Portal, MEEDIA), the daily newspaper “Die Welt” has 214,180 readers (MEEDIA, n.d.). It is important to take into account that Germany regional newspapers have an important role and therefore the number

of readers at national level can be slightly less than in other countries with high population. The newspaper is ranked 13th according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). Die Welt (DieWelt, n.d.) was founded in Hamburg in 1946 by the British occupying forces (Artigo, n.d.). This newspaper has a national version, several regional versions and an online version. It is perceived as a conservative newspaper. In legal terms, it is part of the limited company Axel Springer, owned 51% by Axel Springer (Axelspringer, 2014a, 2014b; Axelspringermediapilot, 2014). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: politics, economy, money, sport, knowledge, feuilleton, icon, trip, motor, regional, opinion, videos, and market. In general terms, the main Webpage contains advertisement in the top header and right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image, the headings and texts have more or less the same proportion of news. When opening an article text is the most important element (75%) followed by the publicity (10%), the image (10%) and the headings (5%).

2.2.2.3.3 Frankfurter Rundschau

According to the German big media portal (Deutschlands Großes Medien-Portal, MEEDIA), the daily newspaper “Frankfurter Rundschau” has 198,000 readers (MEEDIA, n.d.). It is important to take into account that in Germany regional newspapers have an important role and therefore the number of readers at national level can be slightly less than in other countries with high population. The newspaper is ranked 78th according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The Frankfurter Rundschau (Frankfurter_Rundschau, n.d.) was founded in Frankfurt in 1945 after the Second World War (Echo_Online, n.d.). This newspaper has a national version, several regional versions and an online version. It is perceived as a progressist newspaper. In legal terms, 51% of the shares are owed today by the Cologne based publisher DuMont Schauberg (Eurotopics, 2006). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: Frankfurt, Rhein-Main, politics, economy, panorama, sports, culture, life and more. In general terms, the main Webpage contains advertisement in the top header and right side of the page. When opening

an article we can see some advertisements at the top column and the right. For the content, image, the headings and texts have more or less the same proportion of news. When opening an article text is the most important element (75%) followed by the publicity (10%), the image (10%) and the headings (5%).

2.2.2.4 France

2.2.2.4.1 Le Monde

According to the Center for Mass Media in France (L'Organisme de référence dans l'expertise du dénombrement des médias imprimés et numériques, OJD), the daily newspaper "Le Monde" has 1,625,000 readers and a circulation of 318,506 newspapers (OJD, n.d.-a). The newspaper is ranked 10th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1944 by Hubert Beuve-Méry and is one of the main newspapers in France together with "Le Figaro" (Gralon, n.d.-b). It has a national and an online version (Le_Monde, n.d.). It is considered as an independent source of news with a progressist approach. In legal terms, it is owned by Le Groupe Le Monde which is controlled by the limited company "Le Monde Libre" owned basically by Pierre Berge, Mathieu Pigasse, Xavier Niel and the Spanish PRISA group (Le Monde, n.d.-b). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: international, politics, society, economy, culture, ideas, planet, sports, sciences, technology, style, you, campus and edition for subscribers. In general terms, the main Webpage contains advertisement in the top header, right side of the page and some ads in the middle. When opening an article we can see some advertisements at the top column and the right. For the content, image has more proportion than headings and texts in the main page. When opening an article text is the most important element (70%) followed by the image (15%), the publicity (10%), and the headings (5%).

2.2.2.4.2 Le Figaro

According to the Center for Mass Media in France (L'Organisme de référence dans l'expertise du dénombrement des médias imprimés et numériques, OJD), the daily newspaper "Le Figaro" has 329,093 readers and a circulation of 371,996 newspapers (OJD, n.d.-a). The

newspaper is ranked 11th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1826 and is one of the main newspapers in France together with “Le Monde” (Gralon, n.d.-a). It has a national and an online version (Le_Figaro, n.d.). It is considered as an independent source of news with a conservative approach. In legal terms, it is owned by Socpresse, member of the limited company groupe Dassault (Tempsreel, 2008). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: today, economy, sport, culture, lifestyle, women and edition for subscribers. In general terms, the main Webpage contains advertisement in the top header and right side of the page. When opening an article we can see some advertisements at the top column, the left and the right. For the content, image headings and texts have more or less the same proportion in the main page. When opening an article text is the most important element (70%) followed by the image/videos (15%), the publicity (10%), and the headings (5%).

2.2.2.4.3 Libération

According to the Center for Mass Media in France (L’Organisme de référence dans l’expertise du dénombrement des médias imprimés et numériques, OJD), the daily newspaper “Libération” has 100,669 readers and a circulation of 123,259 newspapers (OJD, n.d.-b). The newspaper is ranked 25th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1973 by the philosopher Jean Paul Sartre and the journalists Benny Lévy and Serge July. It has a national and an online version (Libération, n.d.). It is considered as an independent source of news with a progressist approach. In legal terms, it is owned by the limited company groupe Libération. The main shares are owned by Edouard Rotschild (38,7%) and Carlo Caracciolo (33,3%) (Tempsreel, 2008). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: politics, society, world, economy, culture, next, ideas, blogs, video and phc. In general terms, the main Webpage contains little advertisement in the top and the right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image has more space than headings and texts. When opening an article text is the most

important element (70%) followed by the image/videos (15%), the publicity (10%), and the headings (5%).

2.2.2.5 Italy

2.2.2.5.1 Corriere Della Sera

The daily newspaper "Corriere Della Sera" has 464,428 readers per day (Franco_Abruzzo, n.d.; Grupo_Espresso, n.d.). The newspaper is ranked 12th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1876 by Eugenio Torelli Viollier and is one of the main newspapers in Italy together with "La Repubblica" and "Il Sole 24 Ore" (Data_24_News, 2014). It has a national, several regional and an online version (Corriere_Della_Sera, n.d.-a). It is considered as an independent source of news with a progressist approach. The newspaper is owned by RCS mediagroup. The main shares by Giovanni Agnelly (16,73%), Mediobanca SpA (9,93%) or Della Valle Diego (7,33%) (RCS_Mediagroup, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: home, Corriere TV, economy, sport, culture, school, shows, health, science, innovation, technology, motor, trips, home, kitchen, women, 27 hours and fashion. In general terms, the main Webpage contains advertisement in the top and the right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image has more space than headings and texts. When opening an article text is the most important element (70%) followed by the image/videos (15%), the publicity (10%), and the headings (5%).

2.2.2.5.2 La Repubblica

The daily newspaper "La Repubblica" has 382,234 readers per day (Franco_Abruzzo, n.d.; Grupo_Espresso, n.d.). The newspaper is ranked 9th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1976 by the group "Espresso" by Eugenio Scalfari and Carlo Caracciolo and is one of the main newspapers in Italy together with "Corriere Della Sera" and "Il Sole 24 Ore" (Dimitri, 2013). It has a national, several regional and an online version (La_Repubblica, n.d.). It is considered as an independent source of news with a progressist approach. The newspaper is owned by Gruppo

Editoriale l'Espresso Spa. F.li De Benedetti has the main proportion of shares in the group (53,58%) (Gruppo_Espresso, n.d.-a, n.d.-b). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: politics, economy, sports, spectacle, technology, motor, all sections and Repubblica TV. In general terms, the main Webpage contains advertisement in the top, left and the right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image has more space than headings and texts. When opening an article text is the most important element (70%) followed by the image/videos (15%), the publicity (10%), and the headings (5%).

2.2.2.5.3 Il Sole 24 Ore

The daily newspaper "Il Sole 24 Ore" has 315,521 readers per day (Franco_Abruzzo, n.d.; Grupo_Espresso, n.d.). The newspaper is ranked 22nd in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1965 as a merger between Il Sole (founded in 1865) and 24 Ore (founded in 1933 by young economists) and is one of the main newspapers in Italy together with "Corriere Della Sera" and "La Repubblica" (Dimitri, 2013). It has a national, several regional and an online version (Il_Sole_24_Ore, n.d.-a). It is considered as an independent source of news with a conservative approach. The newspaper is owned by Gruppo 24 Ore, owned by Confindustria (Il_fatto_quotidiano, n.d.; Il_Sole_24_Ore, n.d.-b). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: home, Italy and the World, tax, finances, regions, technology, savings, comments, work and store 24. In general terms, the main Webpage contains advertisement in the top, left and the right side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image headings and texts are on equal proportion. When opening an article text is the most important element (80%) followed by the publicity (10%), image/videos (5%) and the headings (5%).

2.2.2.6 Portugal

2.2.2.6.1 Diário de Notícias

The daily newspaper “Diário de Notícias ” has 395,000 readers per day with a circulation of 14,414 newspapers (APCT, 2014; Correio_da_Manha, n.d.). The newspaper is ranked 10th in Portugal and it is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1864 in Lisbon by Thomaz Quintino Antunes and Eduardo Coelho. Although the newspaper is ranked 10th in number of readers in Portugal it is one of the most serious and professional newspapers in the Country together with Diário Público. It has a national, several regional and an online version (Diário_de_Notícias, n.d.). It is considered as an independent source of news with a progressist approach. The newspaper belongs to grupo Controlinveste. Main shares are held by António Mosquito (27,5%), Luiz Monte (15%) and two banks: BCP (15%) and BES (15%) (Controlinveste, n.d.; C. Ferreira, 2013). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: home, politics, sport, letters, videos, special, photos, archives and news magazine. In general terms, the main Webpage contains little advertisement in right and bottom side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image headings and texts are on equal proportion. When opening an article text is the most important element (75%) followed by the publicity (10%), image/videos (10%) and the headings (5%).

2.2.2.6.2 Público

The daily newspaper “Público” has 457,000 readers per day with a circulation of 29,258 newspapers (APCT, 2014; Correio_da_Manha, n.d.). The newspaper is ranked 8th in Portugal and it is not ranked in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1990 by Vicente Jorge Silva. Although the newspaper is ranked 8th in number of readers in Portugal it is one of the most serious and professional newspapers in the Country together with Diário de Notícias. It has a national, several regional and an online version (Público, n.d.-b). It is considered as an independent source of news with a conservative approach. The newspaper belongs to Público-Comunicação

Social, S.A, owned by Sonaecom, S.G.P.S., S.A. The main shares of Sonaecom are held by Sonae (53,17%) and France Télécom (20%) (ERC, n.d.; Lusa, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: Portugal, economy, world, culture, sport, science, technology, opinion, multimedia and more. In general terms, the main Webpage contains little advertisement in right and bottom side of the page. When opening an article we can see some advertisements at the top column and the right. For the content, image headings and texts are on equal proportion. When opening an article text is the most important element (85%) followed by the publicity (5%), image/videos (5%) and the headings (5%).

2.2.2.7 Spain

2.2.2.7.1 El País

According to the Spanish Association for the investigation of mass media (AIMC), the daily newspaper “El País” is ranked 2nd in number of readers per day (1,770) after the sports newspaper “Marca” (with 2,699 readers per day) (IMN, 2014). According to the information and control of the publication office in Spain (OJD), circulation was 267,000 copies in April 2014 (PR_Prensa, 2014). The newspaper is ranked 8th according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). This newspaper was born in 1976, when Spain was starting a transition period towards a democratic system (UAM, n.d.). “El País” is considered a global and independent newspaper, with a Spanish, European and American edition and an online version (El_País_Ediciones, 2014). In legal terms, it is a limited company (El País SL. Grupo Prisa) shared mainly by the Liberty acquisition holding (El_País_Ediciones, 2010). The content is developed by their main journalists. Though each edition has its own characteristics, the newspaper is structured in the following sections: international, politics, economy, culture, society and sports. In general terms, the main Webpage contains advertisement on the margins of the Web, at the top header and some in the middle column. When opening an article we can see some advertisements at the top of the Webpage and the right of the column. For the content, headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (70%) followed by the publicity (20%), the headings (5%) and images (5%).

Together with “El Mundo” it is one of the most popular newspapers in Spain. Although both newspapers have a moderate and neutral ideology, “El País” is considered more progressist and “El Mundo” more conservative.

2.2.2.7.2 El Mundo

According to the Spanish Association for the investigation of mass media (AIMC), the daily newspaper “El Mundo” is ranked 4th in number of readers per day (1,077) after the sports newspaper “Marca” (with 2,699 readers per day), the daily newspaper “El País” (with 1,770 readers per day), and the sports newspaper “As” (with 1,344 readers per day) (IMN, 2014). According to the information and control of the publication office in Spain (OJD), circulation was 149,000 copies in April 2014 (PR_Prensa, 2014). The newspaper is ranked 5th according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was born in 1989 and Pedro J. Ramirez was its director until January 2014 (Overblog, n.d.). It is considered a global and independent newspaper, with a Spanish and an online version that has a payment version called Orbyt (El_Mundo, n.d.-b; El Mundo, 2014). In legal terms, it is a limited company (El Mundo Unidad Editorial) shared mainly by the RSC media group (Bolsamania, 2014; Unidad_editorial, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the newspaper is structured in the following sections: Spain, economy, international, culture, bulls, sports technology, science, motor, trips, Madrid, history and TV. In general terms, the main Webpage contains advertisement on the right side of the Web and at the top header. When opening an article we can see some advertisements at the top of the Webpage and the right of the column. For the content, headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (70%), followed by the publicity (20%), the headings (5%) and the image (5%). It is one of the most popular newspapers in Spain with “El País”. Although the newspaper has a neutral ideology, it is considered more conservative.

2.2.2.7.3 La Vanguardia

According to the Spanish Association for the investigation of mass media (AIMC), the daily newspaper “La Vanguardia” is ranked 5th in number of readers per day (692) after the sports

newspaper “Marca” (with 2,699 readers per day), the daily newspaper “El País” (with 1,770 readers per day), the sports newspaper “As” (with 1,344 readers per day) and the daily newspaper “El Mundo” (with 1,077 readers per day) (IMN, 2014). According to the information and control of the publication office in Spain (OJD), circulation was 146,164 copies in April 2014 (El_Mundo, n.d.-a). The newspaper is ranked 59th according to the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was founded in 1881 by the Godó family (Grupo_Godó, n.d.; La_Vanguardia_Ediciones, 2000). It is considered a global and independent newspaper, with a Spanish and an online version (La_Vanguardia, n.d.). In legal terms, it is a limited company (Grupo Godó) shared mainly by the Godó’s family (Grupo_Godó, n.d.). The content is developed by their main journalists. It is one of the most popular newspapers in Catalonia and considered of a Catalan ideology. Though each edition has its own characteristics, the newspaper is structured in the following sections: international, politics, economy, events, opinion, sports, life, technology, culture, people, leisure, participation, library and services. In general terms, the main Webpage contains advertisement in several parts of the three columns of information of the newspaper. When opening an article we can see some advertisements at the right of the column. For the content, headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (70%) followed by publicity (15%), image (10%) and headings (5%).

2.2.2.8 United Kingdom

2.2.2.8.1 Financial Times

The daily newspaper “Financial Times” has 334,000 readers per day and a circulation of 220,532 newspapers (Gavriel_Hollander, 2013; The_Guardian_Data_Blog, n.d.; The Guardian, n.d.-a). The newspaper is ranked 9th in the United Kingdom and 6th in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The newspaper was established in 1884 and launched in 1888. It is mainly focused on business and economic news internationally and has a conservative/ liberal approach (Financial_Times, n.d.-b). It has the following versions: United Kingdom, Europe, United States, Asia, Middle East and an online version (Financial_Times, n.d.-a). In legal terms, it is part of the Economist group, a limited

company. There are two kind of shares, the shares held by the financial times limited, which holds 50% of the total and the shares held by individual shareholders including the Cadbury, Rothschild, Schroder and other family interests as well as a number of staff and former staff shareholders (European Voice, n.d.-a; The_Economist, n.d.). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections (Financial_Times, n.d.-c): home, world, companies, markets, global economy, law, comment, management and life & arts. In general terms, the main Webpage contains advertisement in the header and the right column. When opening an article we can see some advertisements in the header and the right of the column. For the content, headings text and images are in an equal proportion at the main page, but when opening an article text is the most important element (80%), followed by publicity (10%), image (5%) and headings (5%).

2.2.2.8.2 The Guardian

The daily newspaper "The Guardian" has 5,257,000 readers per day and a circulation of 185,313 newspapers (Gavriel_Hollander, 2013; The_Guardian_Data_Blog, n.d.; The Guardian, n.d.-a). The newspaper is ranked number 10 in the United Kingdom and number 1 in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The Manchester Guardian was founded by John Edward Taylor in 1821 and has a conservative/ liberal approach (The Guardian, n.d.-c). The newspaper has a national, several regional and an online version (The_Guardian, n.d.-b). In legal terms, it is part of the Guardian Media Group, owned by Scott Trust Limited (The_Guardian, n.d.-a). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: news, sport, comment, culture, business, money, life & style, travel, environment, tech, TV, video, dating, offers and jobs. In general terms, the main Webpage contains advertisement in the header and the right column. When opening an article we can see some advertisements in the header and the right of the column. For the content, images take more space than headings and text at the main page, but when opening an article text is the most important element (80%) followed by the publicity (10%), the image (5%) and the headings (5%).

2.2.2.8.3 The Independent

The daily newspaper "The Independent" has 3,662,000 readers per day and a circulation of 286,356 newspapers (Gavriel_Hollander, 2013; The_Guardian_Data_Blog, n.d.; The Guardian, n.d.-a). The newspaper is ranked number 11 in the United Kingdom and number 4 in the top 100 newspapers in Europe by the 4imn.com Newspaper Web Ranking (IMN, 2014). The independent was founded in 1986 by Andreas Whittam Smith, Matthew Symonds and Stephen Glover and has a progressist approach (Britannica, n.d.). The newspaper has a national, several regional and an online version (The Independent, n.d.-b). In legal terms, the newspaper is owned by the Russian billionaire and former KGB agent Alexander Lebedev (Robinson, 2010). The content is developed by their main journalists. Though each edition has its own characteristics, the online version is structured in the following sections: news, video, people, voices, sport, tech, life, property, arts + ents, travel, money, indybest, student and offers. In general terms, the main Webpage contains advertisement in the right column. When opening an article we can see some advertisements in the right of the column. For the content, images take more space than headings and text at the main page, but when opening an article text is the most important element (70%) followed by the image (15%), the publicity (10%) and the headings (5%).

Table 3: General Analysis of the newspapers

Name	EU Ranking	Foundation	Printing	Readers/Day	Circulation	Editions	Content/ topics of the on line version	Ideology	Legal and financial structure	Headings, texts, advertisement and writing space	Source
Newspapers in Europe											
EU Observer	N/A	Year 2000	Daily	60,000	N/A	Only On-Line	News, opinion, agenda, focus, overview, investigations and blogs	EU Affairs	Non profit organisation EU Observer ASBL	Main webpage: advertisement on top header and right column; headings text and images in equal proportion. Article: ads and the top, bottom and right column. Text (80%), publicity (10%), headings (5%) image (5%)	Made by the journalist on the newspaper
EurActiv	N/A	Year 1999	Daily	22,017	N/A	Only On-Line	News, special reports, links, dossiers, interviews, opinions, blogs and video	EU Affairs	UK Public limited company. Main shares owned by team members + 20% of a venture capital company	Main webpage: advertisement on top header and right and left columns; headings text and images in equal proportion. Article: ads and the top and right column. Text (65%), publicity (20%), headings (10%) image (5%)	Made by the journalist on the newspaper
European Voice	89	Year 1995	Weekly	N/A	17,554	Printed and On-Line	Policy, opinion, special reports, people, entrepreneurs, next commission, new parliament, calendar, jobs and my EV	EU Affairs	The Economist group: 50% shares financial times limited. 50% families and staff	Main webpage: advertisement on top header, right column and bottom; headings text and images in equal proportion but images bigger than other newspapers. Article: ads and the top and right column. Text (80%), publicity (10%), headings (5%) image (5%)	Made by the journalist on the newspaper
Europolitics	N/A	Year 1972	Daily	50,000	50,000	Only On-Line	Business & competitiveness, sectoral policies, social, economic & monetary affairs, institutions, external policies, agenda	EU Affairs	Owned by Europe Information Service SA	Main webpage: advertisement on top header, little publicity right and left column; images more important than headings and text, tweets at the right column. Article: ads and the top and right column. Text (80%), publicity (10%), headings (5%) image (5%)	Made by the journalist on the newspaper
Newspapers in Belgium											
La Libre Belgique	N/A	Year 1884	Daily	880,900	N/A	National, several regional versions and on-line	Today, economy, culture, sports, light, debates, region and lifestyle	Conservative	Owned by Groupe Multimedia SA	Main webpage: advertisement on top header, little publicity in the middle of the page; images, headings and text same proportion, tweets at the right column, references to facebook. Article: ads and the top and right column. Text (80%), publicity (10%), headings (5%) image (5%). Use of facebook and twitter.	Made by the journalist on the newspaper
Le Soir	81	Year 1887	Daily	1,625	N/A	National, several regional versions and on-line	Today, sports, culture, economy, debates, blogs, the studio, styles and subscribers selection	Progressist	Owned by Groupe Rossel S.A. Main shares owned by the heirs of the Rossel family	Main webpage: advertisement on top header, left and right of the page and right column; images, headings and text same proportion. Article: ads and the top and right column. Text (80%), publicity (10%), headings (5%) image (5%)	Made by the journalist on the newspaper

Name	EU Ranking	Foundation	Printing	Readers/Day	Circulation	Editions	Content/ topics of the on line version	Ideology	Legal and financial structure	Headings, texts, advertisement and writing space	Source
Newspapers in Germany											
Frankfurter Allgemeine		Frankfurt am Main 1949	Daily	316,524	N/A	National and on-line version	Politics, economy, finances, feuilleton, society, sport, style, technology and motor, knowledge, trips and Rhein-Main	Conservative	Owned by Fazit- Stiftung. Limited Company	Main webpage: advertisement on top header and right of the page; images, headings and text same proportion. Article: ads and the top and right column. Text (80%), publicity (10%), headings (5%) image (5%)	Made by the journalist on the newspaper
Die Welt		Hamburg 1946	Daily	21,180	N/A	National, several regional versions and on-line	Politics, economy, money, sport, knowledge, feuilleton, icon, trip, motor, regional, opinion, videos, and market	Conservative	Owned by Axel Springer. Limited Company	Main webpage: advertisement on top header and right of the page; images, headings and text same proportion. Article: ads and the top and right column. Text (75%), publicity (10%), headings (10%) image (5%)	Made by the journalist on the newspaper
Frankfurter Rundschau		Frankfurt am Main 1945	Daily	198,000	N/A	National, several regional versions and on-line	Frankfurt, Rhein,- Main, politics, economy, panorama, sports, culture, life and more	Progressist	51% of the shares owned by DuMont Schauberg	Main webpage: advertisement on top header and right of the page; images, headings and text same proportion. Article: ads and the top and right column. Text (75%), publicity (10%), headings (10%) image (5%)	Made by the journalist on the newspaper
Newspapers in France											
Le Monde		Year 1944	Daily	1,625,000	318,506	National and on-line version	International, politics, society, economy, culture, ideas, planet, sports, sciences, technology, style, you, campus and edition for subscribers	Progressist	Owned by the limited company Le Monde Libre	Main webpage: advertisement on top header, right column and little publicity in the middle; images more important than headings and text. Article: ads and the top and right column. Text (70%), image (15%), publicity (10%), headings (5%)	Made by the journalist on the newspaper
Le Figaro		Year 1826	Daily	329,093	371,996	National and on-line version	Today, economy, sport, culture, lifestyle, women and edition for subscribers	Conservative	Owned by Socpresse, member of the limited company groupe Dassault	Main webpage: advertisement on top header and right column; same proportion images headings and text. Article: ads and the top and right column. Text (70%), image/videos (15%), publicity (10%), headings (5%)	Made by the journalist on the newspaper
Libération		Year 1973	Daily	100,669	123,259	National and on-line version	Politics, society, world, economy, culture, next, ideas, blogs, video and phc	Progressist	Owned by Group Liberation. Main shares Edouard Rotschild (38,7%) and Carlo Caracciolo (33,3%)	Main webpage: advertisement on top header and right column; images more proportion than headings and text. Article: ads and the top and right column. Text (70%), image/videos (15%), publicity (10%), headings (5%)	Made by the journalist on the newspaper

Name	EU Ranking	Foundation	Printing	Readers/Day	Circulation	Editions	Content/ topics of the on line version	Ideology	Legal and financial structure	Headings, texts, advertisement and writing space	Source
Newspapers in Italy											
Corriere Della Sera	12	Year 1876	Daily	464,428	472,883	National, several regional versions and on-line	Home, Corriere tv, economy, sport, culture, school, shows, health, science, innovation, technology, motor, trips, home, kitchen, women, 27 hours and fashion	Progressist	Owned by RCS mediagroup. Giovanni Agnelli (16,73%), Mediobanca SpA (9,93%), Della Valle Diego (7,33%)	Main webpage: advertisement on top header and right column; images more proportion than headings and text. Article: ads and the top and right column. Text (70%), image/videos (15%), publicity (10%), headings (5%)	Made by the journalist on the newspaper
La Repubblica	9	Year 1976	Daily	382,234	455,672	National, several regional versions and on-line	Politics, economy, sports, spectacle, technology, motor, all sections and repubblica tv	Progressist	Owned by Gruppo Editoriale l'Espresso Spa. Main Shares F.li De Benedetti (53,58%)	Main webpage: advertisement on top header, left and right column; images more proportion than headings and text. Article: ads and the top and right column. Text (70%), image/videos (15%), publicity (10%), headings (5%)	Made by the journalist on the newspaper
Il Sole 24 Ore	22	Year 1965	Daily	315,521	257,305	National, several regional versions and on-line	Home, Italy and the World, tax, finances, regions, technology, savings, comments, work and store 24	Conservative	Owned by Gruppo 24 Ore, owned by Confindustria	Main webpage: advertisement on top header, left and right column; images headings and text same proportion. Article: ads and the top and right column. Text (80%), publicity (10%), image/videos (5%), headings (5%)	Made by the journalist on the newspaper
Newspapers in Portugal											
Diário de Notícias	N/A	Lisbon 1864	Daily	395,000	14,414	National, several regional versions and on-line	Home, politics, sport, letters, videos, special, photos, archives and news magazine	Progressist	Grupo Controlinveste. Main shares António Mosquito (27,5%), Luiz Monte (15%) and two banks: BCP (15%) and BES (15%)	Main webpage: few advertisement on right column and bottom; images headings and text same proportion. Article: ads and the top and right column. Text (75%), publicity (10%), image/videos (10%), headings (5%)	Made by the journalist on the newspaper
Público	N/A	Year 1990	Daily	457,000	29,258	National, several regional versions and on-line	Portugal, economy, world, culture, sport, science, technology, opinion, multimedia and more	Conservative	Público-Comunicação Social, S.A. owned by Sonaecom, S.G.P.S., S.A.. Main shares Sonae (53,17%) and France Télécom (20%)	Main webpage: few advertisement on right column and bottom; images headings and text same proportion. Article: ads and the top and right column. Text (85%), publicity (5%), image/videos (5%), headings (5%)	Made by the journalist on the newspaper

Name	EU Ranking	Foundation	Printing	Readers/Day	Circulation	Editions	Content/ topics of the on line version	Ideology	Legal and financial structure	Headings, texts, advertisement and writing space	Source
Newspapers in Spain											
El País		8 Year 1976	Daily	1,770	267,000	National, European, American and on-line	International, politics, economy, culture, society and sports	Progressist	Limited Company. Main % shares Liberty Acquisition Holdings	Main webpage: advertisement on margins, top header and middle column; headings text and images in equal proportion. Article: ads and the right of the column. Text (70%), publicity (20%), headings (5%) image (5%)	Made by the journalist on the newspaper
El Mundo		5 Year 1989	Daily	1,077	149,000	National and on-line version	Spain, economy, international, culture, bulls, sports technology, science, motor, trips, Madrid, history and TV	Conservative	Limited Company. Main % shares RSC mediagroup	Main webpage: advertisement on the right side and top header; headings text and images in equal proportion. Article: ads and the right of the column. Text (70%), publicity (20%), headings (5%) image (5%)	Made by the journalist on the newspaper
La Vanguardia		59 Year 1881	Daily	692,000	146,164	National and on-line version	International, politics, economy, events, opinion, sports, life, technology, culture, people, leisure, participation, library and services	Catalan	Limited Company. Main % shares Godo's family	Main webpage: few advertisement in all three columns of info; headings text and images in equal proportion. Article: ads and the right of the column. Text (70%), publicity (15%), image (10%) and headings (5%)	Made by the journalist on the newspaper
Newspapers in the United Kingdom											
Financial Times		6 Year 1888	Daily	334,000	220,532	National, Europe, United States, Asia, Middle East and on-line	Home, world, companies, markets, global economy, lex, comment, management and life & arts	Conservative	The Economist group: 50% shares financial times limited. 50% families and staff	Main webpage: advertisement header and right column; headings text and images in equal proportion. Article: ads and the top and right of the column. Text (80%), publicity (10%), image (5%) and headings (5%)	Made by the journalist on the newspaper
The Guardian		Manchester 1 1821	Daily	5,257,000	185,313	National, several regional versions and on-line	News, sport, comment, culture, business, money, life & style, travel, environment, tech, TV, video, dating, offers and jobs	Conservative	The Guardian Media Group, owned by Scott Trust Limited	Main webpage: advertisement header and right column; images more important than headings and text. Article: ads and the top and right of the column. Text (80%), publicity (10%), image (5%) and headings (5%)	Made by the journalist on the newspaper
The Independent		4 Year 1986	Daily	3,662,000	286,356	National, several regional versions and on-line	News, video, people, voices, sport, tech, life, property, arts + ents, travel, money, indybest, student and offers	Progressist	Owned by the Russian billionaire and former KGB agent Alexander Lebedev	Main webpage: advertisement right column; images more important than headings and text. Article: ads and the right of the column. Text (70%), images (15%), publicity (10%) and headings (5%)	Made by the journalist on the newspaper

2.2.3 A practical review of Western EU newspapers

After carrying the first analysis of newspapers based on the identification book and the morphology we will now make the other three parts of the case study focused on the analysis of the content of the newspaper.

