

# EUROPEAN UNION EUROZONE CRISIS PROPAGANDA

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# Outline

- Why
- Research questions
- Hypothesis
- Methods
- Results
- Limitations
- Future research



“Europe and you”-explaining what the EU has done





## Low inflation with a limbo-dancing euro!



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# Why does the EU need this?



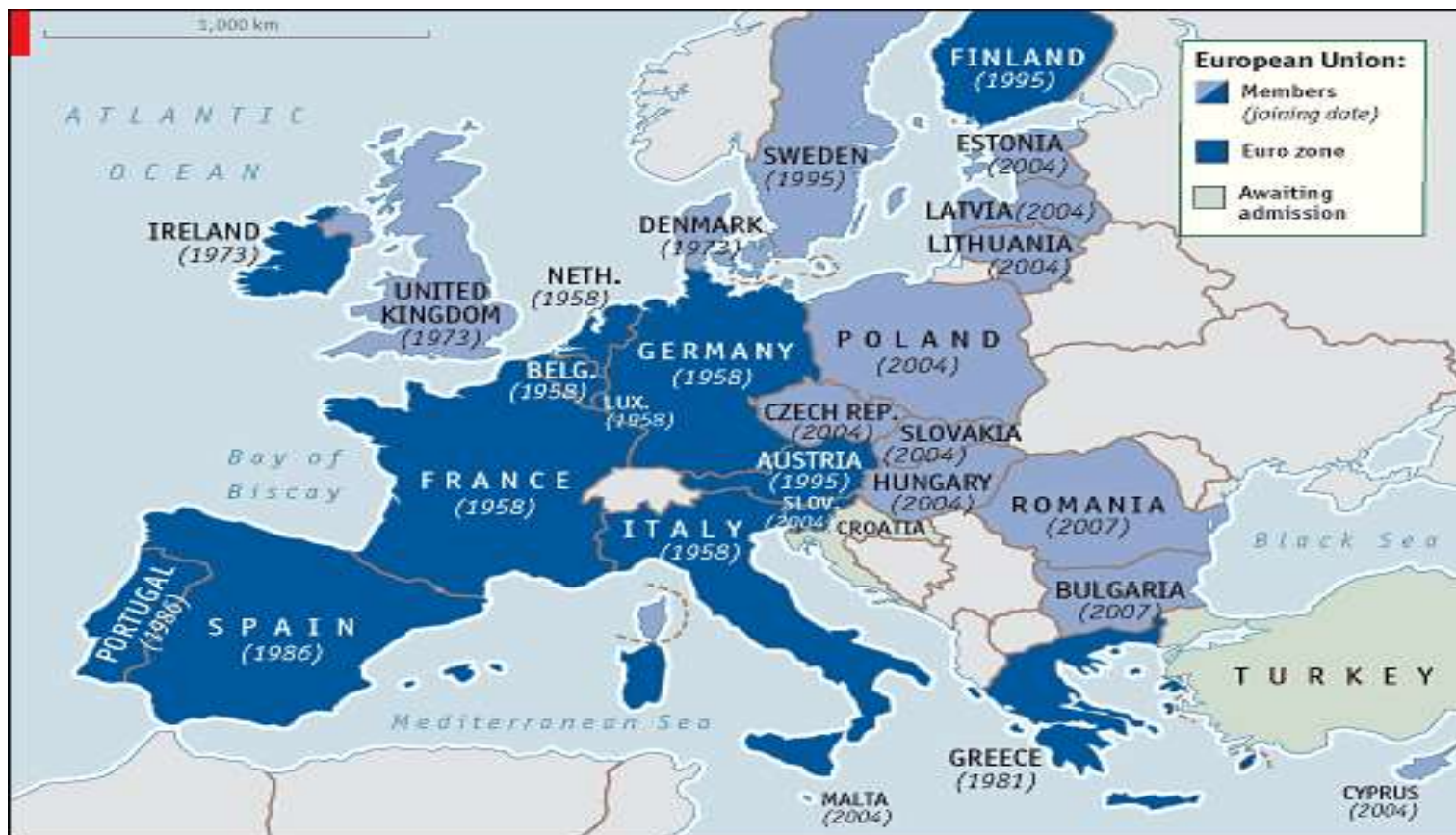
<http://www.captaineuro.com/ces5.htm>

# Why study EU media?

- The eurozone crisis started in 2009
- Damage control
- Blamed
- 2.89 billion euros

