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## Media Analysis of the G8 and the 2013 Lough Erne Summit

Department of Media Studies | G8 Research Group | June 2014

An analysis of media coverage of the G8 and its member states immediately before, during and after the 2013 G8 Summit in Lough Erne on June -, 2013.

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## **PART I: INTRODUCTION**

### **INTRODUCTION**

*Fabio Ponti*

This report summarizes media coverage of the G8 and its member states immediately before, during and after the 2013 G8 Summit in Lough Erne on June 4-5, 2013. Concentrating on a two month time period from May 1 to July 1, 2013 (inclusive), this report analyzes the leading daily media outlets of each G8 country to explore the nature of their coverage of the G8 and G8-related issues. For each country's media, we explore whether the G8 and the Lough Erne Summit were portrayed negatively or positively, which countries and issues received the most coverage, and which sources were used for information about the G8.

## RESEARCH METHODOLOGY

An average of three major daily newspapers were chosen for each G8 country to provide a snapshot of the national media landscape. Newspapers were selected based on circulation of print and digital editions, political influence and diversity of political orientation. The following newspapers were selected for analysis:

G8 Country	Newspapers
United States	<ul style="list-style-type: none"> <li>• <i>The Wall Street Journal</i></li> <li>• <i>New York Times</i></li> <li>• <i>Washington Post</i></li> </ul>
United Kingdom	<ul style="list-style-type: none"> <li>• <i>The Guardian</i></li> <li>• <i>The Financial Times</i></li> <li>• <i>The Daily Telegraph</i></li> </ul>
Canada	<ul style="list-style-type: none"> <li>• <i>The Globe and Mail</i></li> <li>• <i>Toronto Star</i></li> <li>• <i>National Post</i></li> </ul>
France	<ul style="list-style-type: none"> <li>• <i>Le Monde</i></li> <li>• <i>Libération</i></li> <li>• <i>Le Figaro</i></li> </ul>
Germany	<ul style="list-style-type: none"> <li>• <i>Die Welt</i></li> <li>• <i>FrankfurterAllgemeine Zeitung</i></li> <li>• <i>Süddeutsche Zeitung</i></li> </ul>
Italy	<ul style="list-style-type: none"> <li>• <i>Corriere della Sera</i></li> <li>• <i>La Stampa</i></li> <li>• <i>La Repubblica</i></li> </ul>
Japan	<ul style="list-style-type: none"> <li>• <i>Yomiuri Shimbun</i></li> <li>• <i>Mainichi Shimbun</i></li> </ul>
Russia	<ul style="list-style-type: none"> <li>• <i>Rossiyskaya Gazeta</i></li> <li>• <i>Daily Vedomosti</i></li> <li>• <i>Nezavisimaya Gazeta</i></li> </ul>

Through close monitoring of newspaper websites and Boolean searches of the Factiva Dow Jones Database, news articles and editorials pertaining to the G8 and the Lough Erne Summit were collected from each of these publications. The online analysis tool SurveyMonkey was then used to analyze the content of collected articles. Articles were analyzed to determine which countries, issues and leaders were receiving attention and which sources were being cited as authoritative. A separate dataset was compiled for each G8 country.

## RESEARCH FINDINGS

*Fabio Ponti*

### General Findings

Coverage of the G8 and the Lough Erne Summit showed distinct similarities across the G8 countries' media. These similarities are so overt, conspicuous, and unrelenting that they put into question the role of media outlets in affecting policy-setting at international summits such as the G8. Overall, this report demonstrates that the findings from the 2012 Camp David Media Studies report were exacerbated in this year's research.

First and foremost, the US, Russia, and the UK were the three countries featured most prominently in media coverage of the G8. Discussion of the three members focused on their roles in issues over which they had the most influence. US, on average the most referenced, was repeatedly associated with its central role in G8 policy regarding the economy and the enduring internal conflict in Syria. The UK, ostensibly portrayed as a significant actor, was merely linked to its presidency of the Lough Erne summit. Russia was discussed with relation to Putin's stance on the Syrian crisis. In addition, it must be noted that each country's media had extensive coverage of its own national interests and concerns.

The world economy and regional security were undoubtedly and unsurprisingly the most prominent issues covered by the media. While world economy repeatedly receives widespread attention, the focus on regional security was carried over from Camp David due to the escalation of the Syrian internal conflict in the days leading up to the G8 Summit. Discussion on the world economy ranged from David Cameron's agenda, which greatly focused on tackling problems associated with the "three T's" (trade, transparency, tax), to the launch of the Transatlantic Trade and Investment Partnership (TTIP) between the US and the European Union. On a less relevant note, the issues of terrorism and non-proliferation were also covered by the media, but only as a spillover from the ongoing Syrian conflict.

Finally, coverage of non-G8 countries featured a monopoly of Syria and the security concerns relating to its internal conflict. China was the second most referenced non-member, particularly for two reasons: its influence on prominent agenda issues (its veto power at the United Nations Security Council) and its exclusion from an economic-based conference such as the G8.

### Conclusions

This report has reached the following conclusions based on the analysis of media coverage of the 2013 Lough Erne G8 Summit:

*(1) Media organizations portrayed the Lough Erne Summit under a neutral light, suggesting their diminished role as agenda-setting actors.*

The following country reports highlight the conspicuous neutrality with which media outlets regarded the 2013 G8 Summit. The overwhelming majority of the selected articles refrained

from criticizing or praising the undertakings of the G8 leaders in Lough Erne. On average, 60% of the selected G8-related publications assumed a neutral stance. This is rather surprising given the high involvement of countries such as the US or Russia, prominently referenced with regards to the main agenda issues. Although surprising, this impartiality by the media was carried over by the previous G8 Summit in Camp David where the sudden change in location prevented the direct engagement of non-governmental organizations and protestors<sup>1</sup>. Similarly, the isolated golf resort in Lough Erne that hosted the G8 leaders in June 2013 limited the participation of non-governmental sources. This perceived trend completely devalues the role of media outlets as agenda-setting actors. The exclusion of non-governmental sources has a direct consequence on coverage of the G8 Summit as it prevents NGOs or protestors to make their voices heard and to influence decision-making through media sources. For example, the majority of G8-related articles used in this report did not mention protestors and the rest depicted them negatively. However influential, protestors, as well as non-governmental organizations are actors in the policy-making process and they operate as an accelerant force in shortening the time for decision-making.

*(2) Media organizations tailored their coverage of the Lough Erne Summit to reflect their national interests and concerns.*

This conclusion is recurring in Media Studies research. Although the aforementioned general findings reflect media outlets from every G8 country, each newspaper framed the discussion around the interests of its country of origin. While world economy and regional security were the most prominent agenda issues, different newspapers emphasized various aspects of each to reflect their importance to their national concerns. For example, while the UK media accentuated the need to tackle issues categorized as the three T's (tax, trade, and transparency), the US media examined the recent Transatlantic Trade and Investment Partnership (TTIP) with the European Union. On a similar note, Japanese media concentrated their attention on the same issues, while providing exclusive scrutiny to specific areas of interest, such as the role of Abenomics and the security threat attributed to North Korean nuclear capabilities. Similarly, coverage of economic matters in Italian and German media focused on the TTIP and the need for economic growth in the European Union; this substantially differed from the attention placed upon the role of President Hollande at the G8 by the French media.

Various theories have expanded on the notion that media organizations frame international issues with a bias towards their national interests<sup>2</sup>. Strangely, there is an arguable correlation between the two conclusions reached by this report: the greater the tendency of a publication to take a more domestic outlook on matters, the more limited coverage of other actors and less prominent issues will be.

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<sup>1</sup> Christi Parsons. "G-8 Summit to be held at Camp David, not Chicago" *Chicago Tribune*. March 5, 2012.

<sup>2</sup> Eytan Gilboa, "The CNN Effect: The Search for a Communication Theory of International Relations", *Political Communication* 22



## **PART II: COUNTRY REPORTS**

### **UNITED STATES**

*Alec Wilson*

#### **Newspapers Used**

For the purpose of analyzing American media coverage of G8 related issues, three major U.S newspapers were selected to represent the nation's treatment of the forum: *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.

In terms of overall political orientation, *The New York Times* is considered to be a liberal, left-leaning publication. *The Washington Post* is considered to be a conservative paper, particularly in its international reporting. *The Wall Street Journal* has been characterized as being centre-left in its coverage, although its treatment of economic affairs is often conservative. Past coverage of G8 related issues has characteristically portrayed the forum positively, approving of the Summit as an effective means of addressing international issues.

#### **G8 and the Summit**

The majority of G8 related articles published between May 1 and July 1 of 2013 were found in the economically focused *Wall Street Journal*. Of the 22 articles surveyed from this time period, 50% were from the *Wall Street Journal*, 40.9% were published by *The Washington Post*, and the remaining 9.1% were from *The New York Times*. 18.2% of all articles portrayed the G8 in a positive or favorable light, while 4.6% of articles depicted the G8 negatively. The vast majority of articles, 72.7%, can be considered impartial news reporting and offer no bias in their treatment of the G8 or its effectiveness.

Broadly speaking, the American media's treatment of the G8 and Lough Erne Summit was insularly focused. As could be expected, much of the Summit coverage was presented in a segregated American context, with little in the way of comprehensive commentary or reportage on the G8's effectiveness as an international forum. The majority of coverage dedicated to the group and Summit was clouded by speculation on the future implications of the Summit's conclusions on global issues of regional security in the Middle East, notably Syria, and the ongoing Transatlantic Trade and Investment Partnership (TTIP) agreement talks. Predictably, these issues were overwhelmingly addressed as they pertain to the United States.

Only 9.5% of articles across the three newspapers mentioned summit protestors. Of these, 50% were impartially reported news articles with the other 50% presenting a negative editorial treatment of protest activity.

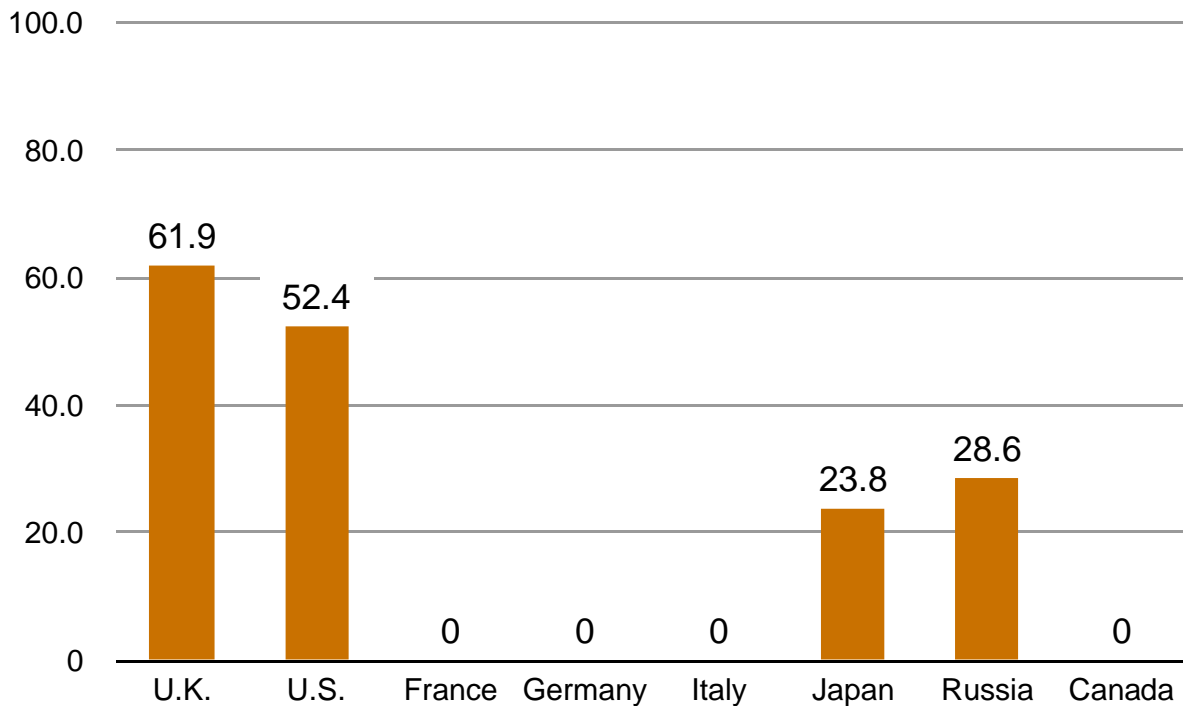
#### **G8 Countries Covered**

The United States was the most pronounced G8 country in the three newspapers' coverage of the group and Summit. 52.4% of all articles surveyed focused primarily on the US and its role within

the G8. Russia was the second most prominently featured country, and was the focus of 28.6% of articles, though the nation was usually considered in relation to the United States. The United Kingdom and Japan were discussed in 61.9% and 23.8% of articles, respectively.

The prominence of the United States in the American media's coverage of the G8 and Lough Erne Summit can best be attributed to the country's role in the ongoing civil war in Syria. The Syrian conflict was the source of much discussion, both during the Summit, and in the American media. Russia's share of US media coverage is also assigned in the context of Syria, as the United States and Russia stand opposed on the issue. References to the United Kingdom's presidency of the G8 were scarce, as much of the country's share of coverage was dedicated to discussion of the TTIP, greater G8 efforts to oppose financial offshore-ization, or the UK's supporting role for US intervention in Syria. Japanese Prime Minister Shinzō Abe's economic policies constituted the bulk of Japanese focus in the American media during the time period in question.

*Figure 1: G8 countries covered in US media, May 1 – July 1 2013*



### **Non-G8 Countries Covered**

Non-G8 countries were mentioned in 86.4% of collected articles. Syria and Libya were discussed in relation to active NATO military engagements and issues of regional security in the Middle East and Northern Africa. China was referenced intermittently regarding its membership on the United Nations' Security Council and support for President Bashar al-Assad's Syrian regime.

