

Prof. Akiba Cohen z Uniwersytetu w Tel Avivie

28 sierpnia 2009 r. godz. 10.00, sala 120, Wydział Nauk Politycznych i Dziennikarstwa UAM, ul. Umultowska 89a, Poznań, kampus Morasko

Temat: Peeking at Europe through Global Eyes: The Case of CNN International and BBC World

Abstract:

In the context of the comparative study of foreign news on television that is at the core of this conference, this presentation examines how the two major global television broadcasters – CNN International and BBC World – cover Europe. While not formally part of the multinational study, a sample consisting of two newscasts per day (one in the morning and one in the evening) of the same days as in the larger study was analyzed using the identical method. Data will be presented comparing the coverage of Europe by the two global networks along several dimensions with some references to the way the European countries in the study covered each other and themselves.