

Agenda Setting Newsletter



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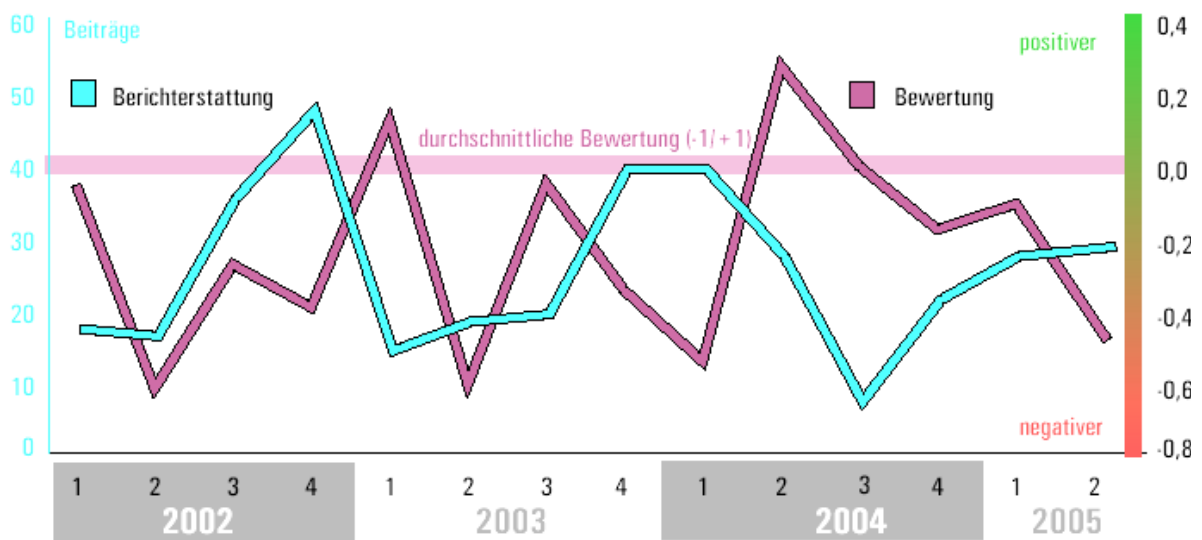
Nuclear energy continues to be a controversial issue in the media

The media image of nuclear energy, 01/2002 – 05/2005

Before the German parliamentary elections in 2002, the governing coalition of the Green Party and the Social Democrats counted the exit from nuclear energy among its greatest achievements. The so-called “nuclear consensus” brought calm to the German populace, which had been weary of nuclear energy ever since the meltdown of a reactor in Chernobyl in 1986. Even the country’s large energy providers gave in to the popular consensus. Nuclear technology has consequently not received much attention in German media in recent years. As an analysis by Media Tenor Research Institute of Bonn, Germany, shows, nuclear energy remained far below the public awareness threshold in terms of the volume of coverage it received, with no more than 50 reports per quarter. But earlier this year there was increased public debate about the presence of micro particles in the air and in anticipation of the coming change in the country’s leadership, the issue of nuclear energy has slowly begun to garner more attention again. However, the negative tone of the coverage can only serve to mobilize the opponents of nuclear energy. Beginning with the second quarter of 2004, media reports of nuclear energy have been increasingly negative in tone. It should thus hardly come as a surprise that, according to a recent poll by Emnid, 70% of Germans continue to support the country’s exit from nuclear energy.

The analysis is based on 17,180 reports on political values in 36 German media between 1/1/2002 and 5/1/2005.

Negative image of nuclear energy



Source: Media Tenor 01.01.2002.-.01.05.2005

Basis: 17 180 reports on political values in 36 German media

Rating

Number of reports