

Diplo Media Report 2023/02

National Centre for Research on Europe

MEDIA REPORT

DIPLO Project
National Centre for Research on Europe
University of Canterbury, New Zealand

New Zealand Mainstream Media Framing of the EU – NZ Free Trade
Agreement and Environment/Climate Issues in 2022

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New Zealand Mainstream Media Framing of the EU – NZ Free Trade Agreement and Environment/Climate Issues in 2022

August 2022 Media report, Dr Serena Kelly and Brittany Baugh, University of Canterbury, New Zealand

The summary below highlights key points found from the media analysis conducted from leading media outlets in New Zealand from 1 January – 31 December 2022, focusing on framing of the EU – NZ FTA and Environment/Climate Issues.

Due to their importance, this final DIPLO summary discusses both the way in which the EU – NZ

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(COP) 27 Summit, which resulted in New Zealand news framing the EU as an economic and political actor related to climate change funding, rather than an environmental actor, with 192 of those categorised under the EU as an Environment actor. News which related the EU to climate policies accounted for 17.4% in 2021 and 20.2% in 2022. The increase of coverage under the framing of articles is arguably positive for conceptions of the EU as an environmental actor.

The media framing and degree of centrality is discussed below, followed by the media coverage evaluations. This is followed by a discussion of how the FTA and climate related issues have been presented in the media.

Media Framing of the FTA and Climate Related Stories

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could be attributed to the focus on Ukraine, but despite a drop in reporting on this in the second half of the year, the FTA still remained of low in visibility.

The number of news

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Environment/Climate Issues in 2022

By comparison, evaluations of the EU in articles pertaining to the EU ~~NZ~~ FTA

the subsequent decline in coverage suggests a limited sustained curiosity, potentially indicating a disconnect between public perception and interest and the FTA's potential long-term impact.

The diminished coverage both pre- and post-negotiations for the FTA could be attributed to industry apprehensions, evidenced in critiques from sectors such as meat and dairy. This