

# International crisis, national news?

3rd European Communication Conference

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## Research Interest

- Recent / current economic crisis as *international* phenomenon
  - Media organizations and news coverage in many ways *national*
- 
- **How did the evening newscasts in different countries report on the economic crisis?**



## Theoretical Considerations

# one



# Factors Causing Similarities and Differences

## Similarities Across Countries

Structural mechanisms of economic news: e.g. negativism, indicators

Similar macro-economic trends

## Differences Between Countries

National news organizations

National economic developments,  
national political measures

International news flow



Similar patterns across countries, but  
differences depending on national issues



Data

two



# Content Analyses and Business Cycle Indicators

## TV News Coverage: Content Analysis of Economic and Business News

- **Source:** Media Tenor International
- **Media Sample:** 13 Evening newscast from 7 countries (France, Germany (3), Italy, Spain, Switzerland, UK (3), USA (3))
- **Sample period:** July 1<sup>st</sup> 2007 to June 30<sup>th</sup> 2010
- **Economic news:** evaluated region, aspect of the economy, time reference, tone
- **Business news:** Evaluated industry, issue, region, tone



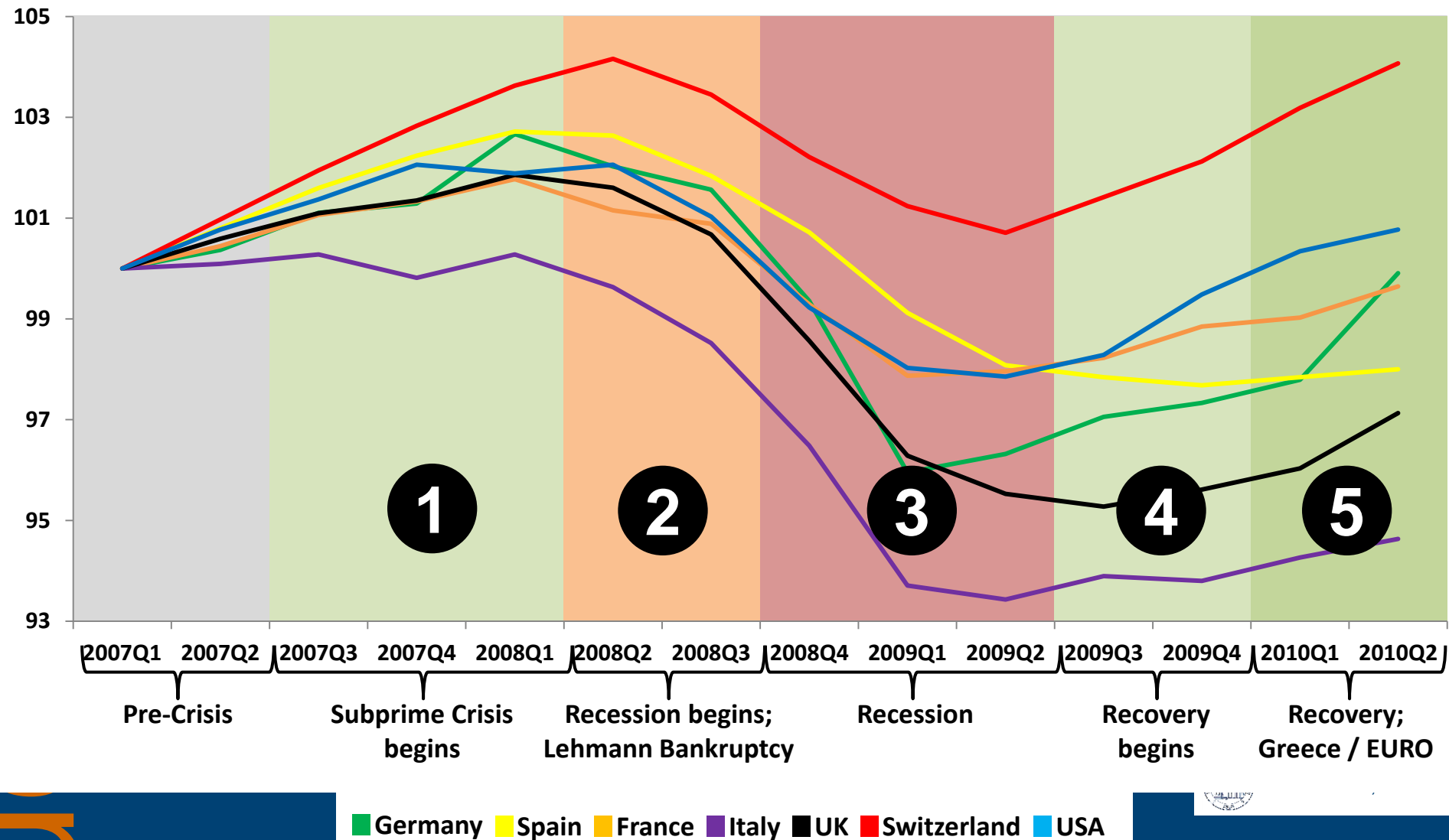
Economic Development  
2007 – 2010

three



# Overview: Stages of the Crisis

Gross Domestic Product (Index: 2007Q1 = 100)