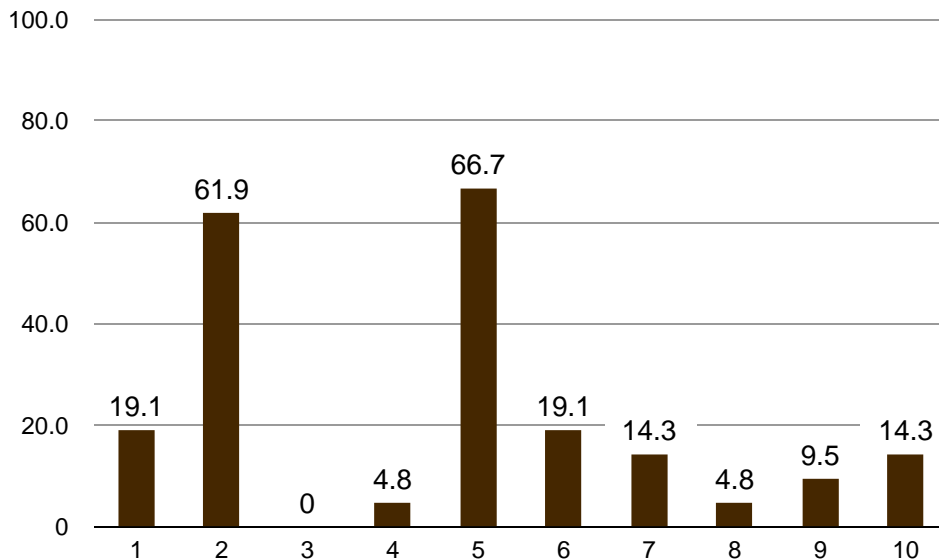
Iran received a few mentions in passing regarding nuclear non-proliferation and Middle Eastern stability. Given that a strong majority of collected articles mentioned non-G8 countries, it is clear that the American media focused its attention on developing global events, particularly in Syria and the European Union, during the Lough Erne Summit. This indicates that US media appreciates the value of the G8 as a global forum, rather than a closed-door discussion of member state's individual concerns.

### Issues Covered

The two issues which received the most coverage in the US media were the world economy and regional security. 66.7% of collected articles mention the world economy, particularly the proposed TTIP, and the newly agreed upon motion to address financial offshore-ization in order to regulate the taxation of multinational corporations. In 61.9% of collected articles, regional security — predominantly in the Middle East and North Africa — was represented as a legitimate G8 issue.

In the same vein of international security and stability, nuclear non-proliferation was mentioned in 19.1% of collected articles, usually in relation to Iran. 19.1% of articles identified climate change as an issue of significance, though there was a marked lack of substantive solutions offered by any of the G8 leaders in US media coverage. Interestingly, intellectual property was mentioned in 9.5% of articles in relation to accusations leveled against the United Kingdom for spying on other delegates at the previous year's summit. The United States was also the focus of discussions on international espionage in the wake of the Edward Snowden NSA leaks, which revealed that the US government had tapped the phones of a number of G8 leaders, including German Chancellor Angela Merkel.

*Figure 2: G8-related issues covered in US media, May 1 – July 1 2013*



**Legend**

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends**

*Figure 3: Sources cited by G-8 related articles in US media, May 1 – July 1 2013*

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	0%
NGO's	4.8%
Natl. govt. representatives	9.6%
Intl. govt. representatives	14.4%
None	66.7%

## UNITED KINGDOM

*Benjamin Crase*

### **Newspapers Used**

Three British newspapers were used for our analysis of G8 media coverage in the UK: *The Guardian*, *The Daily Telegraph* and *The Financial Times*. These three are the most circulated “National Morning Quality” newspapers, which also provide extensive online offerings.<sup>3</sup> These newspapers also provide an array of political orientations; *The Guardian* is centre-left; *The Daily Telegraph* is centre-right; and *The Financial Times* is centrist.

### **Coverage of the G8 and the 2013 Lough Erne Summit**

The date parameters for the article selection sample was set to May 1, 2013 – July 1, 2013, but the majority of articles are clustered around the summit dates. From our sample of G8 related articles 53% are from *The Guardian*, 23% from *The Daily Telegraph* and 23% from *The Financial Times*. The articles sampled provide an array of perspectives of the success of the 2013 G8 Summit: 27% were negative, 43% were neutral and 30% were positive.

As the current holder of the UK Presidency, many articles focused on issues related to the lead-up to the Summit, including Prime Minister Cameron’s unique choice of location. In general, the British media sources focus on the G8 and Lough Erne Summit was focused on Britain. Coverage focused extensively on the setting of Prime Minister Cameron’s summit agenda and complications arising from British Crown Dependencies regarding tax evasion.

Only 17% of articles mention protests or protestors and were portrayed positively in 80% of those articles, highlighting informed and creative acts of dissent.

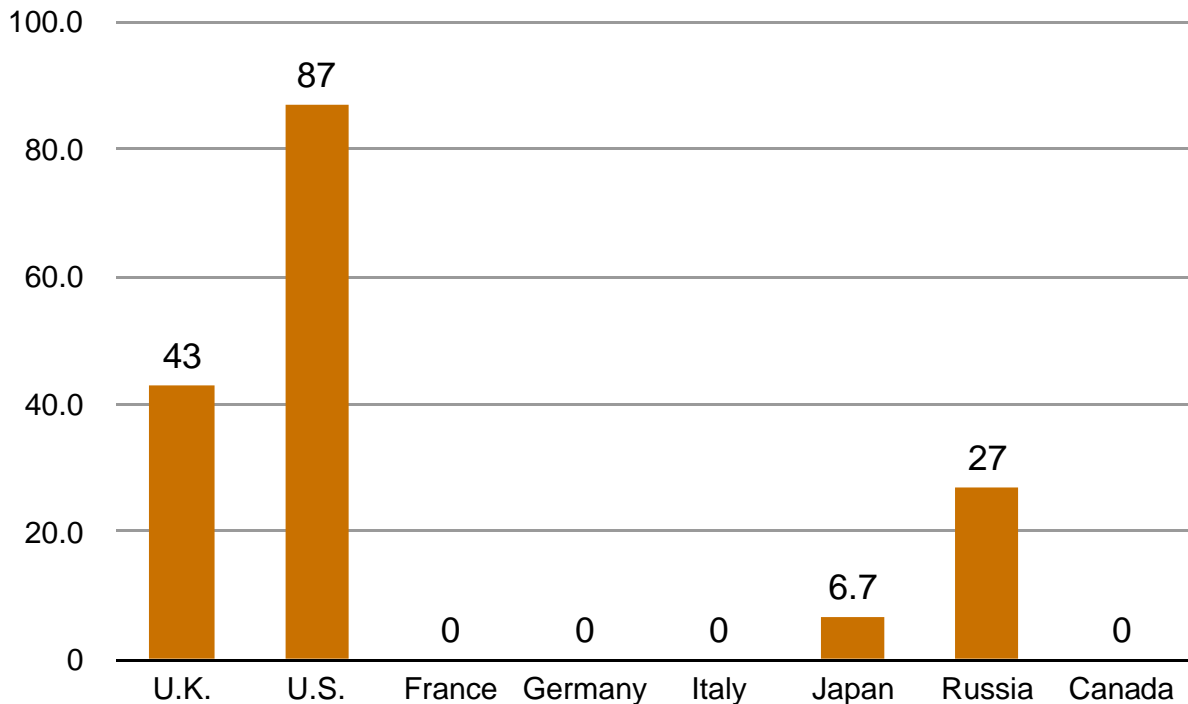
### **G8 Countries Covered**

The United Kingdom was the most prominently G8 country covered in the British newspapers. 87% of all articles were focused on Britain within the G8. Russia, the United States and Japan were tied second in prominence. The United States and Russia received prominence for their decisive roles as the primary external actors in the ongoing Syrian Civil War. Japan received attention for Prime Minister Shinzo Abe’s new economic policies, coined “Abenomics,” and their implications for the G8. The United States and were mentioned in 43% and 27% of articles, respectively. Because of Russia’s staunch opposition to intervention in Syria, it is unique amongst G8 countries receiving overwhelmingly negative portrayals. Both Russia and President Putin were portrayed negatively 90% and 86% of the time.

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<sup>3</sup> <http://abc.fileburst.com/publishedreports/National%20Newspapers%20Report%202013-06.pdf>

Figure 4: G8 countries Covered in U.K. media, May 1 – July 1 2013



### Non-G8 Countries

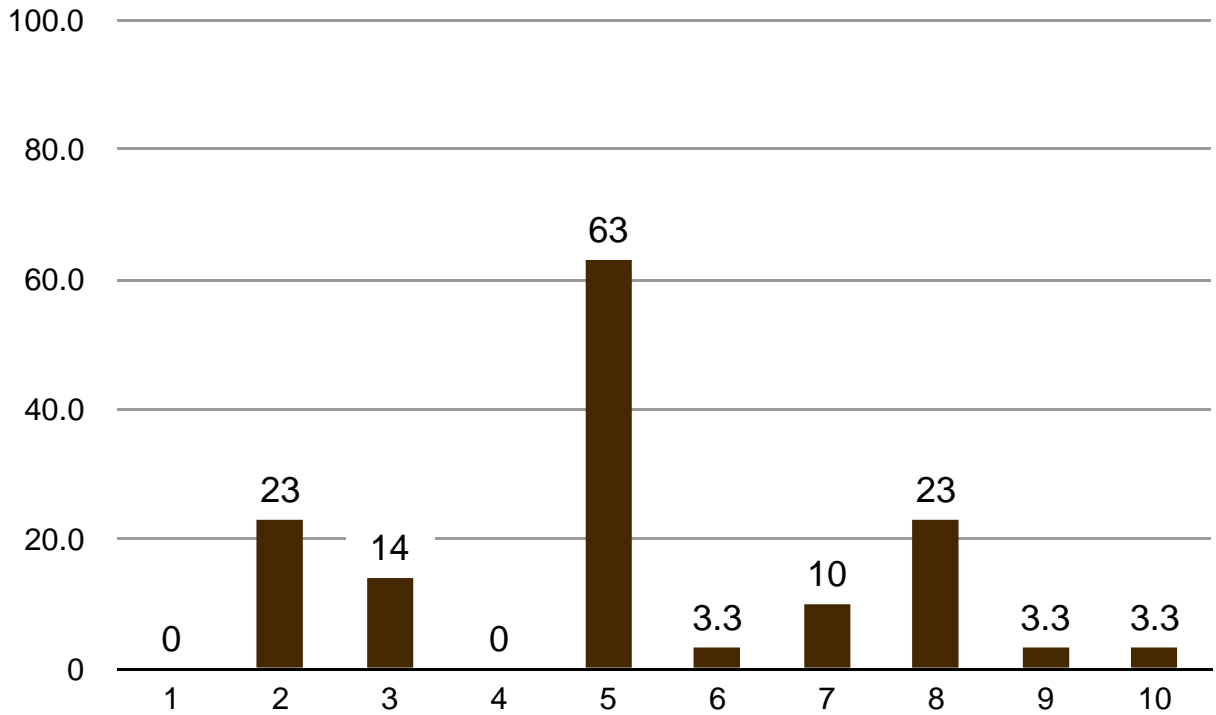
The most commonly referenced non-G8 country was Syria, receiving mention in 20% of all articles. These mentions can be attributed to news updates regarding Summit discussions about the G8's role in the Syrian conflict. The second most common country referenced is China in 10% of articles. These intermittent mentions criticized China's absence from G8 membership.

### Issues Covered

The two issues that dominated UK media coverage throughout the Summit were the world economy and security concerns related to the Syrian Crisis. The world economy was the most visible theme, being discussed in 63% of all articles. Economic issues referenced economic recovery, but primarily focused on tackling corporate and individual tax evasion and information exchange. This was largely the result of Prime Minister Cameron making tax avoidance the critical challenge to be tackled during his chairmanship. Prior to the Summit's beginning, much media attention was given to Prime Minister Cameron's efforts to lead by example, meeting with British Crown Dependencies to ensure cooperation. Although Syria was also highlighted as a key Summit topic, but the lack of progress and Britain's lesser role compared to Russia and the United States limited British media discussion.

There was some attention given to other traditional G8 topics. Global Health was referenced in 14% of articles and Food Security in 23% of articles. Interestingly, almost all discussion of development issues was framed by the success of the development agenda at Gleneagles in 2005, the last Summit hosted by the UK.

Figure 5: G8-related issues covered in U.K. media, May 1 – July 1 2013



**Legend**

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
 9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends**

Figure 6: Sources cited by G-8 related articles in U.K. media, May 1 – July 1 2013

Primary Source	Percentage of Articles
Academics	6.7%
NGO's	40%
Natl. govt. representatives	6.7%
Intl. govt. representatives	3.3%
None	43.3%

## **CANADA**

*Ryan Kelpin*

### **Newspapers Used**

Three newspapers were selected for an analysis of Canadian media coverage of the 2013 G8 summit: the *Toronto Star*, *The Globe and Mail* and the *National Post*. In terms of overall political orientation, the *Toronto Star* is regarded as a liberal daily, *The Globe and Mail* centrist, and the *National Post* rather conservative.

### **Coverage of G8 and the Lough Erne Summit**

The publication with the highest percentage of articles was the *Toronto Star* with an allocated 44.4% of the total. *The Globe and Mail* published 33.3%, while the *National Post* published 22.2% of total articles. The overwhelming majority of articles (77.8%) did not take either a positive or negative stance on the G8 and the Lough Erne Summit, while merely five (18.5%) articles depicted the G8 in a negative light.

Based on the results above, the Canadian media was rather neutral in their treatment of the G8. The few negative portrayals were supported by arguments of ineffectiveness of the group as a whole or conflict between Russia and the other members.

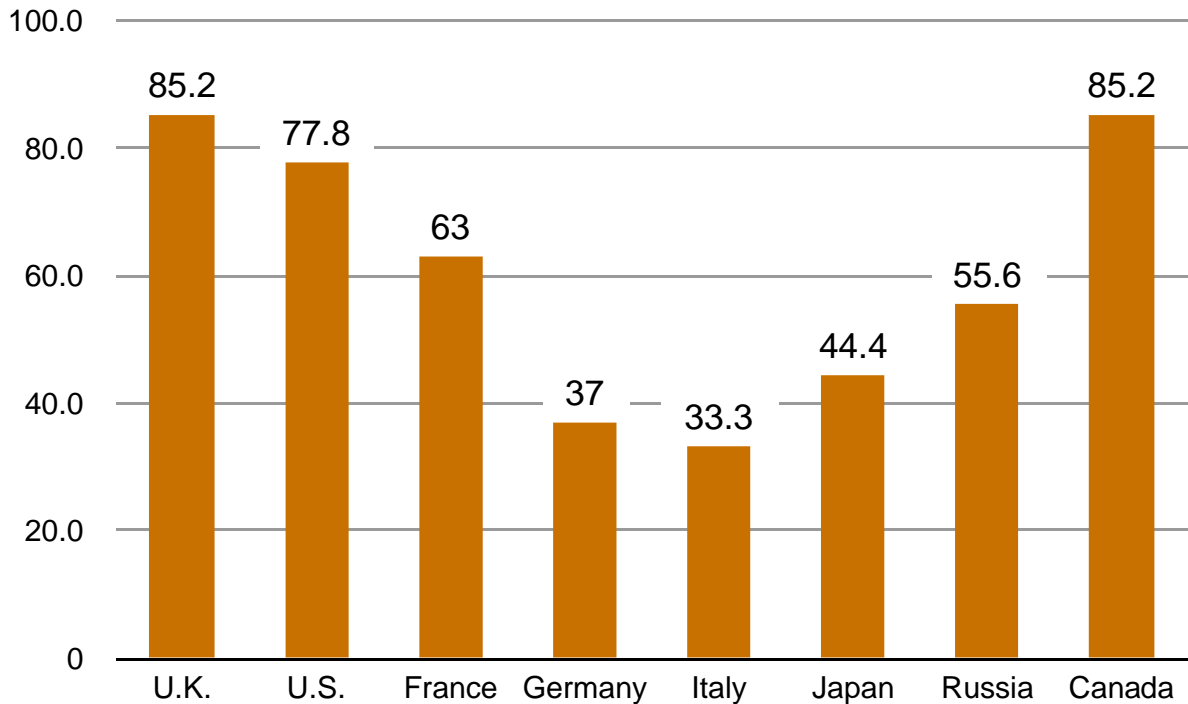
### **G8 Countries Covered**

The two most prominently discussed countries in all three newspapers were Canada and the United Kingdom, both appearing in 85.2% of total articles. 77.8% of articles mentioned the United States. France appeared in 17 (63%) of the articles. Russia accounted for 15 (55.6%) of articles, while Japan represented 12 (44.4%). Germany was referenced in 10 (37%) articles, while Italy only appeared in nine (33.3%).