In this part of the research, the document content analysis will be used to make a comparison between the content on EU press releases and the content on newspapers. This comparison will also be made between newspapers to see the differences of the information showed. The goal of this investigation is to see whether the contents of the EU press releases are fully reflected in some of the best known newspapers in Western Europe. The investigation will also help us to see if the newspapers analysed help in a positive way to the EU construction process. The analysis of the newspapers will give us extra information to better understand the data obtained from the case study.

To make this research we will use the convenience sample. In this methodology the researcher makes the selection himself on the basis of non-random samples. The researcher will make this selection aiming that it will give a good representativeness of the sample (Crossman, n.d.; Myenglishgrammar.com, n.d.; RAE, n.d.). This methodology has been selected as it is considered the best for doing this part of the case study.

As previously stated in the definition of the sample design or corpus research at point 1.7, taking into account the natural cycle of EU news from September until July and, being August a month where there is no much activity at the institutions, the case study will be carried on over a four-month period of study.

As the presentation of the Juncker plan was announced at the month of November and a fourth-month period from November 2014 to February 2015 will be a very good representative sample which will take into account important news in the period before and after Christmas, this period has been selected as the period of study. Therefore, from mid November 2014 to the end of February 2015 an analysis of the European press releases has been carried out. From this analysis the most relevant EU news have been checked with the newspapers to see whether they published some news about the press releases. This analysis

has been based on the analysis of the number of descriptive adjectives and adjectives of quality (Myenglishgrammar.com, n.d.; RAE, n.d.) and wants to obtain the following data:

- The EU content of the EU press release is posted on the newspaper and is positive. This item wants to analyze whether the content of the EU press release is considered by the newspaper in a positive way. Three possible options: Y/ Partially/ N. Y when the newspaper publishes the content (more than 60% of the content from the press release) and in a positive way (when the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.) is higher than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a)). Partially when the newspaper publishes between 40% and 60% of the content of the press release and in a positive way (when the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.) is higher than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a)). N when the newspaper publishes less than 40% of the content of the press release and in a negative way (when the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) is higher than the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.)).
- The core EU message/s of the piece is transcribed. This item wants to analyze whether the main message of the EU press release is taking into account in the article written by the newspaper. Three possible options: Y/ Partially/ N. Y when the newspaper publishes more than 60% of the core message of the press release in the article. Partially when the newspaper publishes between 40% and 60% of the core message of the press release in the article. N when the newspaper publishes less than 40% of the core message of the press release in the article.
- Way of transcription of the core EU message. This item wants to analyze how the main content of the message inside the EU press release is taken by the newspaper. Three possible options: Positively / Neutral/ Negative. Positively when the newspaper publishes the content in a positive way (when the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.) is higher than the number of negative adjectives (English

Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a)). Neutral when the content of the press release is not published either in a positive or in a negative way (either because there are neither positive nor negative adjectives or because the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; "Positive Adjective Glossary," n.d.) is equal than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a)). Negative when the content of the press release is published in a negative way (when the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) is higher than the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; "Positive Adjective Glossary," n.d.)).

- The news published by the newspapers show a general positive image of the EU. This item wants to see whether the news published in the newspaper shows a positive or a negative image of the EU. Two possible options: Y/ N. Y when the newspaper publishes the content in a positive way (when the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; "Positive Adjective Glossary," n.d.) is higher than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a)). N when the content of the press release is published in a negative way (when the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) is higher than the number of positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; "Positive Adjective Glossary," n.d.)). The EU message contains the most important key words. This item wants to analyze whether the most important key words contained in the EU press release are inside the article written by the newspaper. Three possible options: Y/ Partially/ N. Y when the newspaper publishes more than 60% of the keywords contained in the press release in the article. Partially when the newspaper publishes between 40% and 60% of the keywords contained in the press release in the article. N when the newspaper publishes less than 40% of the keywords contained in the press release in the article.
- Main differences between press release and article. This item wants to analyze whether there are a lot of differences on the content of the EU press release and the article written by the newspaper. Two possible options: No differences/ Differences: broader article/ narrower article. No differences when the main ideas and content are

inside both in the EU press release and in the newspaper article. Differences: broader article when there are differences because the newspaper article not only contains the main ideas and content of the EU press release, but also some extra ideas which can include the national dimension of this issue in a Member state. Differences: narrower article when the newspaper article contains less ideas and content than the EU press release.

- The newspaper talks about a relevant topic not published in the press release. This item wants to analyze whether the newspapers talks about a relevant topic at the EU level that has not had any publication at the EU level via an EU press release.
- The newspaper talks about a press release some days in advance. This item wants to analyze if the newspaper talks about a topic which is going to be published some days after at the EU level via an EU press release.
- The article connects with the national/ regional perspective. This item wants to see whether the article takes into account not only the EU perspective, but also the national or regional perspective from a Member state. Three possible options: with EU perspective, with national perspective, with national and EU perspective. With EU perspective when the article only talks about the EU dimension. With national perspective when the article only talks about the Member state dimension. With national and EU perspective when the article talks about both the EU and the Member state dimension.
- The number of space that newspapers use for EU news in its main page (measured by percentage). This item wants to see the space newspapers use in the main page with regards to the rest of news by percentages.
- The number of space that newspapers use for EU news in the international/ EU section (measured by percentage). This item wants to see the space newspapers use in the international or EU section with regards to the rest of international news by percentages.
- The headlines about the EU show a positive image of the institutions. This item wants to analyze whether the headlines of newspapers on EU affairs show a positive image of the EU institutions. Five possible options: Yes/ Positive/ Critical/ Neutral/ Negative/ No. Yes when the number of positive adjectives in the headlines (Dictionary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; "Positive Adjective

Glossary,” n.d.) is higher than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a). Positive when there are only positive adjectives in the headlines (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.). Critical when instead of positive or negative adjectives in the headlines, we find a questioning approach from the newspaper. Neutral when there are neither positive adjectives (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.) nor negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) in the headlines. Negative when there are only negative adjectives in the headlines (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a). No when the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) is higher than the number of positive adjectives in the headlines (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.).

- There are Editor’s opinion/ review articles about EU news: Y/N. This item is based whether there are editors opinion articles concerning the topics published on the EU press releases or not.
- The Editor’s opinion/ review articles show a positive image of the EU. This item wants to see if the opinion article written by the newspapers is showing a positive image of the EU. Three possible options: Yes/ Critical/ No. Yes when the number of positive adjectives in the opinion article (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.) is higher than the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a). Critical when instead of positive or negative adjectives in the opinion article, we find a questioning approach from the newspaper. No when the number of negative adjectives (English Club, n.d.-a; My Vocabulary, n.d.; Oxford Dictionnary, n.d.-a) is higher than the number of positive adjectives in the opinion article (Dictionnary, n.d.; English Club, n.d.-b; My English Grammar, n.d.; Oxford Dictionnary, n.d.-b; “Positive Adjective Glossary,” n.d.).

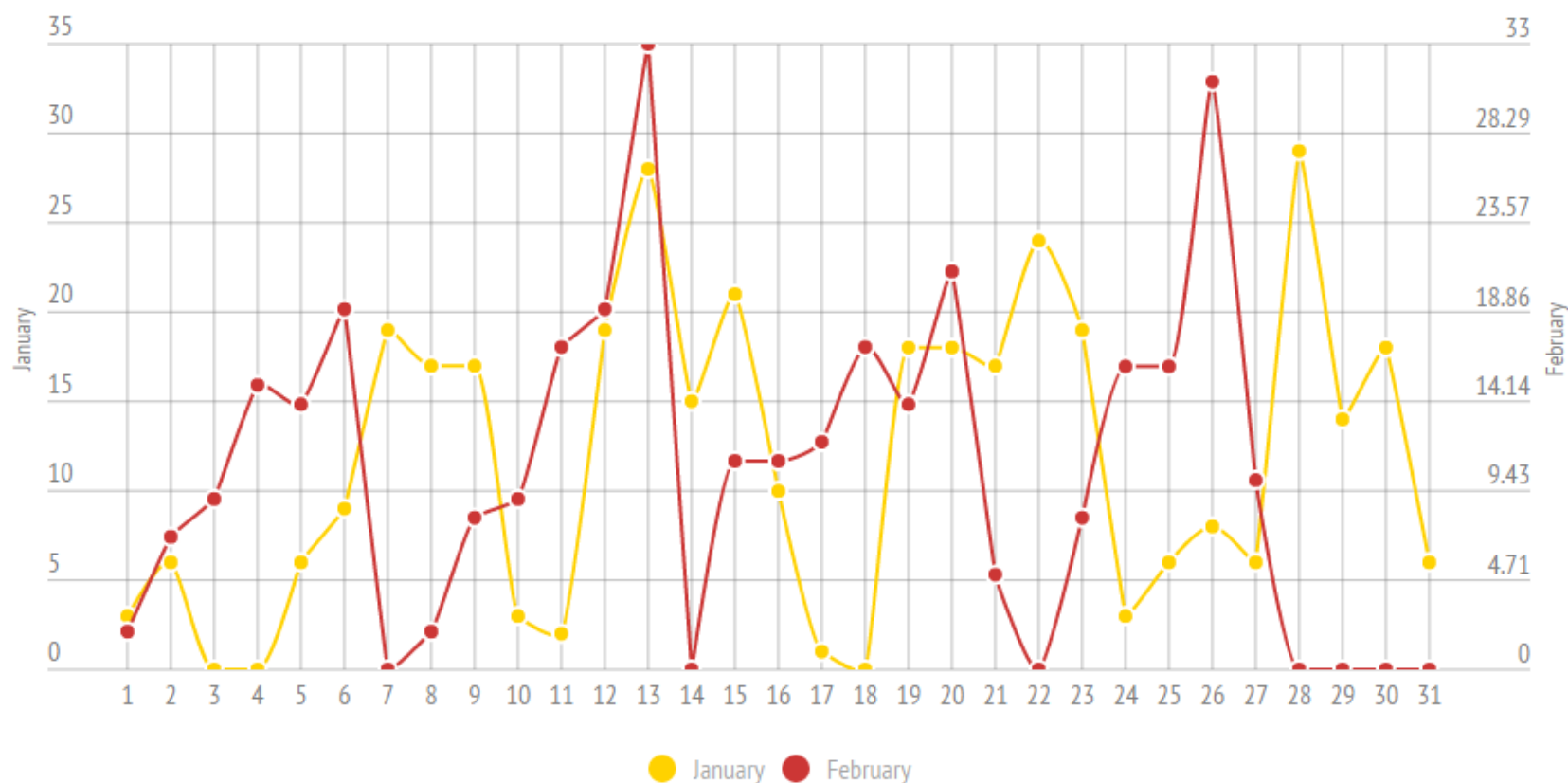
As the following table shows, Europa Newsroom has published a significant number of publications during the period of study: a maximum of 33 publications per day and a minimum of zero, with a normal average of between 15 and 20 publications per day.

However, not all press releases have been published by newspapers, only those documents considered “relevant” by each of them. That is the main reason to carry a general test with a general overview of newspapers excluding the topics that have had a full coverage at the EU level by all newspapers and a specific and in- depth analysis focused on a concrete convenience sample made-up by those topics that have had full coverage at the EU level by all newspapers (5 concrete cases). The information obtained in the case study will also be used to make the general analysis of each newspaper that will be carried later on.

All data obtained during the study are attached in the tables that are in the annexes of the thesis. Those tables have been used to obtain other tables that are going to show more visually the deductions of the study.

The information obtained from the case study will be key for the third part of the research, as the questions of the interview with a survey to experts and leaders of opinion at the EU level from the most important sectors will be based on the information obtained from this study.

Table 4: monthly publications Europa newsroom

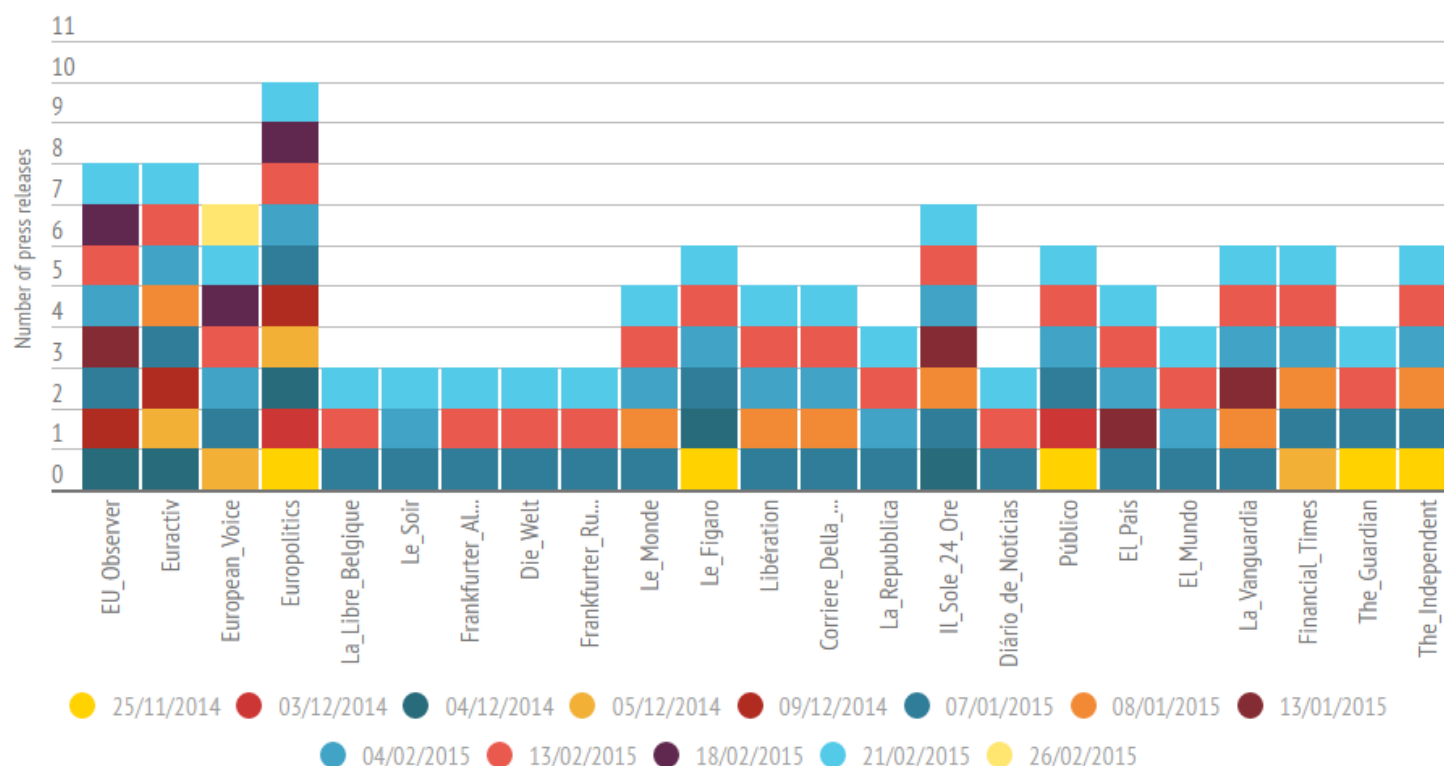


Source: annex table 1: monthly publications Europa newsroom

2.2.4 General test

A daily overview of the newspapers mentioned has been carried during mid November 2014 and ending February 2015. All this point will be based on the data obtained from the annex tables, which is reflected on the graphical tables inside the general test. Table 4 (monthly publications Europa Newsroom) shows with a visual graphic the number of publications of Europa Newsroom in January and February. Those numbers have been obtained from the daily consultation during the period of study of the webpage Europa Newsroom (Europa.eu, n.d.-a). Table 5 shows visually on which day each newspaper has published an article. The higher the column is, the more days newspapers have published articles. The table is based on annex table 2 and 3. Annex table 2 shows with an “x” which newspaper has published an article in which day and annex table 3 shows which were the topics that were published on the website Europa Newsroom and were covered by newspapers this day.

Table 5: Press releases: number of publications by dates and newspaper



Source annex table 2 general analysis of newspapers November 2014- January 2015 and annex table 3 date of press releases and topics

Table 5 shows if a topic published on a press release of the Europa Newsroom has been published in a newspaper. On the bottom of the table we can see all newspapers analysed and the dates where relevant press releases have been published in Europa Newsroom. Annex table 3 shows more detail by indicating the relevant topics that have been published in Europa Newsroom each day.

By analysing and watching what shows table 5 we can see the following:

- European newspapers are the ones that have published more news (a total of 34 news) coming from the Europa Newsroom. Europolitics (10) followed by Euractiv (9), the EU Observer (8) and the European Voice (7) have published an important number of the press releases analysed.
- There are some newspapers (5 out of 23, 21.74%) from different countries with an important number of publications (a total of 29) of the press releases analysed. That is the case of Le Figaro (7) in France, Il Sole 24 Ore in Italy (8), la Vanguardia in Spain (7) and the Guardian and the Independent in the UK (7).
- There are some newspapers (6 out of 23, 26.09%) with a normal number of press releases mentioned and analysed (a total of 34). This is the case of Le Monde (5) and Libération (5) in France, Il Corriere Della Sera in Italy (6), Público in Portugal (6) and El País (6) and El Mundo (6) in Spain.
- Germany and Belgium newspapers (5 out of 23, 21.74%) are the ones that have published the least number of news (a total of 25). La Libre Belgique (3), Le Soir (3), the Frankfurter Allgemeine (3), Die Welt (3) and the Frankfurter Rundschau, together with Diário the Notícias from Portugal (3) and La Repubblica from Italy (4) are the newspapers with fewer references to the press releases of Europa Newsroom.

Apart from the general information that can be taken just by looking at the figures, there are also some important remarks that can be seen by making a deeper analysis of the information:

- During some days, the Web Europa Newsroom did not publish relevant press releases.

That was the case for the 28th of November, the 1st, 2nd, 6th, 7th, 8th, 10th, 11th, 12th, 15th, 16th, 17th and 18th of December. That was also the case on the 5th, 6th, 12th, 14th, 15th, 16th, 19th, 20th, 21st, 22nd, 26th, 27th and 29th of January, and also the case on the 2nd, 3rd, 5th, 6th, 9th, 10th, 11th, 14th, 16th, 17th, 19th, 20th, 23rd, 25th and 27th of February. As we can see from the figures, during some days, news published in Europa Newsroom were not very relevant for newspapers.

- Sometimes, the Web Europa Newsroom published relevant press releases but there was no impact on newspapers.

That was the case on the 26th of November, when, apart from the €315 billion investment plan announced by Mr Juncker, there were other important topics such as the approval of the merge between Airbus and Safran (European_Commission_Press_Release_Database, 2014m) or the investment offensive to boost growth and jobs (European_Commission_Press_Release_Database, 2014f) but there was no reference about those two topics in the newspapers studied.

That was also the case on the 27th of November, when there was relevant press releases on the 500 million EU macro financial assistance to the Ukraine (European_Commission_Press_Release_Database, 2014r) and the fact sheet where the EU economic governance is explained (European_Commission_Press_Release_Database, 2014q) but there was no information on those topics at the newspapers.

That also happened on the 23rd of January with a press release on the MEPs reaction to the ECB's Expanded Asset Purchase Programme that had no impact in the press (Europarl_Press, 2015c).

That also happened on the 28th of January, when the European Commission published a press release about the launch of a project to establish a Capital Markets Union (European_Commission_Press_Release_Database, 2015g) and an article about the TTIP hearing in the international trade and legal affairs committees at the European Parliament (Europarl_Press, 2015e). However, the main newspapers did not publish news about those topics, as they were more focused on other topics such as Greece or the Ukraine.

The same happened on the 30th of January when the European Commission published data concerning the Euro area unemployment rate (European_Commission_Press_Release_Database, 2015h) and the January 2015 annual inflation (European_Commission_Press_Release_Database, 2015n). However, the main newspapers did not publish news about those topics, as they were more focused on other topics such as Greece or the Ukraine.

The same happened on the 12th of February, when there was the publication of the election of the new Committee of the Regions' president: Mr Markku Markkula (CoR, 2015) but nothing was published on the press releases.

That was also the case on the 24th and 26th of February. On the 24th of February there was a publication about the January 2015 inflation rate (European_Commission_Press_Release_Database, 2015p) and another publication about the green paper on the Capital Markets Union (European_Commission_Press_Release_Database, 2015s). On the 26th of February there was a publication about the presence of Mario Draghi at the European Parliament (Europarl_Press, 2015b) and about the European Commission's commitment of €3.8 billion to fight against poverty (European_Commission_Press_Release_Database, 2015m). However none of the newspapers published news concerning those topics. There was only one publication from the European Voice about Mr Draghi's intervention at the European Parliament (Europarl_Press, 2015b).

- In other times, the publication of Europa Newsroom has had an impact only in a few newspapers.

That was the case on the 25th of November, when there was information about the EU commitment on enhanced transparency (European_Commission_Press_Release_Database, 2014n), the EIB decision to co-finance with the EU infrastructure investments in Bulgaria (European_Investment_Bank, 2014), the approval for German aid for renewable energy and price cuts (Mosca, 2014), the trade estimate of the member states for the third quarter of 2014 (European_Commission_Press_Release_Database, 2014g) or the declaration of Ms Mogherini about the elections in Tunisia (European_Commission_Press_Release_Database, 2014c). In this case not all the topics were covered and not all newspapers talked about them. Europolitics talked about the new transparency rules (Sopinska, 2014) and the German aid (Mosca, 2014). Le Figaro talked

about the new elections in Tunisia, but with no reference to Ms Mogherini's declarations (Cavallès, 2014). The guardian (The Guardian, 2014b), the Independent (Schemm, 2014) and the Portuguese newspaper Público (Guimaraes, 2014) did the same concerning Tunisia.

That was also the case on the 3rd of December, when there were important press releases on the Single European Sky (European_Commission_Press_Release_Database, 2014s), on the simplification of European Commission procedures (European_Commission_Press_Release_Database, 2014o) and on the 500 million macro financial assistance loan of the EU with the Ukraine (European_Commission_Press_Release_Database, 2014r). Only Europolitics and the Portuguese newspaper Público talked about the Single European Sky (Smets, 2014b) and the Ukraine (Ribeiro, 2014) respectively.

That was also the case on the 4th of December, when there was several relevant press releases on the COP 20 climate change talks (Europarl_Press, 2014a), on the EU and Syria €180 million of help (European_Commission_Press_Release_Database, 2014d), on statistics of air passengers (European_Commission_Press_Release_Database, 2014a), or on the implementation of solvency II (European_Commission_Press_Release_Database, 2014h). However not all newspapers have talked about those topics. EurActiv and Europolitics had an article about energy related with the COP 20 but not about the delegation of the EP in the summit (Eckstein, 2014a; EurActiv, 2014a). The EU Observer talked about the summit in Lima (Teffer, 2014b). Le Figaro talked about the conflict in Syria but not about the 180 million euros of help (Le Figaro, 2014d). Il Sole 24 Ore talked about the number of air passengers carried at the airports (Il_Sole_24_Ore, 2014b).

That also happened on the 5th of December, when there were several relevant press releases on the Basel III implementation (European_Commission_Press_Release_Database, 2014p) and on the European Single Sky (European_Commission_Press_Release_Database, 2014b). European Voice, Europolitics, Euractiv and Financial Times talked about the press release on the European Single Sky (Casinge, 2014b, 2014c; Financial_Times, 2014a; Kroet, 2014; Smets, 2014a).

This also happened on the 9th of December with several press releases on the investment offensive for Europe (European_Commission_Press_Release_Database, 2014k), on the provisional agreement between the European Parliament and the Council for the budget (Europarl_Press, 2014c) and on the COP 20 summit in Lima (Europarl_Press, 2014b). Only European newspapers

talked about those topics: EU Observer wrote an article about the investment offensive (Pop, 2014a). Europolitics and Euractiv wrote an article about the budget agreement (EurActiv, 2014d).

That also happened on the 13th of January with two press releases: one on the presentation of the law for the European Fund for Strategic investments by the European Commission (European_Commission_Press_Release_Database, 2015i) and another one on the presentation of the guidance to encourage structural reforms and investment by the European Commission (European_Commission_Press_Release_Database, 2015t).

The newspaper EU Observer did not publish any news on the EU fund for strategic investments but published news concerning the fact that Germany stops accumulating fresh debt. In this article there is a reference on the presentation of the guidance from the EU Commission on the structural reforms and investment (Pop, 2015b). Newspaper EurActiv also published an article about the €315 billion investment plan but nothing on the EU Commission guidance about structural reforms and investment (Vincenti, 2015). The French newspaper Le Monde published an article about the €315 billion investment plan but nothing on the EU Commission guidance about structural reforms and investment (Ducourtieux, 2015c). In Italy, Il Sole 24 Ore published two articles on each topic (Romano, 2015b; Romano & Cerretelli, 2015). The rest of newspapers did not publish any article on those topics. In Spain, El País and La Vanguardia published two articles on each topic (La_Vanguardia_Ediciones, 2015d, 2015e; Pérez, 2015a; Pérez & Fariza, 2015).

That was also the case on the 18th of February, when there was publication of press releases concerning the Commission consultation on the Capital Markets Union (European_Commission_Press_Release_Database, 2015v) and the press release about the foundation of a fairer and more transparent approach to taxation in the EU (European_Commission_Press_Release_Database, 2015l). On the 20th of February the ECB announced a new guideline on the implementation of the monetary policy (European_Commission_Press_Release_Database, n.d.). However, this news were only published in the European newspapers (and not all of them) and not in the national newspapers of the countries analysed.

In Europe, the EU Observer only published an article concerning the consultation of the Capital Markets Union, but nothing on the rest (Fox, 2015c). Euractiv did not publish anything

on those issues. European Voice only published an article concerning the consultation of the Capital Markets Union, as the EU Observer (Nicholas Hirst, 2015b). Europolitics published an article about taxation and the Capital Markets Union but nothing on the ECB new monetary policy guidelines (Malhère, 2015a, 2015b).

- Several times, a large majority of newspapers have published what is in Europa Newroom.

That was what happened on the 8th of January, when the Commission proposed new macro financial assistance to the Ukraine up to €1.8 billion in medium- term loans (European_Commission_Press_Release_Database, 2015j). This proposal was followed by the publication of a Fact Sheet on the EU-Ukraine relations on the 9th of January (European_Commission_Press_Release_Database, 2015c).

At the EU level, newspaper Euractiv published an article about the proposal for macro financial assistance to the Ukraine (EurActiv, 2014b). The other EU newspapers have not published any articles on those topics. In France, Le monde and Libération published an article concerning the proposal for macro financial assistance to the Ukraine (Le Monde, 2014; Libération, 2014f) and Le Figaro published an article concerning the inflation rate of the Eurozone (Le Figaro, 2014e). In Italy, Il Corriere Della Sera and Il Sole 24 Ore published two articles concerning the proposal for macro financial assistance to the Ukraine and the inflation rate of the Eurozone (Il_Sole_24_Ore, 2015d; Romano, 2015c; Savelli, 2015; R. Sorrentino, 2015). In Spain, El País, El Mundo and La Vanguardia published an article on the inflation rate of the Eurozone (El Mundo, 2015a; Fariza, 2014; La_Vanguardia_Ediciones, 2015b). The only Spanish newspaper that published an article about the proposal for macro financial assistance to the Ukraine was La Vanguardia (La_Vanguardia_Ediciones, 2015c). In the United Kingdom, Financial Times published an article about the proposal for macro financial assistance to the Ukraine and two articles about the inflation rate in the Eurozone (Financial_Times, 2014d; Jones, 2014; Spiegel, Donnan, & Buckley, 2015). The Independent published two articles about the inflation rate and one about the unemployment rate in the Eurozone (Chu, 2015c; Lynch, 2015a, 2015b).