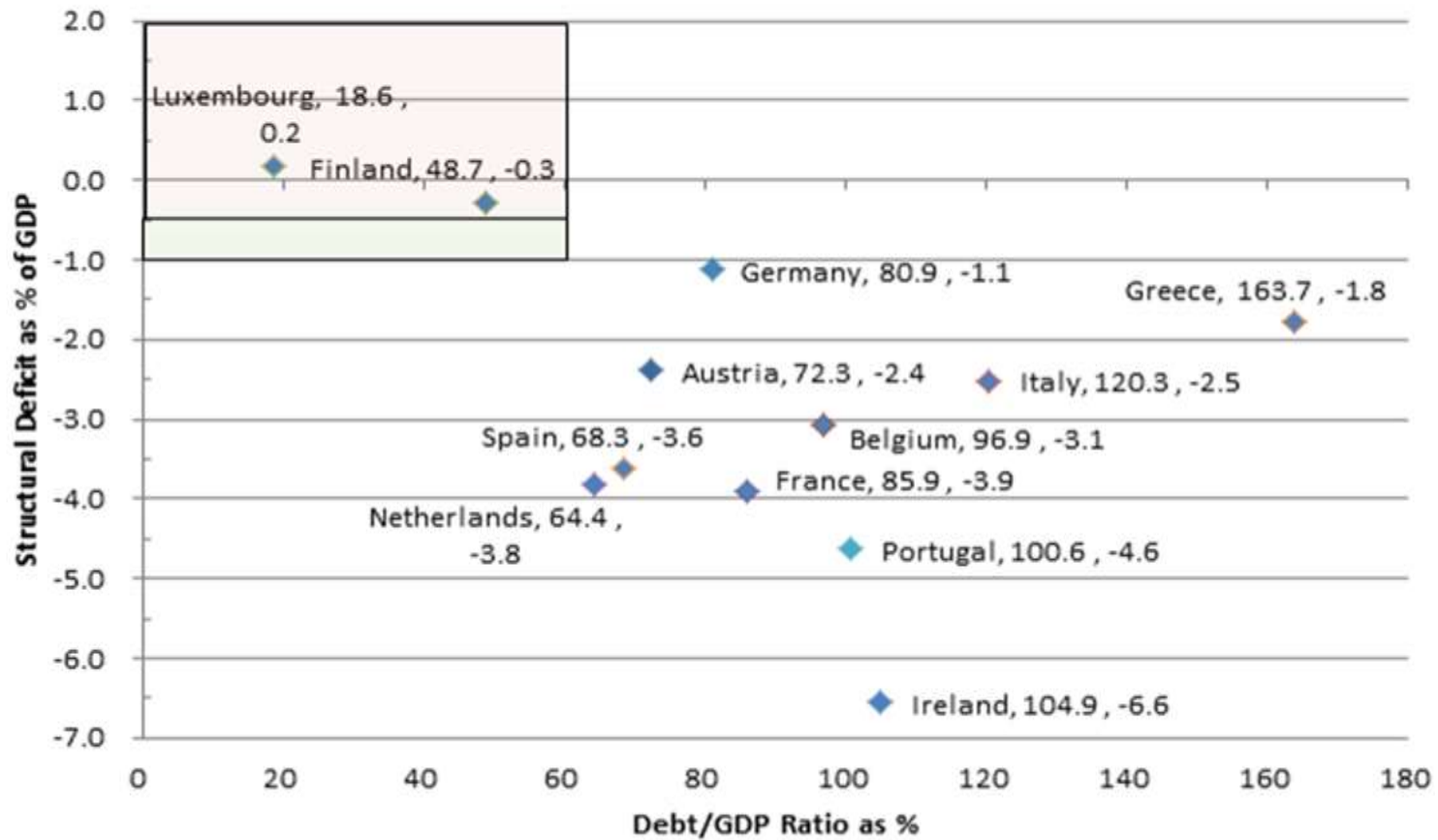


<http://www.captaineuro.com/ces12.htm>





# Figure 14: Fiscal Stability Treaty Outcomes 2011



Source: OECD, Eurostat, IMF, author's computations

# Research Questions:

- Why does the EU spend money on one-way communication?
- Could such actions be deemed propaganda?





# Definition

- What is propaganda?
  - Taylor 1942
  - Walton 1997
  - Seidman 2008



Capt. Euro ad

<http://markhumphrys.com/world.bodies.html>