The United Kingdom was discussed in conjunction with David Cameron's outspokenness on setting the agenda to focus on economic transparency and closing tax loopholes. Along with the UK, Canadian media coverage prominently focussed on how the G8 related to Canada's national interests.



Figure 7: G8 countries covered in Canadian media, May 1 – July 1 2013



### Non-G8 Countries Covered

Syria featured prominently despite being a non-G8 country, appearing in 14 articles. Spain was mentioned second most of the non-G8 countries, appearing in two. Iran, Jordan, Afghanistan, Libya, Portugal, Peru, Tanzania, and the Democratic Republic of the Congo are all mentioned in one article each.

The issue of the Syrian conflict was extremely significant in the articles, including the disagreement over the crisis between Russia and the rest of the G8. The focus on Syria's chemical weapons and non-proliferation was also of utmost importance in the world, and a key policy point at the G8 summit<sup>4</sup>.

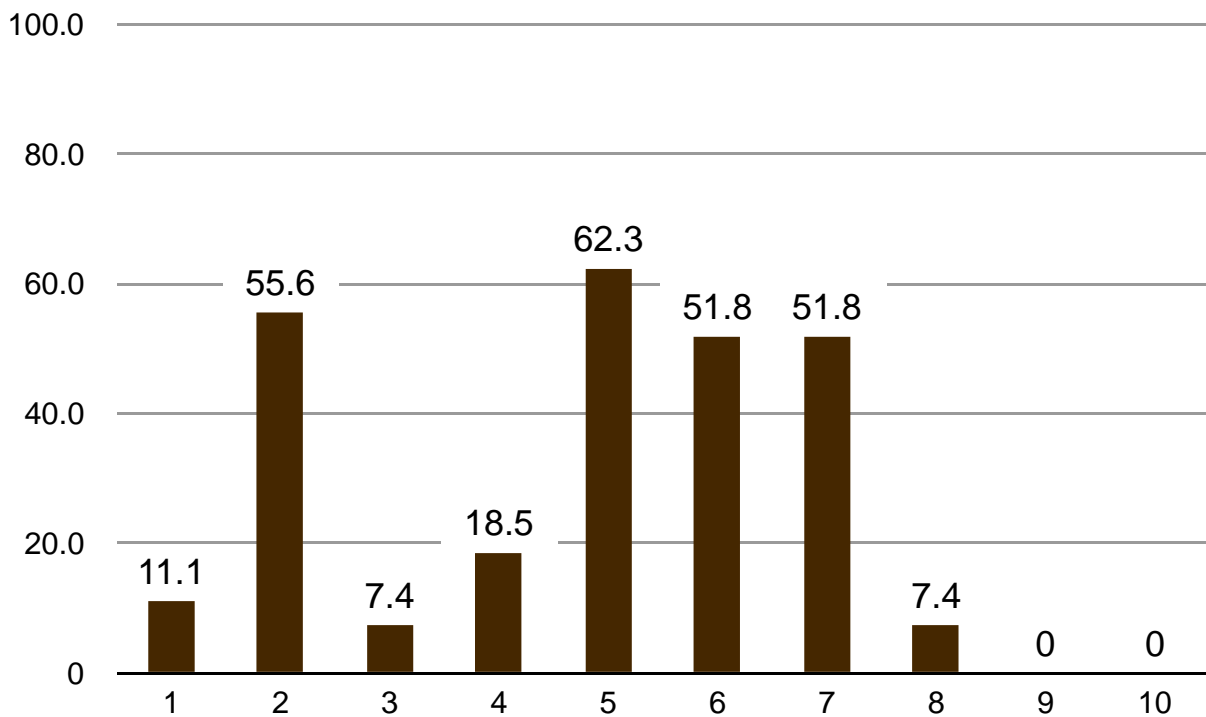
### Issues Covered

Discussions about world economy, regional security, and terrorism drew the most attention from Canadian media. Each issue was mentioned in 62.3%, 55.6%, and 51.8% of total articles respectively. African development appeared in 18.5% of articles, while climate change was mentioned in 11.1%. Food security, energy security, and global health all appear in 7.4% of articles.

<sup>4</sup> "Syria crisis set to dominate G8 summit." *Al Jazeera* June 17, 2013. Web. April 5, 2014. <http://www.aljazeera.com/news/europe/2013/06/201361751551173299.html>

The focus on world economy can be explained by the significance placed upon tax evasion and transparency. Regional security and terrorism (in conjunction with the Syrian conflict, which was directly referenced in 51.8% of articles) were major issues and were often featured together. This was due to the focus on the internal conflict in Syria, especially due to Russian involvement in the region and Vladimir Putin’s support for Bashar Al-Assad<sup>5</sup>. Several articles directly referred to the disaccord between Putin and the rest of the G8 leaders on the Syrian crisis, including chemical weapon non-proliferation and indirect intervention in the region<sup>6</sup>.

Figure 8: G8-related issues covered in Canadian media, May 1 – July 1 2013



**Legend**

- 1 = Climate change    2 = Regional security    3 = Global health    4 = African development
- 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security
- 9 = Intel. property    10 = Outreach and expansion

<sup>5</sup> Allison, Roy. “Russia and Syria: Explaining Alignment with a Regime in Crisis.” *International Affairs* 89, 4 (2013), 795-823

<sup>6</sup> Holton, Kate and Jeff Mason. “Putting faces isolation over Syria as G8 ratchets up pressure.” *Reuters* June 17, 2013. Web. April 6, 2014. <http://www.reuters.com/article/2013/06/17/us-g-idUSBRE95F0JK20130617>

**Sourcing Trends***Figure 9: Sources cited by G-8 related articles in Canadian media, May 1 – July 1 2013*

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	0%
NGO's	4.8%
Natl. govt. representatives	9.6%
Intl. govt. representatives	14.4%
None	66.7%

## **FRANCE**

*Max Laurin*

### **Newspapers Used**

In evaluating the French media's response to the 2013 G8 Summit, three newspapers were used: Le Figaro, Libération, and Le Monde. In terms of overall political orientation, a Le Figaro demonstrates conservative tendencies, while Libération and Le Monde are left-wing dailies.

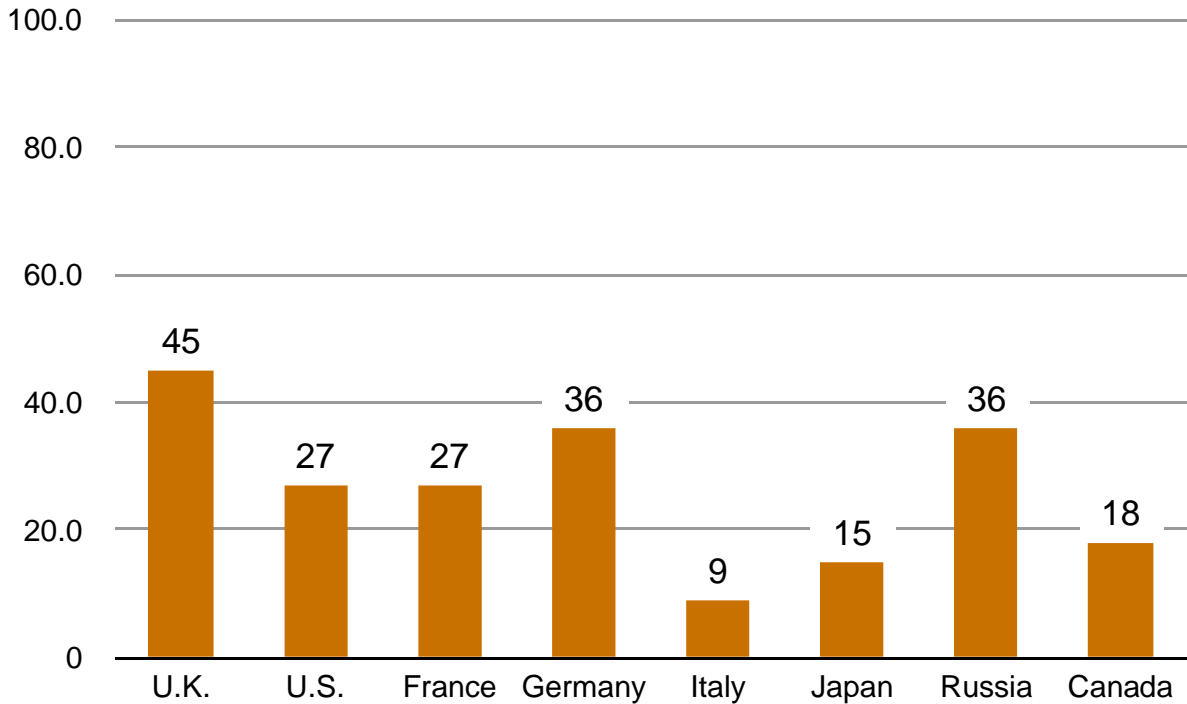
### **Coverage of the G8 and the Lough Erne Summit**

There were 11 total G8-related articles published by the three dailies between May 1, 2013 and July 1, 2013. Le Figaro published the most articles that were concerned with the G8 Summit (45.5% of all collected articles). Both Libération and Le Monde published 27.7% articles each. These articles were rather indifferent towards the G8 Summit as 81.8% maintained a neutral position. 18% (a total of 2 articles) portrayed the G8 and the Lough Erne Summit positively. All of these were news articles written by staff writers at each publication. The three French media outlets did not prominently cover the 2013 G8 Summit as none of the G8-related articles were published on the front page.

No articles by the three media sources made reference to protests or protestors with regards to the 2013 G8 Summit.

### **G8 Countries Covered**

The United Kingdom was mentioned most often in the French media, in 45% of the articles published. Germany and Russia were tied for the second most referenced countries in these articles, at 36%. The United States and France were mentioned equally as the fourth most referenced countries, with connections or contrasts between them, in 27% of the articles. Canada was mentioned in 18% of the articles, while Japan was involved in 15% of the articles. Italy was the least mentioned member state, appearing in but 9% of the articles. The United Kingdom was the most often cited state in the French media, due to David Cameron's strong belief in cracking down on those using tax havens to hide money from G8 member states. As closing tax loopholes and exacting due taxes from both individuals and corporations was the issue most prevalently discussed in the French media, in light of criticism of the wealthy ex-President Nicolas Sarkozy's administration. The United States was the second most referenced state in the media as a result of the emphasis put on similar issues by American President Barack Obama.

*Figure 10: G8 countries covered in French media, May 1 – July 1 2013*

### Non-G8 Countries Covered

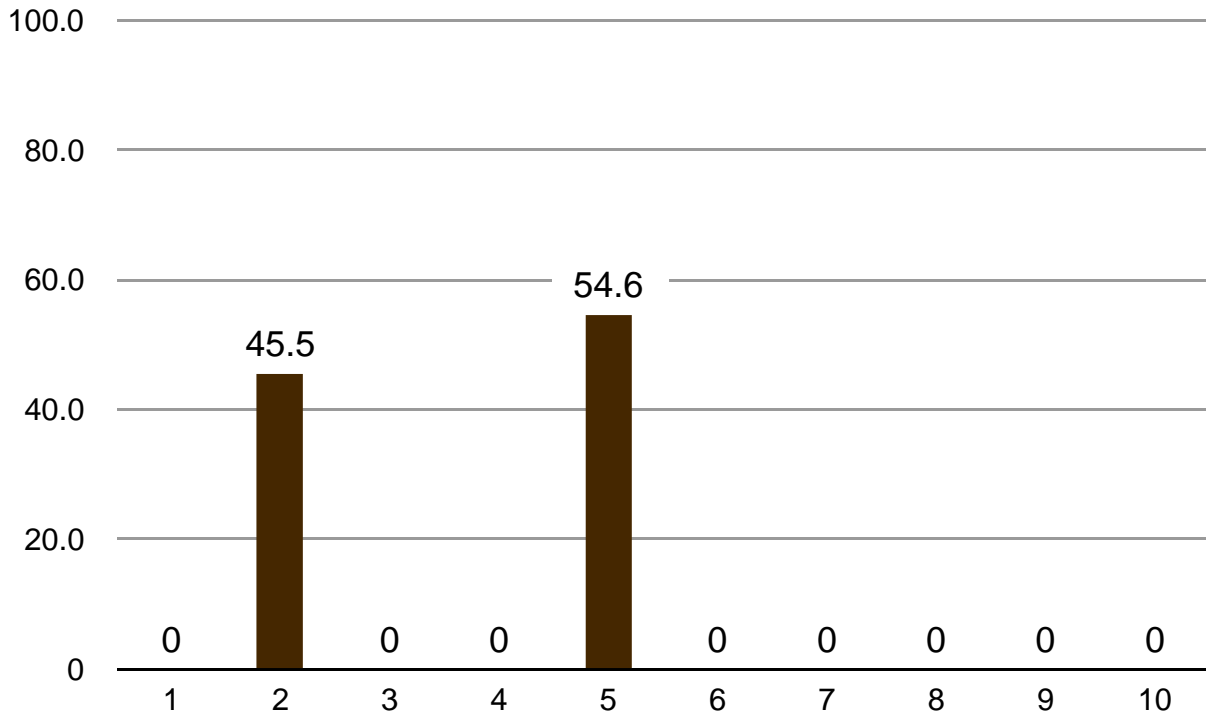
Non-G8 countries were referenced in 100% of the articles. 81.82% of these non-members are not members of the G20 and were most often Monaco, the Cayman Islands and other tax havens. Syria was mentioned in 9% of the articles, with its ongoing conflict being the subject of discussion. G20 nations were mentioned as well, with China being most often discussed (27%), followed by South Korea (18%). India, Brazil and Indonesia were mentioned by name in 9% of the articles. Monaco and the Cayman Islands were often referenced by both David Cameron and Barack Obama over the course of the conference as being the recipients of funds being hidden from G8 member states by individuals and corporations so as to avoid paying high tax rates. According to the French media, there was lengthy discussion of the Syrian Civil War, with Russian Prime Minister Vladimir Putin's role in supporting the Syrian President Bashar Al-Assad's government being particularly scrutinized. China was referenced in a host of economic discussions, for the G8 member states recognize that discussing China's role as an economic power is pertinent to all in attendance.