That was also the case on the 4th of February, when there was several relevant events at the EU level: the ECB published a press release concerning the eligibility of Greek bonds used as collateral in Eurosystem monetary policy operations (European_Commission_Press_Release_Database, 2015b). There was also an article about Tsipras' visit to the European Parliament (Europarl_Press, 2015a) and two announcements of the European Commission: the launch of the Energy Union (European_Commission_Press_Release_Database, 2015f) and the 1 billion euro available from the Commission for youth unemployment (European_Commission_Press_Release_Database, 2015q).

In general terms, we can see that the biggest part of newspapers published an article about the ECB decision but most of newspapers did not generally publish the rest of news. It is interesting to see that in Germany none of the newspapers mentioned the ECB decision. At the EU level, the newspaper EU Observer published an article about the measures taken by the ECB, however there was no reference to the rest of the topics (Pop, 2015a). Euractiv published some articles about the ECB measures, the publication of the Energy Union or the EU Commission's €1 billion initiative (Crisp, 2015; EurActiv, 2015b; Jacobsen, 2015). The European Voice only published an article about the energy union project (Keating, 2015a). Europolitics published one article about the youth unemployment initiative (Petitjean, 2015) and another one about the Union for Energy project (Gurzu, 2015).

In Belgium, La Libre Belgique did not publish news on this. Only Le Soir published an article concerning the ECB's measures (Le Soir, 2015b). Surprisingly there was no reference to the mentioned topics in German newspapers. In France, Le Monde published an article about Greece and several opinion articles (Charrel, 2015a, 2015c), but no reference to the rest of topics. Le Figaro also published an article about Greece and the ECB, followed by several opinion articles (Bouilhet, 2015b), and an article about European Commission's youth unemployment programme (Le Figaro, 2015c). Libération published an article about Greece and the ECB (Libération, 2015b), but nothing concerning the rest of news. In Italy, Il Corriere Della Sera published an article about Greece and the ECB followed by several opinion articles (Caizzi, 2015) but nothing concerning the rest of news. The same happened in La Repubblica (Raffaele Ricciardi, 2015) and in Il Sole 24 Ore (Martin Wolf, 2015). In Portugal, there were no news in Diário de Notícias but Público published news about Greece and the ECB (Sérgio Aníbal, 2015a) and about the Commission measures to fight against unemployment (Castro Mendes, 2015). In

Spain, El País only published an article about Greece and the ECB (Pérez, 2015d), La Vanguardia (La_Vanguardia_Ediciones, 2015k) and El Mundo (Vega, 2015) did the same. In the United kingdom, the Financial Times and The Independent published an article about Greece (Jones & Giugliano, 2015) and the ECB but no news on the other topics (Molloy, 2015).

- It has also happened that some news had been published in several newspapers but before or after the day of the press release.

That was the case on the 19th of December, when there were some articles on the 2015 budget in several newspapers and on CIA torture but they were published on the 17th instead of the 19th of December (Europarl_Press, 2014g). The same applies for the EU Banking Union (European_Commission_Press_Release_Database, 2014e).

- It has also happened that a topic has been treated with a national or different perspective, not taking into account the declarations at the EU level

That was the case on the 7th of January, when there were two publications concerning statistics on the EU area unemployment rate (European_Commission_Press_Release_Database, 2015r) and on the inflation (European_Commission_Press_Release_Database, 2015k), followed by a statement by president Juncker on the attacks on Charlie Hebdo premises (European_Commission_Press_Release_Database, 2015u) and the minute of silence for the victims of the attack against Charlie Hebdo in Place de Luxembourg (Europarl_Press, 2015d).

The attacks on Charlie Hebdo were followed at the European level but with a French perspective and not taking into account the declarations at the EU level. News about “Charlie Hebdo” were treated in all countries but without references to the actions taken at the EU level.

That was also the case on the 13th and 15th of February.

On the 13th of February there was several publications: one concerning the statements made in the Council meeting about the Ukraine (Latvian_Presidency_Council_EU, 2015b), and several

concerning other actions, such as the adoption of 18 rural development programmes by the European Commission (European_Commission_Press_Release_Database, 2015d), another one about the cohesion policy (European_Commission_Press_Release_Database, 2015e), another one about the Council changes on the MFF (Latvian_Presidency_Council_EU, 2015a), and another one concerning GDP data from Eurostat (European_Commission_Press_Release_Database, 2015o). On the 15th of February there was also the publication of Mr Tusk's declaration concerning the attack in Copenhagen (European_Commission_Press_Release_Database, 2015w).

In general terms, all newspapers talked about the Ukraine crisis and Copenhagen but normally with a national perspective and not mentioning the reactions at the EU level. The other news was not always taken into account to write an article.

In European newspapers, EU Observer published several articles about the attack in Copenhagen, mentioning Mr Tusk's declaration (Kirk, 2015). They were mentioned during the week the meeting at Minsk (Rettman, 2015b), the conclusions of the Council meeting on Friday (Rettman, 2015a) and also published an opinion article on that (EU_Observer, 2015). However there was no article concerning the other publications. Euractiv only published news about the Minsk agreement (EurActiv, 2015e) and the Council conclusions on the Ukraine (Gotev, 2015), nothing on the rest. The European Voice published some articles on the Ukraine (Gardner, 2015), including an opinion article (Lucas, 2015) and also published the GDP data shown by Eurostat (Nicholas Hirst, 2015a), but nothing on the other topics. Europolitics published an article concerning the Council conclusions on the Ukraine (Sopinska, 2015b), another one about the 18 rural development programmes (Sopinska, 2015a) and also about the nomination of the new president of the Committee of the Regions (Smets, 2015) but did not mention the rest of news. In Belgium, La Libre Belgique published an article containing Mr Tusk's declarations (La_Libre_Belgique, 2015b) and also published several articles about the Ukraine, but nothing concerning the Council conclusions. Le Soir had no reference to any of the issues from an EU point of view. In Germany the Frankfurter Allgemeine published an article and an opinion article about the attack in Denmark but with no reference to the EU reaction (Frankfurter_Allgemeine, 2015c, 2015d). The same happened for the Ukraine: there is an article about the meeting with Putin in Minsk and even an opinion article questioning why Cameroon was not present at this meeting but no article with an EU perspective or about the Council conclusions (Buchsteiner, 2015; Sattar & Wiegel, 2015). For the rest of topics there is nothing on the

newspaper. Die Welt did the same as FAZ: an article about the attack in Denmark but with no reference to the EU publication (Frankfurter_Allgemeine, 2015d) and three articles about the Ukraine but about Merkel and Hollande meeting in Minsk and about the fact that Cameroon was not present at this meeting (Alexander, 2015; Kielinger, 2015; Poschardt, 2015). No reference to the EU Council conclusions and no reference to the other topics. The same also happened for the Frankfurter Rundschau (Frankfurter_Rundschau, 2015b, 2015c). In France, Le Monde published some news concerning the Minsk agreement but nothing on the Council conclusions and also published an article about the Copenhagen attacks but with a national perspective, without mentioning Mr Tusk words (Le_Monde, 2015; Le Monde, 2015a). Le Figaro also did the same, but also added an article about the Council conclusions on Friday (Jamet, Connan, & Boudisseau, 2015; Lasserre, 2015; Mevel, 2015b). Libération published the same as Le Monde with no reference to the Council conclusions (Libération, 2015a; Semo, 2015a, 2015b). In Italy, Il Corriere Della Sera published an article about the attack in Copenhagen but without taking into account the words of Mr Tusk (Corriere_Della_Sera, 2015a). They also published an interview with Ms Mogherini asking why she did not participate in the talks but not related with the Council conclusions (Valentino, 2015). The same happened in La Repubblica: only an article about Copenhagen but without reference to the EU (Berizzi, 2015) and an article about Angela Merkel's leadership in the Ukraine crisis but with no reference to the Council conclusions (Tarquini, 2015). Il Sole 24 Ore published an article about Copenhagen and the Minsk agreement but nothing in relation with the EU press releases (Il_Sole_24_Ore, 2015c; Pignatelli, 2015). However it published an article about the modifications of the MFF, but only taking into account the Italian perspective (Giugliano, 2015). In Portugal, both newspapers published news on Copenhagen (Lusa, 2015a; Público, 2015b) and the Ukraine (Martins, 2015; Raposo, 2015), but with no reference to the EU. In Spain, El País published an article about the Council conclusions of the Ukraine (Pérez, 2015e), about the GDP data (Pérez, 2015f) and about the Copenhagen attacks (Yáñez, 2015). For Copenhagen there was no mention to Mr Tusk's declaration. The same applies for newspaper El Mundo (El Mundo, 2015b, 2015c; La_Vanguardia_Ediciones, 2014a). La Vanguardia talks about the same issues but published in addition an article about the cohesion funds (La_Vanguardia_Ediciones, 2015l, 2015m, 2015n, 2015o). In the United Kingdom the Financial Times published two articles concerning Copenhagen and the Ukraine but with no reference to the EU press releases (Milne, 2015; Reporters, 2015). The Guardian and The Independent both

published news about Copenhagen without taking into account Mr Tusk's words (Eleftheriou-Smith, 2015; Khomami & Eriksen, 2015) and also published news about the GDP growth (Lynch, 2015c; Wearden & Fletcher, 2015). The Guardian published an article about the meeting between Merkel, Hollande and Putin. The Independent did not published an article on that matter (Weaver & Luhn, 2015).

- It has also happened that EU newspapers have been talking about a topic that has had no press release at the EU level.

That was the case during the end of January/ beginning of February, when there was a very important follow up of the Greek elections in all European newspapers. There was also much news concerning the negotiations inside the Eurogroup and the troika. However, as the Eurogroup is an informal meeting group there were no press releases on those issues except on the 21st of February.

That was also the case for the meeting between François Hollande and Angela Merkel with Putin in Minsk which has been highlighted in the previous point. As this meeting was between heads of government and there was not opinion from any representative of any EU institution there was no press release on it.

2.2.5 In-depth analysis of the 5 most relevant topics

Apart from the general analysis, during the period of analysis there have been 5 topics published at the Europa Newsroom that have been followed and analysed by all newspapers. The fact that those 5 topics have been followed and analysed by all newspapers is the main criteria to carry on this in-depth analysis of those topics.

This point of the study will make an in-depth analysis of these 5 topics. For all 5 topics there will be a general overview of the topic, followed by a newspaper analysis that will show what has been published by each newspaper. After this analysis the results will be succinctly

analysed, taking into account the main data studied during the monitoring of the topic in question.

The data obtained from this analysis is showed on each table, which has a different source in the annexes, where the main information can be found. Table 6 shows visually how the press release on the Pope's visit has been followed by each newspaper. Annex table 4 and 5 are showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography. Table 8 shows visually how the press release on the Juncker's 315 billion investment plan has been followed by each newspaper. Annex table 6 and 7 are showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography.

Table 10 shows visually how the press release on the COP 21 has been followed by each newspaper. Annex table 8 and 9 are showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography.

Table 12 shows visually how the press release on the ECB's Expanded Asset Purchase Programme has been followed by each newspaper. Annex table 10 and 11 are showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography.

Table 14 shows visually how the press release on the Eurogrup Greece has been followed by each newspaper. Annex table 12 and 13 are showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from

Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography.

2.2.5.1 Visit of the Pope to the European Parliament

2.2.5.1.1 Review by newspapers

The first topic that was treated by all newspapers during our study case was the visit of the Pope to the European Parliament: on the 25th of November the Web Europa Newsroom published a press release about the visit of the Pope to the European Parliament, first visit of a sovereign pontiff in the last 26 years. They even prepared a video showing the most important moments of the visit and published it on the Webpage (Europarl_Press, 2014e, 2014f). The European Parliament also published an article on the 28th of November where they explained the topics debated in the plenary this week, making reference to the Pope's visit (Europarl_Press, 2014h). All newspapers published something concerning this visit.

The newspaper, EU observer, published on the 25th of November, an article that showed the main points of debate that the Pope highlighted in his speech (aging population, migration and social problems). It can be considered as a warning message for the MEPs as it calls for some changes that must be done in Europe (Teffer, 2014a).

Euractiv did similar and published an article showing the main points of debate highlighted by the Pope and also a video about his message (EurActiv, 2014e, 2014f).

The same applies to the European Voice that, in addition, published two tweets of the Pope's speech (Keating, 2014c; Twitter, 2014b, 2014c).

Europolitics also published an article highlighting the main points of the Pope's speech. In addition there was a video with questions that some MEPs given the opportunity would have asked the Pope. They also did some tweets concerning the speech (Spanneut, 2014; Twitter, 2014d).

In Belgium, La Libre Belgique published an article on the 25th of November about the conversation between the Prime Minister of Belgium and the Pope and about a possible visit of the Pope to Belgium. There was very little information about the message of the Pope at the European Parliament (La_Libre_Belgique, 2014a). Le Soir published an article the same day in the same line as EU Observer and the other EU newspapers, highlighting the main points of the Pope's speech. In the same article there were references to Twitter concerning the visit (Le Soir, 2014).

In Germany, the Frankfurter Allgemeine published on the 25th of November two articles (one of them an opinion article) about the visit. The general article took the main points highlighted by the Pope. The opinion article gave more information about the contextualization of the visit, as the Pope will continue visiting other countries, and also about how the Pope talks about the problems that Europe should try to fight against to make a better continent (Deckers, 2014; Frankfurter_Allgemeine, 2014b). On the 30th of November, the newspaper also published an opinion article about the speech of the Pope. In this article the author highlights the good points made by the Pope concerning some of the challenges that Europe has to face but also defends what Europe has achieved through this time (Gutschker, 2014; Twitter, 2014e).

The same happened in Die Welt, with a general article about the speech and an opinion article that criticized the position of the Pope concerning Europe (Die Welt, 2014b; Posener, 2014). The Frankfurter Rundschau also published an article explaining the critical view of the Pope concerning the problems of Europe (Biskup, 2014).

In France, Le monde published two articles concerning the visit of the Pope and the speech that he gave. The general article showed the main guidelines of the speech. The second article tried to better analyse what he said, highlighting how he did not talk about several topics concerning ethics and society where the church may think different from some groups in the EP (Chambraud, 2014a, 2014b).

Le Figaro published a webpage to see the speech. It also published one article showing the main guidelines and another article concerning the opinion of several politicians criticizing the visit of the Pope to a Parliament. This criticism was coming from French politicians and had a national perspective (Jarrassé, 2014; Le Figaro, 2014b, 2014c).

Newspaper Libération published 3 articles on the 25th of November, in those articles, the newspaper talked about the visit and about the main messages that the Pope highlighted in the speech (Libération, 2014e; Sauvaget, 2014a, 2014b).

In Italy, Il Corriere Della Sera published on the 25th of November a very complete article with all the highlights of the Pope's intervention, with information about the visit to the Council of Europe and also about the declarations of the Italian Prime Minister. They also tweeted some parts of the visit (Corriere_Della_Sera, 2014c; Twitter, 2014a). La Repubblica highlighted how the Pope was applauded during his speech at the European Parliament. The article was very extensive and talked about all the visit as also newspaper Corriere Della Sera did (La_Repubblica, 2014c). The same applied for Il Sole 24 Ore (Cottone & Marroni, 2014). We can see that in all of them there was more information than the rest and also comments about the declarations of the Italian prime minister.

In Portugal, Diário de Notícias published an article on the 25th of November showing the main points of the Pope's speech. There was an article of opinion on the 26th of November concerning the Pope's visit and the reaction of the population in Strasbourg (less enthusiast than the MEPs) (Salvador, 2014a, 2014b). Newspaper Público also wrote an article in the same line as Diário de Notícias and published a webpage to see the speech online (Público, 2014; Rocha, 2014).

In Spain, El País published an article on the 25th of November about the main points that the Pope spoke on in his speech and also pinpointed how MEPs applauded him although he was very critical of the EU. The newspaper also took into account the national perspective by

writing an article about how the new political party “Podemos” applauded the Pope’s speech. There were also some tweets concerning the Pope’s intervention (Órdaz, 2014; Pérez, 2014a). El Mundo also published an article highlighting the main points of the Pope’s speech (Suanzes, 2014a). La Vanguardia published 4 articles about the visit of the Pope. The main article highlighted the main ideas of the Pope and the others were about the visit and the surprise that the President of the European Parliament, Martin Schultz, had for him (La_Vanguardia_Ediciones, 2014b, 2014c, 2014d, 2014e).

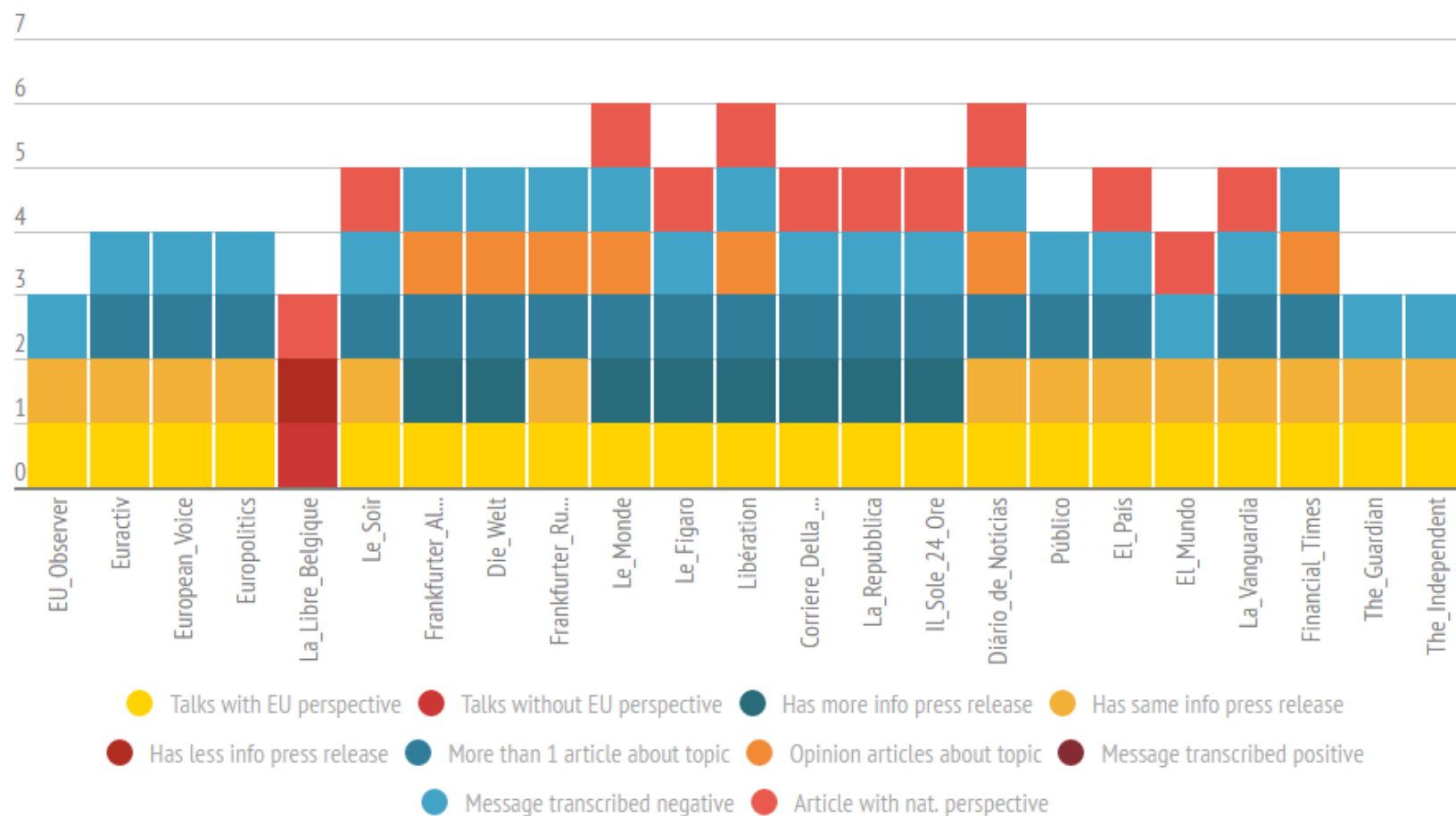
In the United Kingdom, Financial Times published, on the 25th of November, several articles about the main points of the speech and remarked how critical the Pope was with the problems of Europe. There was an opinion article about his strong comparisons, as he compared Europe with an “aged and infertile grandmother” (Barber, 2014; Europarl_Press, 2014d; Han, 2014; Politi, 2014; Shrimley, 2014). The Guardian also published an article about the main points of the Pope’s speech (Traynor, 2014b). The same applied for The Independent (Molloy, 2014).

2.2.5.1.2 Main data obtained

The Pope’s visit was followed and analysed with attention at the national level by all newspapers. In general terms, all newspapers took into consideration the visit of the Pope and informed on the main points that he highlighted in his speech from an objective point of view and taking into account the EU perspective (only La Libre Belgique talked about the topic from an exclusive Belgium point of view). As the message was critical of the EU, the perception of the message from the EU was rather negative. Most newspapers published more than one article (18 out of 23, 78.26%) and the majority talked about the national sphere concerning the visit (12 out of 23, 52.17%). The majority of newspapers published the same information (14 out of 23, 60.87%). Only La Libre Belgique published less information. Italian and French newspapers, together with the Frankfurter Allgemeine and Die Welt published more information than the one contained in the press release (7 out of 23, 30.43%). Most of the newspapers published more than one article (18 out of 23, 78.26%) but there are differences between them (for more detail go to table 7). In general, articles were writing the

message from the press releases in an objective and neutral way. All this information can be seen with further detail in the following two tables.

Table 6: analysis of the Pope's visit to the European Parliament



Source: annex table 4 analysis of the Pope's visit to the European Parliament 25th November and annex table 5 deep analysis of the Pope's visit to the European Parliament 25th November

Table 7: analysis of the 5 most relevant topics: Pope's visit to the European Parliament

Newspaper article talking about the topic with or without an EU perspective

EU newspapers and most of the national newspapers have talked about the topic with an EU perspective (German, Italian, French, Portuguese, Spain and UK newspapers, 22 out of 23, 95.65%). Only La Libre Belgique has written on the topic from an exclusive national point of view.

Newspaper article containing more, the same or less information than the press release

Italian and French newspapers, together with the Frankfurter Allgemeine and Die Welt have published more information than the one in the press release (8 out of 23, 34.78%).

The majority of newspapers have published the same information (EU newspapers, Portuguese, Spanish and UK newspapers together with Le Soir and the Frankfurter Rundschau, 14 out of 23, 60.86%). Only La Libre Belgique has published less information than the one published on the press release.

Number of articles and articles of opinion on the topic in newspapers

In this issue we can see that most of the newspapers have published more than one article but there are relevant differences between them:

- Some newspapers have published only one article. That was the case of EU Observer, La Libre Belgique, El Mundo, The Guardian and The Independent (5 out of 23, 21.74%).
- Others have published one article but they have included other elements such as videos or Twitter references. That was the case of Euractiv, European Voice, Europolitics, Le Soir, and Público (5 out of 23, 21.74%).
- Other newspapers have published more than one article. That was the case for the Italian newspapers, Le Figaro, Diário de Notícias, El País and La Vanguardia (7 out of 23, 30.43%).
- Others have published more than one article and articles of opinion. That was the case of the German newspapers, Le Monde, Libération and the Financial Times (6 out of 23, 26.08%).

The message of the press release was transcribed in the newspaper in a positive or negative way

In this case it is clear that most of the newspapers have talked about the message of the Pope. As this message was critical of the EU, the message was also critical and therefore more negative than positive. This was the case of all newspapers except La Libre Belgique (22 out of 23, 95.65%), as it has only published an article focused at the national level and not containing the main EU message.

Article of the newspaper talking about the topic with a national perspective

In this case we can see that the majority of newspapers have talked about the topic taking into account the national perspective. That was the case of the French, Italian and Spanish newspapers, together with La Libre Belgique, Le Soir and Diário de Notícias (12 out of 23, 52.17%).

However the EU newspapers, together with the German and UK newspapers (10 out of 23, 43.48%), have not published the articles taking into account the national perspective.

Source: annex table 4 analysis of the Pope's visit to the European Parliament 25th November and annex table 5 deep analysis of the Pope's visit to the European Parliament 25th November

2.2.5.2 Presentation of Mr Juncker's €315 billion investment programme

2.2.5.2.1 Review by newspapers

After the Pope's visit, the second most important news with full coverage from each newspaper was the presentation of the so called "Juncker plan". On the 26th of November Mr Juncker presented a €315 billion investment plan (European_Commission_Press_Release_Database, 2014i, 2014j). According to those documents the main objective of the plan was to boost the EU economy. The plan was supposed to be based on three main pillars: the creation of a new European Fund for Strategic Investments in June 2015, the establishment of a project pipeline to channel investments where they are most needed and the development of a roadmap to make Europe more attractive for investment and remove regulatory bottlenecks.

At the European level, the newspaper EU Observer published an article where they explained the presentation of the plan and that the majority of MEPs were in favour of it. It also said that some MEPs would prefer more investment but considered the plan as a great starting point. At the same time the article reflected also the criticism of the plan made by some groups. The article was rather neutral and contained basic information (Pop, 2014b).

Euractiv published, on the 26th of November, two very complete articles explaining the main objectives of the plan and giving concrete information about the main guidelines of it (Fleming, 2014a; McDonald-Gibson, 2014). The newspaper also published relevant information about the plan between the 3rd and 11th of December: how the transport and digital agenda Commissioners considered that the investment plan will help on the development of better transport and a more digital economy, a report from the regions concerning the possible impact of the investment plan and also on the negative possible impact that it could have for the regional funds and another article about the report of the socialist group concerning the investment plan (Casinge, 2014a; EurActiv, 2014c; Fleming, 2014b, 2014c; Gotev, 2014).

In the same line as EU observer, the European Voice published an article on the 26th of November concerning the basis of the investment plan and tweeted it. In addition, they have

published another article on the 11th of December were they have some doubts about the final agreement of the plan due to some discrepancies with some member states (European Voice, 2014a; Keating, 2014b; Panichi & Hirst, 2014).

The EU Observer published two articles containing the general data provided by Mr Juncker but doing a critical analysis and trying to see if the plan will be enough to boost growth and jobs in Europe (Valero, 2014a, 2014b).

In Belgium, *la Libre Belgique* published, on the 26th and 27th of November, two articles where they gave the main points of Mr Juncker's speech at the European Parliament and the general points of the plan. The newspaper also published the video of Mr Juncker announcing the plan (*La Libre Belgique*, 2014d, 2014f; Lebussey & Leblanc, 2014). *Le Soir* published two articles on the 26th of November, one concerning the main elements of the plan, and another one of opinion explaining that the plan was initially for less money but it will finally generate this €315 billion (Kuczkiewicz, 2014a, 2014b).

In Germany, the *Frankfurter Allgemeine* already published on the 24th and 25th of November an article about the main basic points of the Juncker plan (Kafsack, 2014a, 2014b). The newspaper published on the 26th of November the main points of the plan and also asked where the money will come from. They also published an article with the declarations of a politician from the German socialist party welcoming the plan and asking Germany to finance it. This way they also talked about the national interest of this news (DPA, 2014; *Frankfurter Allgemeine*, 2014a). *Die Welt* also published an article explaining the main points of the plan (Eder, 2014). The *Frankfurter Rundschau* published an article about the main points, speaking metaphorically on how the Juncker plan intends to multiply the money as Jesus did with bread and fish in the Bible (*Frankfurter Rundschau*, 2014a; Knuf, 2014).

In France, *Le Monde* published two articles: one explaining the main points highlighted by Mr Juncker and another one explaining in detail how the plan will work in financial terms, as the EU will only give €21 billion (Malhère, 2014; Vaudano, 2014). *Le Figaro* also published an article explaining the plan and highlighting that private money will have an important role to

play (Malhère, 2014). Libération published two articles explaining the main points of the investment plan and then another article where they showed how member states are willing to take advantage of those funds. In addition they published another article taking into account the national level and writing that Paris could benefit from 48 million euros from this plan (Libération, 2014b, 2014c, 2014d; Quatremer, 2014).