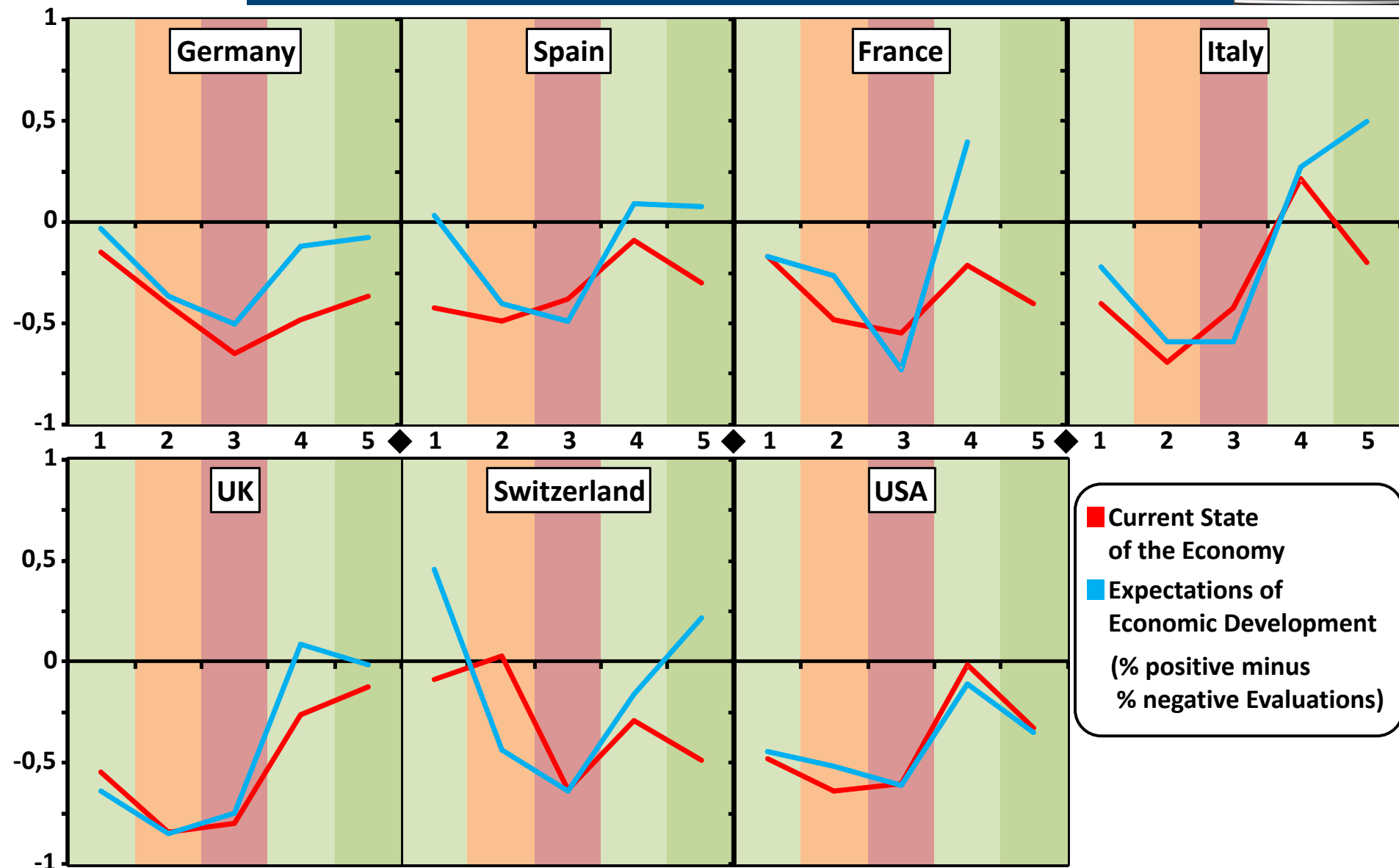


Economic and Business News  
Coverage 2007 – 2010