### Issues Covered

All three newspapers focussed most prevalently on tax havens and the policy which could be drafted in order to combat tax evasion, particularly in the EU. This falls under the World Economy category and makes for 54.55% of the issues covered by the French media. The war in Syria and related Regional Security threats were the subject of 45% of the newspapers' articles. The third major issue covered does not fall into any of the listed categories, and focussed on French President Francois Hollande's personal relationships with other G8 heads of state,

particularly his relationship with British Prime Minister David Cameron, in comparison to the rapport that former French President Nicholas Sarkozy enjoyed with Mr. Cameron. This issue was covered in 9% of the articles. The French media is skeptical of the diplomatic abilities of Mr. Hollande, reflective of his low approval ratings in France. Hollande was often criticized in the French media as purporting to be an ‘everyman’ whilst still enjoying a large personal fortune. The media criticizes this aspect of Mr. Hollande’s background, while asserting that he does not embody the same diplomatic stature as that of his predecessor.

Figure 11: G8-related issues covered in French media, May 1 – July 1 2013



Legend

- 1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
 9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends***Figure 12: Sources cited by G-8 related articles in French media, May 1 – July 1 2013*

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	9.1%
NGO's	45.5%
Natl. govt. representatives	None
Intl. govt. representatives	None
None	45.5%

## GERMANY

Mickael Deprez

### Newspapers used

Three prominent German newspapers, *Süddeutsche Zeitung*, *Frankfurter Allgemeine Zeitung*, and *Die Welt*, were selected for an analysis of media coverage of the 2013 G8 Summit in Lough Erne, United Kingdom.

The *Süddeutsche Zeitung*, Germany's second-largest daily newspaper, has a liberal and centre-left editorial stance. The *Frankfurter Allgemeine Zeitung* has a considerable foreign readership; one of its former editors, Friedrich Karl Fromme, compared its profile to the three colours of the German flag: black for its political conservatism, red for its left-leaning feature section and gold for its liberal economic stance.<sup>7</sup> *Die Welt* is a conservative leaning newspaper.

### Coverage of the G8 and the 2013 Lough Erne Summit

Between May 1 2013 and July 1 2013, the *Süddeutsche Zeitung* had half of the 14 G8-related articles published by the three selected national newspapers. 28.6% of articles were from *Die Welt* and 21.6% were from the *Frankfurter Allgemeine Zeitung*. None of them were editorials.

A relatively small majority of the articles (57.2%) were news reports that did not take either a positive or a negative editorial stance on the G8 group in general, or the Lough Erne Summit in particular. 21.6% of them called into question the legitimacy and the importance of the group, while 35.8% of the media coverage portrayed the summit as a failure due to the intransigence of President Putin regarding the Syrian conflict.

28.6% of the articles (a total of four) directly mentioned protesters in relation to the G8. All of them were neutral in their portrayal of the summit's opponents, but they provided different levels of information and analysis. Whilst one journalist from the *Süddeutsche Zeitung* wrote an entire piece on the demonstrations organised in the UK capital, the three others simply provided the numbers of protesters, implying that their actions were in sharp decline in comparison to previous years. "The time of the big demonstrations seems to be over", one of them wrote.

### G8 Countries Covered

All the G8 countries were mentioned in at least 21.4% of the articles, with the UK, US and Russia being referenced the most (78.6%). However, these numbers did not reflect how deeply the roles of the countries were discussed in the articles. The UK and Russia were the most prominent countries with 42.9% and 35.7% of the coverage, respectively. The US came third with 28.6%. France and Germany were frequently mentioned, 64.3% and 42.9%, respectively, but were never the prominent countries. Canada, Italy and Japan seem to have been named only to remind the readers they are part of the G8 group.

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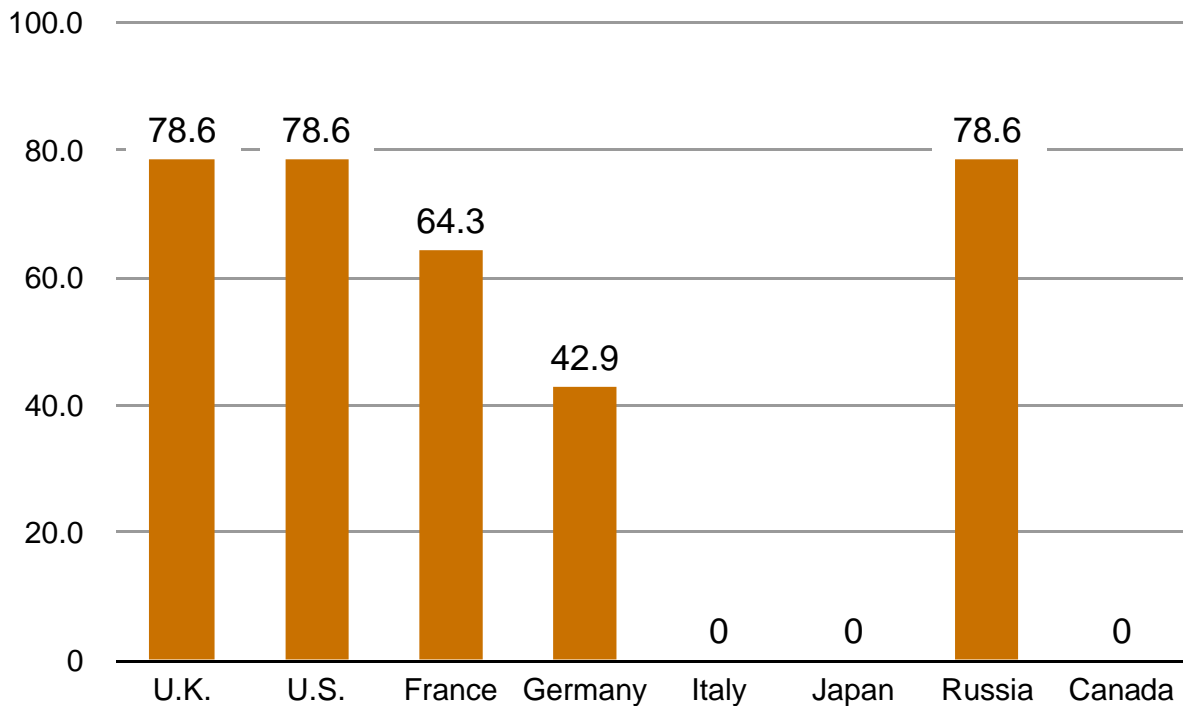
<sup>7</sup> Das wichtigste konservative Presseorgan Deutschlands - Die "Frankfurter Allgemeine Zeitung". Goethe Institute (Munich). Date of Access: 6 December 2013.  
<http://www.goethe.de/wis/med/pnt/zuz/de865965.htm>



The prominence given to the UK in the German media was based exclusively on the fact that the country was the summit host. While the *Süddeutsche Zeitung* and the *Frankfurter Allgemeine Zeitung* portrayed the British Premier fairly negatively in most of its articles, using the words “circus director” and “host that praised its own party”, *Die Welt* remained neutral in its description of him. This highlights again that the third newspaper took a more neutral stance on the summit.

Articles discussing France focussed mainly on its position on the Syrian conflict, in particular its willingness to arm the Syrian opposition. The coverage of Germany was only based on Chancellor Merkel’s neutral positions on the world economy and Syria.

Figure 13: G8 countries covered in German media, May 1 – July 1 2013



### Non-G8 Countries Covered

Discussions on non-G8 countries focussed almost exclusively on Syria. The civil war in the Arab country was covered in 78.6% of the collected articles. Three other countries - China, Iran and Turkey- were discussed almost exclusively in relation to the ongoing conflict in the Middle East. Furthermore, one article highlighted the increasing irrelevance of the G8 group due to the absence of some of the world’s main economic powers, such as China.

Regarding the Syrian conflict, most articles were critical of the G8’s ability to effectively deal with the crisis. Most publications believed that beyond a mere promise of increased funding towards Syrian civilians, the G8 achieved very little.

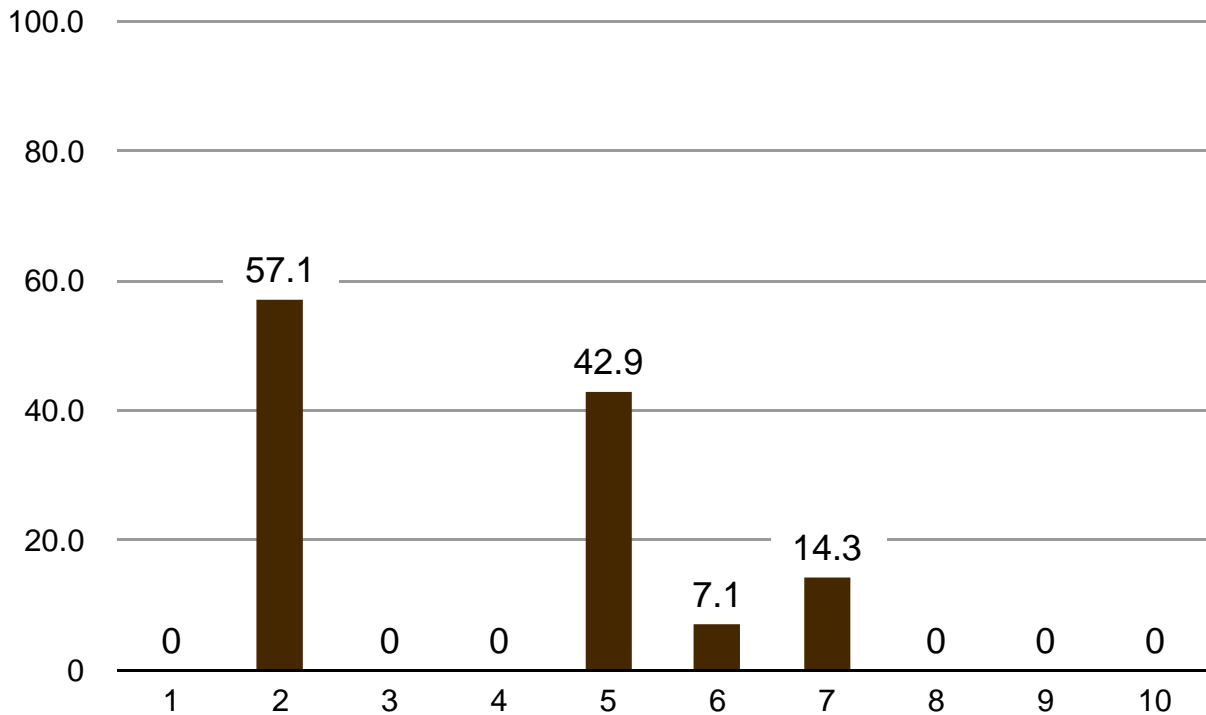
Around one third of the articles depicted the discussions on Syria as ideological duels between the US and Russia personified by their respective leaders. While President Obama was fairly neutrally portrayed, his Russian counterpart was depicted as an intransigent challenger to the dominance of the West and its values.

**Issues Covered**

Regional security was the major issue discussed in the German articles relating to the G8 summit. The civil war in Syria was discussed in 71.45% of the articles. The world economy, notably tax evasion and transparency, was discussed in half of the selected articles. Furthermore, one article briefly mentioned Iran in relation to its nuclear ambitions.

Initially, UK Prime Minister David Cameron marketed the summit agenda as featuring the three “T’s”: Trade, Tax, and Transparency. However, due to the protracted civil war in Syria, a capital “S” was catapulted into the middle of the “T’s” to become the predominant issue during the summit. This was primarily caused by the events that occurred prior to the Lough Erne Summit when the Syrian government crossed Obama’s so-called “red line” by using chemical weapons against its own people.

*Figure 14: G8-related issues covered in German media, May 1 – July 1 2013*



Legend

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
 9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends**

*Figure 15: Sources cited by G-8 related articles in German media, May 1 – July 1 2013*

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	7.1%
NGO's	7.1%
Natl. govt. representatives	None
Intl. govt. representatives	14.2%
None	71.6%

## ITALY

*Alessandra Harkness*

### **Newspapers Used**

The three newspapers selected for the Italian media coverage were *La Stampa*, *Corriere della Sera* and *La Repubblica*. *La Stampa* and *La Repubblica* are centre-left in their political orientation, whereas *Corriere della Sera* is usually more conservative in its international coverage but centre-left when writing on domestic issues.

### **Coverage of the G8 and the Lough Erne Summit**

In total, there were 32 articles published on the Lough Erne G8 Summit from May 14, 2013 to June 23, 2013. *La Stampa* published the most out of the three newspapers with 46.9% of the articles. *La Repubblica* had 34.4% of G8-related articles and *Corriere della Sera* had 18.7%.