In Italy, Il Corriere Della Sera also talked about the main points as all newspapers did. They also made a tweet on the 26th of November (Corriere_Della_Sera, 2014a, 2014b). La Repubblica published several articles on the issue: two with the main points of the plan, highlighting that the amount given by the EU will only be 21 billion, another article highlighting the possible millions that Italy will obtain and another one about the national reactions to the plan (D'Argenio, 2014a, 2014b, La_Repubblica, 2014d, 2014e). Il Sole 24 Ore also published on the 26th of November an article summarizing the main points of the plan, as Il Corriere Della Sera did, and a Webpage with Mr Juncker's speech (Pagliarini, 2014; Pelosi, 2014).

In Portugal, the newspaper Diário de Notícias published, on the 26th of November, an article resuming the main points of the €315 billion plan and also made a tweet (Diário_de_Notícias, 2014; Lusa, 2014a). Diário Público also published two articles about the main points of the Juncker plan on the 26th of November but they published two more articles in December: one about Portugal, saying that the country will present projects to ask for €30.000 million and another more critical about the plan itself, doubting on the “multiplying effect” of the plan (Sérgio Aníbal, 2014a, 2014b, 2014c; Crisóstomo & Pena, 2014).

In Spain, El País published several articles on the 26th of November: about the main points of the plan, an opinion article about the plan in a positive way, and two other articles: one about the positive reaction of Angela Merkel and another one about the need of member states to help with the plan by submitting proposals (Doncel, 2014; Pérez, 2014b, 2014c; Pérez & Fariza, 2014). After this, on the 27th and 5th of December they also published two opinion articles talking in a positive way about the plan (Devesa Ruiz, 2014; Vidal-Foch, 2014). El Mundo published an article

explaining the main points of the plan (Suanzes, 2014b). La Vanguardia published on the 26th of November an article with the general information of the plan. After that, they published several articles during the month of December: one where Christine Lagarde said that the Juncker plan goes in the right direction, another one where Mr Juncker asked for the support of the European leaders for his investment plan and two others about Spain: one that showed that Spain will ask for around 60.000 million euros and another one where the government said that Spain should be cautious with the plan for not to create false expectations (La_Vanguardia_Ediciones, 2014f, 2014g, 2014h, 2014i, 2014j).

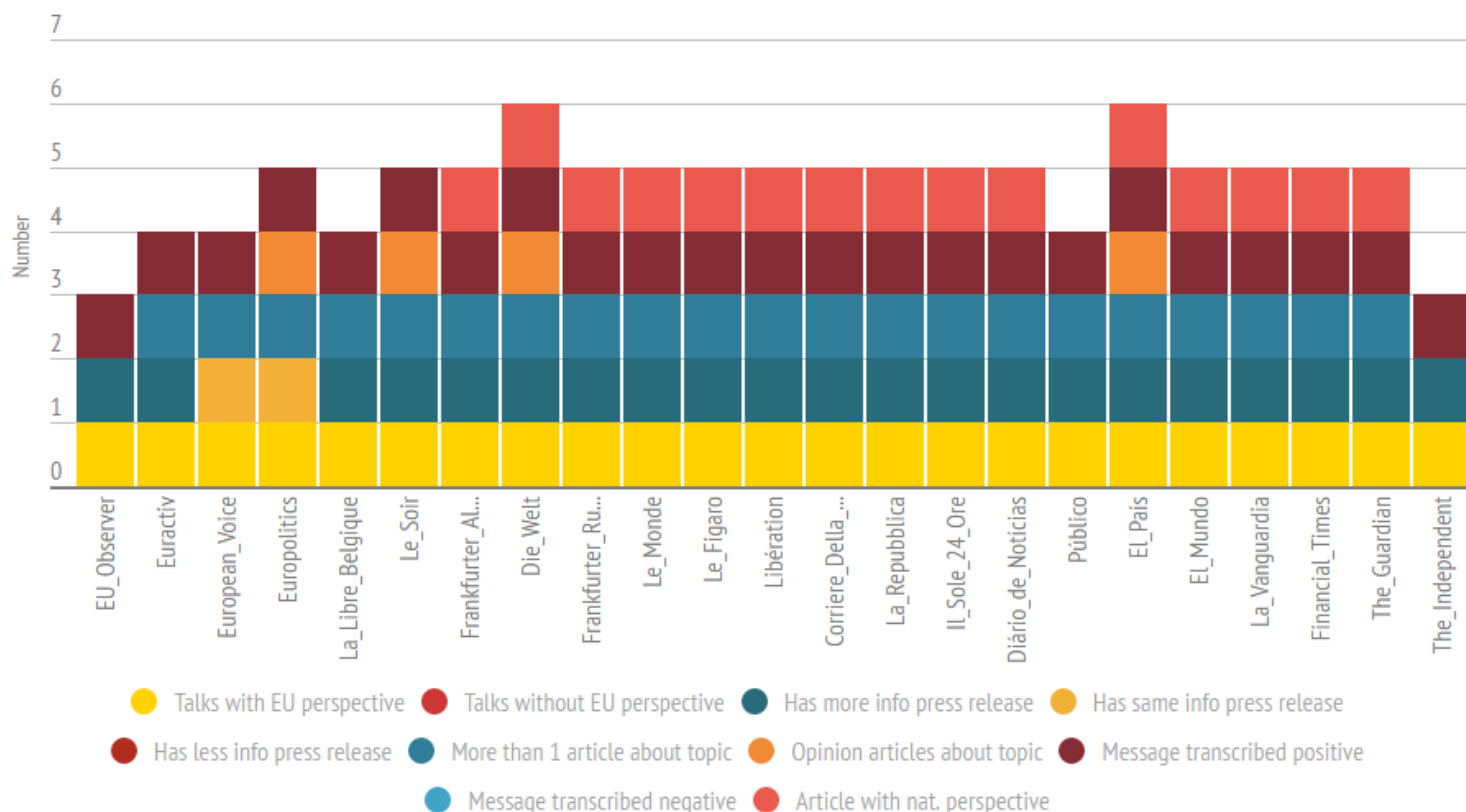
In the United Kingdom, the Financial Times published two articles on the 26th of November explaining the main lines of the investment plan in one of the articles and explaining in detail the financing in the other. They also made a tweet on the strategy (Financial_Times, 2014c, 2014e; Spiegel, 2014). In December they published an article informing about the strategy of eastern Europe countries to come together for the financing of several projects (Foy, 2014). The Guardian published two articles the same day: one about the main points of the plan and another one about the support of the European Parliament (Penna & Mazzucato, 2014; Traynor, 2014a). The Independent published one article the same day with the general lines of the plan (McDonald-Gibson, 2014).

2.2.5.2.2 Main data obtained

The Juncker plan was followed and analysed with attention at the national level by all newspapers (23 out of 23, 100%). All newspapers have talked about the press releases with an EU perspective and in a positive way (23 out of 23, 100%). Most of the newspapers have published articles containing more information than the press release (21 out of 23, 91.30%). Only the European Voice and Europolitics have published the same information (2 out of 23, 8.7%). Most of the newspapers published more than one article (21 out of 23, 91.30%) but there are differences between them (for more detail go to table 9). The majority of newspapers have also talked about the national implications of the plan in their countries (15 out of 23, 65.22%). That was the case of the German, French, Italian and Spanish newspapers, together with Diário de Notícias, the Guardian and the Financial Times. However, the EU newspapers

and the Independent, together with the Belgium newspapers have not published articles taking into account the national perspective (7 out of 23, 30.43%). All this information can be seen with further detail in the following two tables.

Table 8: analysis of Mr. Juncker's €315 billion investment plan



Source: annex table 6 Mr Juncker's €315 billion investment plan 26th November and annex table 7 deep analysis of Mr Juncker's €315 billion investment plan 26th November

Table 9: analysis of the 5 most relevant topics: Mr Juncker's €315 billion investment plan
Newspaper article talking about the topic with or without an EU perspective
All EU newspapers have talked about the topic with an EU perspective (23 out of 23, 100%).
Newspaper article containing more, the same or less information than the press release
Belgium, German, French, Italian, Spanish and UK newspapers, together with the EU observer and Euractiv have published more information than the one in the press release (19 out of 23, 80.61%).
Only the European Voice and Europolitics have published the same information (2 out of 23, 8.7%).
Number of articles and articles of opinion on the topic in newspapers
In this issue we can see that most of the newspapers have published more than one article but there are relevant differences between them: <ul style="list-style-type: none"> • Some newspapers have published only one article. That was the case of EU Observer, El Mundo and the Independent (3 out of 23, 13.04%). • Others have published one article but they have included other elements such as videos or twitter references. That was the case of Il Corriere Della Sera, Il Sole 24 Ore and Diário de Notícias (3 out of 23, 13.04%). • Other newspapers have published more than one article. That was the case for the French newspapers and La Libre Belgique, the Frankfurter Allgemeine, the Frankfurter Rundschau, La Repubblica, Público, El País, La Vanguardia, the Financial Times and the Guardian (11 out of 23, 47.83%). Others have published more than one article and articles of opinion. That was the case of Europolitics, Le Soir and Die Welt (3 out of 23, 13.04%).
The message of the press release was transcribed in the newspaper in a positive or negative way
In this case all newspapers have talked about the Juncker plan in a positive way (23 out of 23, 100%).
Article of the newspaper talking about the topic with a national perspective
In this case we can see that the majority of newspapers have talked about the topic taking into account the national perspective. That was the case of the German, French, Italian and Spanish newspapers, together with the Guardian and the Financial Times (14 out of 23, 60.87%).
However, the EU newspapers and the Independent, together with the Belgium newspapers have not published articles taking into account the national perspective (9 out of 23, 39.13%).

2.2.5.3 The COP 20 Lima conclusions

2.2.5.3.1 Review by newspapers

After the Juncker plan, the following topic that had a full coverage by all newspapers was the Cop 20 Lima conclusions. On the 14th of December, the European Commission published a press release about the outcome of the UN climate conference in Lima, welcoming the outcome and registering the main declarations of the Minister of Environment of Italy, who hold the EU presidency and of the EU Commissioner for Climate Action and Energy, Miguel Arias Cañete. The press release contained the main data and conclusions of the summit (European_Commission_Press_Release_Database, 2014l).

The EU Observer published on the 15th of December an article about the basic lines of the Lima text in a critical way, taking into account the EU position on the summit, containing Mr Cañete's declarations and also declarations from MEPs who were in the summit (Teffer, 2014c). EurActiv also published on the 15th of December an article with the general lines of the Lima text, in a more positive way than the EU observer. At the end of the article they took all the declarations and positions of the main stakeholders, with special attention to the EU (Goldenberg, 2014b). The same applies for European Voice (Keating, 2014a). Europolitics was more critical on the agreement reached and pointed out the fact that a lot must be done in the Paris summit (Eckstein, 2014b).

In Belgium La Libre Belgique published a general article about the main points of the agreement and two other articles with a national perspective. In the general article there is no special mention to the declarations made by the EU Commissioner or the MEPs (La_Libre_Belgique, 2014b). In the other two articles they talked about how the country will do in fight against climate change (La_Libre_Belgique, 2014e) and also about the fact that they have lost 2 positions on the ranking of countries making an effort to fight against climate change (La_Libre_Belgique, 2014c). Le Soir also published several articles along the same line as La Libre Belgique: one summarizing the text (Muelenare, 2014a), another one more critical with the

outcome (Muelenare, 2014b) and another one on a national perspective with the evaluation of the summit from the Belgian delegation in Lima (Fremault, 2014).

In Germany, Frankfurter Allgemeine published two articles on the 14th and 15th of December talking about the outcome in a critical way. There is few references to Europe and a small reference to the position of Germany (Mihm, 2014a, 2014b). Die Welt published 3 articles on the 14th and 15th of December. The first article talked about the general agreement from a critical point of view. The second article talked about the agreement with a critical point of view and also about the position of Germany. The third article analysed the general agreement and described it as a “minimum agreement”. It also contained the declarations of the German representative and of the Energy and Climate Change Commissioner, but they did not talk in depth about either positions (Die Welt, 2014a, 2014c, 2014d). The Frankfurter Rundschau published several articles on the 14th and 15th of December analysing the general agreement from a critical point of view and taking into account the public declarations of the German delegation and the Commissioner of Energy and Climate but without significant references. (Bommarius, 2014; Die Welt, 2014c; Frankfurter_Rundschau, 2014b).

In France, Le Monde published an article on the 14th of December with the main information of the summit, but with no reference to Europe and no special information concerning the French delegation (Caramel, 2014). Le Figaro published the same kind of article on the 14th (main info, no reference to Europe and France (Le Figaro, 2014a)). Libération published two articles on the 14th of December and also gave information of the summit from a critical point of view but with no specific reference to the EU and France (European Voice, 2014b; Libération, 2014a).

In Italy, Il Corriere Della Sera published an article on the 14th of December about the outputs of the clima summit. The article contained the main message of the text and also a special part where they talked about the special role that the EU and Italy played in the conference (Virtuani, 2014). La Repubblica published two articles with a critical view of the outcome but without a reference to Italy or the Commission (La_Repubblica, 2014a, 2014b). Il Sole also

published two articles without a reference to Italy or the European Commission (Il_Sole_24_Ore, 2014a; Platero, 2014).

In Portugal, Diário de Notícias published two articles on the 14th and 15th of December where they explained the main points of the agreement with a critical point of view and they also took the declarations of the representatives of Portugal. However, there is no reference to the EU (A. B. Ferreira, 2014; Lusa, 2014b). The same applied for the newspaper Público (Siza, 2014a, 2014b).

In Spain, El País published several articles, including an opinion article. They have analysed the result with a critical point of view and made references to the declaration of the Commissioner and of the delegation of Spain. Although there was this reference there was not a lot about the EU position (Linares, 2014; Santaaulalia, 2014a, 2014b; Santaaulalia & Fowks, 2014). El Mundo published an article analysing the main information with some reference to Arias Cañete but no reference to the Spanish delegation (FrankfurterRundschau, 2014). La Vanguardia also published several articles on the topic and an opinion article but with no reference to the EU or to the Spanish delegation (La_Vanguardia_Ediciones, 2014k, 2014l, 2014m).

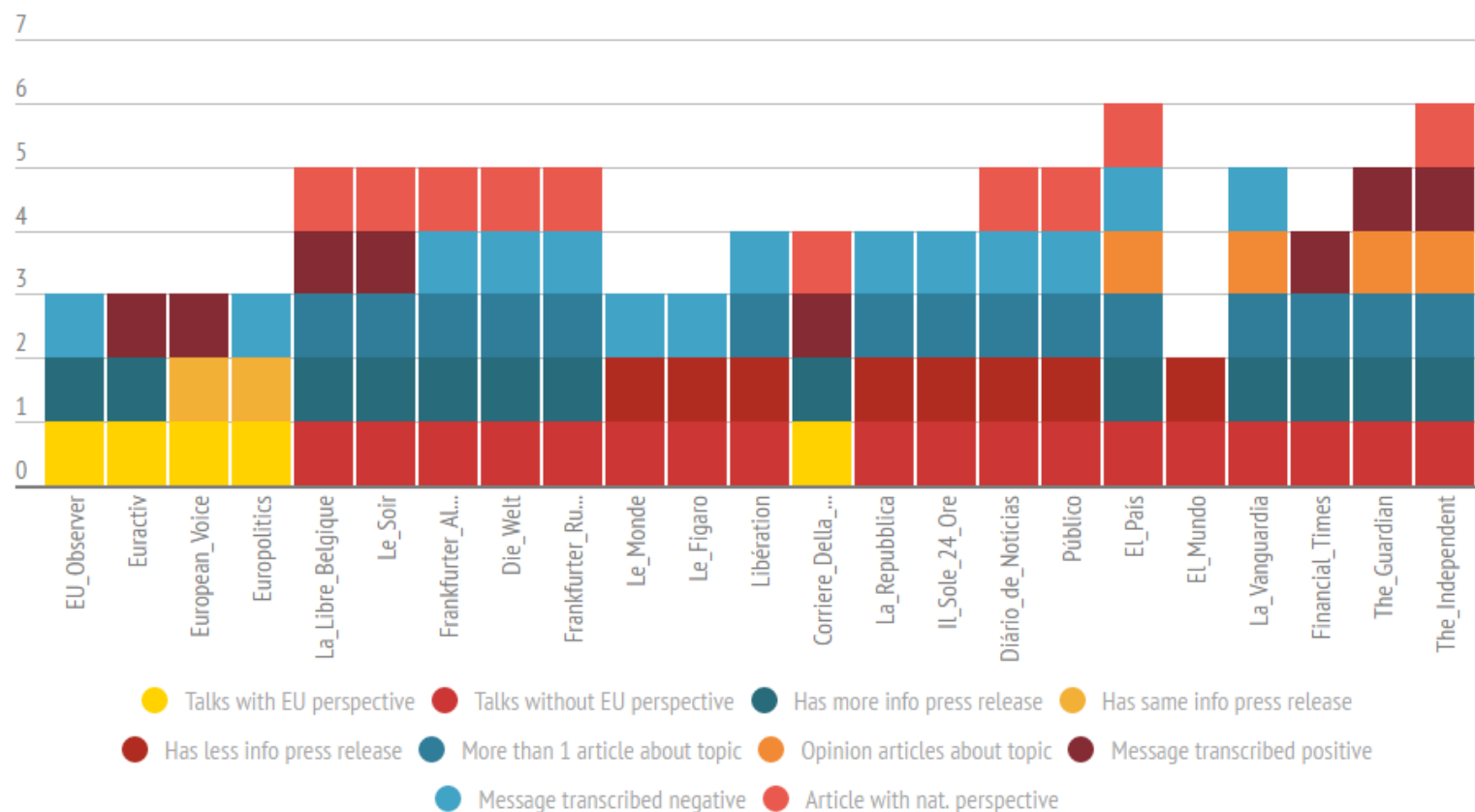
In the United Kingdom, Financial Times published two articles talking about the main output of the summit but with no specific reference to the EU or the UK (Clark, 2014; Financial_Times, 2014f). The same applies for the Guardian, that incorporated an opinion article (Goldenberg, 2014a, 2014c; The Guardian, 2014a). The Independent also published several articles, including an opinion article and talked about the main outcome of the summit with some reference to the UK and no specific reference to the EU (Bawden, 2014; Connor, 2014; Garman, 2014).

2.2.5.3.2 Main data obtained

Although the summit was followed at the national level, most of the newspapers have talked about the issue with a global perspective and without an EU perspective (18 out of 25,

78.26%). Only EU newspapers and Il Corriere Della Sera have talked about the issue with an EU perspective (5 out of 23, 21.74%). In general terms we can see that those newspapers that have published more than one article on the issue (13 out of 23, 56.52%), have also published more content than the press release. This is the majority. However, a large number of newspapers have also published less information than the press release (8 out of 23, 34.78%). The majority of newspapers have published more than one article (11 out of 23, 47.83%); only 4 newspapers have published also an opinion article on the issue (4 out of 23, 17.39%). There are an important number of newspapers that have published only one article (10 out of 23, 43.48%). We can also see that some newspapers have talked in a positive way about the news (8 out of 23, 34.78%) but the majority of newspapers have been talking in a negative way, as the output of the summit is not ideal (14 out of 23, 60.87%). The majority of newspapers have also talked without a national perspective, focusing on the international level (13 out of 23, 56.52%), in addition there is a considerable number of newspapers that have spoke with a national perspective (10 out of 23, 43.48%). More concrete information concerning this analysis can be found in table number 10 and table number 11.

Table 10: analysis of COP Lima conclusions



Source: annex table 8 COP 20 Lima conclusions 14th December and annex table 9 deep analysis of COP 20 Lima conclusions 14th December

Table 11: analysis of the 5 most relevant topics: COP Lima conclusions
Newspaper article talking about the topic with or without an EU perspective

In this specific topic, we can see that most of the newspapers have talked about the issue from a global and national perspective but they did not always make reference to the actions taken at the EU level (declarations of Commissioner Cañete or position of the Commission in the COP 20). That is why most of the newspapers have not talked about the topic with an EU perspective. That was the case for Belgium, German, French, Portuguese, Spanish and UK newspapers together with la Repubblica and Il Sole 24 ore (18 out of 25, 78.26%).

However, all EU newspapers and Il Corriere Della Sera have talked about this topic with reference to the role that the EU has played in the COP 20 (5 out of 23, 21.74%).

Newspaper article containing more, the same or less information than the press release

Belgium, German and UK newspapers, together with EU Observer, Euractiv, Il Corriere Della Sera, El País and La Vanguardia have published more info than the one in the press release (13 out of 23, 56.52%), as they have published several articles with a lot of content. The European Voice and Europolitics have published the same information (2 out of 23, 8.7%). Some newspapers have published less information, as they have published only one article without containing the main information of the press release. That is the case for the French and Portuguese newspapers, together with La Repubblica, Il Sole 24 Ore and El Mundo (8 out of 23, 34.78%).

Number of articles and articles of opinion on the topic in newspapers

In this issue we can see that most of the newspapers have published more than one article but there are relevant differences between them:

- Some newspapers have published only one article. That was the case of EU newspapers, Le Monde, Le Figaro, Il Corriere Della Sera and El Mundo (10 out of 23, 4.35%).
- Other newspapers have published more than one article. That was the case for the Belgium, French and Portuguese newspapers together with Libération, La Repubblica, Il Sole 24 Ore and the Financial Times (11 out of 23, 47.83%).
- Others have published more than one article and articles of opinion. That was the case of El País, La Vanguardia, The Guardian and The Independent (4 out of 23, 17.39%).

The message of the press release was transcribed in the newspaper in a positive or negative way

In this case we see a different pattern. Some newspapers have treated the issue from a positive perspective. That was the case of the Belgium and UK newspapers, together with the EU Observer, Europolitics and Il Corriere Della Sera (8 out of 23, 34.78%). However the majority of the newspapers have talked about the issue in a

negative way. That was the case of the German, French and Portuguese newspapers, together with Euractiv, European Voice, La Repubblica, Il Sole 24 Ore, El País and El Mundo (14 out of 23, 60.87%).

Article of the newspaper talking about the topic with a national perspective

In this case we can see that the majority of newspapers have talked about the topic without taking into account the national perspective. That was the case of French and EU newspapers, together with La Repubblica, Il Sole 24 Ore, El Mundo, La Vanguardia, the Financial Times and The Guardian (13 out of 23, 56.52%). However Belgium, German and Portuguese newspapers, together with Il Corriere Della Sera, El País and the Independent have talked about the topic by taking into account the national perspective (10 out of 23, 43.48%).

2.2.5.4 The ECB's Expanded Asset Purchase Programme

2.2.5.4.1 Review by newspapers

After the COP 20 Lima conclusions, the following topic that had full coverage was the Expanded Asset Purchase Programme of the European Central Bank (ECB). On the 22nd of January, the ECB announced the expansion of purchases to include bonds issued by euro area central governments, agencies and European institutions. Those purchases were carried to fulfil the price stability mandate and intended to be carried out until September 2016. The press release stated that the programme was carried due to the low inflation situation that the Eurozone was suffering and incorporated a technical annex with operational details (European_Commission_Press_Release_Database, 2015a). But the political implications of such a decision were going beyond the programme itself as this was the first time that the ECB included in the programme purchases to institutions. That is why this action was relevant for all newspapers.

The EU Observer published two articles containing the main information of the operation, adding some opinions concerning the effects that this measure was going to have on the market (Fox, 2015a, 2015b). Euractiv published an article with the main information of the operation (EurActiv, 2015a). In addition they published an article the day before taking into account the position of a German MEP and also an article on the 21st of January about how Germany was not looking with a good eye at the Quantitative Easing (Fleming, 2015; Tost, 2015). They also published another article concerning the falling value of the single currency (EurActiv, 2015c). The European voice published two articles: one with the main elements of the press release and another one about the positive reactions of the market after the programme (European_Commission_Press_Release_Database, 2015a; Nicolas Hirst, 2015). Surprisingly, there were no articles on the ECB plan in Europolitics.

In Belgium, *la Libre Belgique* published a very complete article with all the information and some analysis of the measure, taking into account the market's reaction (*La_Libre_Belgique*, 2015c). *Le Soir* published an article with all the information of the measures and also another 3 articles about the reactions in the market in Belgium (*La_Libre_Belgique*, 2015c; *Le_Soir*, 2015; *Le Soir*, 2015a, 2015c, 2015e).

In Germany, the *Frankfurter Allgemeine* published a very complete article with all the information followed by several opinion articles and some explanatory videos of the measures (*Frankfurter_Allgemeine*, 2015a, 2015b, 2015e). *Die Welt* also published a very complete article and some opinion articles on this topic (*Die Welt*, 2015a; *Weidmann*, 2015; *Zschäpitz*, 2015). The *Frankfurter Rundschau* published two articles informing about the measures with the main information (*Kaufmann*, 2015a, 2015b).

In France, *Le Monde* published several articles about the measures taken, including opinion articles on the field (*Charrel*, 2015b; *Le Monde*, 2015b; *Le Soir*, 2015c; *Pietralunga*, 2015; *Reverchon*, 2015). *Le Figaro* also published several articles on the measure, including views from Germany and Italy on Angela Merkel's opinion (*Barotte*, 2015b; *Bouilhet*, 2015a; *Bouilhet & Errard*, 2015; *Errard*, 2015; *Errard & Magheriti*, 2015; *Heuzé*, 2015; *Le Figaro*, 2015a; *Robin*, 2015). *Libération* also published a general article and several opinion articles on the topic (*Libération*, 2015c, 2015d, 2015e; *Losson*, 2015).

In Italy, *Il Corriere Della Sera* published an article containing all the information and several articles about the consequences of this measure in the stock market and also an opinion article on the topic (*Basso & Massaro*, 2015; *Corriere_Della_Sera*, 2015b, 2015c; *Taino*, 2015). *La Repubblica* published an article with the main information and also some articles concerning the reactions of Germany and Italy after Mario Draghi's announcement (*Balestreri*, 2015; *La_Repubblica*, 2015b; *Panara*, 2015; *Raffaella Ricciardi*, 2015). *Il Sole 24 Ore* published a main article and several expert opinion articles concerning the measures taken (*Carlini*, 2015; *Il_Sole_24_Ore*, 2015a, 2015b, 2015e; *Platero*, 2015).

In Portugal, *Diário de Notícias* only published one article about the measures of the ECB, not containing all the information and more focused at the national level (*Diário_de_Notícias*, 2015). On the contrary, *Público* published all the measures that Mario Draghi put in place and, in addition to that, several opinion articles from national and international stakeholders (*Sergio Aníbal*, 2015a, 2015b; *Sergio Aníbal & Soares*, 2015; *Crisóstomo*, 2015; *Lusa*, 2015b).

In Spain *El País*, *El Mundo* and *La Vanguardia* published several articles containing this information, the reactions in the market and some opinion from experts. *El País* published the main information, some reactions and an opinion article (*Bolaños & González*, 2015; *Doncel*, 2015; *Pérez*, 2015b, 2015c). *El Mundo* only published an article with the main information and Angela Merkel's reaction (*Sánchez*, 2015a; *Segovia*, 2015). *La Vanguardia* published an article with the main information and several articles informing how the stock exchanges in Europe were experiencing a positive rise due to the measures taken by the ECB (*La_Vanguardia_Ediciones*, 2015a, 2015f, 2015g, 2015h, 2015i, 2015j).