# Hypothesis

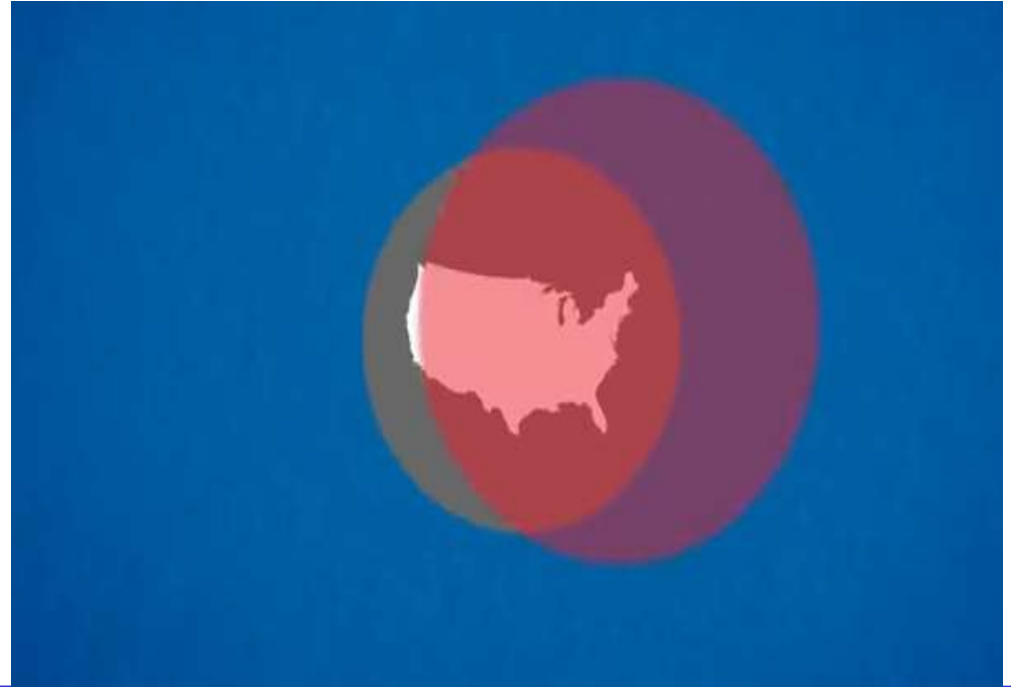
The EU's use of traditional and social media crosses the line into propaganda because



# Propaganda Criteria

1. Statements are partly false or partly true

Emerging stronger from  
the crisis: the European  
vision



## 2. Made to influence and change the attitude of a mass audience



“Your ideas for Europe-Europe, banks and you”- explaining how the EU will help Europeans out of this difficult time.

