The Future of Reporting on the EU: Creating an EU Public

Role of the Media in EU Identity and Integration

Ice-breaking question

✤Does one of EU media's role is to contribute to European identity and integration?

Your ideas (based on the readings) about creating an EU Public

✤ The need of a media ecosystem that supports diverse content for a shared EU identity;

✤ Pride in own identity vs. common identity as a unifying force;

✤ A pluralistic media environment vs. a single market of news;

✤ EU media has done more harm than good to EU identity and integration;

✤ Lack of EU-media infrastructure;

✤ EU media is not successful;

✤ Bottom-up Europeanisation;

✤ EU public sphere vs. 27 national public spheres;

✤ Media to remain impartial in order to be credibile;

✤ National perspectives vs. European narrative;

How the topics you covered for your blog can create an EU Public and help shape EU integration and identity?

Media coverage of EU Parliament 'very limited' - MEP

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La visibilité de l'UE dans les médias français progresse, mais demeure faible

Par : Davide Basso | Euractiv France   📅 Jun 27, 2023 (mis à jour: 📅 Jun 28, 2023)

La Fondation Jean-Jaurès met en exergue une différence notable de traitement entre le secteur privé et le secteur public. [Shutterstock/HJBC]

Les plus lus

1. L'industrie européenne des pompes à chaleur s'enfonce dans la crise
2. Le plus grand projet nucléaire des Balkans manque d'entreprises européennes
3. Ukraine : Volodymyr Zelensky demande aux Balkans occidentaux de produire des équipements militaires
4. Guerre en Ukraine : la stratégie de l'Occident est un « échec total », selon Robert Fico
5. Importations ukrainiennes : la Pologne négocie la fermeture temporaire de sa frontière avec l'Ukraine
6. Désinformation, IA : en amont des élections européennes, Meta prend des mesures
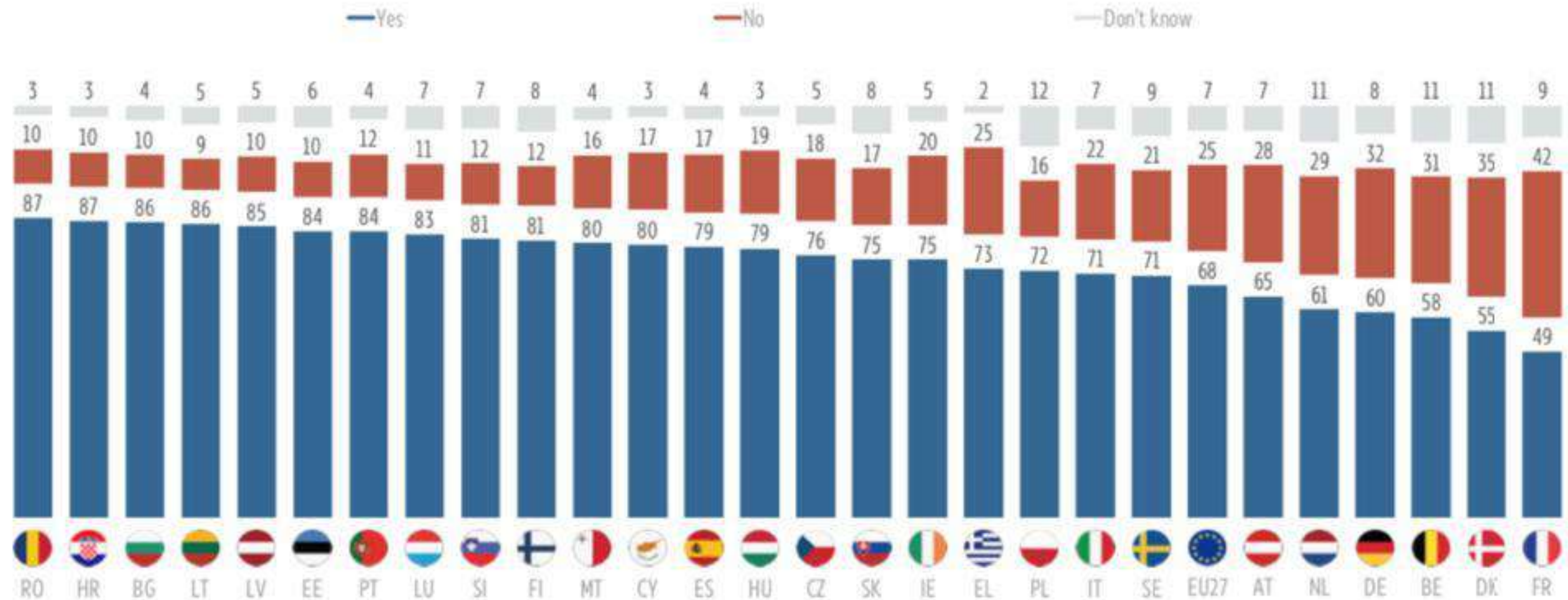
Polls and Trends in news consumption

✤ EP published last November a <u>Eurobarometer</u> survey that took an in-depth look at awareness, media habits and trust in different media sources.