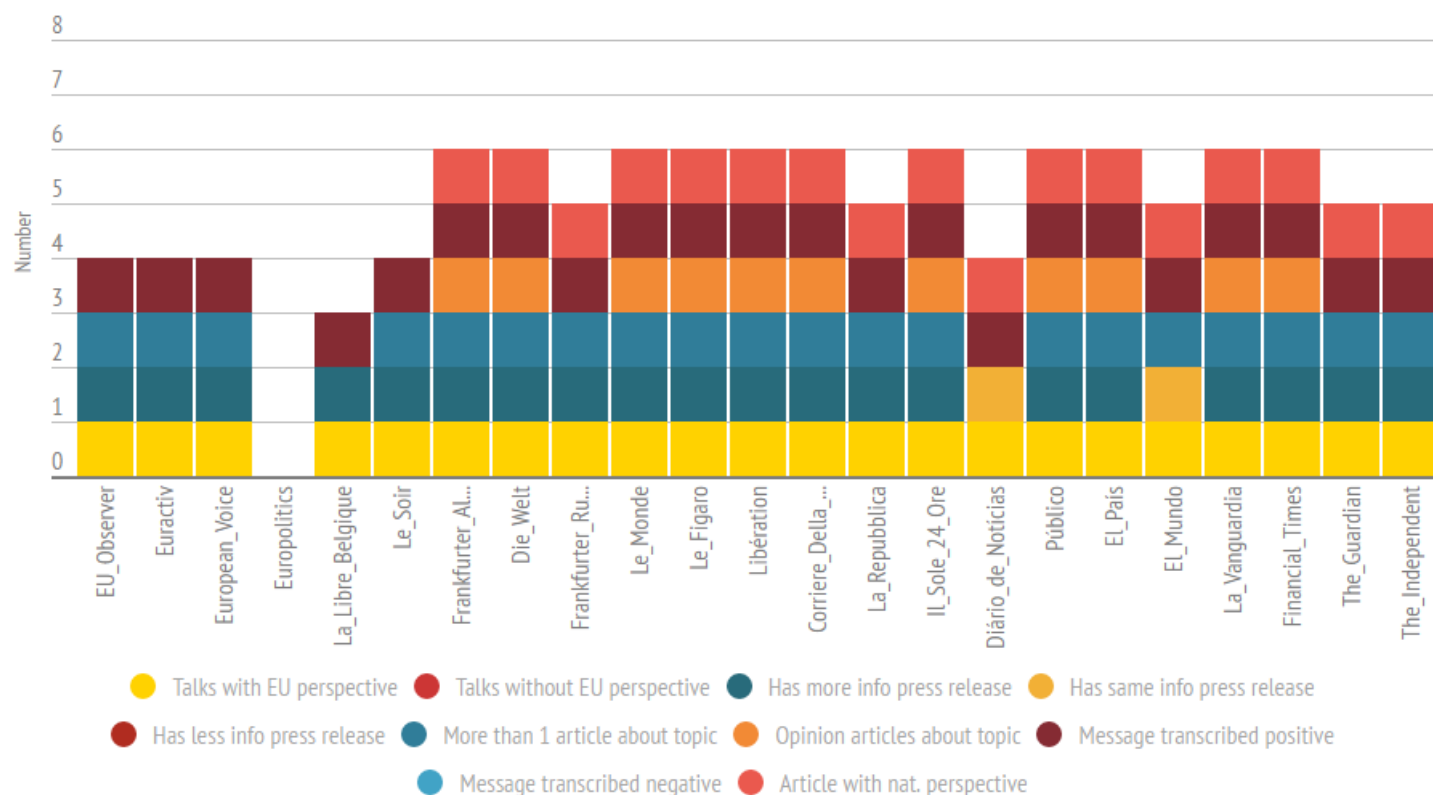
In the United Kingdom, the *Financial Times* published several articles concerning the measures taken by the ECB and several opinion articles on the field (*Johnson*, 2015; *Jones*, 2015a, 2015b; *Jones, Wagstyl, & Giles*, 2015). The *Guardian* published several articles concerning the measures taken by the ECB (*Elliott & Treanor*, 2015; *Inman*, 2015; *Kollewe*, 2015; *Stewart*, 2015). The *Independent* went along the same line as the *Guardian* (*Chu*, 2015a, 2015b).

2.2.5.4.2 Main data obtained

In general terms, all newspapers were publishing articles on the topic with an EU perspective (22 out of 23, 95.65%) and in a positive way. *Europolitics* was the only newspaper with no mention on this subject. The vast majority of newspapers were publishing more information than the press release (19 out of 23, 82.6%). Only *El Mundo* published the same information as the press release. *Diário de Notícias* published less information than the press release.

Europolitics did not publish any article. Most newspapers were also publishing more than one article on the topic (7 out of 23, 30.43%) and talked about the topic by taking into account the national perspective. That was the case of the German, French, Italian, Portugal, Spanish and UK newspapers (17 out of 23, 73.91%). However, the EU and Belgium newspapers have not published the articles taking into account the national perspective (6 out o 23, 26.09%). More concrete information concerning this analysis can be found in the following tables: number 12 and 13.

Table 12: analysis of the ECB's Expanded Asset Purchase Programme



Source: annex table 10 ECB's Expanded Asset Purchase Programme 22th January and annex table 11 deep analysis ECB's Expanded Asset Purchase Programme 22th January

Table 13: analysis of the 5 most relevant topics: ECB's Expanded Asset Purchase Programme
Newspaper article talking about the topic with or without an EU perspective
All EU newspapers except Europolitics have talked about the topic with an EU perspective (22 out of 23, 95.65%).
Newspaper article containing more, the same or less information than the press release
The vast majority of newspapers have published more information than the press releases (19 out of 23, 82.6%). Only El Mundo published the same info as the press release. Diário de Notícias published less info than the press release. Europolitics did not publish any article.
Number of articles and articles of opinion on the topic in newspapers
In this issue we can see that most of the newspapers have published more than one article but there are relevant differences between them: <ul style="list-style-type: none"> • Some newspapers have published only one article. That was the case of La Libre Belgique and Diário de Notícias (2 out of 23, 8.7%). • Other newspapers have published more than one article. That was the case for EU Observer, Euractiv, European Voice, Le Soir, Frankfurter Rundschau, La Repubblica and El Mundo (7 out of 23, 30.43%). Others have published more than one article and articles of opinion. That was the case of the French newspapers and the Frankfurter Allgemeine, Il Corriere Della Sera, Il Sole 24 Ore, El País and La Vanguardia (10 out of 23, 43.5%).
The message of the press release was transcribed in the newspaper in a positive or negative way
In this case all newspapers have talked about the topic in a positive way (23 out of 23, 100%).
Article of the newspaper talking about the topic with a national perspective
In this case we can see that the majority of newspapers have talked about the topic taking into account the national perspective. That was the case of the German, French, Italian, Portugal, Spanish and UK newspapers (17 out of 23, 73.91%). However, the EU and Belgium newspapers have not published the articles taking into account the national perspective (6 out of 23, 26.09%).

2.2.5.5 Eurogroup meeting on the 20th of February: Greece talks

2.2.5.5.1 Review by newspapers

After the Expanded Asset Purchase Programme of the ECB, the following topic that was followed by all newspapers was the Greece talks at the Eurogroup meeting on the 20th of February. In general terms we can see that during the whole week all newspapers published some articles concerning this important topic. They have also published an article containing the main content of the Council remarks.

In Europe, the EU Observer published an article that contained the main information of the Council remarks of the press release (Pop, 2015c). Euractiv (EurActiv, 2015d), the European Voice (Keating, 2015b) and Europolitics (Valero, 2015) also published an article containing the main information.

In Belgium, La Libre Belgique (La_Libre_Belgique, 2015a) and Le Soir (Le Soir, 2015d), published an article containing the main information of the Council remarks and some political analysis about how they reached consensus. In both newspapers there were plenty of articles concerning the negotiations before they took place. All the articles were talking about the positions and the discrepancies between Germany and Greece before the starting of the Eurogroup.

In Germany, Frankfurter Allgemeine (Mussler, 2015), Die Welt (Die Welt, 2015b) and Frankfurter Rundschau (Frankfurter_Rundschau, 2015a) published an article containing the main information on the Council remarks and also published some articles on this topic before the meeting took place.

In France, Le Monde published an article containing the main information (Ducourtieux, 2015b), and some opinion articles about the Greek minister of economy (Ducourtieux, 2015a, 2015d). Le

Figaro published an article containing the main information (Mevel, 2015a), and two opinion articles about the confidence lost between Greece and Germany (Barotte, 2015a) and about François Hollande's opinion after the agreement (Le Figaro, 2015b). Libération only published an article with the main information (Filippis, 2015).

In Italy, Il Corriere Della Sera published an article about the agreement, talking also about the role of Draghi in all this game (Corriere_Della_Sera, 2015d), and another article about the opinion of Alexis Tsipras after the agreement (Corriere_Della_Sera, 2015e). La Repubblica published several articles and an opinion article about the situation. All the information of the press release is inside but there is no article referring to the conclusions of the meeting (Bracconi, 2015; Fubini, 2015; La_Repubblica, 2015a; Livini, 2015). Il Sole 24 Ore published several articles during the week and one article containing the main conclusions after the Eurogroup (Romano, 2015a).

In Portugal, Diário de Notícias published an article with the main elements of the press release (Petiz, 2015), an opinion article about this topic (Kapoor, 2015), an article about a comparison between Greece and Portugal (Pinheiro, 2015) and an article with the declarations of Alexis Tsipras (Lusa, 2015c). Newspaper Público also published several articles along the same line as Diário de Notícias (Sérgio Aníbal, 2015b; Sérgio Aníbal & Castro, 2015; Público, 2015a; Rocha, 2015).

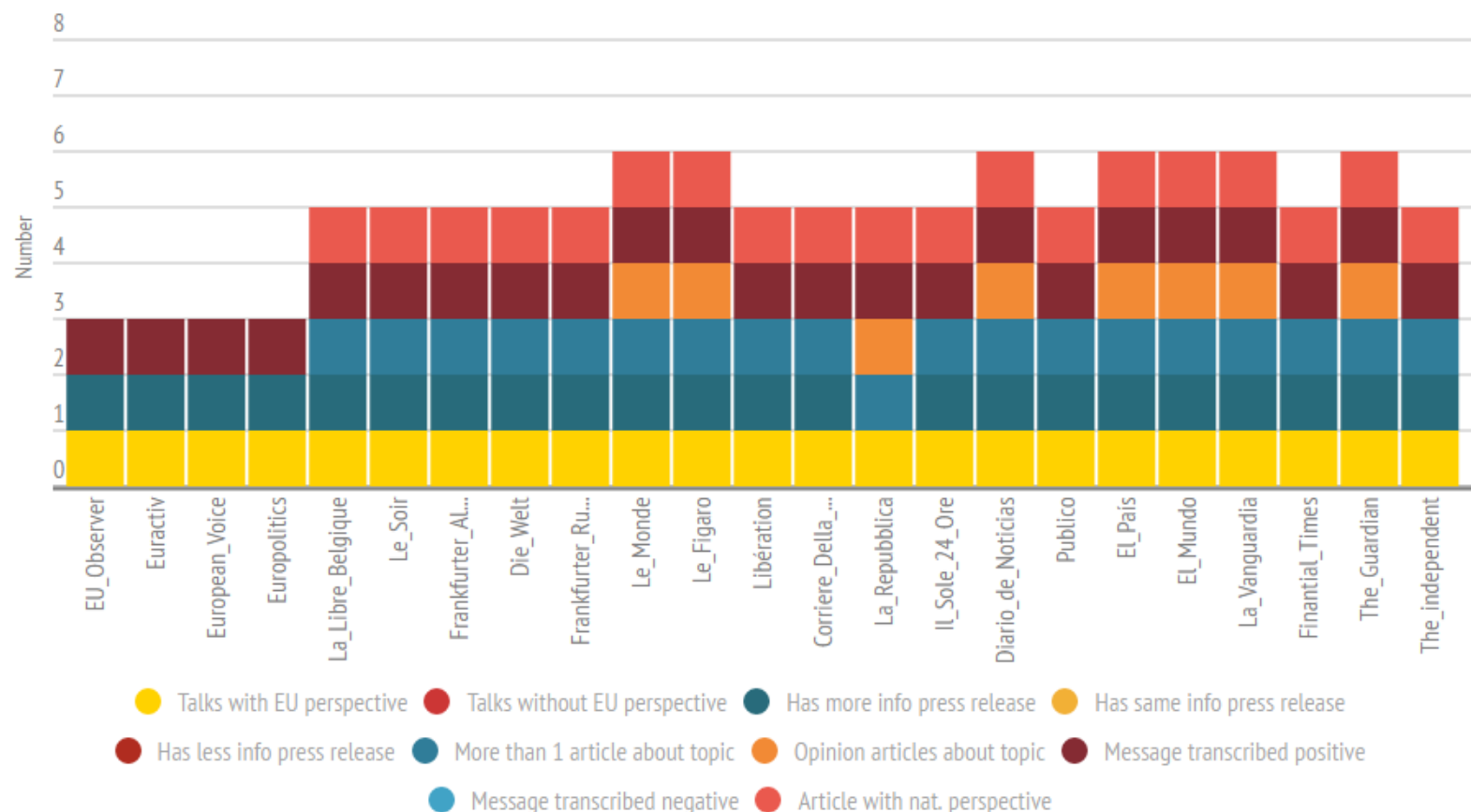
In Spain, El País published an article with the main elements of the press release (Pérez, 2015g), followed by an opinion article (Díez, 2015) and the declarations of Alexis Tsipras (Sánchez-Vallejo, 2015). El Mundo published an article with the main content (Suanzes, 2015), followed by two opinion articles (Müller, 2015; Sánchez, 2015b), the declarations of the Greek prime minister and the Greek minister of economy (El_Mundo, 2015; Estepa, 2015) and the declarations of the minister of economy Luis De Guindos (El Mundo, 2015d). La Vanguardia published the main content of the agreement and all the reactions, along the same line as El País and El Mundo (La_Vanguardia_Ediciones, 2015p, 2015q, 2015r).

In the United Kingdom, the Financial Times published two articles containing the main elements of the agreement (Spiegel, 2015a, 2015b). The Guardian published an article with the main elements of the press release (Rankin & Smith, 2015), an opinion article (Innman, 2015) and the declaration of Alexis Tsipras (Smith, 2015). The Independent published an article containing the main elements of the press release (Armitage, 2015) and Alexis Tsipras' declaration (Dearden, 2015).

2.2.5.5.2 Main data obtained

All newspapers have talked about this issue taking into account the content of the press release with an EU perspective (23 out of 23, 100%) and in a positive way (23 out of 23, 100%). All newspapers with the exception of European newspapers have also made some references to the topic with a national perspective (19 out of 23, 82.61%). Concerning the content we can see that all newspapers have published more info than the one in the press release and that most of the newspapers have published more than one article (10 out of 23, 4.35%) and even at least an opinion article (7 out of 23, 30.43%). More concrete information concerning this analysis can be found in table number 14 and table number 15.

Table 14: analysis of Eurogroup Greece



Source: annex table 12 Eurogrup Greece 21st February and annex table 13 deep analysis Eurogrup Greece 21st February

Table 15: analysis of the 5 most relevant topics: Eurogroup Greece
Newspaper article talking about the topic with or without an EU perspective
All newspapers talked about the issue from an EU perspective (23 out of 23, 100%).
Newspaper article containing more, the same or less information than the press release
All newspapers have published more info than the one in the press release, as the majority of newspapers have published several articles with a lot of content (23 out of 23, 100%).
Number of articles and articles of opinion on the topic in newspapers
<p>In this issue we can see that most of the newspapers have published more than one article but there are relevant differences between them:</p> <ul style="list-style-type: none"> • Some newspapers have published only one article. That was the case of EU newspapers and Libération (5 out of 23, 21.74%). • Other newspapers have published more than one article. That was the case for the Belgium and German newspapers together with Il Corriere Della Sera, Il Sole 24 Ore, Público, The Financial Times and The Independent (10 out of 23, 43.5%). <p>Others have published more than one article and articles of opinion. That was the case of Le Monde, Le Figaro, La Repubblica, El País, El Mundo, La Vanguardia and the Guardian (7 out of 23, 30.43%).</p>
The message of the press release was transcribed in the newspaper in a positive or negative way
In this case all newspapers have treated the issue from a positive perspective (23 out of 23. 100%).
Article of the newspaper talking about the topic with a national perspective
<p>In this case we can see that all newspapers except the European ones have talked about the topic taking into account the national perspective (19 out of 23, 82.61%).</p> <p>Only the European newspapers have talked about the topic without taking into account the national perspective (4 out of 23, 17.39%).</p>

2.2.6 Newspapers' picture after the analysis

After carrying the general analysis and the in-depth analysis of the 5 most relevant topics, we will make an individual analysis of each newspapers by taking into account the first analysis (number of publications of press releases made by the newspapers) and the crucial data of the second and third analysis.

2.2.6.1 European press

2.2.6.1.1 EU Observer

The online newspaper “EU Observer” has published some of the press releases published on the Europa Newsroom 13 times (8 times during the general test of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had always spoke with an EU perspective and without a national perspective. The newspaper normally published articles with more info (4 times) or the same info (1 time) than the press release. They normally published one article on the topic and no opinion articles. Only once did they publish more than one article (for the ECB asset purchase programme). The EU Observer transcribed the EU message 3 times positively and 2 times negatively.

2.2.6.1.2 EurActiv

The online newspaper “EurActiv” has published some of the press releases published on the Europa Newsroom 14 times (9 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had always spoke with an EU perspective and without a national perspective. The newspaper normally published articles with more info (4 times) or the same info (1 time) than the press release. They only published more than one article 3 times, 2 times one article on the topic and no opinion articles. The newspaper transcribed the EU message 4 times positively and 1 time negatively.

2.2.6.1.3 European Voice

The online newspaper “European Voice” has published some of the press releases published on the Europa Newsroom 12 times (7 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had always spoke with an EU perspective and without a national perspective. The newspaper normally published articles with the same info (3 times) or more info (2 times) than the press release. They published more than one article 3 times, 2 times one article on the topic and no opinion articles. The newspaper transcribed the EU message 4 times positively and 1 time negatively.

2.2.6.1.4 Europolitics

The online newspaper “Europolitics” has published some of the press releases published on the Europa Newsroom 14 times (10 times during the general analysis of the newspapers and 4 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had always spoke with an EU perspective and without a national perspective. The newspaper normally published articles with the same info (3 times) or more info (1 time) than the press release. They published more than one article 2 times, 2 times one article on the topic and once with an opinion article. The newspaper transcribed the EU message 2 times positively and 2 times negatively.

2.2.6.2 Belgium

2.2.6.2.1 La Libre Belgique

The online newspaper “La Libre Belgique” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 3 times with an EU perspective and 2 times without an EU perspective, also speaking 3 times with national

perspective. The newspaper normally published articles with more info (4 times) or less info (1 time) than the press release. They published 3 times more than one article, 2 times one article on the topic and no opinion articles. The newspaper transcribed the EU message 4 times positively.

2.2.6.2.2 Le Soir

The online newspaper “Le Soir” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 3 times with a national perspective. The newspaper normally published articles with more info (4 times) or the same info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 4 times positively and once negatively.

2.2.6.3 Germany

2.2.6.3.1 Frankfurter Allgemeine

The online newspaper “Frankfurter Allgemeine” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (5 times) than the press release. They published more than one article 5 times and twice with an opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.3.2 Die Welt

The online newspaper “Die Welt” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (5 times) than the press release. They published more than one article 5 times and three times with an opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.3.3 Frankfurter Rundschau

The online newspaper “Frankfurter Rundschau” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) or same info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.4 France

2.2.6.4.1 Le Monde

The online newspaper “Le Monde” has published some of the press releases published on the Europa Newsroom 10 times (5 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) or less info (1 time) than the press release. They published more than one article 5 times and three times with an

opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.4.2 Le Figaro

The online newspaper “Le Figaro” has published some of the press releases published on the Europa Newsroom 12 times (7 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) or less info (1 time) than the press release. They published more than one article 5 times and two times with an opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.4.3 Libération

The online newspaper “Libération” has published some of the press releases published on the Europa Newsroom 10 times (5 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper had spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) or less info (1 time) than the press release. They published more than one article 5 times and three times with an opinion article. The newspaper transcribed the EU message 3 times positively and twice negatively.

2.2.6.5 Italy

2.2.6.5.1 Corriere Della Sera

The online newspaper “Corriere Della Sera” has published some of the press releases published on the Europa Newsroom 11 times (6 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 5 times with an EU perspective and once without an EU perspective, also speaking 5 times with a national perspective. The newspaper published articles with more info (5 times) than the press release. They published more than one article 4 times and once with an opinion article. The newspaper transcribed the EU message 4 times positively and once negatively.

2.2.6.5.2 La Repubblica

The online newspaper “La Repubblica” has published some of the press releases published on the Europa Newsroom 9 times (4 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (3 times) or less info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.5.3 Il Sole 24 Ore

The online newspaper “Il Sole 24 Ore” has published some of the press releases published on the Europa Newsroom 13 times (8 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) or less info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.6 Portugal

2.2.6.6.1 Diário de Notícias

The online newspaper “Diário de Notícias” has published some of the press releases published on the Europa Newsroom 8 times (3 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 5 times with a national perspective. The newspaper published articles with more info (2 times), same info (2 times) or less info (1 time) than the press release. They published more than one article 4 times and twice with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.6.2 Público

The online newspaper “Público” has published some of the press releases published on the Europa Newsroom 11 times (6 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 3 times with a national perspective. The newspaper published articles with more info (1 time), same info (3 times) or less info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.7 Spain

2.2.6.7.1 El País

The online newspaper “El País” has published some of the press releases published on the Europa Newsroom 11 times (6 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 5 times with a national perspective. The newspaper published articles with more info (4 times) and same info (1 time) than the press release. They published more than one article 5 times and 4 times with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.7.2 El Mundo

The online newspaper “El Mundo” has published some of the press releases published on the Europa Newsroom 10 times (5 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (2 times), same info (2 times) or less info (1 time) than the press release. They published more than one article 5 times and once with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.7.3 La Vanguardia

The online newspaper “La Vanguardia” has published some of the press releases published on the Europa Newsroom 12 times (7 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 4 times with a national perspective. The newspaper published articles with more info (4 times) and same info (1 time) than the press release. They published more than one article 5 times and twice with an opinion article. The newspaper transcribed the EU message 3 times positively and two times negatively.

2.2.6.8 United Kingdom

2.2.6.8.1 Financial Times

The online newspaper “Financial Times” has published some of the press releases published on the Europa Newsroom 12 times (7 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 3 times with a national perspective. The newspaper published articles with more info (4 times) and same info (1 time) than the press release. They published more than one 5 times article and twice with an opinion article. The newspaper transcribed the EU message 4 times positively and once negatively.

2.2.6.8.2 The Guardian

The online newspaper “The Guardian” has published some of the press releases published on the Europa Newsroom 9 times (4 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 3 times with a national perspective. The newspaper published articles with more info (4 times) and same info (1 time) than the press release. They published more than one article 4 times and three times with an opinion article. The newspaper transcribed the EU message 4 times positively and once negatively.

2.2.6.8.3 The Independent

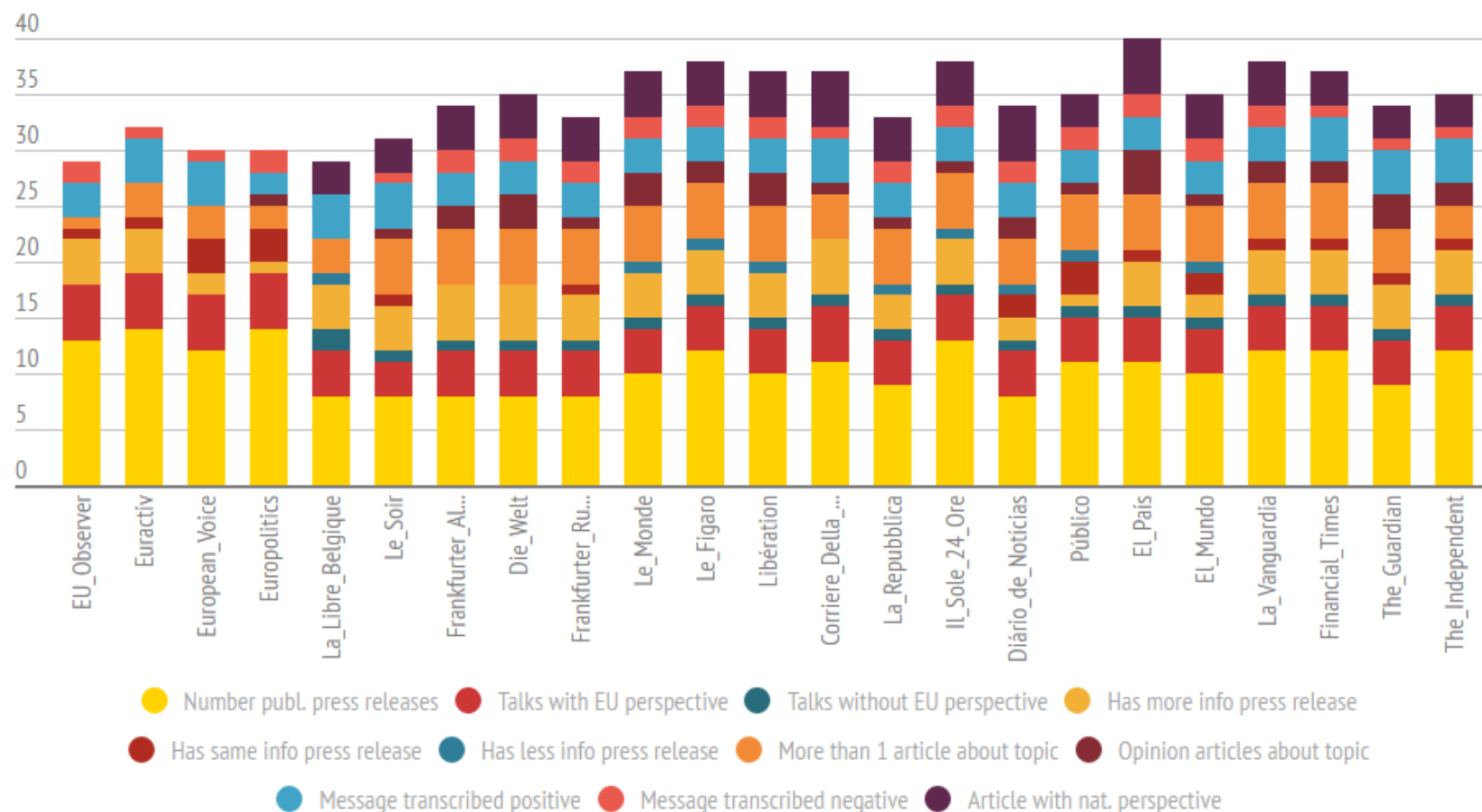
The online newspaper “The Independent” has published some of the press releases published on the Europa Newsroom 12 times (7 times during the general analysis of the newspapers and 5 times on the in-depth analysis).

With regards to the in-depth analysis, the newspaper spoke 4 times with an EU perspective and once without an EU perspective, also speaking 3 times with a national perspective. The newspaper published articles with more info (4 times) and same info (1 time) than the press release. They published more than one article 3 times and twice with an opinion article. The newspaper transcribed the EU message 4 times positively and once negatively.

2.2.7 Deductions from the analysis of newspapers

Table 16 shows visually the main points from the general newspapers analysis. Annex table 14 is showing the main conclusions from the data analysis which has been carried on the basis of descriptive adjectives and adjectives of quality in order to obtain the information stated in pages 85 to 89. Both, the press releases from Europa Newsroom analysed and the article of each newspaper are quoted in the text of each topic and can be consulted in the bibliography.

Table 16: main points from the general newspapers analysis



Source: annex table 14 conclusions of the newspapers analysis

Taking into account table 16 and the detailed general analysis of each newspaper we can highlight several important points. Those points are based on the results obtained from the general analysis of newspapers, the general case study and the in depth analysis of the 5 most important topics. With the following analysis a comparison as well as a correlation with the variables and the data obtained will help us to better see the patterns of newspapers concerning the EU news published at Europa Newsroom.

European newspapers published a high number of publications containing press releases, always talking about the EU topics with an EU perspective and normally in a positive way. EU Observer and EurActiv published more information than European Voice and Europolitics. However national newspapers published more articles and opinion articles than European newspapers. At the national level, although all newspapers tend to include information concerning its own country, the situation was different depending on the country and the newspaper itself.

In Belgium, La Libre Belgique and le Soir published the lowest number of publications on press releases together with the German newspapers. They spoke 3 times with a national perspective (together with the UK the two countries who published the fewest number of articles with national perspective). They normally put more information than the press release and spoke in a positive way about the EU. However, Le Soir published more articles about the topics (5) than La Libre Belgique (3).

In Germany, newspapers published the lowest number of publications on press releases together with the Belgium newspapers. They spoke with an EU and national perspective and published more info than the press release. They also published more than one article about the topic (5) and some opinion articles (between 2 and 3). However the message was only transcribed in a positive way 3 times and twice in a negative way. The situation was different concerning each newspaper: Frankfurter Allgemeine and Die Welt are more active publishing EU news compared to the Frankfurter Rundschau. It is important to notice that newspapers in Germany took great account of the national perspective.

In France, newspapers published a high number of publications, speaking with an EU and national perspective and publishing articles with more information than the press release. They also published more than one article about the topic (5) and some opinion articles (between 2 and 3). However the message is only transcribed in a positive way 3 times and twice in a negative way.

In Italy, newspapers published a high number of publications, especially *Il Sole 24 Ore* (13). Newspapers spoke with an EU and national perspective and published articles with more information than the press release. They also published more than one article about the topic (between 4 and 5) and some opinion articles (1). However the message was only transcribed in a positive way 3-4 times and in a negative way 1-2 times. There was an important difference between newspapers. *Il Sole 24 Ore* tended to publish more news, with special regards to EU economic affairs. *La Repubblica* and *Il Corriere* published less news than *Il Sole* and referred most of the time to general affairs, without specific economic analysis and taking into account the national perspective.