### 3. Message appeals to the emotion and not intellect

“Economy. Let’s get back to business”-  
Explaining how the euro is protected and  
will grow stronger during the Euro crisis



# 4. Serves an agenda

Towards a stronger European economic governance- outside of the EU Commission building in Brussels, Belgium.



# 5. Only states one side of an argument

Shoring up banks in trouble- explaining how the new banking union will prevent a future crisis.





# 6. Limit message to a few points

How banking supervision works-explains how future crisis will be stopped



# 7. Popular opinions or assumptions which are fallacious

Emerging stronger from the crisis: the European vision-  
explaining how the Lehman  
Brothers caused the crisis



# 8. Present from different views but always says the same thing



EU economic forecast-growth  
becoming broader-based



Emerging stronger from the crisis

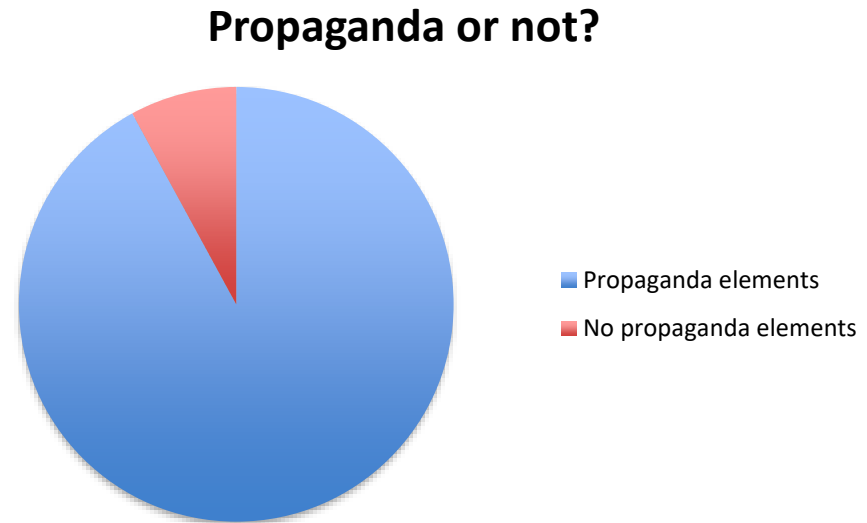
# Methods

- Only English