Q1 Have you recently read in the press, seen on the Internet or on television or heard on the radio something about the European Union? *[single response]*

— Yes   — No   — Don't know

	RO	HR	BG	LT	LV	EE	PT	LU	SI	FI	MT	CY	ES	HU	CZ	SK	IE	EL	PL	IT	SE	EU27	AT	NL	DE	BE	DK	FR
Don't know	3	3	4	5	5	6	4	7	7	8	4	3	4	3	5	8	5	2	12	7	9	7	7	11	8	11	11	9
No	10	10	10	9	10	10	12	11	12	12	16	17	17	19	18	17	20	25	16	22	21	25	28	29	32	31	35	42
Yes	87	87	86	86	85	84	84	83	81	81	80	80	79	79	76	75	75	73	72	71	71	68	65	61	60	58	55	49

Note: Percentages may not total 100 due to rounding.

Flash Eurobarometer FL012EP – Media & News Survey 2023 / Fieldwork: 18/10 – 24/10/2023

6 | (%) Base: n=25 956 – All respondents (EU27)

European Parliament

Polls and Trends in news consumption

	2023	2022
TV	71%	–4pp
Online press/news platforms	42%	–1pp
Radio	37%	–2pp
Social Media	37%	+11pp

✤ **Awareness**: 68% of respondents recall having recently obtained news about the European Union via either press, internet, television or radio – with considerable variation across Member States, between 49% in France and 87% in Croatia and Romania.

✤ **Media habits**: For 71% of respondents, TV is still one of their most used media to access news, followed (at a distance) by online press and news platforms (42%). Radio and social media platforms (both 37%) are on shared third position followed by the written press, mentioned by 21% of respondents. Comparing with 2022 survey, social media has increased with 11%;

Polls and Trends in news consumption

✤ **Most trusted media sources:**

– 48% of citizens trust most public TV and radio stations (incl. their online presence) as news source. This is followed by the written press (incl. their online presence), trusted by 38% of respondents, while private TV and radio stations are mentioned by 29%.

– Public TV and radio stations are the most trusted source in all Member States – with only two exceptions: Poland is the only EU country where private TV and radio stations are seen as most trusted news source (41%). In an even more radical shift away from traditional news sources in general, respondents in Hungary mention "people, groups or friends followed on social media" (28%) as their most trusted news source, together with "other news platforms including blogs and podcasts"(28%).

– 37% of respondents follow influencers or content creators on social media platforms. This percentage varies widely among the different age-groups. 79% of young Europeans (aged between 15 and 24) follow influencers or content creators, while only 14% of those aged +55 do so.

EU's efforts in support for the media

- Legislation: EMFA (2023) to protect editorial independence, transparency of media ownership, independent functioning, safeguards for content removal under the Digital Services Act. Improving safety of journalists through European Democracy Action Plan (2020), Monitoring press freedom through Rule of Law Mechanism (2020).

- Direct funding: Creative Europe, Europe for Citizens, EP&EC Grants for Communication;

- Conclusions of support from the EU Council on media freedom and pluralism;

Media's role in shaping EU identity and integration

✤ Share info, cover news about the EU;

✤ Promote (Explain) EU Values;

✤ Cross-border communication or media alliances;

✤ Offer critical reflection and create debates;

✤ Acts as a bridge-builder;

✤ Counters disinformation;

How to approach this in a media product. Tips & tricks

✤ Explain the broader context of a topic;

✤ Show its impact to your citizens and other EU citizens (create connection);

✤ Emphasise the role your country (good or bad) had in a EU decision;

✤ Mark different milestones;

✤ Try to compare your country before EU membership and after joining the EU;

✤ Try to compare non-EU with EU countries;

✤ Playing with "nationalisation of success and Europeanisation of failure";

Some examples of shaping an EU Public towards European identity and integration

✤ ABC of EU Journalism Trainings (a programme developed together with the European Parliament);

✤ "The role of media actors in the Europeanisation of Romania" – article in a collective volume published in 2019 before Romania's first EU Council Presidency;

✤ "Agora – Future of Europe Debates";

✤ Committee of the Regions Local Dialogues;

✤ European funds caravan in different Romanian cities;

A short zoom-in: Agora - Future of Europe

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Check-out

✤ What is the one word you would use to describe EU media influence in shaping EU public, identity and integration?

THANK YOU!

Instructor: Robert Lupițu (journalist, Editor-in-Chief CaleaEuropeană.ro, Romania)

robert.lupitu@hotmail.com / LinkedIn/ Twitter/ Facebook/ Instagram