

News about Europe in Cypriot Online Media: Limited Exploitation of the Potential of Online Reporting In a Context of Crisis

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This paper explores the potential added value of online news media in reporting European Union (EU) politics. It examines the extent to which online coverage of EU affairs could generate higher public awareness on EU politics. The above issue is scrutinised in the Cypriot context. A context where the economic crisis has negatively affected both the working conditions in newsroom and the public opinion on EU. The study is based on a corpus of news reports delivered by online news media that vary regarding their journalistic culture.

Drawing on a multi-method research design, this paper argues that online news media in Cyprus do not make effective use of online medium in favour of more analytical and comprehensive reporting. Instead, they exploit the online potential for decreasing their investment in both personnel and time for the coverage of “not so important” topics as EU politics. Media organisations with different journalistic cultures exploit in their own way the potential of the internet, though this is for maintaining and reinforcing their existing journalistic profile.