

European Public Spheres

The euro crisis has led to an unprecedented Europeanization and politicization of public spheres across the continent. In this volume, leading scholars make two claims. First, they suggest that transnational cross-border communication in Europe has been encouraged through the gradual Europeanization of national as well as issue-specific public spheres. Second, the politicization of European affairs – at the European Union (EU) level and in the domestic politics of member states – is inevitable and here to stay. Europeanized public spheres, whether elite media, mass media, or social media such as the internet, provide the arenas in which the politicization of European and EU issues takes place. *European Public Spheres* explores the history of these developments, the nature of politicization in the public spheres as well as its likely consequences, and the normative implications for European public life.

THOMAS RISSE is Professor of International Politics at the Otto Suhr Institute of Political Science at the Freie Universität Berlin, and he is coordinator of the Research Center 700 "Governance of Areas of Limited Statehood" and co-director of the Research College "Transformative Power of Europe," both funded by the German Research Foundation (DFG). His publications include A Community of Europeans? Transnational Identities and Public Spheres (Cornell University Press, 2010); The Persistent Power of Human Rights: From Commitment to Compliance (Cambridge University Press, 2013, co-edited with Stephen C. Ropp and Kathryn Sikkink); and External Actors, State-Building and Service Provision in Areas of Limited Statehood (special issue of Governance, 2014, with Stephen D. Krasner).



CONTEMPORARY EUROPEAN POLITICS

Consulting Editor: Andreas Føllesdal, University of Oslo

Contemporary European Politics presents the latest scholarship on the most important subjects in European politics. The world's leading scholars provide accessible, state-of-the-art surveys of the major issues which face Europe now and in the future. Examining Europe as a whole and taking a broad view of its politics, these volumes will appeal to scholars and to undergraduate and graduate students of politics and European studies.

Other titles in this series:

Resilient Liberalism in Europe's Political Economy edited by Vivien A. Schmidt and Mark Thatcher

The Worlds of European Constitutionalism edited by Gráinne de Búrca and J. H. H. Weiler

European Identity edited by Jeffrey T. Checkel and Peter J. Katzenstein



European Public Spheres

Politics Is Back

Edited by THOMAS RISSE





CAMBRIDGEUNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi - 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107441637

© Cambridge University Press 2015

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2015

A catalogue record for this publication is available from the British Library

ISBN 978-1-107-08165-9 Hardback ISBN 978-1-107-44163-7 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.



Contents

List	of figures	page vii
List	of tables	ix
List	of contributors	xi
Pref	face	xiii
1	Introduction THOMAS RISSE	1
	Part I How to grasp the Europeanization of public spheres: theory, methods, empirics	
2	Theorizing communication flows within a European public sphere BARBARA PFETSCH AND ANNETT HEFT	29
3	How advanced is the Europeanization of public spheres? Comparing German and European structures of political communication RUUD KOOPMANS	53
4	National media as transnational discourse arenas: the case of humanitarian military interventions CATHLEEN KANTNER	84
5	European issue publics online: the cases of climate change and fair trade W. LANCE BENNETT, SABINE LANG, AND ALEXANDRA SEGERBERG	108

v



⁄i		Contents
	Part II Consequences: does the Europeanization of public spheres matter?	
6	European public spheres, the politicization of EU affairs, and its consequences THOMAS RISSE	141
7	Media and identity: the paradox of legitimacy and the making of European citizens SARAH HARRISON AND MICHAEL BRUTER	165
8	The restructuring of political conflict in Europe and the politicization of European integration EDGAR GRANDE AND HANSPETER KRIESI	190
	Part III Theoretical and normative implications	
9	Identity, Europe, and the world beyond public spheres JEFFREY T. CHECKEL	227
10	Democracy, identity, and European public spheres ANDREAS FOLLESDAL	247
Bib	liography	263
nd	ex	292



Figures

3.1	Graphical representation of the structure of political		
	communication in national (left) and European (right)		
	arenas across five issue fields and six countries.	page	68
3.2	Graphical representation of the structure of political		
	communication in German education politics (left) and		
	European monetary politics (right) (since 2000 and		
	excluding the United Kingdom).		72
3.3	Relative shares of national, European, and transnational		
	actors in media coverage of monetary politics and the		
	European financial crisis, 1990–2012.		74
3.4	Shares (in percentages) of executive and parliamentary/		
	political party actors from the European and national		
	polity levels in media coverage of monetary politics and		
	the European financial crisis, 1990–2012.		77
4.1	Issue cycle "humanitarian military interventions" (absolu	te	
	numbers).		94
4.2	Master frames in the debate on "humanitarian military		
	interventions" (weighted absolute numbers).		99
4.3	Cleavage "legality of humanitarian military intervention"		
	in the debate on "humanitarian military interventions"		
	(weighted absolute numbers).	1	00
4.4	Cleavage "international cooperation" in the debate on		
	"humanitarian military interventions" (weighted absolute		
	numbers).	1	02
4.5	Cleavage "rule enforcement" in the debate on		
	"humanitarian military interventions" (weighted absolute		
	numbers).	1	103
5.1	UK national-level fair trade network showing dense		
	co-linking among organizations.	1	21
5.2	EU-level fair trade network in the United Kingdom,		
	showing a hierarchical or "star" structure with little		_
	co-linking among organizations.	1	23

