

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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SPACE IMAGE IN THE WEST- AND SOUTH-EUROPEAN ONLINE MEDIA

Abstract

Historically the European media concentrated largely on space subjects. This tradition roots in the beginning of space age and is strongly associated with the role of the new sphere in that period.

Nowadays the place of space in social consciousness has significantly changed and this process is especially visible in “traditional” and online media and to a considerable extent is defined by them. We analyze the main trends of space presentation in the European media to get the picture of its modern state and discover the possible perspectives.

In view of current communication processes we concentrated on Internet and studied e-versions of several European daily newspapers for a period of two months (November and December’12). To restrict the sample we chose prominent titles from Germany, England, Italy and Spain (two from each country). These states obviously differ in political, social and economical terms, as well as in features of scientific and space development. So the selection helped us to analyze a broad variety of modern European media outlook on space.