

# Political Campaigning and Communication

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Susana Salgado  
Editor

# Mediated Campaigns and Populism in Europe

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Political Campaigning and Communication

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## PREFACE

This work results from an interest in further understanding the links between politics and media in Portugal in relation to other countries in Europe. The research approach was first designed to focus on the study of the news media coverage of elections in the countries that had been the most affected by the Euro Crisis (Portugal, Greece, Spain, and Ireland). The main objective was to check whether a similar crisis and the implementation of heavy austerity measures had induced similar features in the news coverage of politics and elections in these countries, namely in regard to the levels of negativity, journalistic interpretation, attention to the same issues, or interest in anti-establishment political actors, for example.

Given that except for Ireland, the other countries were from Southern Europe, I also considered this an excellent opportunity to check empirically the presumed similarities of Southern European countries, as seminal literature often tends to suggest (e.g., according to Hallin and Mancini (2004), these countries share similar characteristics and links between their media and political systems, which justify their inclusion in the same model, the “Polarized Pluralist Model”).

The project eventually grew and Croatia and Poland were also included in the study and empirical analysis. One of the requisites for this study was the holding of elections in the same time frame, which happened in the case of these two countries. It was considered that including understudied Eastern European countries (at least in regard to these issues), that were also newer democracies, would enrich the sample and had potential to add new and interesting elements to the study.

I would like to thank my colleagues Stylianos Papathanassopoulos (Greece), Jane Suiter (Ireland), Óscar G. Luengo (Spain), Marko Mustapić and Ivan Balabanić (Croatia), and Agnieszka Stepińska (Poland) for their interest in this project and their availability to join the research, which as any empirical research was very time-consuming and challenging at times.

I would like to thank Palgrave for the interest shown in this project and in the research results. I also want to thank Darren Lilleker for including this book in the Political Campaigning and Communication series.

Finally, I would like to acknowledge the Portuguese Foundation for Science and Technology (FCT) that, for the last few years, has been supporting my work, including this book, under grant agreement IF/01451/2014/CP1239/CT0004.

Lisbon, Portugal  
18 May 2018

Susana Salgado

## REFERENCE

Hallin, D., & Mancini, P. (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press.

# CONTENTS

- 1 Comparing Election News Coverage in Europe: Theoretical and Empirical Foundations of the Approach** 1  
Susana Salgado, Eileen Culloty, and Agnieszka Stępińska
- 2 Media Coverage of Greece's September 2015 Election Campaign: Framing and Interpreting the Issues at Stake** 23  
Stylianos Papathanassopoulos and Iliana Giannouli
- 3 Journalism Norms and the Absence of Media Populism in the Irish General Election 2016** 51  
Eileen Culloty and Jane Suiter
- 4 The 2015 Election News Coverage: Beyond the Populism Paradox, the Intrinsic Negativity of Political Campaigns in Portugal** 75  
Susana Salgado
- 5 Campaign Coverage in Spain: Populism, Emerging Parties, and Personalization** 99  
Óscar G. Luengo and Belén Fernández-García

<b>6 Political News Coverage of the 2015 Election Campaign in Croatia: Populism and Media</b>	123
Marko Mustapić, Ivan Balabanić, and Mateja Plenković	
<b>7 The 2015 Parliamentary Election in Poland: A Political <i>Déjà vu</i></b>	143
Agnieszka Stepińska, Artur Lipiński, and Kinga Adamczewska	
<b>8 Not All about Trends: Persistent Singularities in Election News Coverage</b>	165
Susana Salgado	
<b>Index</b>	185

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## LIST OF FIGURES

Fig. 2.1	Political leaders and parties in the media during the September 2015 election campaign	34
Fig. 2.2	Issues of the election campaign	36
Fig. 2.3	Use of the term “the people” by political leaders	38
Fig. 2.4	Use of “us” and “them” by political leaders	39
Fig. 2.5	Dominant framing of politics per type of media	41
Fig. 2.6	Journalistic interpretation (explanations, speculations, commentaries) per type of media	42
Fig. 4.1	News coverage of the 2015 election campaign per type of media	82
Fig. 5.1	Main political actors in the news stories	107
Fig. 5.2	Characteristics of candidates/party leaders	110
Fig. 5.3	Populism in the news stories	111
Fig. 5.4	Strategic news framing	113

## LIST OF TABLES

Table 1.1	Countries and national elections	2
Table 1.2	Media outlets included in the study	6
Table 1.3	Total news items per country	7
Table 1.4	News items per type of media	7
Table 3.1	Type of news by media outlet	60
Table 3.2	Interpretative journalism by media outlet	62
Table 3.3	Strategic frames by media outlet	63
Table 3.4	Dominant issues and euro crisis/austerity coverage by media outlet	65
Table 3.5	Personalization by media outlet	66
Table 3.6	Party leader personalization by media outlet	68
Table 4.1	Dominant news framing per type of media	87
Table 4.2	Tone of coverage per type of media	88
Table 4.3	Prevalence of interpretive journalism per type of news item	90
Table 4.4	Populism—References to “the people”	92
Table 5.1	Interpretative journalism per type of media	116
Table 6.1	Issues in the news items	133
Table 6.2	Issues and political parties	133
Table 6.3	Elites mentioned by political candidates	134
Table 6.4	References to elites by political parties	135
Table 6.5	Presence of populism in the different types of media	136
Table 7.1	Frequency of interpretative journalism	152
Table 7.2	Sources of opinion	153
Table 7.3	Types of news frames	154
Table 7.4	Predominant tonality of the news items	155
Table 7.5	Personalization in the election campaign news coverage	155
Table 7.6	Presence of populism in the news stories	158