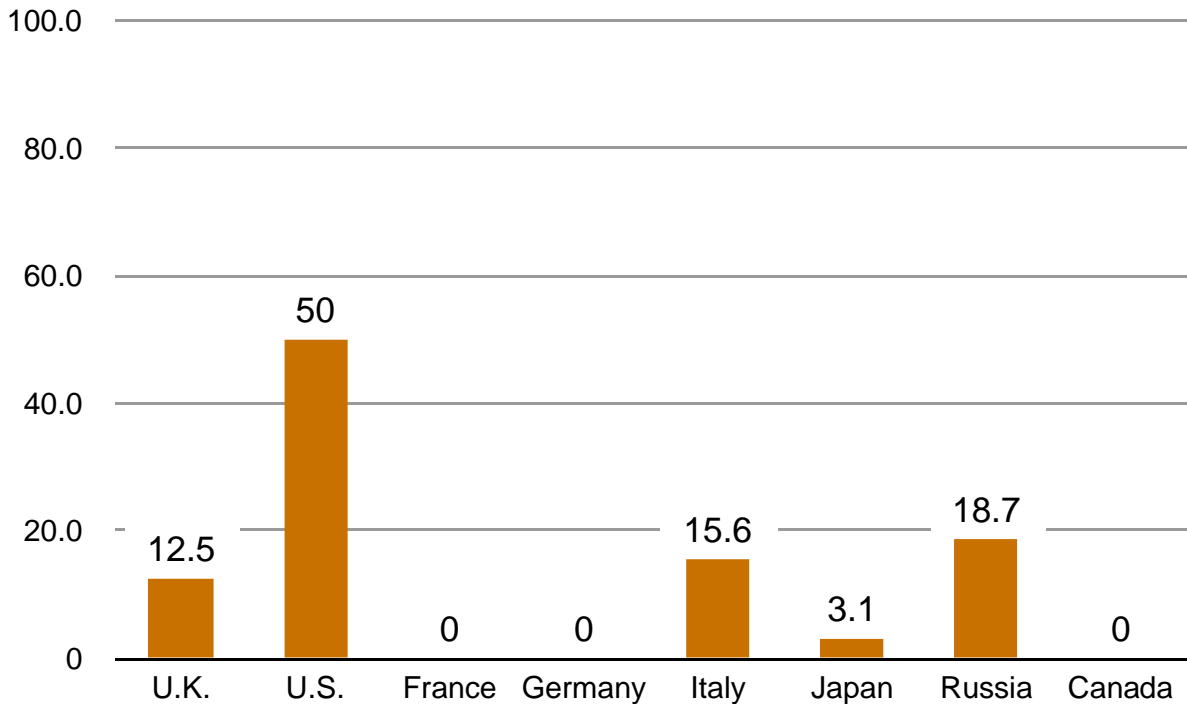
Most of the articles (37.5% of collected articles) portray the G8 in a negative light. However, 28.1% of articles portrayed the summit positively and 28.1% of the articles were neutral in their analysis of the G8 and the Lough Erne Summit. These numbers do mark a considerable increase in the amount of positive articles as compared to the 2012 Camp David Summit.

Only 6.2% of the articles (2 out of the 32) mention G8 protestors. One of the articles portrays them negatively. The other does not give a clear rating or view of the protestors.

### **G8 Countries Covered**

The United States was by far the most frequently discussed country in the three newspapers. 50% of the collected articles from the three newspapers mentioned the United States. Russia was mentioned the second most at 18.7%. Thirdly, Italy's role was discussed in 15.6% of articles. Finally the United Kingdom was mentioned in 12.5% of the articles and Japan was mentioned in 3.1% of them.

In their coverage of the Lough Erne Summit, the three Italian dailies focused on the actions of individual leaders. Barack Obama was mentioned in 84.4% of the published articles; the American leader was mainly associated with the relationship with his European counterparts regarding the US-EU free trade agreement, as well as his protracted disaccord with Putin over Bashar al-Assad's actions in Syria. Most articles which discussed the UK focused on David Cameron's decisiveness in attaining the objectives of the summit, thus portraying him in a positive light.

*Figure 16: G8 countries covered in Italian media, May 1 – July 1 2013*

### Non-G8 Countries Covered

50% of the articles from the three newspapers mention Syria. Although the stated focus of the conference was on tax evasion, the majority of the discussions centered on the Syrian civil war. The three dailies mainly focused on discussions relating to how divergent views of the eight leaders caused the ineffectiveness of the group to reach a conclusive decision regarding the crisis in Syria.

Additionally, Libya was mentioned in 18.7% of the articles.

China was mentioned in 12.5%. Finally, India was discussed in 9.4% of the total articles. The two BRICS countries were referenced in conjunction to the rise of emerging markets and their role in the existing economic forum.

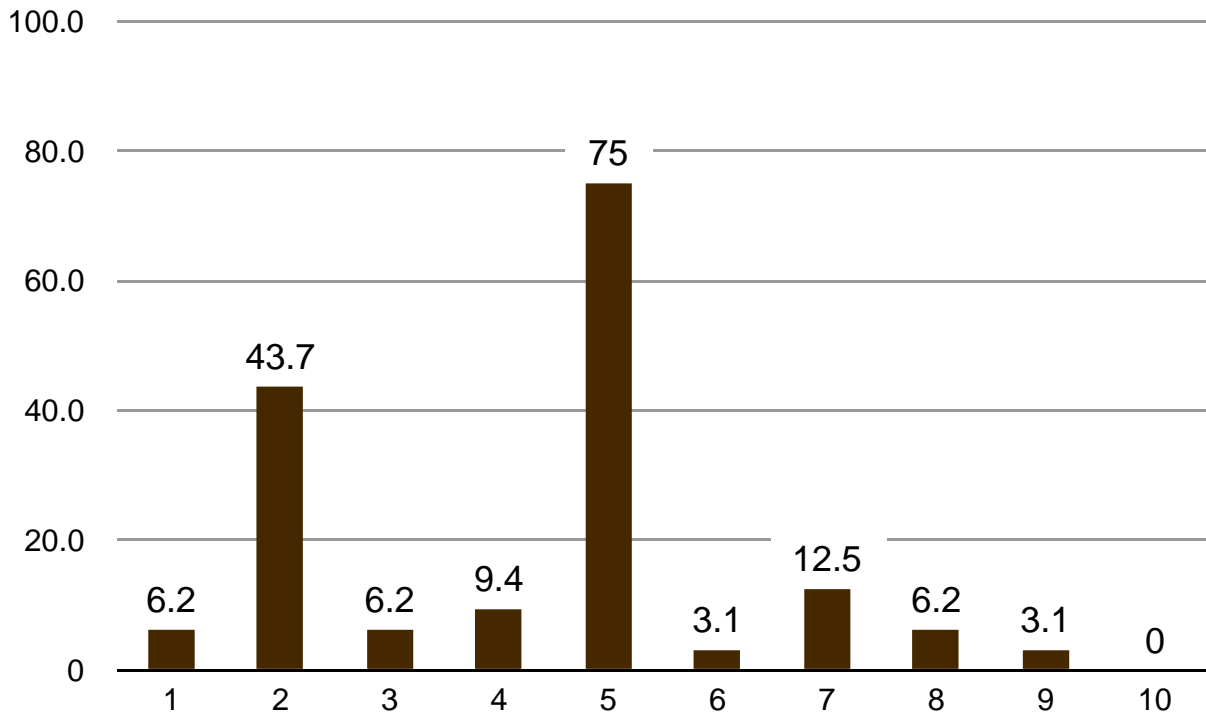
### Issues Covered

Similar to the Camp David Summit, the Italian media coverage of the 2013 Lough Erne Summit focused primarily on the world economy. From the three newspapers, 75% of the articles discussed the world economy. Regional security was mentioned in 43.7% of the selected articles, while terrorism was discussed in 12.5% of the articles.

The focus on the world economy was primarily divided between the three T's in the summit agenda, the cross Atlantic trade agreement, and the need for world economic growth. Regional

security remained a concern throughout the conference due to the recurring civil war in Syria. Terrorism was discussed in relation to the question of state surveillance as a possible antiterrorist solution.

Figure 17: G8-related issues covered in Italian media, May 1 – July 1 2013



**Legend**

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
 9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends**

Figure 18: Sources cited by G-8 related articles in Italian media, May 1 – July 1 2013

Primary Source	Percentage of Articles
Academics	3.1%
NGO's	None
Natl. govt. representatives	None
Intl. govt. representatives	3.1%
None	93.8%

## **JAPAN**

*Ge (Maggie) Shi*

### **Newspapers Used**

Two major newspapers were selected for an analysis of Japanese media coverage of the G8: *Yomiuri Shimbun* and *Mainichi Shimbun*. In terms of overall political orientation, *Yomiuri Shimbun* is considered conservative while *Mainichi Shimbun* is relatively more liberal.

### **Coverage of G8 and the Lough Erne Summit**

Between May 1 and July 1, 2013, the two Japanese dailies published nearly equal amounts of articles related to the G8 and the Lough Erne Summit. *Yomiuri Shimbun* accounted for 51.6% of the collected articles and *Mainichi Shimbun* accounted for 48.4%.

The majority of the articles were news reports, which explains why 71% portrayed the G8 in a neutral fashion. Of the editorial pieces (only 4 articles in total), half offered positive commentary on the G8 and the Lough Erne Summit while the other half criticized the G8's perceived waning influence and inability to address crises.

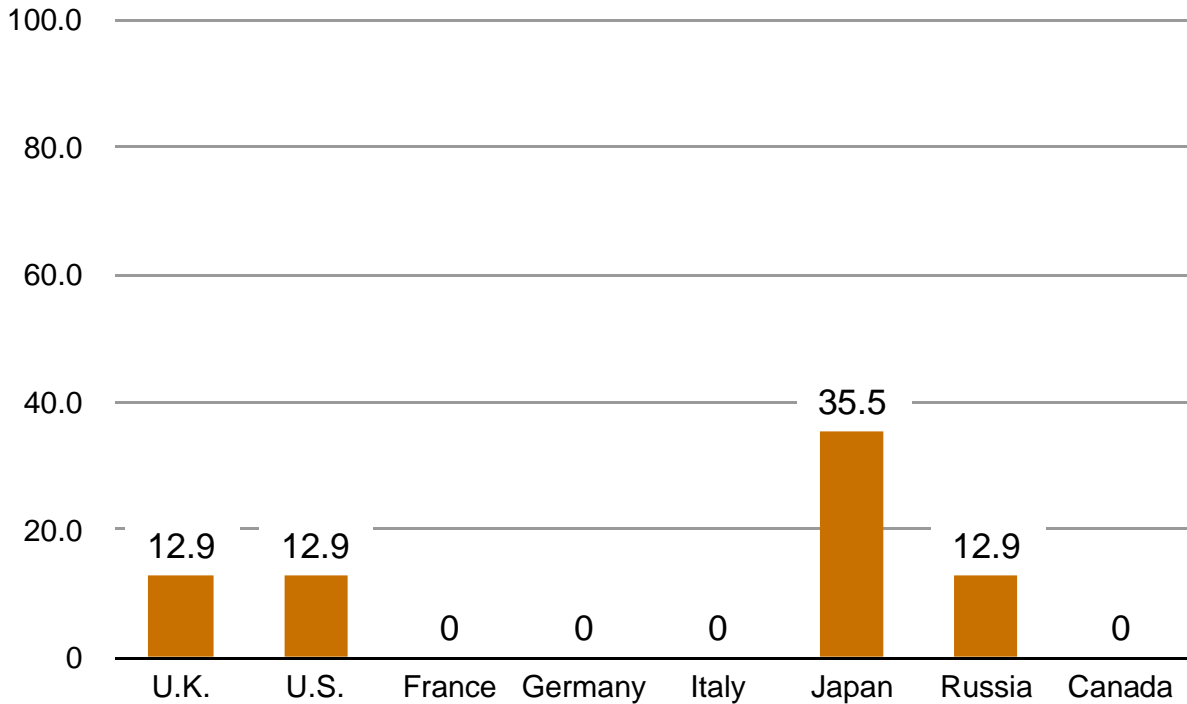
Protesters were mentioned only in passing in one article and were portrayed neutrally. Neither *Yomiuri Shimbun* nor *Mainichi Shimbun* made mentions of previous G8 summits.

### **G8 Countries Covered**

Although a substantial portion (25.8%) of the coverage referred to the G8 collectively and did not focus on particular member states, most articles (35.5%) featured Japan. The majority of the media coverage focused on the effects of G8 policies on Japan and Japan's leadership role regarding economic development.

The US, Russia, and the UK were each featured in 12.9% of the articles. Mentions of the US and Russia mostly revolved around their disagreements over the situation in Syria. The UK was referenced primarily in relation to its hosting of the Lough Erne Summit.

Figure 19: G8 countries covered in Japanese media, May 1 – July 1 2013



### Non-G8 Countries Covered

North Korea was covered in 25.8% of the articles, primarily with regards to nuclear non-proliferation. 6.5% mentioned South Africa in conjunction with the subject of African development. China was discussed in 22.6% of all articles as an important diplomatic partner in the G8's attempt to address economic issues and regional security in East Asia. Some articles that mentioned China also referred to Brazil and India as examples of rising economic powers.

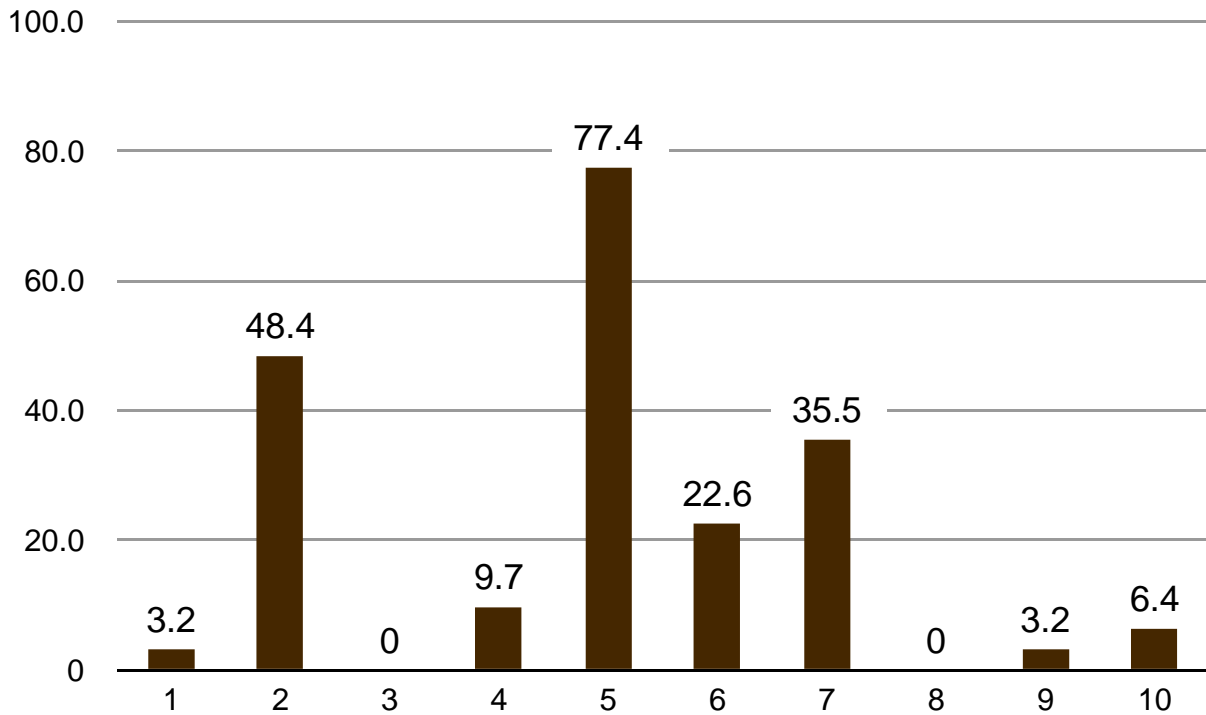
### Issues Covered

The world economy received overwhelming attention in Japan's media coverage of the G8 Summit. 77.4% of all articles focused on economic issues, particularly on the 'Abenomics' policies advocated by Japanese Prime Minister Shinzo Abe.