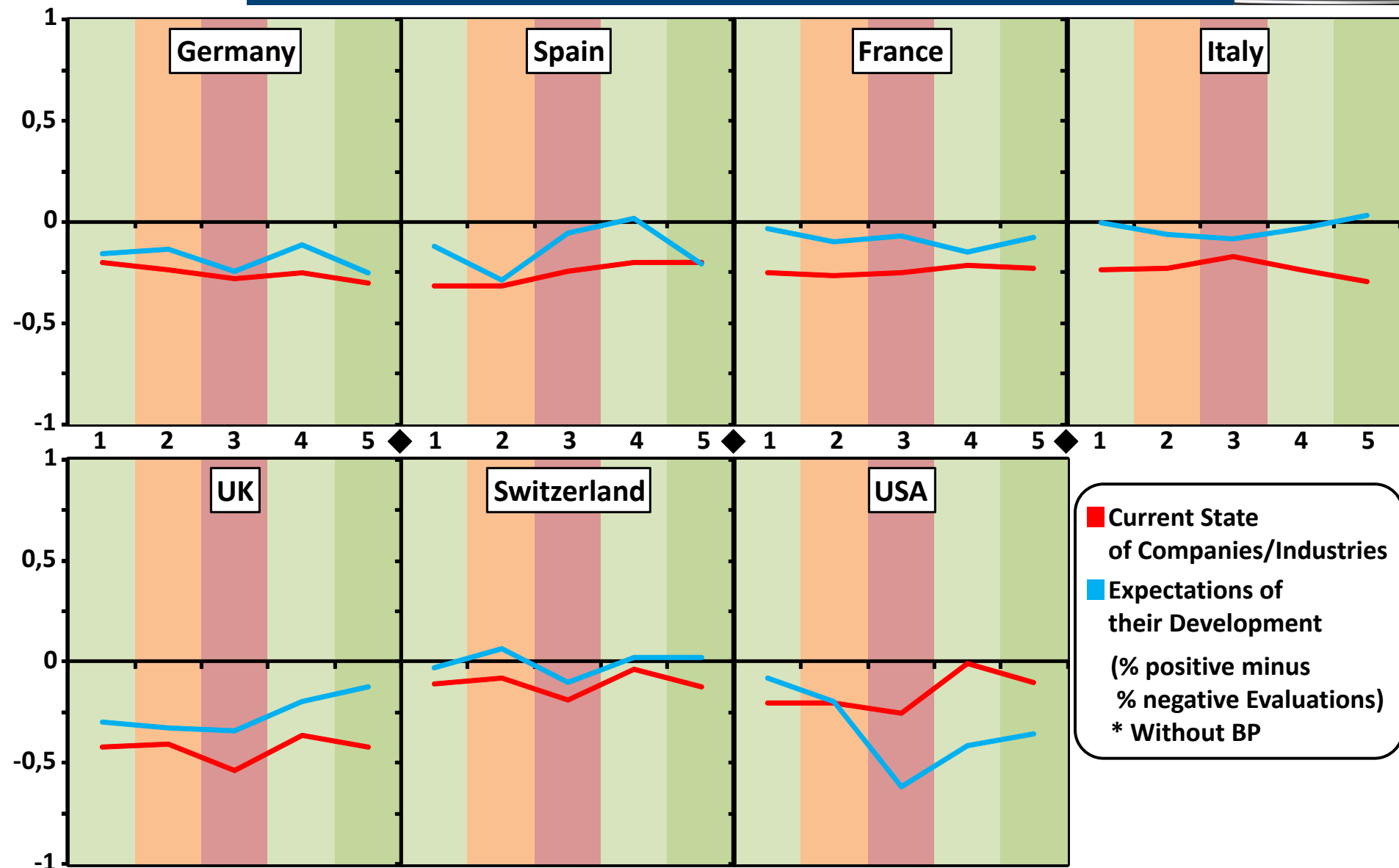
four



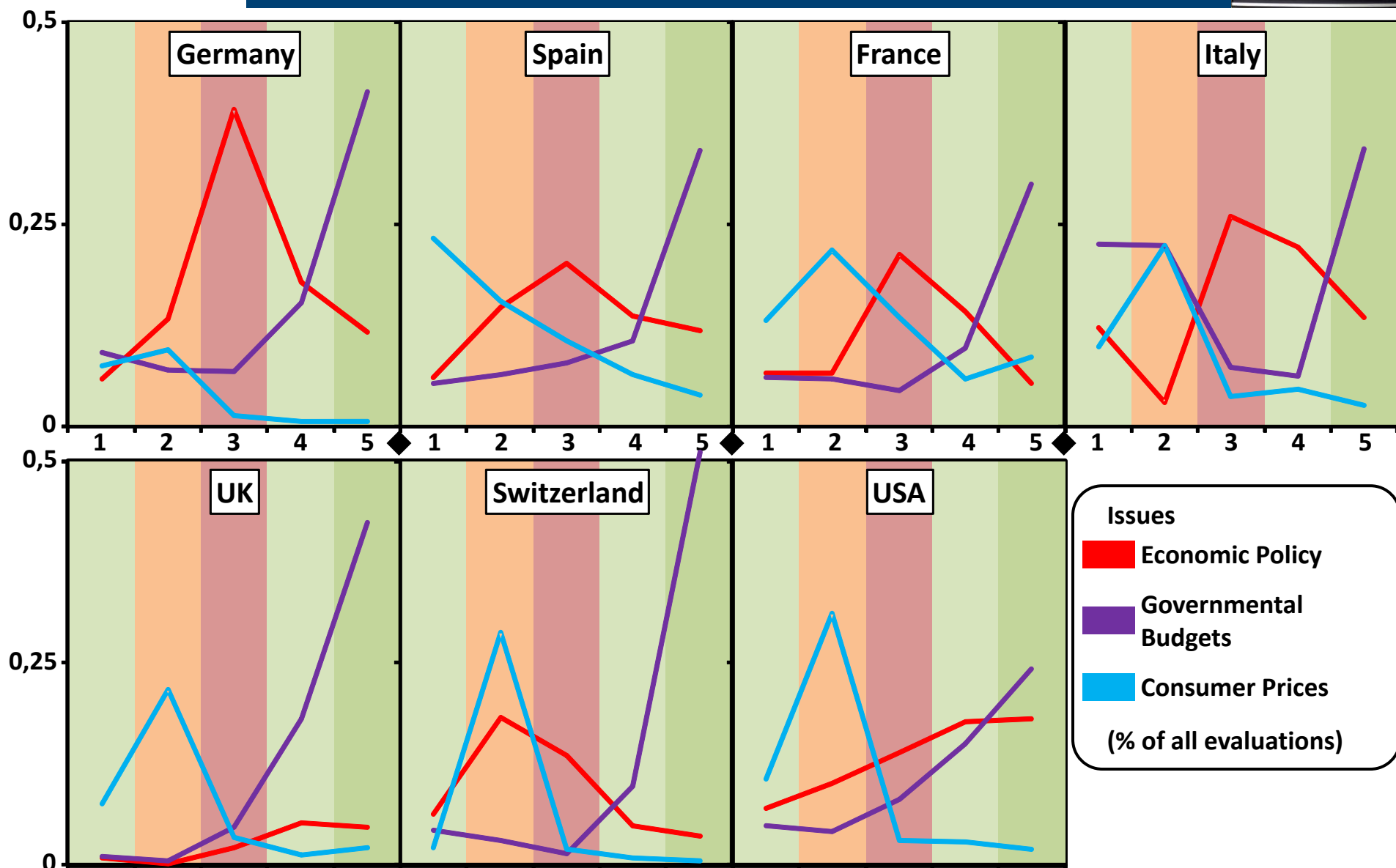
# Current State of the Economy and Expectations of Economic Development