vii



viii List of figures

5.3	Four dimensions of public engagement measured by	
	component indicators across organizations in issue	
	networks.	126
6.1	Politicization and Europeanization of public spheres.	146
6.2	Identification with the EU: EU average 2000–2013.	157
6.3	Exclusive versus inclusive nationalists in selected EU	
	member states, 2013.	158
7.1	Evolution of European identity over time.	182
7.2	Summary three-wave model.	187
8.1	The structuring of political spaces in national elections in	
	six Western European countries in the 2000s (A, CH, D, F,	
	NL, UK).	196
8.2	Actor positions on European integration (A, D, F, NL, UK).	200
8.3	Cleavage coalitions in public debates on immigration,	
	European integration, and economic liberalism: MDS	
	analysis.	205
8.4	Positions of key actor types on sub-issues: mean values.	215
8.5	Positions of selected supranational actors and national	
	governments on sub-issues: mean values.	215
8.6	Position of party families in the euro crisis: mean values.	216
8.7	Configuration of the most important actors in the euro	
	crisis.	218



Tables

1.1	Public spheres and their selectivity	page 7
3.1	Vertical and horizontal dimensions of claim makers in	
	national communicative arenas, by country	58
3.2	Vertical and horizontal dimensions of claim makers in	
	national communicative arenas, by issue field	58
3.3	Vertical and horizontal dimensions of claim makers in the	e
	European communicative arena, by country	60
3.4	Vertical and horizontal dimensions of claim makers in the	e
	European communicative arena, by issue field	60
3.5	Vertical and horizontal dimensions of claim makers in the	e
	German national communicative arena, by issue field	63
3.6	Claim makers and targets in the national communicative	
	arenas across six countries and six issue fields	65
3.7	Claim makers and targets in the European communicative	e
	arena across six countries and six issue fields	66
3.8	Claim makers and targets in the European communicative	e
	arena in the field of agriculture	69
3.9	Claim makers and targets in the European communicative	e
	arena in the field of monetary politics (since 2000 and	
	excluding the United Kingdom)	70
3.10	Claim makers and targets in the German national	
	communicative arena in the field of education	71
4.1	Share of EU-related articles among the overall political	
	newspaper reporting and commentary, September-	
	December 2000 (in percentages)	91
4.2	Share of "Europe" and "EU and its institutions" in article	es
	on humanitarian military interventions (in percentages)	96
5.1	A comparison of public engagement mechanisms of UK	
	national-level environment and fair trade networks	129
5.2	Engagement levels in UK fair trade networks comparing	
	national- and EU-level networks (with and without	
	overlapping organizations)	131

ix



x List of tables

5.3	Engagement levels in German fair trade networks	
	comparing national- and EU-level networks (without	
	overlapping organizations)	132
5.4	Comparison of German and UK national-level	
	environmental advocacy networks showing lower levels of	
	engagement in the German network	133
5.5	Comparison of engagement scores in German	
	environmental advocacy networks at national- and	
	EU-levels (with and without overlapping members)	133
7.1	Compared trust in the European Commission and	
	national government	170
7.2	Compared trust in the European Parliament and national	
	parliament	171
7.3	Exploratory factor analysis of civic and cultural	
	components of a European identity	176
7.4	Global impact of news and symbols at the end of the	
	experiment and after the six-month lag	180
7.5	Impact of news and symbols on European identity by	
	country	183
8.1	Overall issue salience in national elections by decade	
	(in percentages)	198
8.2	Contribution of political arenas to public debates over	
	globalization (in percentages)	203
8.3	Types of actors participating in the debate on the euro	
	crisis compared to the debate on the constitutional treaty	
	(2004–2006) (in percentages)	212