In Portugal, newspapers published 8 (*Diário de Notícias*) and 11 (*Público*) publications of press releases. Newspapers spoke with an EU and national perspective and normally published articles with the same information as the press release. They also published more than one article about the topic (between 4 and 5) and some opinion articles (between 1 and 2). However the message was only transcribed 3 times in a positive way and 2 times in a negative way. In general, we can also see that Portuguese newspapers took into great account the national perspective. We can also see that *Público* was publishing more information and more articles than *Diário de Notícias*.

In Spain, newspapers published a high number of publications, speaking with an EU and national perspective and publishing articles with more information than the press release with the exception of *El Mundo*. They also published more than one article about the topic (5) and some opinion articles (between 1 and 4). However the message was only transcribed in a positive way 3 times and twice in a negative way. It is important to notice that *El País* and *La Vanguardia* published more articles and were more active than *El Mundo*. It is also important to notice the high number of opinion articles in *El País* (4).

In the United Kingdom, newspapers published a high number of publications, speaking with an EU perspective and national perspective 3 times. They were also publishing articles with more information than the press release. They also published more than one article about the topic (between 5 and 3 times) and some opinion articles (between 2 and 3). The message was transcribed in a positive way 4 times and once in a negative way. With regards to the newspapers, The Financial Times published more news than the Guardian or the Independent, taking into account the economic side of EU affairs. In general all UK newspapers talked about EU affairs regularly.

From all this analysis we can take some important deductions that must be key in order to develop the interview with a survey to experts and leaders of opinion at the EU level from the most important sectors.

The first one is that although there is a significant number of press releases and articles in Europa Newsroom, with an average of between 15 and 20 publications per day, all of them are not published in the newspapers analysed. This could be because the impact of the Web Europa Newsroom is not big enough, because newspapers have their own criteria, or because all articles and press releases published in Europa Newsroom are not relevant. From having a look on the daily publications from this website during the case study, what we see is that although there are quite an important number of relevant publications, there are also some publications that are likely not to be taken into account for newspapers.

We can also see that some press releases have more impact than others and that not all publications are published in newspapers. Newspapers have their own criteria and its own newsmaking process and they tend to select only the news considered “relevant” for each newspaper.

However, we can see that when there is a very important topic all newspapers make at least a publication on that topic. This has been proved during the case study, because all newspapers have considered five topics very important, as they have all published at least one piece of news on this topic.

The topics that we are talking about are the following: the Pope's visit to the European Parliament on November 25th, Mr Juncker's €315 billion investment plan on November 26th, the COP 20 Lima conclusions on December 14th, the ECB's Expanded Asset Purchase Programme on January 22nd and the Eurogroup of Greece on February 21st.

From the case study and all the days where the study has taken place we can also see some relevant data: newspapers published on average, at least one publication from the Europa Newsroom 10 times, with 8 being the minimum number of days and the maximum 15.

Taking into account that the average of publications from Europa Newsroom is between 15 and 20 publications per day, it is clear that publications of issues coming from Europa Newsroom in newspapers is lower than the number of daily publications in Europa Newsroom.

The case study also gives us some general patterns of how newspapers treat the information: as EU newspapers are focusing their news at the EU level, we can see that they have published more news coming from the Europa Newsroom compared with national newspapers, as EU newspapers have an average of publication of between 12 and 14 times.

At the national level, the situation varies depending on the country and the newspaper. The average of publication for all newspapers is 10 times, German and Belgium newspapers being the ones that published the least amount of news with an average of 8 and having the rest of the newspapers more or less the same average, between 10 and 12 times.

This shows us how there is a clear difference in the newsmaking process between EU newspapers and national newspapers and that there is also a clear difference in the newsmaking process depending on the nationality/country of origin of the newspaper, as the average of publication of newspapers varies depending the country of origin of the newspaper.

As we can see from the case study, newspapers tend to take into account the EU content and the national perspective of the country.

They also show the message in a positive way, although it can be more or less positive depending on the newspaper.

They tend to publish more info than the press releases (with the exception of Portuguese newspapers) and they also tend to publish more than one article about the topic. French, Spanish and United Kingdom`s newspapers tend to publish a significant number of opinion articles.

This shows us that there is somehow a certain homogeneity, criteria of selection of information and that the main source is treated in the same way although there are some differences.

However, although there are general patterns, the treatment of the information varies depending each topic and each newspaper: sometimes we find news published in several newspapers before or after the day of the press release.

Sometimes newspapers talk about something of great interest at the EU level but there is no publication on the Europa Newsroom about that topic (as we can see with regards to the Hollande and Merkel meeting with Putin in Minsk concerning the Ukraine conflict). In this case it could be good that Europa Newsroom should think about the possibility of considering those topics and include them in their publications.

In cases when there is an event that happens at the national level with an impact and reactions at the EU level (such as Charlie Hebdo or the Copenhagen attacks), newspapers tend to take the information concerning the event itself but rarely will incorporate the reactions of EU institutions in their publications.

This shows us again that although this certain homogeneity exists, in the end, each newspaper has its own criteria of newsmaking.

Taking all this into account we can see that, in general terms, although each newspaper has its own criteria, when there is a very important topic they all tend to make a publication, taking into account the main content of the news contained in Europa Newsroom and adding some information at the national level. They also publish opinion articles on these topics, although the number of opinion articles will depend on the country of origin of the Newspaper.

We can also see that newspapers do not publish all the information contained in the Web Europa Newsroom, that EU newspapers are the ones who publish more information due to

having a stronger interest in EU affairs and that although there is a certain criteria of homogeneity when talking about news coming from Europa Newsroom, the way to treat information depends on the country and the newspaper itself, as the number of publications varies depending of the country and the newspaper. This shows us how each newspaper has its own process of selecting news and playing a gatekeeper role that varies depending on the country and newspaper.

This gatekeeper role is also clear when we see the number of articles, opinion articles, the information contained inside the article and the way news are treated taking into account the national perspective.

It is therefore essential to interview, through a survey, experts and leaders of opinion at the EU level from the most important sectors, not only to see the main patterns already stated in these deductions and see why this happens, but also to think about what European institutions should do concerning the transmission of the message as well as its interaction with the mass media.

It is important to analyse the experts, not only what can be done to improve the Web Europa Newsroom, but to also think about how European institutions should work, and see if they have to change the way they give information to the media in the Europa Newsroom and other channels, if they should boost contracts with media to boost its message, if they should create public-private partnership or if they should even create their own communication media.

2.3 The in- depth interview via survey with experts and leaders of opinion at the EU level from the most important sectors

2.3.1 Main outline of the interview

The field research has been the methodology used for this part of the study in order to obtain an integral approximation to the subject with the most important sources of information in the field (Ander-Egg, 1995). To that end, the interview using a survey has been selected as the research tool for this part of the thesis.

From the analysis of the case study a series of interviews have been carried on during the months of December 2015, January 2016, February 2016 and March 2016. The main goal was to discuss with a group of experts the main outputs from the case study.

16 experts have participated in this study coming from different institutions: the European Commission, the Council of the EU, the European Parliament, journalists on EU affairs and Communication experts from consultancy firms and associations dealing with EU affairs.

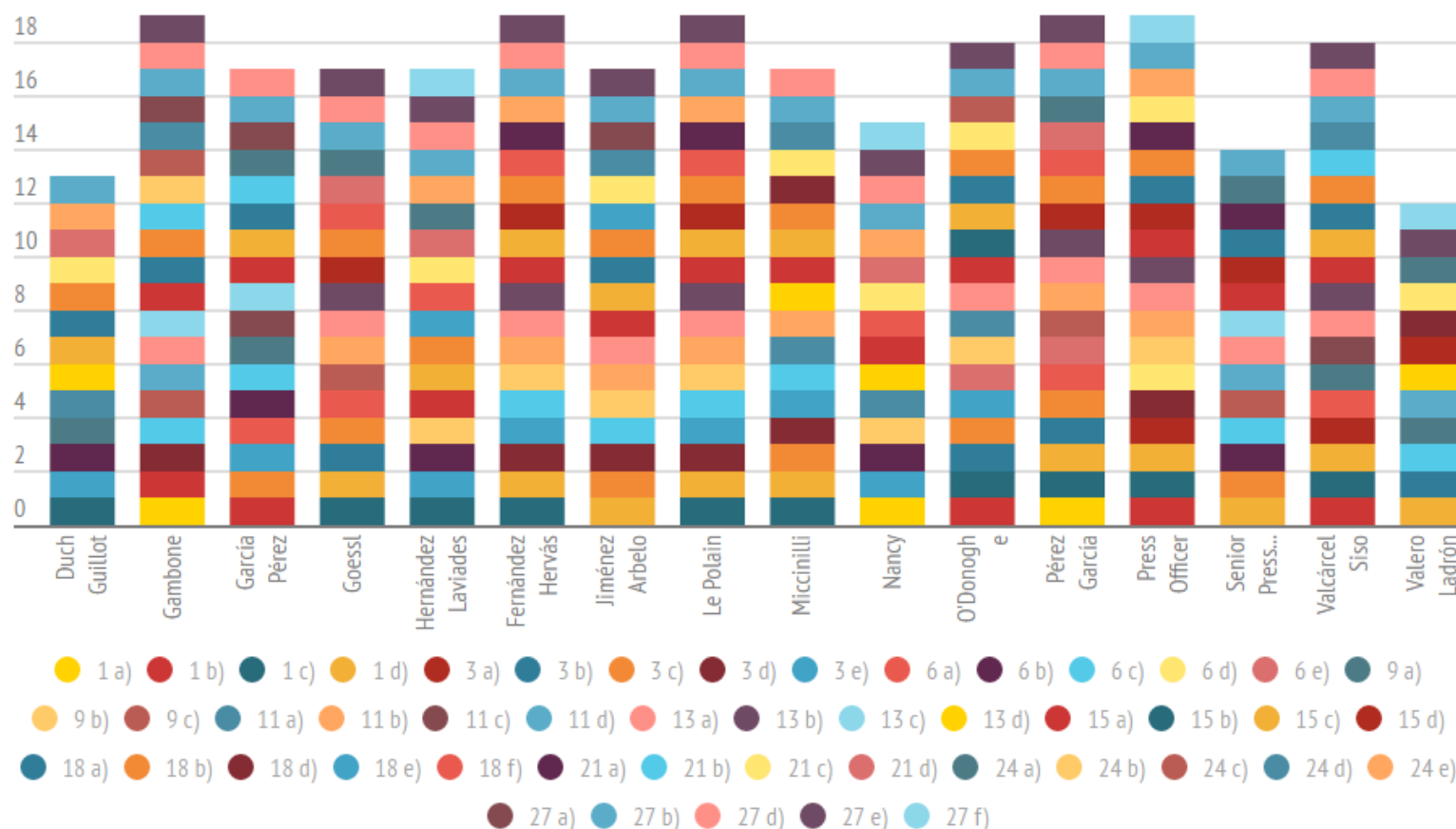
These are the participants of the study. All of them have given their consent to be mentioned in these terms in this study:

- Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman.
- Gambone, Ludovica. Independent consultant and former consultant at Burson Marsteller.
- García Pérez, Iratxe. Member of the European Parliament; head of the Spanish delegation of the European Socialist Party.
- Goessl, Hans- Ulrich. Communication expert at the European Commission.
- Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication.

- Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication.
- Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group.
- Le Polain, Nicolas. Officer at the European Parliament, DG Communication.
- Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium. Former Director of European public affairs at Burson Marsteller.
- Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication.
- O'Donoghe, Cillian. Public affairs specialist at Fleishman Hillard.
- Pérez García, Guadalupe. Communication officer at the European Commission.
- Press officer from the Council of the European Union.
- Senior press officer from the Council of the European Union.
- Valcárcel Siso, Ramón Luis. Member of the European Parliament. Vice-president and member of the working group on Information and Communication Policy of the European Parliament.
- Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission.

The survey contains 28 questions that can be found in the annexes and can be seen in the table of the next page.

Table 17: interview to experts with survey



Source: annex table 15 interview to experts with survey

2.3.2 Main points from the interview through a survey to experts and leaders of opinion at the EU level from the most important sectors

In the following points we will analyse the replies from the experts to the questions taking into account the main points of the survey.

2.3.2.1 Situation concerning the publications on Europa Newsroom with regards to the publications in newspapers

Questions 1 and 2 from the survey analyse this issue.

In this regard we can see that in general terms publications that are on Europa Newsroom are not always published in newspapers. The main reason outlined by the experts is that some of the information published is not relevant for newspapers (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016) and that newspapers tend to select only the news that are relevant for its audience (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on

Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016). In this issue some experts believe that it is not true that there are too many articles in this Web and that the problem is, that due to the crisis there are too many things happening in the EU and few media correspondents in Brussels to cover all topics, as the number decreased considerably during the crisis and it has risen over the years but still not enough (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016). Others also believe that institutions have to publish some information that might not have an impact on the press, but is needed to be published in order to be transparent for citizens (“Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016).

Most of the people interviewed believe that newspapers tend to use other channels of information apart from Europa Newsroom such as national channels, other EU institutional webpages, direct contact with the spokesperson services or the use of social media (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016) or also the press releases coming from the European Parliament or the political groups of the EP (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015).

Regarding the issue of the number of articles in the Europa Newsroom, an expert from the Commission pointed out that the new Juncker Commission is already trying to reduce the

number of press releases by grouping them by the priorities of this new Commission and by developing the EC Europa rationalisation programme from DG Communication (European Commission, n.d.-c), which wants to align this rationalisation with the Communication from the Commission “better regulation for better results- an EU agenda” (European Commission, 2015; “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015). In this sense, another expert from the Commission pointed out the importance to revamp the Web Europa Newsroom and organise it by priorities, as the European Commission is doing with its Webpages, and making the Webpage more interactive, with the enhancement of tools such as social media to interact with all stakeholders (“Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.2 Possibilities to increase the performance of the Web Europa Newsroom

Questions 3, 4 and 5 from the survey analyse this issue.

Some experts were of the opinion that if Europa Newsroom wants more impact the Web should try to interact with the media (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016) or even be revamped and find a more interactive format (“Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016). Experts also pointed out that the institutions should look for other channels of information, especially concerning social media (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2,

12:50). Interview by D. Rodríguez Guillén,” 2015, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016), or other platforms such as journalists networks and to continue promoting existing tools that can improve communication such as breakfasts with journalists or media seminars (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015). They also highlighted that Europa Newsroom should make publications according to the new priorities of the European Commission, following the rationalisation policy that is being implemented now (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

Some experts also pointed out that the Web Europa Newsroom works well for the experts that are looking for information, as it is the main target of this Web (“Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016). Others pointed out the importance of making a more interactive Webpage through the use of social media (“Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016) and to organise the information in a different way that will provide information about what is going on today with the most important topics and place the less relevant information in a different location. What matters most is to identify and explain clearly what is important. It is essential to simply explain what is complicated and target a direct communication with their correspondents (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.3 Possibilities to revamp/change Europa Newsroom

Questions 6, 7 and 8 from the survey analyse this issue.

Concerning this issue there are some differences. Some experts are of the opinion that Europa Newsroom should keep the current audio-visual format, as it targets specialists and because a change of the Webpage will have a high economic cost (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016). Others are of the opinion that although Europa Newsroom can work with the current audio-visual format it could be good to have a more attractive Webpage (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016). Other views are that Europa Newsroom should be revamped in order to make the Webpage more interactive, use a better research engine and organise news better as this is not very clear currently (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016). Another problem concerns the language, as not all press releases are published in all languages and the majority are published in English, French or German, which makes it difficult to have a successful Webpage in all member states (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015).

Concerning the idea of the creation of an official EU TV channel, some believe that it can be a good idea if the channel would be independent, but seems very difficult due to the budgetary implications that it would have (“Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016). Most of experts are of the opinion that there is no budget for such an initiative and some even think that this can be confused as institutional propaganda and therefore it is better to avoid such an

idea (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.4 Possibilities for the creation of an official magazine of the EU

Questions 9 and 10 from the survey analyse this issue.

This issue seems to be rather problematic as the experts are of the opinion that it can be achieved but it is going to be difficult because of budgetary constraints (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016) and others directly are of the opinion that there is no need to have an official magazine of the EU as a whole as there are already publications on EU affairs at the EU level, this can be perceived as institutional propaganda and especially today when communication is evolving and therefore a newsletter might not be the best way to enhance the impact of communication but rather to look for other channels (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

Others are of the opinion that such a publication will be a good idea if we are speaking of something similar to the Financial Times, but at an EU level that will be able to reduce the gap with citizens at the national and regional level. (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.5 Analysis of the need of coordination between press officers from all EU institutions

Questions 11 and 12 from the survey analyse this issue.

Concerning this point, experts who normally have a dialogue between institutions have confirmed that conversation exists but in an informal way. They have also pointed out that sometimes the legislative process of codecision can create some competition between institutions themselves when willing to communicate a decision (“Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016). Some others have pointed out that sometimes there still remains some lack of coordination between institutions, DGs or even between units at the same DG (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016).

In any case, concerning this issue everybody is of the opinion that it is very important to have coordination between all institutions (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016

February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.6 Situation concerning the full coverage of news published at Europa Newsroom in newspapers

Questions 13 and 14 from the survey analyse this issue.

In this regard the analysis shows that newspapers only have full coverage of news published at the Europa Newsroom when there is a very important topic. Some experts believe that this happens because each newspaper has its own criteria to publish news and that depending on the criteria of each newspaper (especially concerning country and media) there is more or less information about EU news (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European

Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016). Others are of the opinion that national newspapers do not normally take into account the EU news (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015) and that there is a lot of pedagogical tasks to be done by the mass media, as they tend to talk about Brussels without naming a concrete institution. The main problem is that most of the time the agenda at the EU level is not relevant for national newspapers (“Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016) and that most of the relevant EU topics that national newspapers talk about are there because they have a huge impact for member states (for example all topics concerning terrorism, migration or the economic crisis). That is why an important brainstorming about how to treat information by the media should be done in order to better inform citizens on EU affairs (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015).

Other experts are of the opinion that the main problem is a lack of media correspondents. It is the scarcity of resources that make journalists analyse the information in a pragmatic way and cover only the news that are key at this specific moment (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.7 Analysis of coverage between newspapers with an EU dimension and national newspapers

Questions 15, 16 and 17 from the survey analyse this issue.

The analysis shows that newspapers with an EU dimension publish more news coming from the Europa Newsroom than national newspapers, where the situation varies depending on each country and each topic. Experts are of the opinion that although the information on EU affairs can be improved at the national level by using new channels of communication or by making the existing channels more attractive, EU newspapers will always publish more information than national newspapers regardless of the changes that can be done (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016).

Other experts are going far and away with the opinion that in the end, it is a question of trying to “Europeanise the national public space” and also “Europeanise the European space itself”. To do so it is important to improve the development of EU seminars, breakfast and other tools

and programmes that can help to create better links both at the European and national level (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

Also, the experts are of the opinion that an increasing use of social media as well as TV or radio and also of surveys coming from sources such as the Eurobarometer, can help to improve the impact of EU news at the national level (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.8 Analysis of how newspapers treat the information coming from Europa Newsroom

Questions 18, 19 and 20 from the survey analyse this issue.

In this regard the study shows that although newspapers tend to take the basic message coming from Europa Newsroom, in the end they treat the information in a different way. Experts are of the opinion that this happens because each newspaper has its own process of newsmaking (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by

D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016), and that it is good that every newspaper treat information in a different way, as it is a sign of a healthy press (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016).

In general terms, they are of the opinion that although it will be possible to have more homogeneity when treating the information, at the end of the day, the way to treat information has to be different from each editorial, always keeping the main content of the message from the press release and avoiding a misleading message, as this is key to ensure independency as everybody has its own clients at the national level and in general we can see that newspapers tend to always add some extra information with a national perspective (“Duch Guillot, Jaume.

Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016).

Some of them are also of the opinion that in order to have a better impact at the national level it is essential to strengthen the link between press officers and journalists, always keeping the independence of the latter and the freedom of opinion (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015).

2.3.2.9 Situation where newspapers talk about something of great interest at the EU level that might not be published in Europa Newsroom

Questions 21, 22 and 23 from the survey analyse this issue.

Some experts are of the opinion that those kind of topics should have an impact in Europa Newsroom, as there are topics of relevance at the EU level and therefore they should be included in the Webpage (“Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Valcárcel Siso, Ramón Luis. Vice-president and member of

the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016). Others are of the opinion that it will always depend on the situation as sometimes it can be a compromising issue (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015).

Others are of the opinion that if institutions want to have an impact on those topics, there are ways to do it, for example, the publication of an institutional declaration of somebody from an institution (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016).

Others are of the opinion that in principle not all the issues that are related with the EU should be published because there might be some things which are more intergovernmental than EU-related (“Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016). Others believe that it is more a political decision (“Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016) and others are of the opinion that as no representative from the EU was present, no publication should be done (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016).

2.3.2.10 Situation where an event happens at a national level and has an impact and reactions at the EU level but those reactions at the EU level are not taken into account by member states

Questions 24, 25 and 26 from the survey analyse this issue.

In this regard experts are of the opinion that it is very difficult that media will take the EU perspective into account on those topics, as the main interest is the repercussion that they have at their own national level (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016). They believe that it is very complicated to try to change this pattern but that if you act fast and use all the channels available, especially social media and the use of the European Commission and the European Parliament national offices, you might have more impact (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Press officer. Council of the European Union (2016 January 19, 15:00). Interview by D. Rodríguez Guillén,” 2016, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015).

2.3.2.11 Analysis of the EU's position in order to avoid the changes of the message made by the media

Question 27 from the survey analyse this issue.

In this issue experts have several opinions. Most of them believe that the EU should try to change the existing tools for better performance (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016) and are sceptical or against the development of the EU own media channels, as they are of the opinion that it is better to improve the relations with the existing channels and even revamp part of them by using the public private partnerships and other partnerships with the media to boost the communication process (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Gambone, Ludovica. Consultant (2016 February 24, 14:00). Interview by D. Rodríguez Guillén,” 2016, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Senior press officer. Council of the European Union (2016 January 15, 11:00). Interview by D. Rodríguez Guillén,” 2016, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016, “Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016, “García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Jiménez Arbelo, Javier. Spanish Press Officer of the EPP group (2016 March 3rd 17:15). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Miccinilli, Máximo.

Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “O’Donoghue, Cillian. Public affairs specialist at Fleishman Hillard (2016 February 10, 17:30). Interview by D. Rodríguez Guillén,” 2016). In this regard some of the experts mention the already existing public partnership agreements that are in the European Parliament (“García Pérez, Iratxe. Member of the European Parliament (2015 December 2, 12:50). Interview by D. Rodríguez Guillén,” 2015, “Valcárcel Siso, Ramón Luis. Vice-president and member of the working group on Information and Communication Policy of the European Parliament. (2016 March 14th 15:00). Interview by D. Rodríguez Guillén,” 2016), the existing funds from the Directorate General of Regional and Urban Policy and the Directorate General of Agriculture and Rural Development which are used for the promotion of products with the EU logo (“Goessl, Hans- Ulrich. Communication expert from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015, “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015), and also the EC Europa rationalisation programme from the Directorate General of Communication (European Commission, n.d.-c), which wants to align this rationalisation with the Communication from the Commission “better regulation for better results- an EU agenda” (European Commission, 2015; “Pérez García, Guadalupe. Communication officer from the European Commission (2015 December 7, 13:52). Interview by D. Rodríguez Guillén,” 2015). Experts also are of the opinion that it is key and essential to put a strong accent on the direct communication through the citizens by trying to be on their lists as a credible and useful source of information (“Duch Guillot, Jaume. Director for the Media and European Parliament Spokesman (2016 January 12, 18:10). Interview by D. Rodríguez Guillén,” 2016, “Hernández Laviades, Aleyda. Communication officer at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016, “Nancy, Jacques. Head of the Public Opinion Monitoring Unit at the European Parliament, DG Communication (2016 January 15, 09:30). Interview by D. Rodríguez Guillén,” 2016). In this regard some experts are of the opinion that the use of social media (“Valero Ladrón, Isaac. Member of Cabinet Commissioner Miguel Arias Cañete, European Commission (2016 February 1, 10:50). Interview by D. Rodríguez Guillén,” 2016) and also the use of television spaces for talking about EU affairs (“Fernández-Hervás, Paula. Head of the Media Intelligence Unit at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016, “Le Polain, Nicolas. Officer at the European Parliament, DG Communication (2016 February 19, 12:00). Interview by D. Rodríguez Guillén,” 2016) is essential to boost this communication. Others also talked about the importance of having a tailored message that can be used not only at the national, but also at the regional and local level, as it is essential to fill

the most difficult existing gap, which is at the regional and local level (“Miccinilli, Máximo. Director of Public Affairs and Communication, European Aluminium (2016 February 20, 12:30). Interview by D. Rodríguez Guillén,” 2016).

2.3.3 Deductions from the interview with a survey to experts and leaders of opinion at the EU level from the most important sectors

The survey has been used to interview experts and leaders of opinion at the EU level from the most important sectors involved in the EU communication process: officers and a member of a cabinet responsible for communication at the European Commission, a senior press officer and a press officer from the Council of the European Union, members of the European Parliament, the European Parliament spokesman and senior officers from the European Parliament, consultant and EU public affairs specialists from the private sector and a press officer from a political group. This group of 16 experts is a heterogeneous and representative sample of leaders of opinion at the EU level.

From this unique case study we can take some important recommendations that will be essential for the conclusions of this work:

First of all it is important to notice that newspapers do not always publish the information that is contained in Europa Newsrooms, not because there are too many articles on the Web, but because some of the information is not relevant for newspapers according to their audiences and newsmaking criteria and also because the number of correspondents decreased during the crisis and the coverage of news has been reduced.

It is also important to notice that newspapers do not tend to use Europa Newsroom as a channel of information. They normally use other EU institutional Webpages, direct contact with the spokesperson services of each institution or social media.

Experts are of the major opinion that the Web Europa Newsroom should change and develop tools to become more interactive with its audience with social media tools. The best option will be to revamp the Webpage in a more interactive way, publishing all the content according to the priorities of the new Commission and to the EC Europa rationalisation programme from

DG Communication, to simply explain what is complicated and target a direct communication with their correspondents. Concerning this issue, experts are of the opinion that institutions should think about publishing their press releases in all languages, as this can be a key part to achieving a better communication at the member states level.

Most of the experts also believe that all EU institutions should continue improving the existing channels of communication and look for new ones to have a wider impact of its message, with special regards to social media, and also by enhancing and promoting the already existing tools such as journalist networks, breakfast with journalists or media seminars.

Experts believe in general that the possibility of creating an EU official TV channel seems very difficult due to budgetary constraints and also to the possibility that this might be perceived as institutional propaganda.

The same happens with the idea of the creation of an official magazine of the European Union, as this possibility will be difficult for budgetary constraints on the one hand and could also be perceived as institutional propaganda on the other hand. There are already some publications at the EU level, so there is no special need to develop an official magazine and, in addition, communication is evolving towards the Internet and social media and therefore a newsletter might not be the best way to enhance the impact of communication.

Most of the experts have recognised that there is an informal coordination between press officers from all EU institutions. This informal coordination is good and there is no need to establish a formal coordination. However, it is important to note that sometimes the legislative process of codecision can create some competition between institutions themselves when willing to communicate a decision. It is also important to notice that, for some of the experts, there still remains some lack of coordination, not only between institutions, but also between DGs or between units of the same DG.

In the opinion of the experts, newspapers only use full coverage of news published at Europa Newsroom when there is a very important topic because each newspaper has its own criteria to publish news, because most of the time the agenda at the EU level is not relevant for national newspapers and because there is a lack of media correspondents in Brussels and due

to this scarcity of resources journalists analyse the information in a pragmatic way and cover only the news that are key at this specific moment.

Experts also believe that newspapers with an EU dimension will always publish more news coming from Europa Newsroom than national newspapers, where the situation varies depending on each country and each topic. However, an increasing use of social media as well as TV or radio and also the use of surveys coming from sources such as the Eurobarometer can help to improve the impact of EU news at the national level. In this regard, experts are of the opinion that it is important to try to “Europeanise the national public space and Europeanise the European space itself” by developing more EU seminars, breakfast events, seminars and other tools and programmes that can help to create better links both at the European and national level.

For the experts it is clear that although newspapers tend to take the basic message coming from Europa Newsroom, in the end they treat the information in a different way because they have their own process of newsmaking; and this is a good sign of a healthy press. It is good that every newspaper treats information in a different way, but always keeping the main content of the message from the press release in order to avoid a misleading message, as this is key to ensure independency between public institutions and newspapers on the one side and to ensure that everybody has its own clients at the national level on the other side, in general we can see that newspapers tend to always add some extra information with a national perspective.