Regional security was the second most predominant issue, appearing in 48.4% of the articles. The prominence of regional security issues could be attributed to the situation in Syria and to North Korean nuclear capabilities. Terrorism was mentioned in 35.5% of the articles, followed by non-proliferation, at 22.6%.



Figure 20: G8-related issues covered by the Japanese media, May 1 – July 1 2013



**Legend**

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
 5 = World Economy    6 = Non-proliferation    7 = Terrorism    8 = Food security  
 9 = Intel. property    10 = Outreach and expansion

**Sourcing Trends**

Figure 21: Sources cited by G-8 related articles in Japanese media, May 1 – July 1 2013

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	None
NGO's	3.2%
Natl. govt. representatives	None
Intl. govt. representatives	None
None	96.8%

## **RUSSIA**

*Ksenia Kokareva*

### **Newspapers Used**

The three sources analyzed for this report were *Rossiyskaya Gazeta*, *Daily Vedomosti*, and *Nezavisimaya Gazeta*. *Rossiyskaya Gazeta* is a daily government newspaper that is generally conservative in its political orientation. *Daily Vedomosti* is a business newspaper; it has been in publication since 1999, with the support of the largest Russian publishing house *Sanoma Independent Media*. It includes international executive members and it is the most independent and liberal of the three publications. *Nezavisimaya Gazeta* (Independent Newspaper) is a non-government funded newspaper, but it is, nonetheless, of conservative leaning.

### **Coverage of G8**

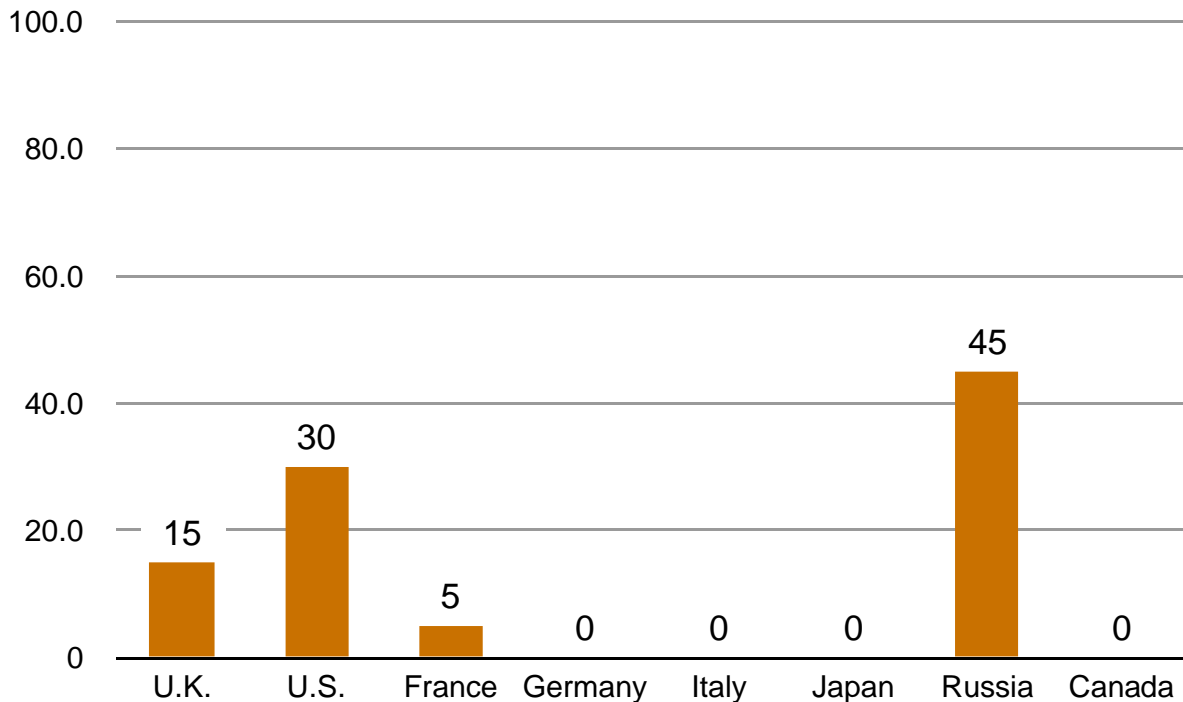
The majority of the articles that referenced the G8 summit during the time period from May 1, 2013 to July 1, 2013 came from the newspaper *Nezavisimaya Gazeta* (42,9%); articles from the *Rossiyskaya Gazeta* also abundantly mentioned the G8 summit (38,1%). *Daily Vedomosti* had the least amount of articles, with only a 19,1% share of all published articles during this time-period.

G8 protesters were only mentioned once in the newspaper *Rossiyskaya Gazeta*; they were mentioned in the context of fear that protestors could further create divergences within G8 summit members due to already existing hostilities.

### **G8 Countries Covered**

The countries that were the most covered throughout the 3 newspapers were the UK (appearing 15% of the articles), USA (30%) and Russia (45%). The G8-related articles published in Russian media also mentioned other countries. In a prominent position France was mentioned 5% of the time, other countries were mentioned but not prominently, only as a courtesy measure of highlighting all of those who attended the summit. Japan and Canada were mostly omitted from Russian media coverage.

The United States was at the center of most of the reports, and this is not surprising given the situation in Syria. Furthermore, the US was portrayed in a negative light with respect to the Syrian conflict. The other countries were covered as they held similar position to the US regarding Syria, especially in the case of France and Canada. Steven Harper even mentioned that the summit embraced a “seven plus one” arrangement. Angela Merkel of Germany was portrayed to be the most willing to arrange concessions for the Russian government amidst the Syrian crisis.

*Figure 22: G8 countries covered in Russian media, May 1 – July 1 2013*

### Non-G8 Countries Covered

Syria, Vietnam, Afghanistan and China were mentioned in the context of regional security and non-proliferation. China was outlined as being a partner in the Syrian question. Certain articles mentioned the fear of the stalemate in the Syrian question and its negative repercussions on other countries of the Middle East and Asiatic region. Regional security, terrorism and non-proliferation were seen as important issues, due to Russia's porous southern border that is highly influenced by what happens in the former USSR states. Several articles mentioned the Middle East and the ongoing tensions that the Syrian crisis has escalated.

Mexico, Australia, Hong Kong Qatar, Saudi Arabia and Turkey were portrayed in a more positive light, in that they were outlined as providing trade prospects for Russia.

China seemed to come up most often, and this in a context of a reliable ally with whom trade relations would need to be secured. Given the "seven against one" rhetoric pertinent during the summit, a reliable ally such as China was portrayed as contrasting with the hostile members of the G8.

### Issues Covered

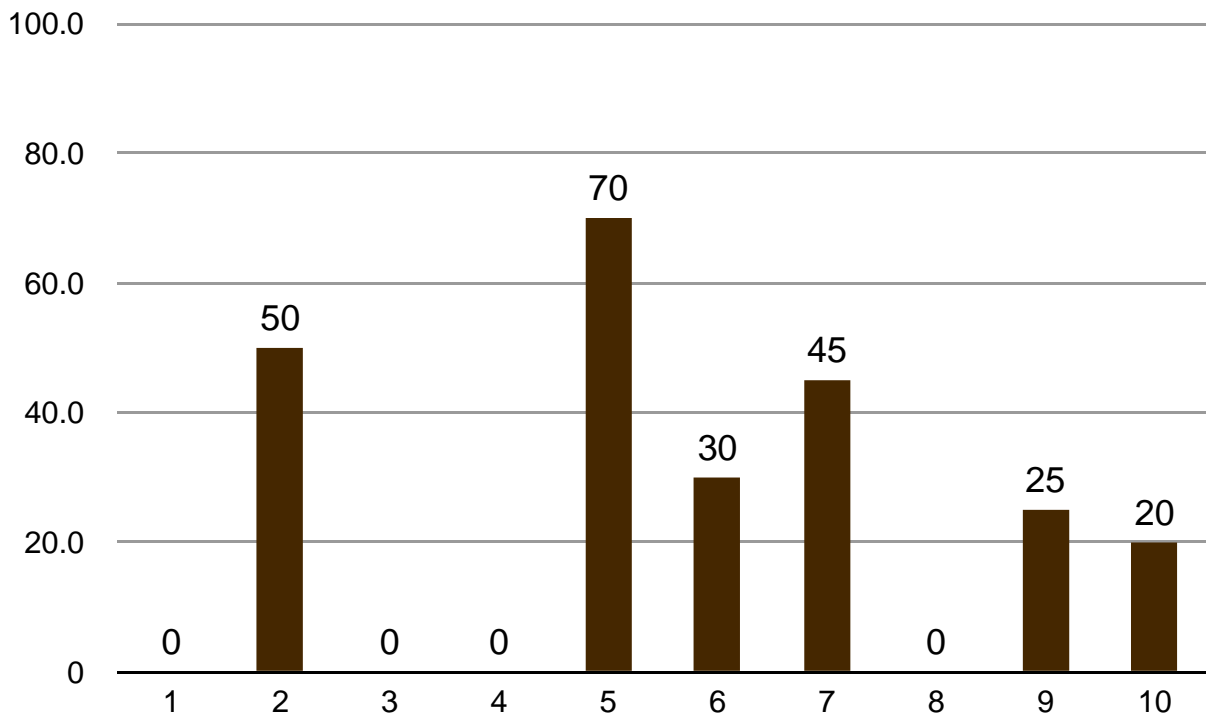
This year's coverage of the Russian media has been demonstrative of Russia's shift of priorities. Whereas regional security was the most dominant issue in the coverage of the 2012 Camp David Summit, world economy took the most prevailing role in coverage of the 2013 G8 Summit as it was mentioned in about 70% of the articles. Within this category, a large emphasis was placed

on the control and supervision of FDI, as well as the worldwide issue of transnational tax evasion of multinational corporations.

However, issues of regional security (mentioned in 50% of the articles), terrorism (45%), non-proliferation (30%) and outreach and expansion (20%) were also mentioned throughout the publications of the three newspapers. Outside of the realms of economics and security (primarily in reference to Syria) intellectual property was also mentioned in 25% of the articles. This is as consequence of the Edward Snowden security question that had been unfolding throughout the year.

Areas that the Russian media did not make reference to all include climate change, African development, food security and global health. Interesting areas that were sporadically referenced to throughout the articles and that seem to be attracting more attention from the Russian media include societal questions (more specifically education), humanitarian aid and the political party affiliation.

Figure 23: G8-related issues covered in Russian media, May 1 – July 1 2013



Legend

1 = Climate change    2 = Regional security    3 = Global health    4 = African development  
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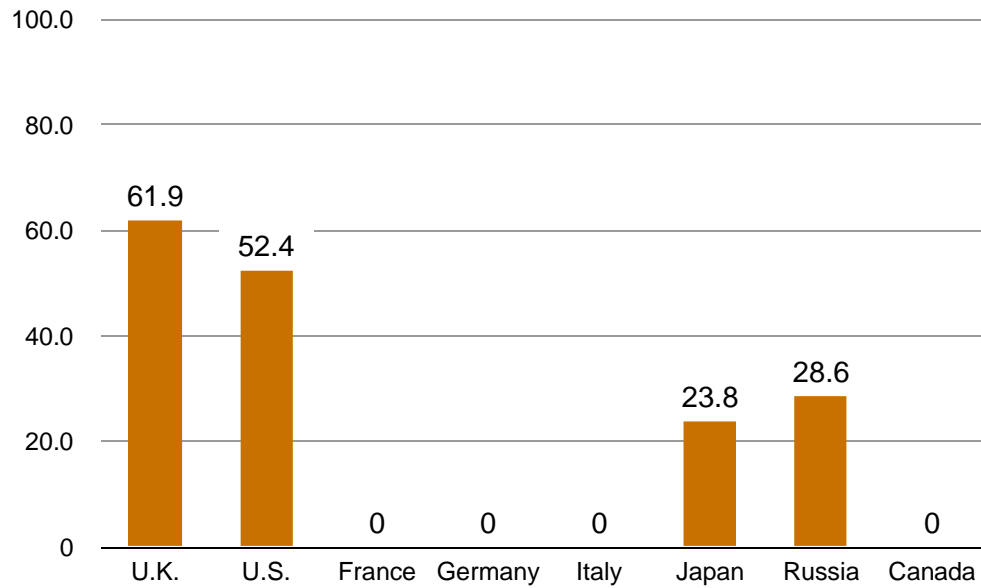
**Sourcing Trends***Figure 24: Sources cited by G-8 related articles in Russian media, May 1 – July 1 2013*

<i>Primary Source</i>	<i>Percentage of Articles</i>
Academics	30%
NGO's	None
Natl. govt. representatives	10%
Intl. govt. representatives	None
None	60%