Contributors

- W. Lance Bennett, Ruddick C. Lawrence Professor of Communication and Professor of Political Science, University of Washington, Seattle, Washington, United States
- Michael Bruter, Reader in Political Science and European Politics, Department of Government, London School of Economics and Political Science, Great Britain
- Jeffrey T. Checkel, Professor of International Studies and Simons Chair in International Law and Human Security, School for International Studies, Simon Fraser University, Vancouver, British Columbia, Canada
- Andreas Follesdal, Professor of Political Philosophy and Director, Pluricourts Center of Excellence, University of Oslo, Norway
- Edgar Grande, Professor of Political Science, Geschwister-Scholl Institute of Political Science, Ludwig Maximilians University, Munich, Germany
- Sarah Harrison, Research Fellow in Electoral Psychology, Department of Government, London School of Economics and Political Science, Great Britain
- Annett Heft, Research Associate, Institute for Media and Communication Studies, Freie Universität Berlin, Germany
- Cathleen Kantner, Professor of International Relations and European Integration, University of Stuttgart, Germany
- Ruud Koopmans, Director of the Research Unit "Migration, Integration, Transnationalization," WZB Berlin Social Science Center, Germany
- Hanspeter Kriesi, Professor of Political Science, Department of Political and Social Sciences, European University Institute, Florence, Italy
- Sabine Lang, Associate Professor of European and International Studies, Henry M. Jackson School of International Studies, University of Washington, Seattle, Washington, United States

xi



xii

List of contributors

Barbara Pfetsch, Professor of Communication Theory and Media Effects, Institute for Media and Communication Studies, Freie Universität Berlin, Germany

Thomas Risse, Professor of International Politics, Otto Suhr Institute of Political Science, Freie Universität Berlin, Germany

Alexandra Segerberg, Senior Lecturer, Department of Political Science, Stockholm University, Sweden



Preface

When we started working on this book in early 2011, the euro crisis was in full swing. At the same time, we had practically no idea whether European integration would remain untouched and how the euro crisis would impact the central theme of this book – namely, the Europeanization of public spheres. Would Europe relapse into various nationalisms, would we see an increased politicization of European affairs (as some hoped and others feared), or would the European Union (EU) evolve into a full-fledged transnational community of communication?

Three years later, when this book went into production, European integration seemed to have survived the attacks of financial markets for the time being, but Southern Europe was still not out of the worst economic crises in decades, experiencing enormous (youth) unemployment. Regarding public spheres, the authors in this book agree that we observe growing politicization of European issues everywhere. However, we do not have consensus on the possible consequences (see, e.g., Chapters 6, 8, 9, and 10 in this volume).

Given these uncertainties, writing a book on European public spheres is a risky enterprise because some of the findings might be obsolete by the time the book is published. It is, however, a calculated risk because this book summarizes more than fifteen years of research on the Europeanization of public spheres, and it brings together authors who have been intimately involved in the various studies. The first task of this book, therefore, is a stock-taking exercise: What do we know about the Europeanization of public spheres, and what are the major controversies with regard to theory-building, measurements, and empirical findings? Second, we ask whether and how the Europeanization of public spheres affects social and political affairs in Europe. Third, the book discusses the implications of these various findings and explanations for theory-building, on the one hand, and for normative questions related to European democracy, on the other.

xiii



xiv Preface

The book originated in the framework of the Berlin-based Research College "Transformative Power of Europe," which has been directed by Tanja Börzel and Thomas Risse since 2008 and has provided a unique intellectual environment to discuss the diffusion of ideas in Europe and beyond. We are extremely grateful for the generous support of the German Research Foundation (DFG; *Deutsche Forschungsgemeinschaft*), without which this book would not have been possible. The two authors' workshops in Berlin (April 29–30, 2011, and January 13–14, 2012) took place within the framework of the Research College.

In this context, we owe many people our gratitude for critical input during the project. First, special thanks go to Marianne Van de Steeg, who has worked with Thomas Risse on European public spheres since the late 1990s. Without her, this project would not have gotten off the ground. Moreover, we received critical input for the project from Stephanie Anderson, Patrick Bijsmans, Tanja Börzel, Pieter De Wilde, Christiane Eilders, Jürgen Gerhards, Liesbet Hooghe, Sally Isaac, Nico Jaspers, Gary Marks, Jan-Henrik Meyer, Vera Van Hüllen, and Michael Zürn. We also thank two anonymous reviewers for their comments and suggestions. As always, John Haslam and Carrie Parkinson at Cambridge University Press helped the project along the way. We also thank Constance Burt for copyediting, Marvin Grosse for compiling the bibliography, and Ariel O. Tuplano for constructing the index, as well as Alexander Kuhles, Arindam Bose, Catherine Ruth Craven, David Morris, and Stefan Wiechmann for their help at various stages of the production process.