

EXAMINING PROPAGANDA TECHNIQUES IN THE CONTEXT OF THE GREEK ECONOMIC CRISIS

STAMATIS POULAKIDAKOS*
ANASTASIA VENETI**

ABSTRACT

In a ‘fluid’ world, of increasing austerity measures in various European economies, Greece is in the epicenter of all economic debates concerning its own future as well as the impact on the European Union. In order for Greece to overcome its debt crisis, the Euro-zone countries, the European Central Bank (ECB) and the International Monetary Fund (IMF) have agreed – during April 2010 on a loan-scheme for Greece, conditional on the implementation of austerity measures – ‘Memorandum of Understanding’ (from now on called MoU). The application of the MoU, along with its implications, is the major content of the public discourse and of the news bulletins in Greece.

Drawing on the rich theoretical background of propaganda, this research investigates the way the MoU and its policies have been communicated by politicians, through the Greek media (TV news broadcasts of private and public TV channels, online editions of newspapers and news websites). The research aim is to detect the ways in which propaganda, as a method, constitutes a fundamental characteristic of the public political discourse.

Keywords: Greek economic crisis, Memorandum of Understanding (MoU), media representation, political discourse, media monitoring.

INTRODUCTION

The political, economic and social life of Greece has been focused on the tremendous economic crisis that penetrates the country. As a consequence, since 2010, public discourse has been primarily preoccupied with the ramifications of the severe economic policies and measures. This research investigates the way the

* Senior Researcher and Teaching Assistant. Department of Communication & Media Studies, University of Athens.

** Lecturer in Marketing Communications. Bournemouth University, The Media School, Weymouth House Talbot Campus Poole, Dorset BH12 5BB, UK E-mail: aveneti@bournemouth.ac.uk.