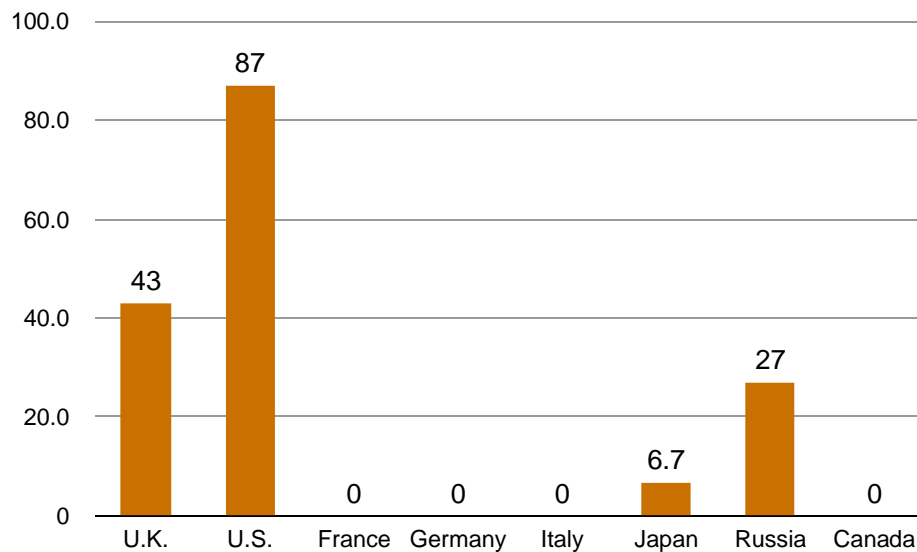
## PART III: APPENDIX

### G8 COUNTRIES COVERED

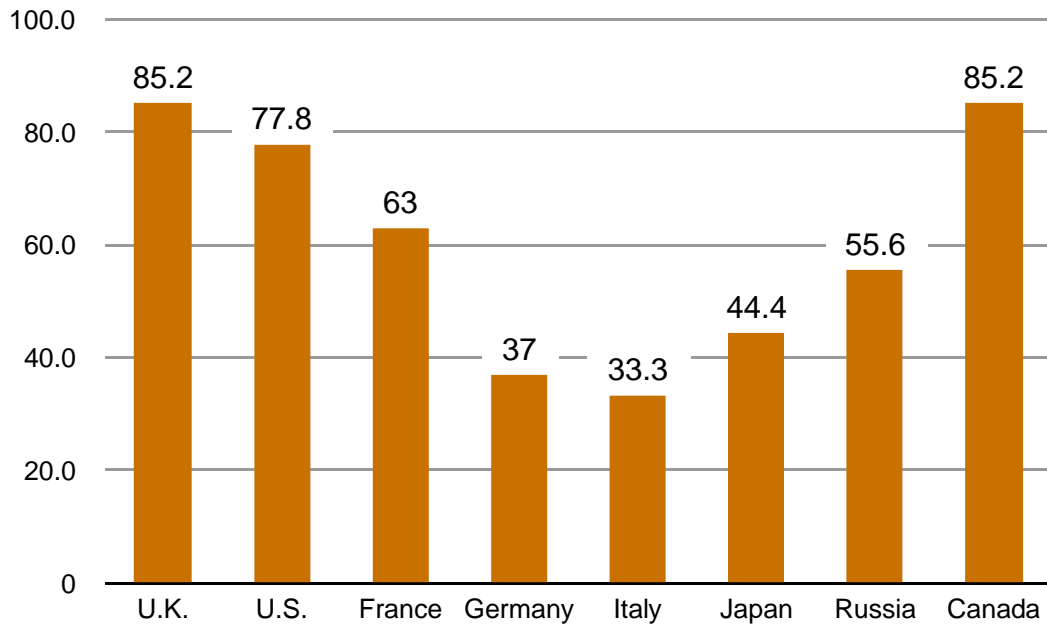
*G8 countries covered in US media, May 1 – July 1 2013*



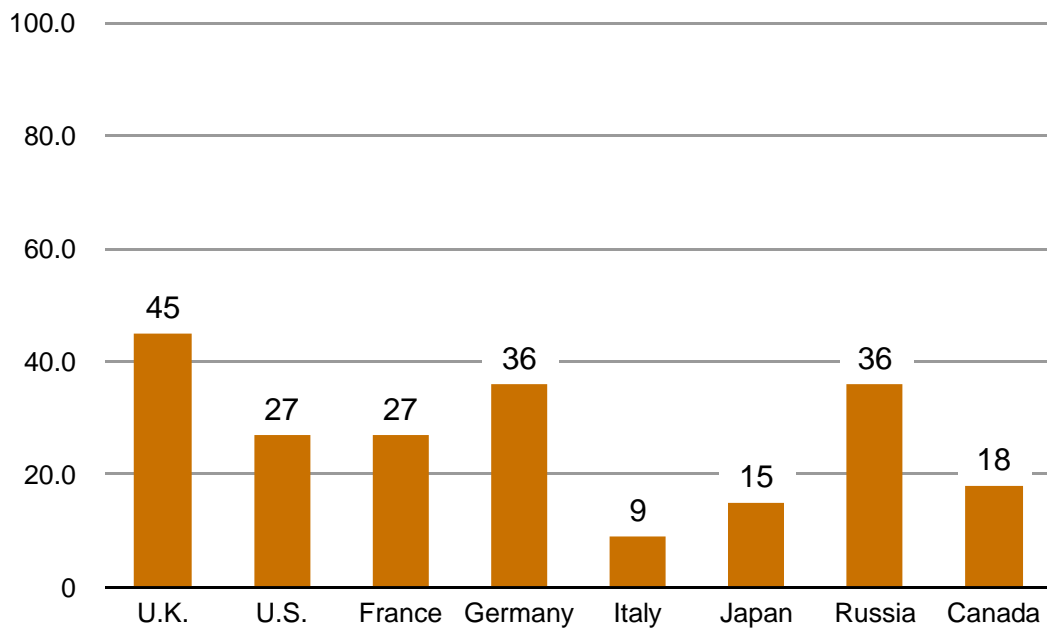
*G8 countries covered in UK media, May 1 – July 1 2013*



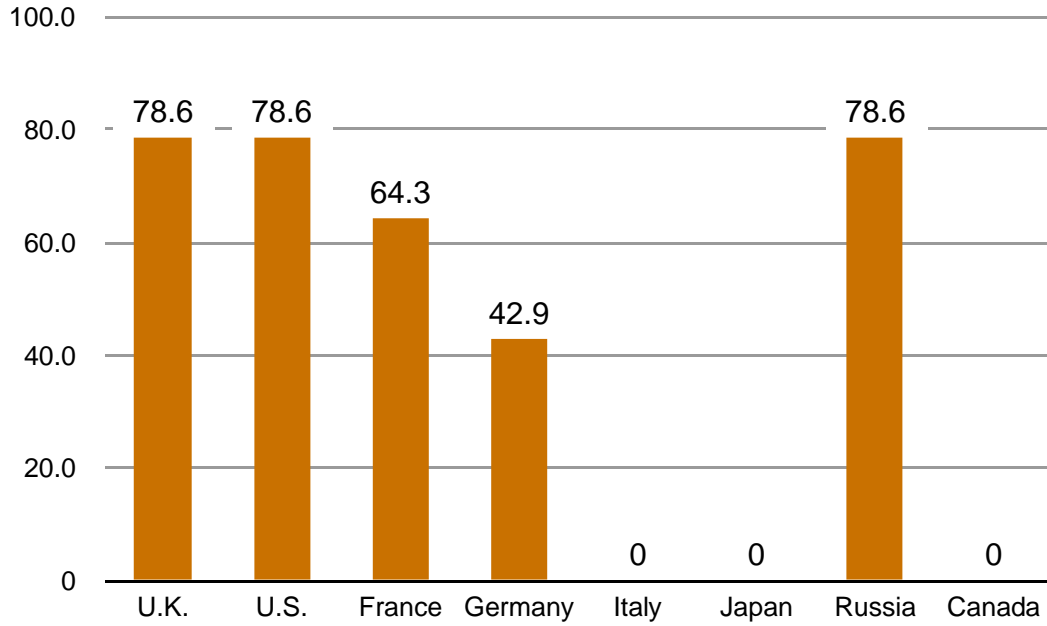
*G8 countries covered in Canadian media, May 1 – July 1 2013*



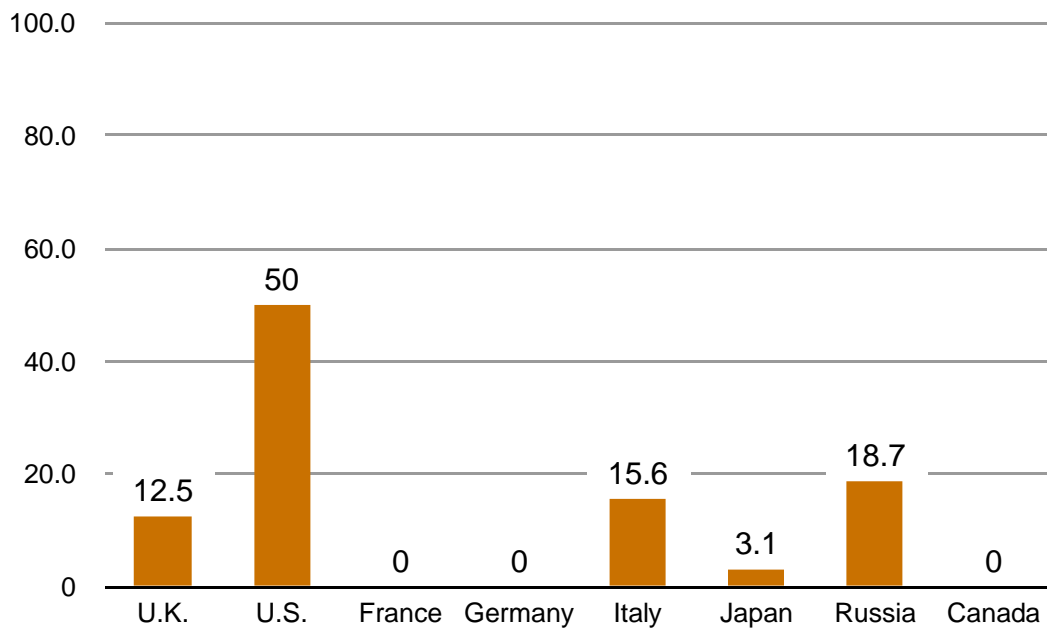
*G8 countries covered in French media, May 1 – July 1 2013*



