



The role of the media in the 1998 Bundestag Election in Germany and the 2000 Presidential Election in the United States

Philipp Alvares de Souza Soares

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Essay from the year 2008 in the subject Communications - Media and Politics, Politic Communications, grade: 8 von 10 Punkten, The Hague University (School of European Studies), course: Media and Politics I, 10 entries in the bibliography, language: English, abstract: This essay tries to compare the role of the media in the general election 1998 in Germany

with its role in the presidential election in the United States in 2000. It wants to show to which extent the coverage was different and which factors might have influenced it.

In the first part the different frameworks behind the two elections that could have an effect on the media are briefly explained. Additionally two theories of the changing media coverage style of elections are mentioned and expectations to the actual results are derived.

In the second part the two elections are actually compared giving some basic facts and special characteristics. Furthermore the media coverage is being compared and some of the theoretical assumptions are being tested employing statistical data mostly out of a comparative study by Günther Lengauer (2007). Because of the limited space, the essay focuses only on the main findings. It ends with a conclusion.

[...]

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