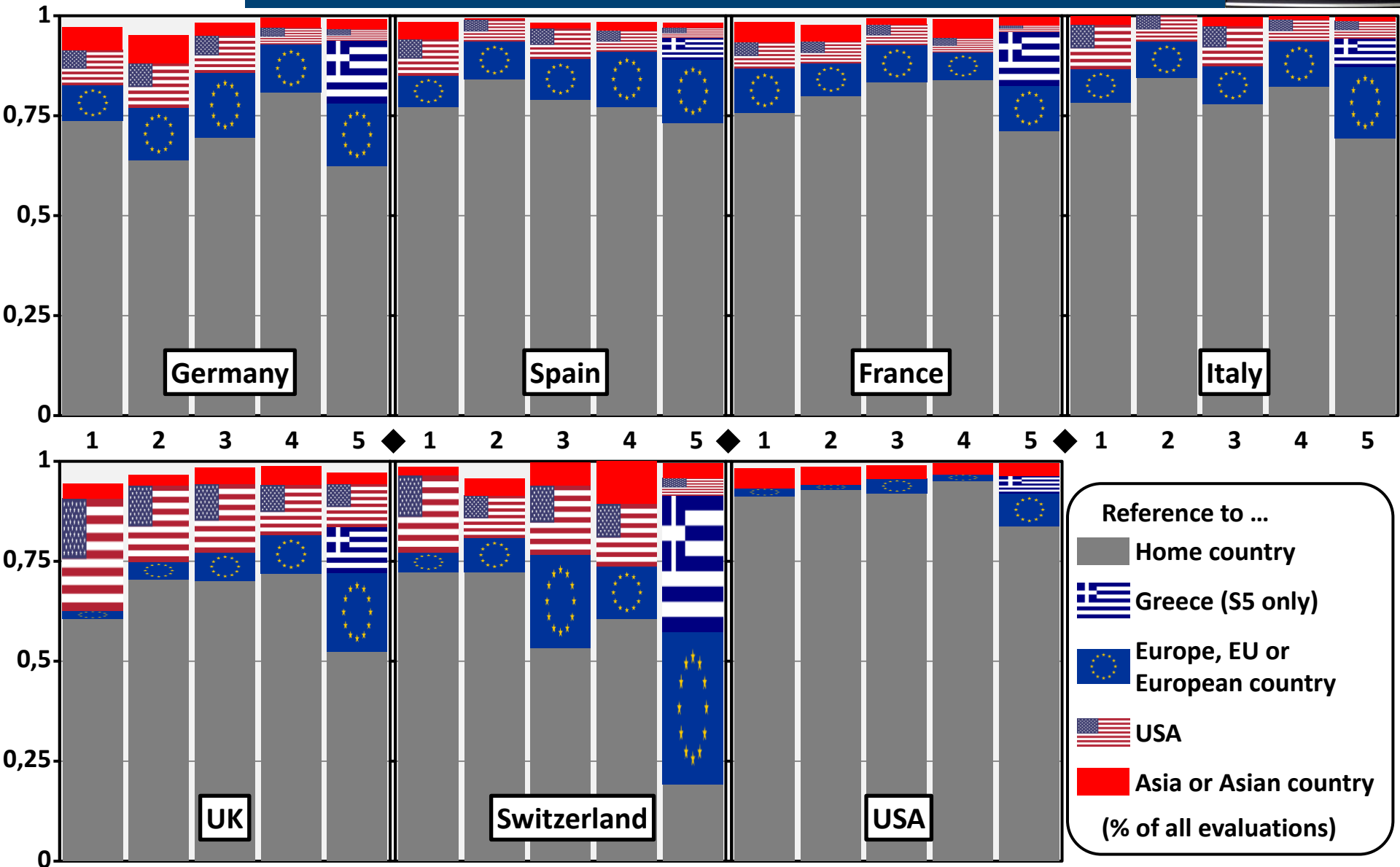
# Current State of Companies and Industries and Expectations of their Development\*