*G8 countries covered in German media, May 1 – July 1 2013*

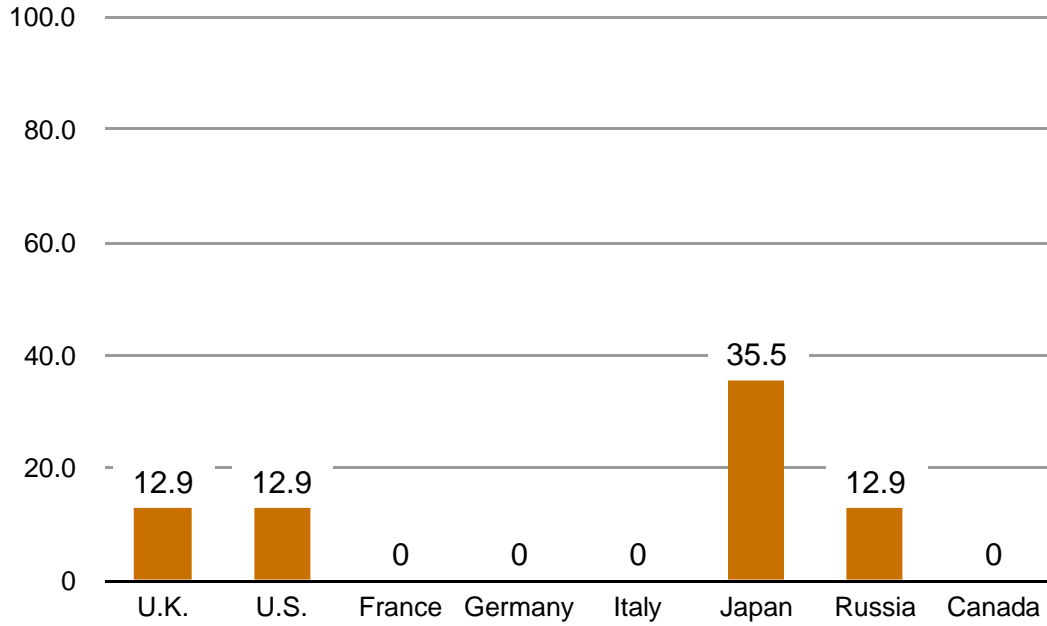


*G8 countries covered in Italian media, May 1 – July 1 2013*

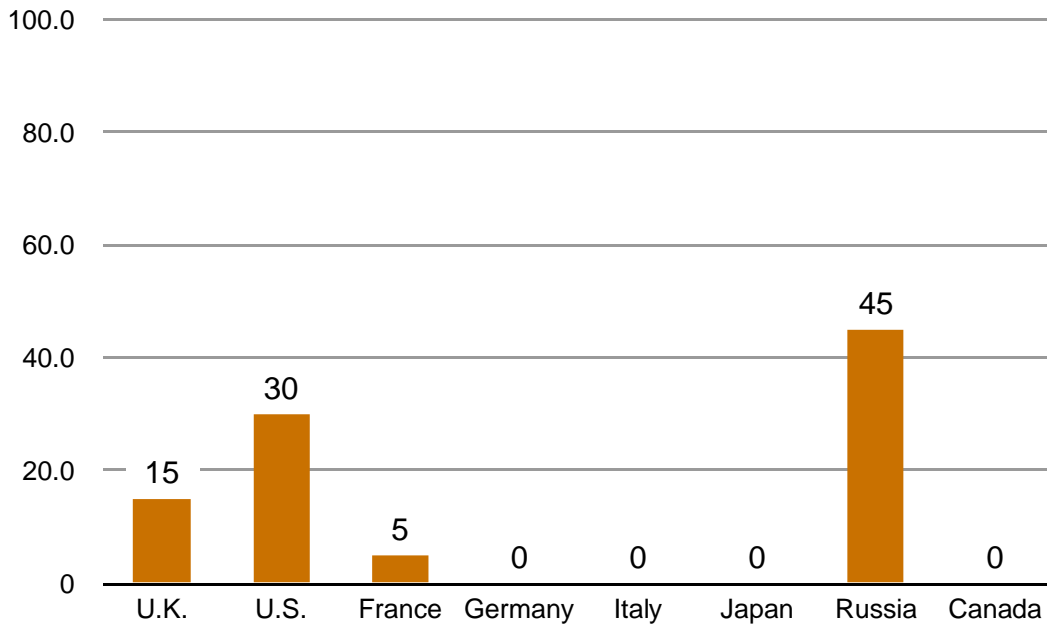




*G8 countries covered in Japanese media, May 1 – July 1 2013*



*G8 countries covered in Russian media, May 1 – July 1 2013*

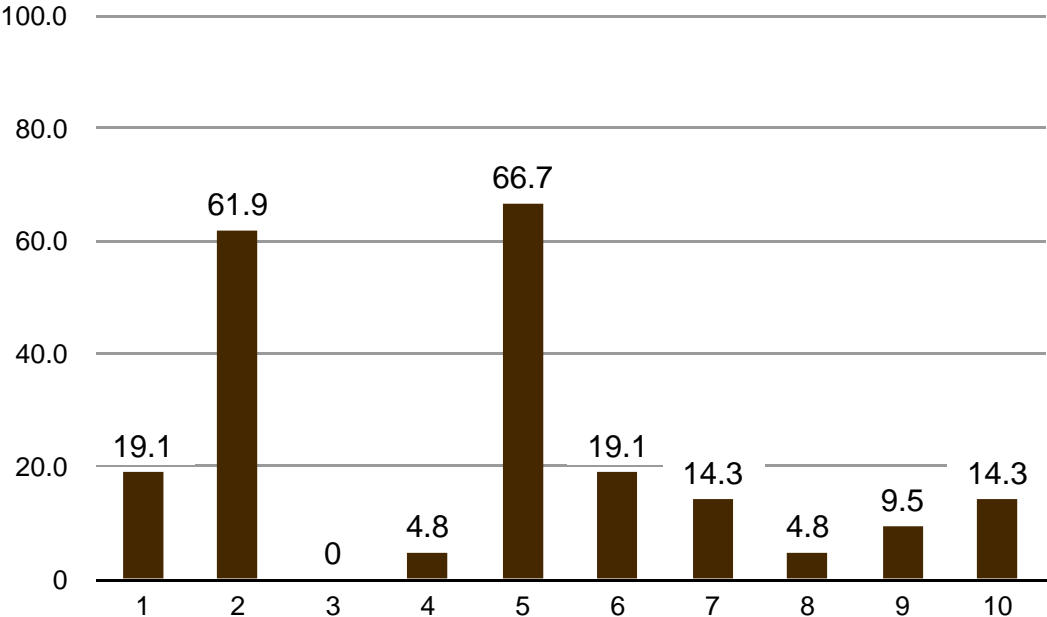


# G8-RELATED ISSUES COVERED

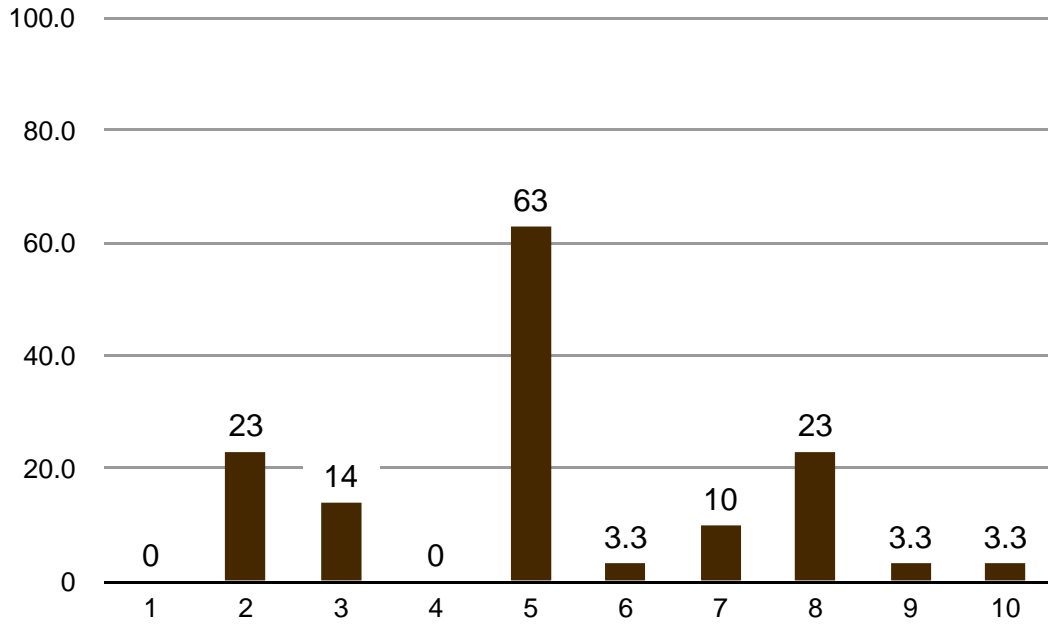
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- 1 = Climate change
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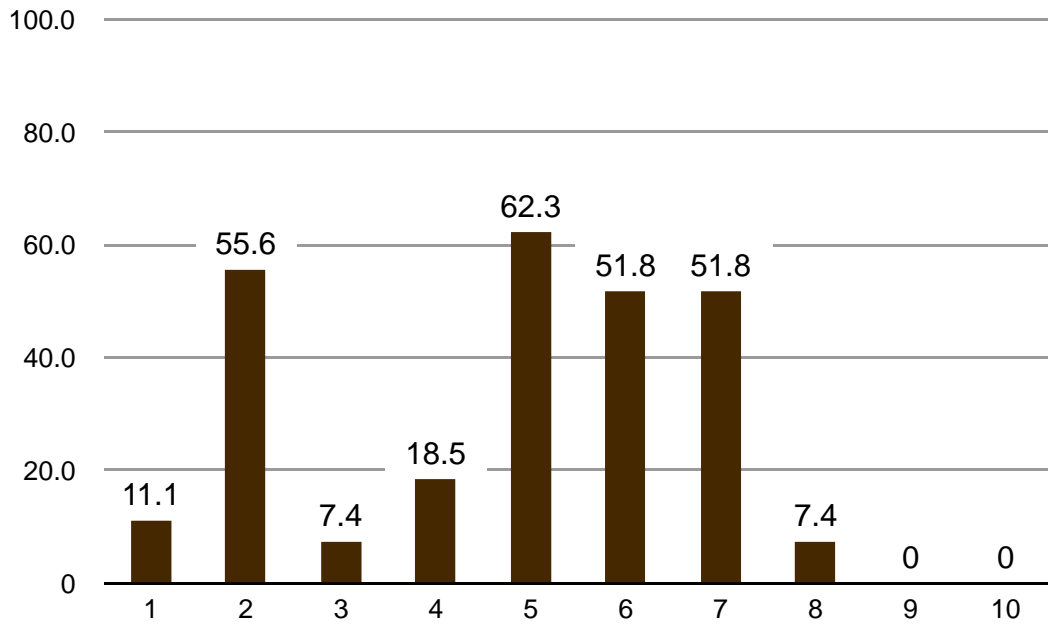
*G8-related issues covered in US media, May 1 – July 1 2013*



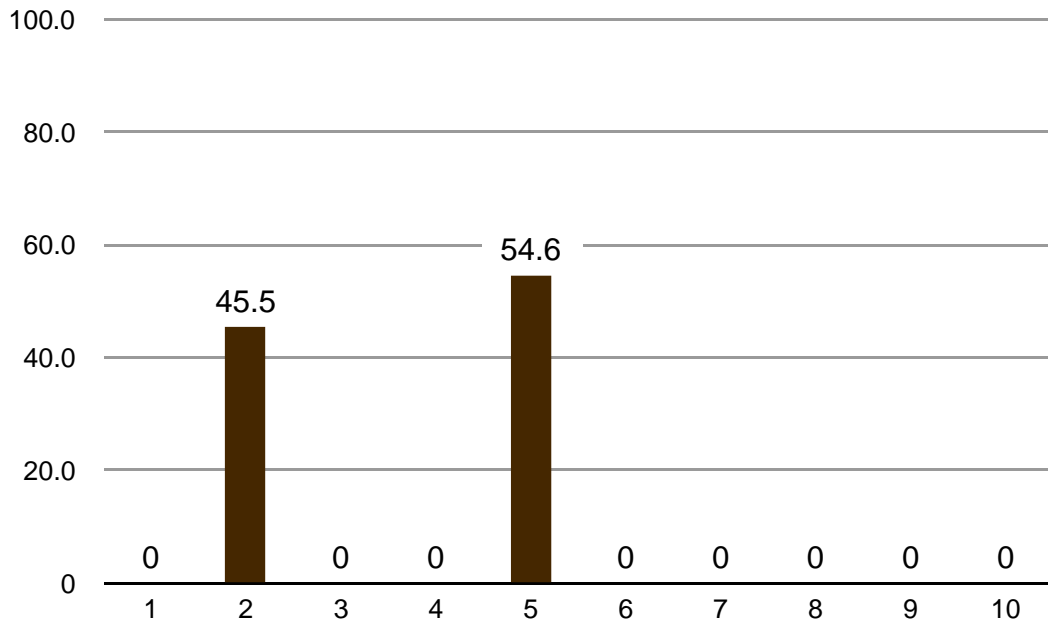
*G8-related issues covered in UK media, May 1 – July 1 2013*



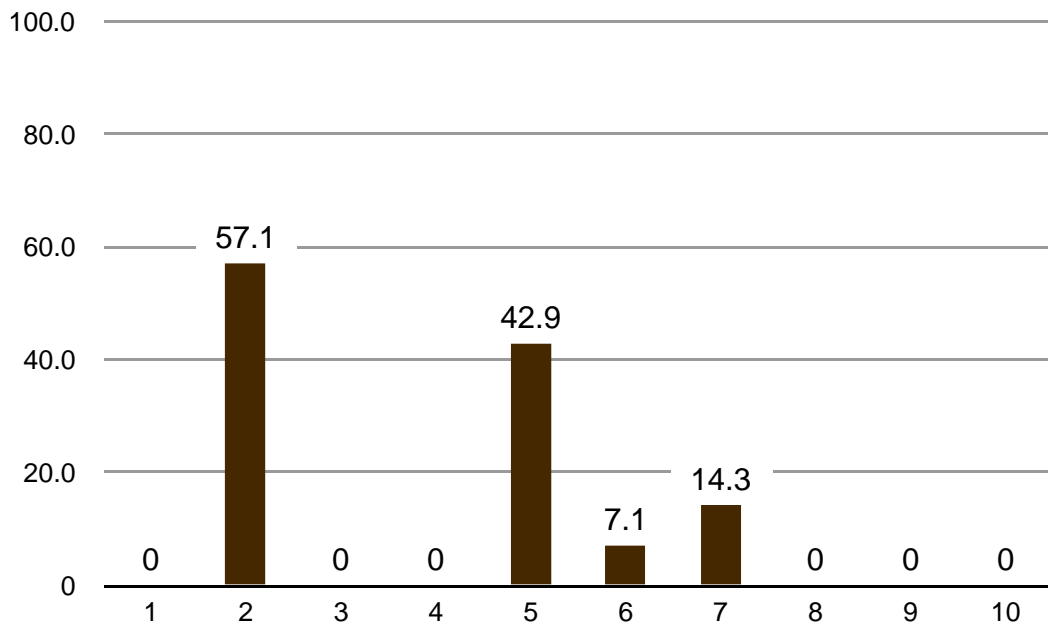
*G8-related issues covered in Canadian media, May 1 – July 1 2013*



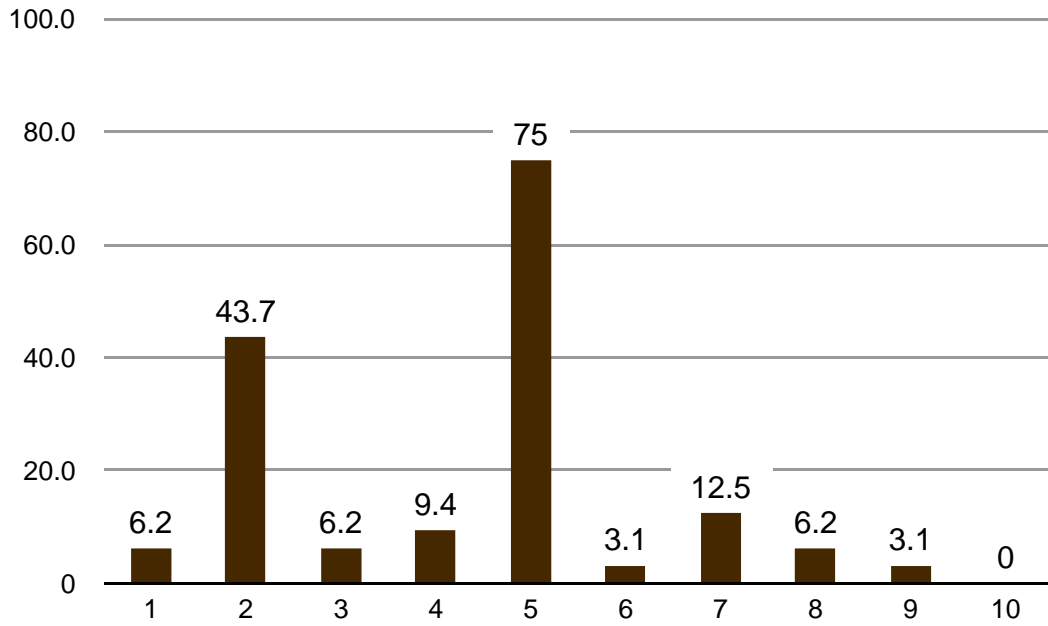
*G8-related issues covered in French media, May 1 – July 1 2013*



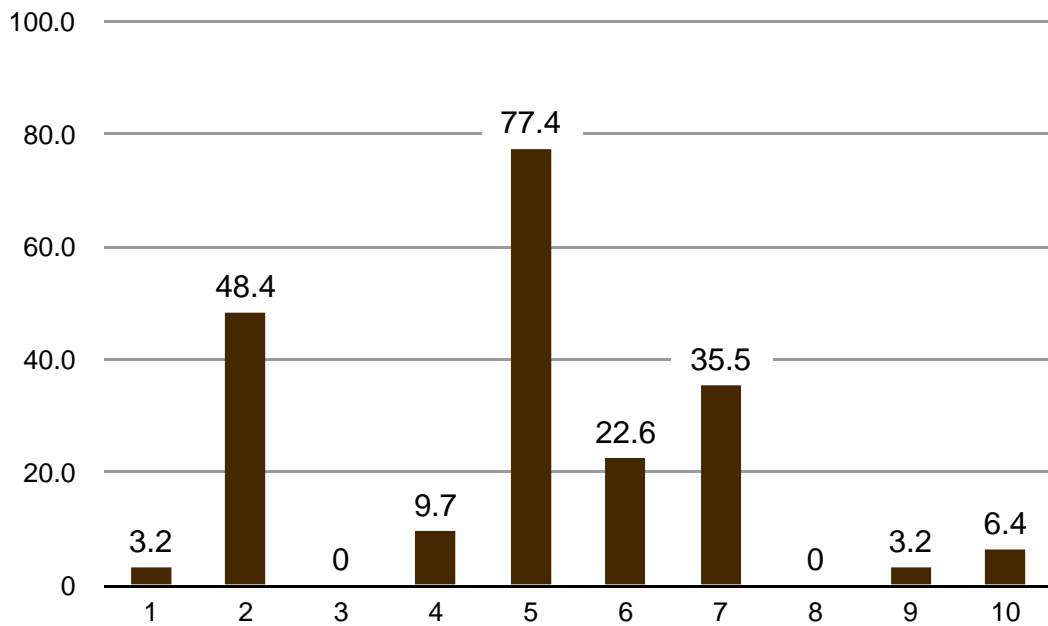
*G8-related issues covered in German media, May 1 – July 1 2013*



*G8-related issues covered in Italian media, May 1 – July 1 2013*



*G8-related issues covered in Japanese media, May 1 – July 1 2013*



*G8-related issues covered in Russian media, May 1 – July 1 2013*