In general terms, most of the experts interviewed are of the opinion that EU institutions should try to find alternative means in order to publish those important topics that are published by all newspapers at the EU level but for the moment are not published in Europa Newsroom because news is not coming from the institutions (as we can see with regards to the Hollande and Merkel meeting with Putin in Minsk concerning the Ukraine conflict).

Experts are of the opinion that it is very difficult for media to take into account the EU perspective of events which happens at a national level but have an impact and reactions at the EU level (as for example, the Charlie Hebdo or the Copenhagen attacks), as the main interest is the impact that they have at their own national level. However, if institutions act fast and use all the channels available, especially social media and the use of the European

Commission and the European Parliament national offices, their press releases should have a wider impact.

All experts agree that the message from the EU is somehow changed by the media and believe that the best approach for the EU to avoid those changes is to change the existing tools for a better performance. In this regard it is essential to put a strong accent in the direct communication through the citizens by boosting social media, the use of television spaces for talking about EU affairs and the idea of having a tailored message that can be used not only at the national, but also at the regional and local level, as it is essential to fill the most difficult existing gap, which is at the regional and local level. It is also essential to try to be on the list of citizens as a credible and useful source of information. However experts are sceptical or against the development of the EU own media channels, as they are of the opinion that it is better to improve the relation with the existing channels and even revamp part of them by using the public private partnerships and other partnerships with the media to boost the communication process.

Taking all this into account we can conclude the following:

The Web Europa Newsroom is not the main reference for correspondents as a channel of information. Correspondents tend to use other sources of information, mainly direct contact with the spokesperson services or social media instead of the Web Europa Newsroom.

This Web seems to be used more as a repository than an information tool. In this regard it will be convenient to revamp this Webpage and make it more interactive with its audience according to the priorities of the new Commission and to the EC Europa rationalisation programme from DG Communication.

It is important to notice that newspapers do not publish all news published in Europa Newsroom mainly for two reasons: because there is a lot of information on EU affairs, because some news is not relevant for its audience and because the number of correspondents decreased during the crisis, which has reduced the coverage and therefore makes it more difficult to publish more on EU affairs.

In addition, it is clear that when publishing news, newspapers treat the information in a different way because they have their own process of newsmaking, but they have to always

keep the main content of the message to avoid spreading a misleading message, as this is key to ensure independency between public institutions and newspapers. It is also clear that newspapers with an EU dimension will always publish more news coming from Europa Newsroom than national newspapers. However, an increasing use of social media as well as TV or radio can help to improve the impact of EU news at the national level.

In general terms, the idea of developing an EU official TV channel or an official magazine of the European Union is not an option as it seems most of the time an idea that can be perceived as institutional propaganda and will also involve a high cost for the institutions.

The already existing informal coordination between press officers from all EU institutions seems to be enough even if there are some voices claiming more coordination not only between institutions but also between DGs or between units at the same DG.

Last but not least, EU institutions should try to find alternative means in order to publish those important topics that are published by all newspapers at the EU level but for the moment are not published in Europa Newsroom because news is not coming from the institutions (as we can see with regards to the Hollande and Merkel meeting with Putin in Minsk concerning the Ukraine conflict). For topics that happen at a national level but have an impact and reactions at the EU level (as for example, the Charlie Hebdo or the Copenhagen attacks), institutions should try to act fast and use all the channels available, especially through the social media, the European Commission and the European Parliament national offices in order to have a wider impact at the national level.

All in all, the main deduction concerning the future approach of communication at the EU level is clear: it is important to change and improve the existing tools for a better performance, especially with regards to the direct communication through the citizens by boosting social media, the existing public and private partnerships and the use of television spaces to discuss EU affairs; it is also essential to develop a tailored message that can be used not only at the national, but also at the regional and local level, as it is essential to fill the most difficult existing gap, which is at the regional and local level.

3 Conclusions and recommendations for the future challenges on EU communication

The main thesis' subject of this study has been the analysis of the written mass media (newspapers) on the Internet to see the role they play as gatekeepers in the process of communication at the EU level and how they build the image of the European Union.

Although the European Union has been putting into practice new initiatives over the last years in order to improve its communication towards its citizens, skepticism towards the EU is currently growing in Europe: the results of the 2014 European Parliament Elections, Brexit or the refugee crisis just confirm this trend.

And the current economic crisis is not the only reason of this disaffection, the role that mass media are playing in the communication process, by the criteria used in selecting news and in their work routine, can also contribute to creating this disaffection towards the European Union.

During the analysis carried on in this thesis we have seen how all the three hypothesis investigated have been confirmed throughout the study.

In all three phases of the study we have clearly seen how gatekeepers play an essential role to the public opinion and can create, change or modify an image of an institution that is transmitted to public opinion. The theoretical framework has been essential to see how gatekeepers play an essential role when transmitting the information to public opinion. The case study have shown us how newspapers only published news that were relevant for their audience, not transcribing the message of a considerable number of press releases from the institutions and informing on a different way if they were EU newspapers or national newspapers, where we have also seen differences concerning the nationality and ideology of newspapers. The interview with experts has confirmed the deductions from the case study when experts have declared to be aware of this phenomenon and called for enhancing some tools to increase the impact of EU news at national, regional and local level.

During this research it has also been demonstrated that, although the development of ICT technologies has managed to carry the message by means of an alternative channel, without having to go through the main mass media, the role of the mass media in the communication process is still essential. In this case, the theoretical framework has helped us to analyse how during the last years the development of ICT technologies has changed the way media operates nowadays. This has also been seen by most of the experts interviewed, as one of the most important recommendations made by the experts has been to strengthen the use of social media by institutions. However, the theoretical framework and the experts interviewed have also pointed out that traditional channels and mass media still play an essential role, as television and written press either in paper or Web format are still the main source of information for citizens. That is why recommendations from the experts were pointing for continuing with the public private partnership to strengthen the message through the media and also putting emphasis on the television. This can also be one of the main reasons experts do not think that an EU TV channel could be used nowadays for transmitting directly the information to EU citizens, as traditional media still have the dominant position for transmitting the message.

This study has also demonstrated that the mass media broadcast the European institutions' message in many cases in a deformed or unconstructive way, depending on several factors such as work routines or national interests. In this case, the theoretical framework has helped us to see how several authors and theories have already pointed out how media play a gatekeeper role and transmit the message in a deformed or unconstructive way. In addition, during the case study we have clearly seen how not all press releases coming from the EU institutions are published and how, when published, the message is not always transmitted as a whole. The study has shown that there is a clear difference in the newsmaking process between EU newspapers and national newspapers on the one hand and in the newsmaking process depending on the nationality/country of origin of the newspaper on the other hand, as the average of publication of newspapers varies depending the country of origin of the newspaper. This has also been demonstrated when experts have confirmed that they were aware of this phenomenon and claimed for enhancing some tools to increase the impact of EU news at national, regional and local level.

But apart from confirming the three hypothesis analysed, this study showed us some important conclusions and recommendation for the future discussion of this topic at the European level.

3.1 Conclusions and recommendations

Mass media modify and influence the message during its newsmaking process. This influence can be done by the gatekeeper who, according to Kurt Lewin and David Manning White, has a key role in the newsmaking process, either through the agenda setting according to Maxwell E. McCombs and Donald L. Shaw, or through the newspaper routines or newsmaking process according to Gaye Tuchman and Mark Fishman, as the routines of both newspapers and journalists have an important influence in the newsmaking process of the message.

Although there are clear differences in the newsmaking process of newspapers, there is a certain homogeneity in the way to treat information. The case study has shown that although there are differences between newspapers with regards to the amount of news published depending on the nationality and country of origin of the newspaper, all newspapers analysed tend to take into account the EU content and tend to publish extra information, adding the national perspective of each country.

EU institutions must become more interactive with both its audience and the media stakeholders. Taking into account that the number of correspondents decreased during the crisis and that most of the information obtained by the media is going directly from EU sources and not from the Web Europa Newsroom, EU communication experts should reinforce their relations to better spread the EU's message. Now, journalists can have access to EU news through the Web Europa Newsroom, through the own EU institution channels (European Commission, European Parliament or other institution's own Webpage) or social

media channels. Public officers are also available to journalists when they require information concerning a topic of her/his competence. However the way to spread information could even be more proactive. In this regard there will always be the debate concerning freedom of choice and proactivity. Some of the experts interviewed are of the opinion that a proactive and constant role of the EU institutions through journalists could be perceived as an extra pressure from the institutions to the media in order to publish something. But a more proactive role through the media could achieve a bigger impact of EU news in the media. Since the 90's, institutional communication has become more professional and specialized (Castro et al., 2010). In this sense, institutions have started to develop communication plans (Alcoceba Hernando, 2010; Álvarez Dominguez & Caballero Hueso, 1997; Ramírez, 1995) and a more proactive institutional communication (Canel, 2006; Xifra Heras, 2009). According to this global trend, EU institutions should also try to be more proactive in order to spread the EU message, avoiding possible pressure by trying to maximize the impact of the message.

EU institutions should continue improving the communication channels. Some existing ones as Web Europa Newsroom should change completely and be revamped, others should continue improving to have a wider impact of this message, especially regarding social media and other existing tools such as journalist networks, breakfast with journalists or media seminars.

There is no clear need to establish new channels of communication at the EU level. The idea of developing a direct channel through the citizens from the institutions seems not to be in the agenda for the EU experts today. The additional costs together with the strong role that traditional media channels still play in the communication process seems to be the main reason for that. However this idea should be explored in the future.

EU institutions should try to think about what to publish and how to publish. Taking into account that, during the case study, when there has been a very important topic there has been full coverage on this topic, EU institutions should think about a way to publish news in order to achieve a better impact, clearly defining those very important topics from those which are

less relevant for EU citizens. The EU added value for citizens must always be taken into account. In this regard, it is vital to “Europeanise the national public space and Europeanise the European space itself” not only by strengthening the existing tools between local, national and European experts, but also by strengthening the existing tools between EU citizens and institutions and by making them more simple and easy to access for both experts and citizens.

EU institutions should fill the most difficult existing gap, which is at the regional and local level and try to be considered by all European citizens as a credible and useful source of information. To that end institutions should put a strong accent on the direct communication through the citizens by boosting social media, the existing public and private partnerships, the use of television spaces for talking about EU affairs and the idea of having a tailor message that can be used not only at the national, but also at the regional and local level. In this regard, a stronger use of the national offices from both the European Commission and the European Parliament at the national level is essential.

In conclusion, we can say that although newspapers are playing an important role as gatekeepers and modifying the message of the EU, institutions have been able to send the most important messages to their citizens through both the classic and new channels of information. However, it is important to highlight that if institutions boost the current communication policy and become more interactive, the impact of EU news can be even bigger, especially if they manage to “explain simply what is complicated”. This research has showed some of the areas where this improvement could help the EU to better channel its message. It is now up to communication experts and policy-makers to discuss and put into practice new measures to improve the current EU communication policy.

4 Annexes

Annex table 1 monthly publications Europa newsroom		
	Month/Number press releases	
Day	January	February
1	3	2
2	6	7
3	0	9
4	0	15
5	6	14
6	9	19
7	19	0
8	17	2
9	17	8
10	3	9
11	2	17
12	19	19
13	28	33
14	15	0
15	21	11
16	10	11
17	1	12
18	0	17
19	18	14
20	18	21
21	17	5
22	24	0
23	19	8
24	3	16
25	6	16
26	8	31
27	6	10
28	29	0
29	14	0
30	18	0
31	6	0

Annex table 2 general analysis of newspapers November 2014- January 2015																								
	European Union				Belgium		Germany			France			Italy			Portugal		Spain			United Kingdom			
Press release: date and topics	EU Observer	Euractiv	European Voice	Europolitics	La Libre Belgique	Le Soir	Frankfurter Allgemeine	Die Welt	Frankfurter Rundschau	Le Monde	Le Figaro	Libération	Corriere Della Sera	La Repubblica	Il Sole 24 Ore	Diário de Notícias	Público	El País	El Mundo	La Vanguardia	Financial Times	The Guardian	The independent	Total
25/11/2014				x							x						x					x	x	5
26/11/2014																								0
27/11/2014																								0
03/12/2014				x													x							2
04/12/2014	x	x		x							x				x									5
05/12/2014		x	x	x																	x			4
09/12/2014	x	x		x																				3
19/12/2014																								0
07/01/2015	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	23
08/01/2015		x								x		x	x		x					x	x		x	8
09/01/2015																								0
13/01/2015	x														x			x		x				4
23/01/2015																								0
28/01/2015																								0
30/01/2015																								0
04/02/2015	x	x	x	x		x				x	x	x	x	x	x		x	x	x	x	x		x	17
12/02/2015																								0
13/02/2015	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	22
15/02/2015																								0
18/02/2015	x		x	x																				3
20/02/2015																								0
21/02/2015	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	23
24/02/2015																								0
26/02/2015			x																					1
Total	8	9	7	10	3	3	3	3	3	5	7	5	6	4	8	3	6	6	5	7	7	4	7	120

Annex table 3 date of press releases and topics	
Date	Topics treated
25/11/2014	The EU commitment on enhanced transparency, the state aid to the Bulgarian investment bank, the approval of the German renewable energy law for the railway sector, the approval of the German energy law for renewable energy, the Eurostat data third quarter for euro 28 and the neighborhood policy in Tunisia
26/11/2014	The approval of the merge between airbus and safran, the investment offensive to boost growth and jobs
27/11/2014	The €500 million macro financial assistance to the Ukraine, the fact sheet about the EU economic governance
03/12/2014	The Single European Sky, the simplification of European Commission Procedures and the €500 million macro financial assistance loan to the Ukraine
04/12/2014	The COP 20 climate talks, the EU and Syria €180 million of help, statistics of air passenger rights, implementation of solvency II
05/12/2014	Basel III implementation, European Single Sky
09/12/2014	Investment offensive for Europe, provisional agreement between the European Parliament and the Council for the budget, article about the COP 20 in Lima
19/12/2014	2015 budget, the torture of the CIA, the EU banking union
07/01/2015	Statistics on the EU area on the unemployment rate, statistics on the EU area on the inflation rate, statement of President Juncker on the Charlie Hebdo attacks, minute of silence for the Charlie Hebdo victims at Place de Luxembourg
08/01/2015	New macro financial assistance to the Ukraine of up to €1,8 billion in medium term-loans
09/01/2015	Fact sheet on the EU- Ukraine relations
13/01/2015	Presentation of the law for the EFSI funds by the European Commission, presentation of the guidance to encourage structural reforms and investment by the European Commission
23/01/2015	MEPs reaction to the ECB asset purchase programme
28/01/2015	Launch of a project to establish a capital markets union, article about the TTIP hearing on the international trade and legal affairs committees at the European Parliament
30/01/2015	Data concerning the Euro area unemployment rate, January 2015 annual inflation
04/02/2015	ECB press release on the eligibility of Greek bonds used as collateral in Eurosystem monetary policy operations, Tsipras' visit to the European Parliament, the launch of the Energy Union by the EC, the €1 billion available from the Commission for young unemployment
12/02/2015	Election of the new president of the CoR: Markku Markkula
13/02/2015	Council statements on the Ukraine, the adoption of 18 rural development programmes by the commission, the cohesion policy of the EC, council changes on the multiannual financial framework, GDP data from EUROSTAT
15/02/2015	Mr Tusk's declaration concerning the attacks in Copenhagen
18/02/2015	Commission consultation on the capital markets union, foundation of a fairer and more transparent approach to taxation in the EU
20/02/2015	ECB new guideline on the implementation of the monetary policy
21/02/2015	Remarks about Greece after the Eurogroup meeting on the 20th of February
24/02/2015	January 2015 inflation rate, green paper on the capital markets union
26/02/2015	Presence of Mario Draghi at the European Parliament, European Commission's commitment of €3,8 billion to fight against poverty

Annex table 4 analysis of the Pope's visit to the European Parliament 25th November										
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Article connecting EU with national/ regional perspective	Headlines about EU show a positive image	There are editor's opinion about EU news	Editor's opinion about EU news show a positive image of the EU
Newspapers in Europe										
EU Observer	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	With EU perspective	Critical	No	
EurActiv	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	With EU perspective	Critical	No	
European Voice	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	With EU perspective	Neutral	No	
Europolitics	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	With EU perspective	Critical	Yes, two articles	More a critical one
Newspapers in Belgium										
La Libre Belgique	Yes	No	Very few about press release, more national message	N/A	No	Written at national level and not all the info is there	National perspective	N/A	No	
Le Soir	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	With national and EU perspective	Critical	No	

Annex table 4 analysis of the Pope's visit to the European Parliament 25th November									
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Article connecting EU with national/ regional perspective	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Germany									
Frankfurter Allgemeine	Yes, several articles on the topic	Yes	Shows the message of the pope and talks about his calendar	N/A	Yes	Articles give more information	With EU perspective	Neutral	Yes
Die Welt	Yes, several articles on the topic	Yes	Shows the message of the pope and talks about his calendar	N/A	Yes	Articles give more information	With EU perspective	Neutral	Neutral
Frankfurter Rundschau	Yes	Yes	Shows the message in a simple way	N/A	Yes	The article is written in a different way	With EU perspective	N/A	No
Newspapers in France									
Le Monde	Yes they have two articles on the issue	Yes	Neutral	N/A	Yes	The press article is more easy to read and adds some things	With national and EU perspective	Rather positive	Yes
Le Figaro	Yes they have two articles on the issue	Yes	Neutral	N/A	Yes	The press article is more easy to read and adds some things	With national and EU perspective	N/A	
Libération	Yes, two articles on the issue	Yes	Neutral	N/A	Yes	The press article is more easy to read and adds some things	With national and EU perspective	N/A	Yes

Annex table 4 analysis of the Pope's visit to the European Parliament 25th November									
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Article connecting EU with national/ regional perspective	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Italy									
Corriere Della Sera	Yes, a very complete article	Yes	Positive	Yes	Yes	More information, also about the visit to the European Council	With national and EU perspective	N/A	No
La Repubblica	Yes, a very complete article	Yes	Positive	Yes	Yes	More information, also about the visit to the European Council	With national and EU perspective	N/A	No
Il Sole 24 Ore	Yes, a very complete article	Yes	Positive	Yes	Yes	More information, also about the visit to the European Council	With national and EU perspective	N/A	No
Newspapers in Portugal									
Diário de Notícias	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	National and eu perspective	N/A	Yes
Público	Yes	Yes	Shows the message of the Pope, which has a critical approach, but it does not go beyond the message	N/A	Yes	The article resumes in an easy way the press release but shows all the content	N/A	N/A	No

Annex table 4 analysis of the Pope's visit to the European Parliament 25th November									
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Article connecting EU with national/ regional perspective	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Spain									
El País	Yes	Yes	Neutral	N/A	Yes	The information is more easy to read	With national and EU perspective	N/A	No
El Mundo	Yes	Yes	Neutral	N/A	Yes	The information is more easy to read	With national and EU perspective	N/A	No
La Vanguardia	Yes, several articles on the topic	Yes	Neutral	N/A	Yes	The information is more easy to read	With national and EU perspective	N/A	No
Newspapers in the United Kingdom									
Financial Times	Yes, several articles on the topic	Yes	Neutral	N/A	Yes	The information is more easy to read	N/A	N/A	Yes
The Guardian	Yes	Yes	Neutral	N/A	Yes	The information is more easy to read	N/A	N/A	No
The Independent	Yes	Yes	Neutral	N/A	Yes	The information is more easy to read	N/A	N/A	No

Annex table 5 deep analysis of the Pope's visit to the European Parliament 25th November											
Newspaper	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union											
EU Observer	Y			Y					Y		3
EurActiv	Y			Y		Y			Y		4
European Voice	Y			Y		Y			Y		4
Europolitics	Y			Y		Y			Y		4
Belgium											
La Libre Belgique		Y			Y					Y	3
Le Soir	Y			Y		Y			Y	Y	5
Germany											
Frankfurter Allgemeine	Y		Y			Y	Y		Y		5
Die Welt	Y		Y			Y	Y		Y		5
Frankfurter Rundschau	Y			Y		Y	Y		Y		5
France											
Le Monde	Y		Y			Y	Y		Y	Y	6
Le Figaro	Y		Y			Y			Y	Y	5
Libération	Y		Y			Y	Y		Y	Y	6
Italy											
Corriere Della Sera	Y		Y			Y			Y	Y	5
La Repubblica	Y		Y			Y			Y	Y	5
Il Sole 24 Ore	Y		Y			Y			Y	Y	5
Portugal											
Diário de Notícias	Y			Y		Y	Y		Y	Y	6
Público	Y			Y		Y			Y		4
Spain											
El País	Y			Y		Y			Y	Y	5
El Mundo	Y			Y					Y	Y	4
La Vanguardia	Y			Y		Y			Y	Y	5
United Kingdom											
Financial Times	Y			Y		Y	Y		Y		5
The Guardian	Y			Y					Y		3
The Independent	Y			Y					Y		3
Total	22	1	8	14	1	18	7		22	12	105

Annex table 6 Mr Juncker's €315 billion investment plan 26th November													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Europe													
EU Observer	Yes	Yes	Shows the basic message and the MEPs reactions	Yes	Yes	The article adds the opinion of other MEPs	There are always some topics on EU affairs on the Newspaper	N/A	With EU perspective	100	100	Positive	No
EurActiv	Yes several articles	Yes	Shows the main message and much more	Yes	Yes	Lots of articles containing more information than the basis	There are always some topics on EU affairs on the Newspaper	N/A	With EU perspective	100	100	Positive	No
European Voice	Yes	Yes	Shows the basic message	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	N/A	With EU perspective	100	100	Positive	No
Europolitics	Yes several articles	Yes	Shows the basic message	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With EU perspective	100	100	Positive	Yes, two articles
Newspapers in Belgium													
La Libre Belgique	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With EU perspective	5 or 10%	5 or 10%	Positive	No
Le Soir	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With EU perspective	5 or 10%	100%	Positive	No

Annex table 6 Mr Juncker's €315 billion investment plan 26th November													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Germany													
Frankfurter Allgemeine	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	There are always some topics on EU affairs on the Newspaper	Yes, talks on the 24 and 25 about the launch of the plan	With EU and national perspective	5 or 10%	100%	Positive	No
Die Welt	Yes	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Article give general information	There are always some topics on EU affairs on the Newspaper	No	With EU perspective	5 or 10%	20%	Positive	Neutral
Frankfurter Rundschau	Yes	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Article give general information	There are always some topics on EU affairs on the Newspaper	No	With EU perspective	5 or 10%	5 or 10%	Positive	No
Newspapers in France													
Le Monde	Yes	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Article give general information	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	10-20%	Positive	No
Le Figaro	Yes	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Article give general information	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	10-20%	Positive	No
Libération	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	10-20%	Positive	No

Annex table 6 Mr Juncker's €315 billion investment plan 26th November													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Italy													
Corriere Della Sera	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	10-20%	Positive	No
La Repubblica	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	10-20%	Positive	no
Il Sole 24 Ore	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	100%	Positive	no
Newspapers in Portugal													
Diário de Notícias	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	N/A	No	With EU perspective	10-20%	10-20%	Positive	No
Público	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	N/A	No	With national and EU perspective	10-20%	10-20%	Positive	No

Annex table 6 Mr Juncker's €315 billion investment plan 26th November													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Spain													
El País	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	There are always some topics on EU affairs on the Newspaper	No	With national and EU perspective	10-20%	100%	Positive	Yes, two articles
El Mundo	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	Yes the pope	No	With national and EU perspective	10-20%	10-20%	Positive	No
La Vanguardia	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	Yes the pope	No	With national and EU perspective	10-20%	10-20%	Positive	No
Newspapers in the United Kingdom													
Financial Times	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	Yes	No	With EU perspective	10-20%	90%	Positive	No
The Guardian	Yes, several articles on the topic	Yes	Shows the basic message extra information and national perspective	Yes	Yes	Articles give more information	Yes	No	With EU perspective	10-20%	100%	Positive	No
The Independent	Yes	No	Shows the basic message and some extra information	Yes	Yes	The article gives information in an easy way	Yes	No	With EU perspective	10-20%	10-20%	Positive	No

Annex table 7 deep analysis of Mr Juncker's €315 billion investment plan 26th November											
Newspaper	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union											
EU Observer	Y		Y					Y			3
EurActiv	Y		Y			Y		Y			3
European Voice	Y			Y		Y		Y			4
Europolitics	Y			Y		Y	Y	Y			5
Belgium											
La Libre Belgique	Y		Y			Y		Y			4
Le Soir	Y		Y			Y	Y	Y			5
Germany											
Frankfurter Allgemeine	Y		Y			Y		Y		Y	5
Die Welt	Y		Y			Y	Y	Y		Y	6
Frankfurter Rundschau	Y		Y			Y		Y		Y	5
France											
Le Monde	Y		Y			Y		Y		Y	5
Le Figaro	Y		Y			Y		Y		Y	5
Libération	Y		Y			Y		Y		Y	5
Italy											
Corriere Della Sera	Y		Y			Y		Y		Y	5
La Repubblica	Y		Y			Y		Y		Y	5
Il Sole 24 Ore	Y		Y			Y		Y		Y	5
Portugal											
Diário de Notícias	Y		Y			Y		Y		Y	5
Público	Y		Y			Y		Y			4
Spain											
El País	Y		Y			Y	Y	Y		Y	6
El Mundo	Y		Y					Y		Y	4
La Vanguardia	Y		Y			Y		Y		Y	5
United Kingdom											
Financial Times	Y		Y			Y		Y		Y	5
The Guardian	Y		Y			Y		Y		Y	5
The Independent	Y		Y					Y			4
Total	23		21	2		20	4	23		15	108

Annex table 8 COP 20 Lima conclusions 14th December													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Europe													
EU Observer	Yes	Yes	Basic message	Yes	Yes	The article is more general	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	N/A	No
EurActiv	Yes	Yes	Basic message	Yes	Yes	The article is more general	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	N/A	No
European Voice	Yes	Yes	Shows the basic message	Yes	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	N/A	No
Europolitics	Yes	Yes	Shows the basic message	Neutral and critical with the result	Yes	The article gives information in an easy way	There are always some topics on EU affairs on the Newspaper	No	With international and EU perspective	100	100	N/A	No
Newspapers in Belgium													
La Libre Belgique	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit but nothing of the EU positions	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	5 or 10%	N/A	No
Le Soir	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit but nothing of the EU positions	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	100%	N/A	No

Annex table 8 COP 20 Lima conclusions 14th December												
Newspapers in Germany												
Frankfurter Allgemeine	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, some information about Germany and very few reference to the EU	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	100%	N/a
Die Welt	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, some information about Germany and very few reference to the EU	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	20%	N/a
Frankfurter Rundschau	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, some information about Germany and very few reference to the EU	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	5 or 10%	N/a
Newspapers in France												
Le Monde	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, but no specific info of France and the EU	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	N/a
Le Figaro	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, but no specific info of France and the EU	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	N/a
Libération	N/A	N/A	N/A	N/A	N/A	The article gives information about the summit, but no specific info of France and the EU	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	N/a

Annex table 8 COP 20 Lima conclusions 14th December													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Italy													
Corriere Della Sera	Yes	No	Shows the basic message and makes reference to the press release	N/A	N/A	The article gives info on the conference, about the EU and Italy	There are always some topics on EU affairs on the Newspaper	No	With international, EU and national perspective	10-20%	10-20%	Positive	No
La Repubblica	N/A	N/A	N/A	N/A	N/A	The article gives info about the conference but no reference to Italy and the EU	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	N/A	No
Il Sole 24 Ore	N/A	N/A	N/A	N/A	N/A	The article gives info about the conference but no reference to Italy and the EU	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	100%	N/A	No
Newspapers in Portugal													
Diário de Notícias	N/A	N/A	N/A	N/A	N/A	The article gives info about the conference, to Portugal but no reference to the EU	N/A	N/A	With international and national perspective	10-20%	10-20%	Positive	No
Público	N/A	N/A	N/A	N/A	N/A	The article gives info about the conference, to Portugal but no reference to the EU	N/A	N/A	With international and national perspective	10-20%	10-20%	Positive	No