- Likert-Type Scale



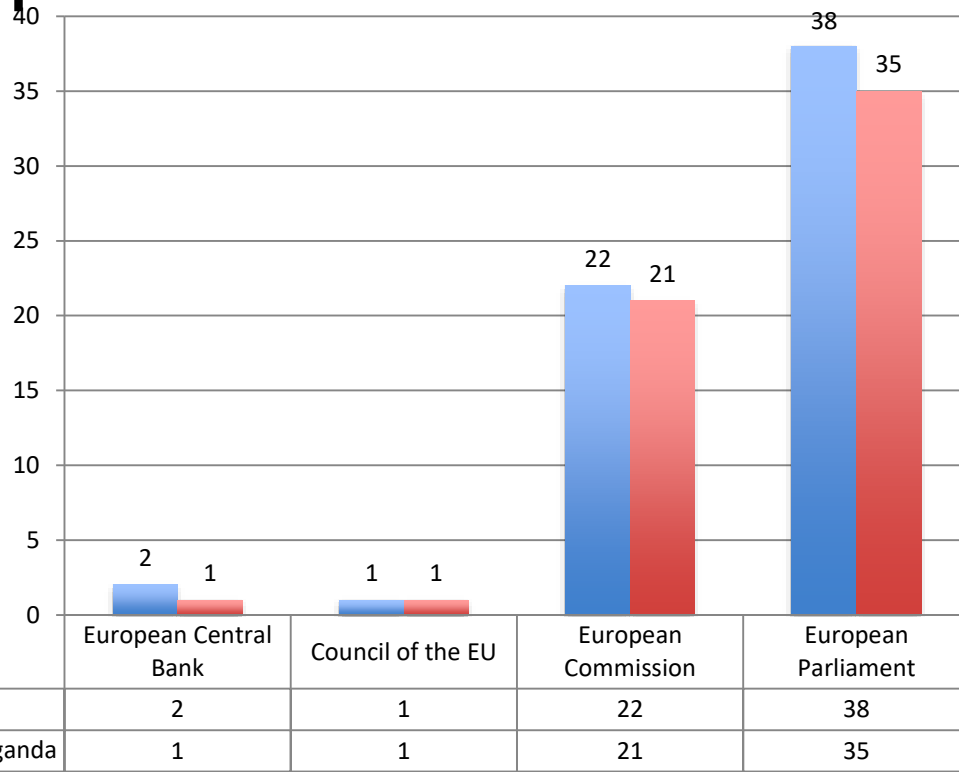
# Results

- N=62
- 58 have propaganda elements
- 94 percent



# Number of messages with propaganda elements per institution

Average of  
Institution  
ECB- 2.06  
CEC-3.13  
EC- 2.24  
EP-3.83



N	2	1	22	38
Message with propaganda	1	1	21	35

# Number of messages with propaganda elements per media outlet

Average of media outlet

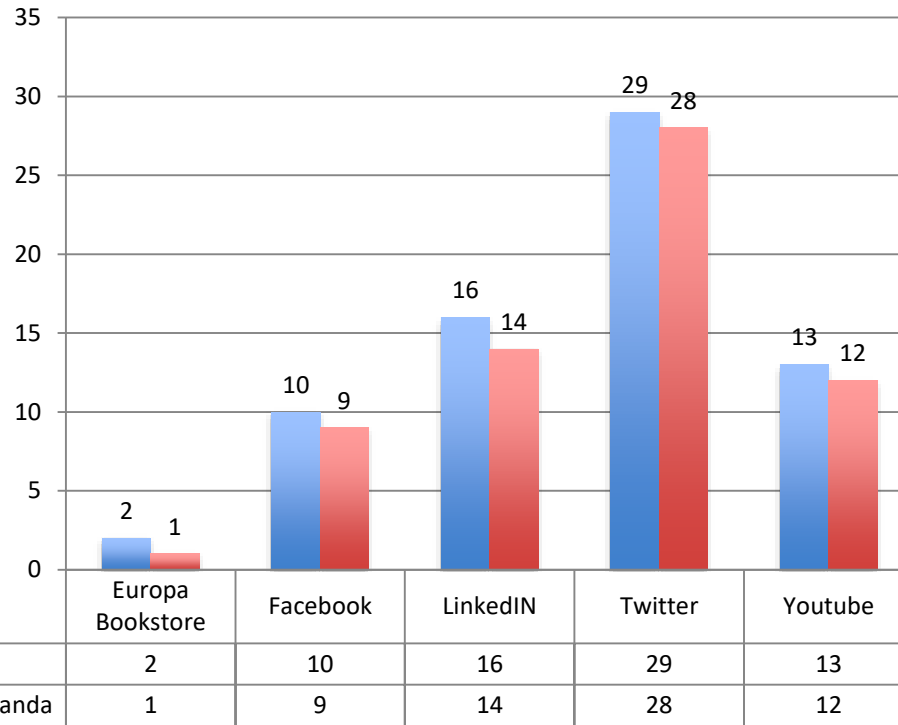
EB=1.56

FB=3.46

LN=2.27

TW=2.78

YT=4.05



N	2	10	16	29	13
Message with propaganda	1	9	14	28	12



# Conclusion

- Propaganda messages
- European Parliament
- YouTube/Twitter



# Limitations

- Only English
- Not being in Europe



# Future Research

- Does EU media give insight into the insecurity and self-perceived weakness of the EU? -the Democratic deficit
- The EU's use of agenda setting and gatekeeping in media
- Is social media the best way to foster democratic discussion?



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