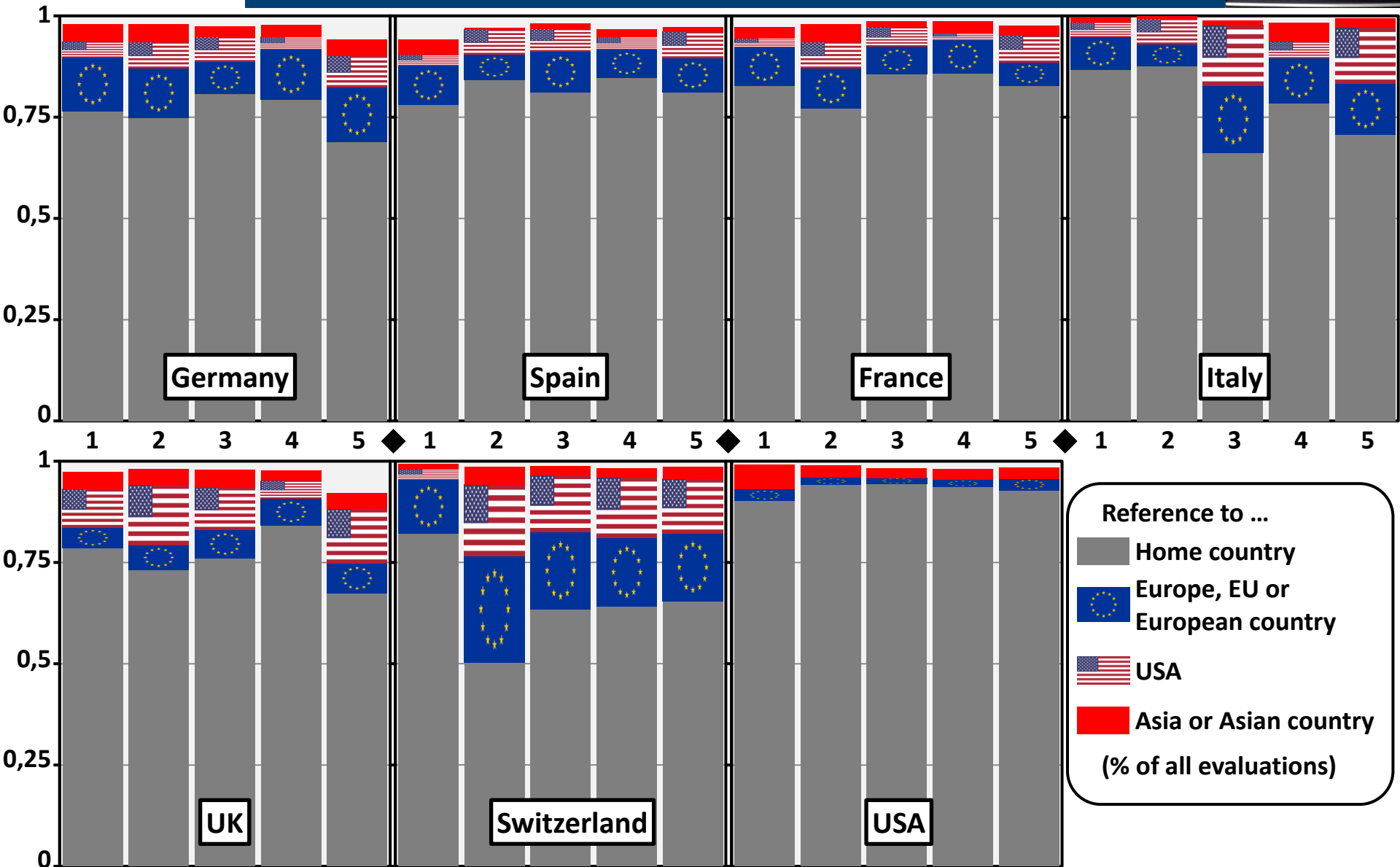
# Main Issues in Economic News



# Region of Reference in Economic News



# Region of Reference in Business News



Summary

four



## Summary

- Driven by an international macroeconomic environment, economic and business news share similar patterns across all countries under investigation.
  - But: National news coverage takes different economic developments and characteristics into account; not all differences can be explained by national economy (for example Italy).
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- Similarities and differences between the countries correlate with their political, economical and cultural proximity.
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- All TV news focus on their home country, especially so the US newscasts. The Swiss 'Tagesschau' provides the relatively most international information.





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