Annex table 8 COP 20 Lima conclusions 14th December													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Spain													
El País	N/A	N/A	N/A	N/A	N/A	The article gives information about the conference, the EU and Spain	There are always some topics on EU affairs on the Newspaper	No	With international EU and national perspective	10-20%	100%	Positive	Yes
El Mundo	N/A	N/A	N/A	N/A	N/A	The article gives information about the conference and the EU but not about Spain	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	Positive	No
La Vanguardia	N/A	N/A	N/A	N/A	N/A	The article gives information about the conference but not about the EU and Spain	There are always some topics on EU affairs on the Newspaper	No	With international perspective	10-20%	10-20%	Positive	Yes
Newspapers in the United Kingdom													
Financial Times	N/A	N/A	N/A	N/A	N/A	The article gives information about the conference but not about the EU and the UK	Yes	No	With EU perspective	10-20%	90%	Positive	No
The Guardian	N/A	N/A	N/A	N/A	N/A	The article gives information about the conference but not about the EU and the UK	Yes	No	With EU perspective	10-20%	100%	Positive	Yes
The Independent	N/A	N/A	N/A	N/A	N/A	The article gives info about the conference the UK but not about the EU	Yes	No	With EU perspective	10-20%	10-20%	Positive	Yes

Annex table 9 deep analysis of COP 20 Lima conclusions 14th December											
Newspaper	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union											
EU Observer	Y		Y						Y		3
EurActiv	Y		Y					Y			3
European Voice	Y			Y				Y			3
EuroPolitics	Y			Y					Y		3
Belgium											
La Libre Belgique		Y	Y			Y		Y		Y	5
Le Soir		Y	Y			Y		Y		Y	5
Germany											
Frankfurter Allgemeine		Y	Y			Y			Y	Y	5
Die Welt		Y	Y			Y			Y	Y	5
Frankfurter Rundschau		Y	Y			Y			Y	Y	5
France											
Le Monde		Y			Y				Y		3
Le Figaro		Y			Y				Y		3
Libération		Y			Y	Y			Y		4
Italy											
Corriere Della Sera	Y		Y					Y		Y	4
La Repubblica		Y			Y	Y			Y		4
Il Sole 24 Ore		Y			Y	Y			Y		4
Portugal											
Diário de Notícias		Y			Y	Y			Y	Y	5
Público		Y			Y	Y			Y	Y	5
Spain											
El País		Y	Y			Y	Y		Y	Y	6
El Mundo		Y			Y						2
La Vanguardia		Y	Y			Y	Y		Y		5
United Kingdom											
Financial Times		Y	Y			Y		Y			4
The Guardian		Y	Y			Y	Y	Y			5
The Independent		Y	Y			Y	Y	Y		Y	6
Total	5	18	13	2	8	15	4	8	14	10	97

Annex table 10 ECB's Expanded Asset Purchase Programme 22th January													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Europe													
EU Observer	Yes	Yes	Main message and more information	Yes	Yes	The article gives more information and some opinion on the topic	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	Yes	No
EurActiv	Yes	Yes	Main message and a lot of articles	n/a	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	Yes	No
European Voice	Yes	Yes	Main message and more information	Yes	Yes	The article gives more information and some opinion on the topic	There are always some topics on EU affairs on the Newspaper	N/A	With international and EU perspective	100	100	Yes	No
Europolitics	N/A	N/A	N/A	N/A	N/A	N/A	There are always some topics on EU affairs on the Newspaper	No	With international and EU perspective	100	100	Yes	No
Newspapers in Belgium													
La Libre Belgique	Yes	Yes	Main message and more information	Yes	Yes	The article gives more information and some opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international perspective	5 or 10%	5 or 10%	Yes	No
Le Soir	Yes	Yes	Main message and a lot of articles	N/A	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	No	With international perspective	5 or 10%	100%	Yes	No

Annex table 10 ECB's Expanded Asset Purchase Programme 22th January													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Germany													
Frankfurter Allgemeine	Yes	Yes	Main message and a lot of articles	N/A	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	100%	Yes	Yes
Die Welt	Yes	Yes	Main message and a lot of articles	N/A	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	20%	Yes	Yes
Frankfurter Rundschau	Yes	Yes	Main message and more information	Yes	Yes	The article gives more information and some opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	5 or 10%	Yes	No
Newspapers in France													
Le Monde	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes
Le Figaro	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes
Libération	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes

Annex table 10 ECB's Expanded Asset Purchase Programme 22th January													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Germany													
Frankfurter Allgemeine	Yes	Yes	Main message and a lot of articles	N/A	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	100%	Yes	Yes
Die Welt	Yes	Yes	Main message and a lot of articles	N/A	Yes	The articles give more information and opinion on the topic, specially concerning Germany	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	20%	Yes	Yes
Frankfurter Rundschau	Yes	Yes	Main message and more information	Yes	Yes	The article gives more information and some opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	5 or 10%	5 or 10%	Yes	No
Newspapers in France													
Le Monde	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes
Le Figaro	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes
Libération	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes

Annex table 10 ECB expanded asset purchase programme 22th January													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Italy													
Corriere Della Sera	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	Yes
La Repubblica	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	10-20%	Yes	No
Il Sole 24 Ore	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international and national perspective	10-20%	100%	Yes	Yes
Newspapers in Portugal													
Diário de Notícias	Yes	No	Less information, national perspective	Yes	Yes	The article gives some info and only with national perspective	N/A	No	With national perspective	10-20%	10-20%	Yes	No
Público	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	N/A	No	With international and national perspective	10-20%	10-20%	Yes	Yes

Annex table 10 ECB expanded asset purchase programme 22th January													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Spain													
El País	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international EU and national perspective	10-20%	100%	Positive	Yes
El Mundo	Yes	Yes	Main information	Yes	Yes	The articles give the main information	There are always some topics on EU affairs on the Newspaper	No	With international EU and national perspective	10-20%	10-20%	Positive	No
La Vanguardia	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	There are always some topics on EU affairs on the Newspaper	No	With international EU and national perspective	10-20%	10-20%	Positive	Yes
Newspapers in the United Kingdom													
Financial Times	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	Yes	No	With international EU and national perspective	10-20%	90%	Positive	No
The Guardian	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	Yes	No	With international EU and national perspective	10-20%	100%	Positive	No
The Independent	Yes	Yes	Main message and a lot of articles	Yes	Yes	The articles give more information and opinion on the topic	Yes	No	With international EU and national perspective	10-20%	10-20%	Positive	No

Annex table 11 deep analysis ECB's Expanded Asset Purchase Programme 22th January											
Newspaper	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union											
EU Observer	Y		Y			Y		Y			4
EurActiv	Y		Y			Y		Y			4
European Voice	Y		Y			Y		Y			4
Europolitics											
Belgium											
La Libre Belgique	Y		Y					Y			3
Le Soir	Y		Y			Y		Y			4
Germany											
Frankfurter Allgemeine	Y		Y			y	Y	Y		Y	6
Die Welt	Y		Y			Y	Y	Y		Y	6
Frankfurter Rundschau	Y		Y			Y		Y		Y	5
France											
Le Monde	Y		Y			Y	Y	Y		Y	6
Le Figaro	Y		Y			Y	Y	Y		Y	6
Libération	Y		Y			Y	Y	Y		Y	6
Italy											
Corriere Della Sera	Y		Y			Y	Y	Y		Y	6
La Repubblica	Y		Y			Y		Y		Y	5
Il Sole 24 Ore	Y		Y			Y	Y	Y		Y	6
Portugal											
Diário de Notícias	Y			Y				Y		Y	4
Público	Y		Y			Y	Y	Y		Y	6
Spain											
El País	Y		Y			Y	Y	Y		Y	6
El Mundo	Y			Y		Y		Y		Y	5
La Vanguardia	Y		Y			Y	Y	Y		Y	6
United Kingdom											
Financial Times	Y		Y			Y	Y	Y		Y	6
The Guardian	Y		Y			Y		Y		Y	5
The Independent	Y		Y			Y		Y		Y	5
Total	22		20	2		20	11	22		17	114

Annex table 12 Eurogrup Greece 21st February													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Europe													
EU Observer	Yes	Yes	Neutral	Yes	Yes	More information on the article	There are always some topics on EU affairs on the Newspaper	Yes	With EU perspective	100	100	n/a	No
EurActiv	Yes	Yes	Neutral	Yes	Yes	More information on the article	There are always some topics on EU affairs on the Newspaper	Yes	With EU perspective	100	100	Positive	No
European Voice	Yes	Yes	Neutral	Yes	Yes	More information on the article	There are always some topics on EU affairs on the Newspaper	Yes	With EU perspective	100	100	Neutral	No
Europolitics	Yes	Yes	Neutral	Yes	Yes	More information on the article	There are always some topics on EU affairs on the Newspaper	Yes	With EU perspective	100	100	Critical	No
Newspapers in Belgium													
La Libre Belgique	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	5 or 10%	5 or 10%	n/a	No
Le Soir	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	5 or 10%	100%	n/a	No

Annex table 12 Eurogrup Greece 21st February

Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Germany													
Frankfurter Allgemeine	Yes	Yes	Neutral	Yes	Yes	More information on the article	No	Yes	With national and EU perspective	5 or 10%	100%	n/a	No
Die Welt	Yes	Yes	Neutral	Yes	Yes	More information on the article	No	Yes	With national and EU perspective	5 or 10%	20%	Positive	No
Frankfurter Rundschau	Yes	Yes	Neutral	Yes	Yes	More information on the article	No	Yes	With national and EU perspective	5 or 10%	5 or 10%	n/a	No
Newspapers in France													
Le Monde	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes
Le Figaro	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes
Libération	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	No

Annex table 12 Eurogrup Greece 21st February													
Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Italy													
Corriere Della Sera	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes
La Repubblica	Yes	N/A	N/A	N/A	N/A	N/A	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes
Il Sole 24 Ore	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	100%	n/a	No
Newspapers in Portugal													
Diário de Notícias	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes
Público	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	n/a	Yes

Annex table 12 Eurogrup Greece 21st February

Newspaper	EU content on the newspaper is positive	Core EU message transcribed	Way of transcription of the Core EU message	News show a positive image of the EU	EU message contains most important key words	Main differences press release & article	Newspaper talks about a relevant EU topic not published in the press release	Newspaper talks about a press release some days in advance	Article connecting EU with national/ regional perspective	Space newspaper gives EU affairs main page	Space newspaper gives EU affairs international page	Headlines about EU show a positive image	There are editor's opinion about EU news
Newspapers in Spain													
El País	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	100%	N/A	Yes
El Mundo	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	N/A	Yes
La Vanguardia	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	N/A	No
Newspapers in the United Kingdom													
Financial Times	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	90%	N/A	No
The Guardian	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	100%	N/A	Yes
The Independent	Yes	Yes	Neutral	Yes	Yes	More information on the article	Yes, several articles before the eurogrup started	Yes	With national and EU perspective	10-20%	10-20%	N/A	No

Annex table 13 deep analysis Eurogrup Greece 21st February											
Newspaper	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union											
EU Observer	Y		Y					Y			3
EurActiv	Y		Y					Y			3
European Voice	Y		Y					Y			3
Europolitics	Y		Y					Y			3
Belgium											
La Libre Belgique	Y		Y			Y		Y		Y	5
Le Soir	Y		Y			Y		Y		Y	5
Germany											
Frankfurter Allgemeine	Y		Y			Y		Y		Y	5
Die Welt	Y		Y			Y		Y		Y	5
Frankfurter Rundschau	Y		Y			Y		Y		Y	5
France											
Le Monde	Y		Y			Y	Y	Y		Y	6
Le Figaro	Y		Y			Y	Y	Y		Y	6
Libération	Y		Y			Y		Y		Y	5
Italy											
Corriere Della Sera	Y		Y			Y		Y		Y	5
La Repubblica	Y					Y	Y	Y		Y	5
Il Sole 24 Ore	Y		Y			Y		Y		Y	5
Portugal											
Diário de Notícias	Y		Y			Y	Y	Y		Y	6
Público	Y		Y			Y		Y		Y	5
Spain											
El País	Y		Y			Y	Y	Y		Y	6
El Mundo	Y		Y			Y	Y	Y		Y	6
La Vanguardia	Y		Y			Y	Y	Y		Y	6
United Kingdom											
Financial Times	Y		Y			Y		Y		Y	5
The Guardian	Y		Y			Y	Y	Y		Y	6
The Independent	Y		Y			Y		Y		Y	5
Total	23		22			19	8	23		19	114

Annex table 14 conclusions of the newspapers analysis												
General analysis					In depth- Analysis							
Newspaper	Number of publications press releases	Talks about the topic with EU perspective	Talks about the topic without EU perspective	Contains more info than press release	Contains same info than press release	Contains less info than press release	More than one article talking about the topic	Opinion articles about the topic	Message transcribed positive way	Message transcribed negative way	Article has a national perspective	Total
European Union												
EU Observer	13	5		4	1		1		3	2		29
EurActiv	14	5		4	1		3		4	1		32
European Voice	12	5		2	3		3		4	1		30
Europolitics	14	4		1	3		2	1	2	2		29
Belgium												
La Libre Belgique	8	3	2	4		1	3		4		3	28
Le Soir	8	4	1	4	1		5	1	4	1	3	32
Germany												
Frankfurter Allgemeine	8	4	1	5			5	2	3	2	4	34
Die Welt	8	4	1	5			5	3	3	2	4	35
Frankfurter Rundschau	8	4	1	4	1		5	1	3	2	4	33
France												
Le Monde	10	4	1	4		1	5	3	3	2	4	37
Le Figaro	12	4	1	4		1	5	2	3	2	4	38
Libération	10	4	1	4		1	5	3	3	2	4	37
Italy												
Corriere Della Sera	11	5	1	5			4	1	4	1	5	37
La Repubblica	9	4	1	3		1	5	1	3	2	4	33
Il Sole 24 ORE	13	4	1	4		1	5	1	3	2	4	38
Portugal												
Diário de Notícias	8	4	1	2	2	1	4	2	3	2	5	34
Público	11	4	1	1	3	1	5	1	3	2	3	35
Spain												
El País	11	4	1	4	1		5	4	3	2	5	40
El Mundo	10	4	1	2	2	1	5	1	3	2	4	35
La Vanguardia	12	4	1	4	1		5	2	3	2	4	38
United Kingdom												
Financial Times	12	4	1	4	1		5	2	4	1	3	37
The Guardian	9	4	1	4	1		4	3	4	1	3	34
The Independent	12	4	1	4	1		3	2	4	1	3	35
Total	231	38	20	82	22	9	97	36	76	37	73	790

Annex table 15 delphi method																			
		Name of participants																	Total
Questions	Answers	Duch Guillot	Gambone	García Pérez	Goessl	Hernández Laviades	Fernández Hervás	Jiménez Arbelo	Le Polain	McGuinness	Miccinilli	Nancy	O'Donoghe	Pérez García	Press Officer	Senior Press Officer	Valcárcel Siso	Valero Ladrón	
1.- From the case study we can see that the web Europa Newsroom publishes a considerable number of publications, with an average of between 15 and 20 publications per day. However, newspapers do not publish all this information. Why do you think that this happens?	1 a)		x									x		x					3
	1 b)		x	x									x		x		x		5
	1 c)	x			x	x	x		x		x		x	x	x		x		10
	1 d)			x	x		x	x	x		x			x	x	x	x	x	11
3.- Taking into account that not all publications from the Web Europa Newsroom have an impact, what can be done in order to increase the performance of this Web and of the communication at the EU level?																			
	3 a)														x		x		2
	3 b)				x								x	x				x	4
	3 c)			x	x			x			x		x	x		x			7
	3 d)		x				x	x	x		x				x				6
	3 e)	x		x		x	x		x		x	x	x						8
6.- Europa Newsroom has audiovisual material at the Website. However, the information seems to be addressed to professionals rather than to individuals, as there are plenty of information but not displayed in an interactive way. What do you think that could be done in this regard?																			
	6 a)			x	x									x			x		4
	6 b)	x		x		x						x				x			5
	6 c)		x	x			x	x	x		x					x		x	8
	6 d)														x				1
	6 e)				x								x	x					3

Annex table 15 delphi method																			
		Name of participants																	Total
Questions	Answers	Duch Guillot	Gambone	García Pérez	Goessl	Hernández Laviades	Fernández Hervás	Jiménez Arbelo	Le Polain	McGuinness	Miccinilli	Nancy	O'Donoghue	Pérez García	Press Officer	Senior Press Officer	Valcárcel Siso	Valero Ladrón	
9.- There are some publications concerning EU affairs. There is even a European Parliament Magazine. However, there still not an official magazine of the European Union as a whole. What is your opinion on this?	9 a)	x		x		x	x	x	x			x					x	x	9
	9 b)												x		x				2
	9 c)		x		x						x			x		x			5
																			0
11.- Although all press releases and audiovisual material from all institutions are together in the Europa Newsroom there is no clear evidence that press officers from all institutions coordinate their actions and have regular meetings between them. What is your opinion on this?	11 a)	x										x	x						3
	11 b)				x		x	x	x		x			x	x				7
	11 c)			x													x		2
	11 d)		x													x		x	3
13.- When there is a press release about a daily topic, not all newspapers publish it. However, when there is a press release about a very important topic, newspapers have a full coverage on the issue. Why do you think that this happens?	13 a)		x		x		x	x	x				x	x	x	x	x		10
	13 b)				x		x		x					x	x		x		6
	13 c)		x	x												x			3
	13 d)	x				x		x			x	x						x	6

Annex table 15 delphi method																			
		Name of participants																	Total
Questions	Answers	Duch Guillot	Gambone	García Pérez	Goessl	Hernández Laviades	Fernández Hervás	Jiménez Arbelo	Le Polain	McGuinness	Mircinilli	Nancy	O'Donoghe	Pérez García	Press Officer	Senior Press Officer	Valcárcel Siso	Valero Ladrón	
15.- Newspapers with an EU dimension publish more news coming from the Europa Newsroom. National newspapers publish less news than newspapers with an EU dimension. In addition, the situation varies depending on the country and the newspaper. What can help to change this situation?	15 a)		x	x		x	x	x	x		x	x	x		x	x	x		12
	15 b)												x						1
	15 c)	x		x		x	x	x	x		x		x				x		9
	15 d)				x		x		x					x	x	x		x	7
18.- When newspapers are publishing an EU topic they tend to take into account the content of the press release, show the message in a positive way and take the national perspective of each country. However, the way to treat information varies from each newspaper. What would be the best option for this matter?	18 a)	x	x	x				x					x		x	x	x		8
	18 b)	x	x		x	x	x	x	x		x		x	x	x		x		12
	18 c)																		0
	18 d)										x							x	2
	18 e)					x		x											2
	18 f)				x	x	x		x			x		x					6
21.- Newspapers talk about something of huge interest at the EU level but there is no publication on the Europa Newsroom about that topic. What do you think that should be done in those cases?	21 a)						x		x						x	x			4
	21 b)		x	x														x	3
	21 c)	x				x		x			x	x	x		x			x	8
	21 d)	x			x	x						x		x					5

Annex table 15 delphi method																			
		Name of participants																	Total
Questions	Answers	Duch Guillot	Gambone	García Pérez	Goessl	Hernández Laviades	Fernández Hervás	Jiménez Arbelo	Le Polain	McGuinness	Miccinilli	Nancy	O'Donoghe	Pérez García	Press Officer	Senior Press Officer	Valcárcel Siso	Valero Ladrón	
24.- In other cases there is an event that happens at the national level but has an impact at the EU level and reactions in Europa Newsroom. However newspapers tend to take the information concerning the event itself but rarely incorporate the reactions of EU institutions in their publications. What can be done in those cases?	24 a)			X	X	X								X		X		X	6
	24 b)		X																1
	24 c)		X										X						2
	24 d)		X					X			X						X		4
	24 e)	X				X	X		X			X			X				6
27.- Taking into account that the message is changed by the media, what will be the best approach for the EU to avoid those changes?	27 a)		X	X				X											3
	27 b)	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X		15
	27 c)																		0
	27 d)		X	X	X	X	X		X		X	X		X			X		10
	27 e)		X		X	X	X	X	X			X	X	X			X	X	11
	27 f)					X						X			X			X	4
Total		13	19	18	18	18	19	18	19		17	15	18	19	19	14	18	12	274

Annex 16: Survey for the in-depth study with experts and leaders of opinion at the EU level

This survey is an important part of this research. The research studies the role that the written mass media (newspapers) play as gatekeepers in the process of communication at the EU level and how they built the image of the EU. The increasing skepticism towards the EU over the last years in Germany, France or Spain (EU_Bussines, 2013) can be seen from the results of the 2014 European Parliament Elections or from the fact that the EU's image remains low for EU citizens.

This study can bring some light to see whether the role played by mass media in the EU communication process can be one of the possible reasons for this skepticism.

The study has been mainly focused to the media because they are an essential stakeholder for building the EU's public image towards the citizens.

To carry out this analysis the PhD has been structured into three parts. This survey is the third part of this analysis.

- In the first part there has been an analysis of the theoretical framework on the role of gatekeepers in the communication process. To do so a review of the literature on the area of study has been carried on based on the documentary analysis. This theoretical framework has been used as a base for the other two parts of the thesis.
- In the second part a case study of 23 newspapers available in Web format from EU newspapers and newspapers from 7 member states has been carried out (EU Observer, Euractiv, European Voice, Europolitics, La Libre Belgique, Le Soir, Le Monde, Le Figaro, Libération, the Frankfurter Allgemeine, Die Welt, the Frakfurter Runschau, Il Corriere della Sera, La Repubblica, Il Sole 24 Ore, Diário de Notícias, Público, El País, El Mundo, La Vanguardia, The Guardian, Financial Times and The Independent). This analysis has used the comparative content analysis. The main goal of this comparison between newspapers was to see how written mass media broadcast

the EU message with the use of qualitative techniques. The main conclusions from this analysis have been used to build this survey.

- The third part is this survey with experts and leaders of opinion at the EU level. With this qualitative methodology a series of recommendations or options based on the experts' opinion will be obtained.

You have been selected between this group of experts and leaders of opinion which is representative from the EU institutions and the private sector.

To do so, you should reply to the following questions.

Your opinion is very important for this research. Many thanks for your time and cooperation.

Kind regards

David Rodríguez Guillén

1.- From the case study we can see that the web Europa Newsroom publishes a considerable number of publications, with an average of between 15 and 20 publications per day. However, newspapers do not publish all this information. Why do you think that this happens?

Options (you can choose more than one option)	Check Here
a) There are too many articles in Europa Newsroom	
b) Some of the information published is not relevant for newspapers	
c) Newspapers tend to select only the news that are relevant for its audience	
d) Newspapers use other channels of information apart from Europa Newsroom (if so, please indicate the possible channels in the justification/comments)	
e) Other:	

2.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

3.- Taking into account that not all publications from the Web Europa Newsroom have an impact, what can be done in order to increase the performance of this Web and of the communication at the EU level?

Options (you can choose more than one option)	Check Here
a) Europa Newsroom should continue publishing all the content that is currently publishing	
b) Europa Newsroom should make publications only about the most relevant topics of the day	
c) Europa Newsroom should try to interact with the media in order to have more impact in newspapers	
d) Europa Newsroom should be revamped	
e) The institutions should look for other channels of information	
f) Other:	

4.- If in question 3 you have chosen option b, c or d please give details about your reply.

Details:

5.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

6.- Europa Newsroom has also audiovisual material (audio, photos and videos) available at the Website. However, the information seems to be more addressed to professionals that are looking for something concrete rather than to individuals, as there are plenty of information in the Web (interviews, reports, surveys or special debates) but not displayed in an interactive way. What do you think that could be done in this regard?

Options (you can choose more than one option)	Check Here
a) Europa Newsroom should keep the current audiovisual format	
b) Europa Newsroom should try to develop a more interactive audiovisual corner with the most relevant videos, audios and images of the week	

c) Europa Newsroom should be revamped	
d) With all the audio information institutions should try to look for the possibility to create an EU official TV Channel. A dynamic channel with relevant impact at national and regional level	
e) Other:	

7.- If in question 6 you have chosen option b, c, d or e please give details about your reply.

Details:

8.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

9. There are some publications concerning EU affairs. There is even a European Parliament Magazine. However, there still not an official magazine of the European Union as a whole. What is your opinion on this?

Options (you can choose more than one option)	Check Here
a) There are already too many publications on EU affairs. There is no need to have an official magazine of the EU as a whole	
b) An official magazine of the European Union as a whole will give a new vision and will be a good idea to boost the image of the EU	
c) Other:	

10.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

11.- Although all press releases and audiovisual material from all institutions are together in the Europa Newsroom there is no clear evidence that press officers from all institutions coordinate their actions and have regular meetings between them. What is your opinion on this?

Options (you can choose more than one option)	Check Here
a) Press officers from all institutions do not need to have regular meetings between them	
b) There is already a coordination between press officers from all institutions	
c) Coordination between press officers from all institutions will be a very pertinent idea to coordinate the interinstitutional communication	
d) Other:	

12.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

--

13.- When there is a press release about a daily topic, not all newspapers publish it. However, when there is a press release about a very important topic, newspapers have a full coverage on the issue. Why do you think that this happens?

Options (you can choose more than one option)	Check Here
a) Each newspaper has its own criteria to publish news	
b) Depending on the criteria of each newspaper, there is more or less information about EU news	
c) National newspapers do not normally take into account EU news	
d) Other:	

14.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

15.- Newspapers with an EU dimension (EU Observer, Euractiv, European Voice, Europolitics) are the ones that publish more news coming from Europa Newsroom. National newspapers publish less news than newspapers with an EU dimension. In addition, the situation varies depending on the country and the newspaper, being German and Belgium newspapers the ones that publish the least number of news. What can help to change this situation?

Options (you can choose more than one option)	Check Here
a) EU newspapers will always publish more info than national newspapers regardless of the changes that can be done	
b) With changes in Europa Newsroom, the impact of EU publications at the EU and national level could increase	
c) With new channels of communication, EU publications can have a higher impact at the EU and national level	
d) Other:	

16.- If in question 15 you have chosen option b or c please give details about your reply.

Details:

17.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

18.- In general terms, when newspapers are publishing an EU topic they tend to take into account the content of the press release, they show the message in a positive way and take into account the national perspective of each country. They also tend to publish more information than the press release published in Europa Newsroom, more than one article about the topic and some opinion articles on the topic (in this case, French, Spanish and UK's newspapers are the ones that tend to publish a significant number of articles). However, the way to treat information varies from each newspaper and each topic. What would be the best option for this matter?

Options (you can choose more than one option)	Check Here
a) This trend proves that each newspaper has its own process of news making	
b) It is good that every newspaper treat information in a different way	

c) It is good that every newspaper treat information in a different way even if this varies the main content of the message	
d) Although the treatment of information from each newspaper can vary, there should be a certain homogeneity in the content	
e) EU institutions could help with the development of several tools for achieving a certain homogeneity of the content	
f) Other:	

19.- If in question 18 you have chosen option e, please give details about your reply.

<p>Details:</p>

20.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

<p>Justification/ Comments:</p>

21- Sometimes newspapers talk about something of huge interest at the EU level but there is no publication on the Europa newsroom about that topic (for example the Hollande and Merkel meeting with Putin in Minsk concerning the Ukraine conflict was a meeting between heads of state and as they were nobody from the EU there was no publication at Europa Newsroom although it was a topic followed by all media with an EU perspective). What do you think that should be done in those cases?

Options (you can choose more than one option)	Check Here
a) As there was no representative from the EU, Europa Newsroom should not publish any news on that	
b) Even if there was no representative from the EU, Europa Newsroom should always publish articles concerning relevant topics such as those ones	
c) Other channels of communication to publish those issues should be explored	
d) Other:	

22.- If in question 21 you have chosen option c, please give details about your reply.

Details:
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23.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

24.- In other cases there is an event that happens at the national level but has an impact at the EU level and has therefore reactions within the EU institutions and publications in Europa Newsroom (such as Charlie Hebdo or the Copenhagen attacks). However newspapers tend to take the information concerning the event itself but rarely incorporate the reactions of EU institutions in their publications. What can be done in those cases?

Options (you can choose more than one option)	Check Here
a) It is difficult that national newspapers take into account the EU perspective in those cases	
b) Europa Newsroom should use new tools to boost the communication in those cases	
c) A new approach in Europa Newsroom will help for a better communication in these cases	
d) Other channels of communication to publish those cases should be explored	
e) Other:	

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25.- If in question 24 you have chosen option b, c or d, please give details about your reply.

Details:

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26.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

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27.- Taking into account that the EU message is changed by the media, what will be the best approach for the EU to avoid those changes?

Options (you can choose more than one option)	Check Here
a) The EU should continue the communication policy that is implemented	
b) The European Union should try to think about the available tools of communication and change them for a better performance	
c) The European Union should have its own media channels in order to avoid the gatekeeping role and to broadcast the message directly to the EU citizens	
d) The European Union should use public- private partnership to boost the EU communication process	
e) The EU should develop partnership with media to boost the EU communication process	
f) Other:	

28.- Could you please explain why you have chosen one or more of the options, including justification and comments on it?

Justification/ Comments:

Many thanks for your participation.

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