

WHO COMMUNICATES FOR AND ABOUT THE EU: AN OVERVIEW OF ACTORS?

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Abstract:

While EU affairs and regulations have become a crucial aspect of everyday lives of Europeans, European issues many times remain misunderstood. The EU sometimes does not get credit for its successful policies, hijacked by national interests or simply sold as national government solutions, while unpopular decisions are pinned on the abstraction of “Brussels”. The most obvious example of how misinformation or simply omission of some facts in the rhetoric can lead to devastating consequences is Brexit. This contribution therefore focuses on who speaks for the EU and how the media as well as citizens talk about the European Union. We offer an overview of those talking for the EU, i.e. institutional and political actors, as well as those others who talk about the EU, such as the Brussels and national media, social media, bloggers as well as national governments and last, but not least, citizens.

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