

## **The Case of Lithuania**

**Authors:** Aukse Balčytienė, Aušra Vinciūnienė

The principal goal of this article is to assess how media professionals discuss the EU news-making process; more specifically, it explores which organisational policies they follow in EU reporting and what they think of EU news, which EU sources they use and how they evaluate their relevance, what they think about the decision-making process which takes place in different newsrooms and what their relationship with audiences is, etc. It also seeks to identify major factors shaping EU reporting in Lithuanian mass media and discusses these factors with regard to the national setting (e.g., journalism culture, characteristics of the news environment, etc.).

The qualitative analysis reveals significant scepticism on the part of media professionals as regards the media's role in creating a European public sphere or European identity. Nonetheless, respondents acknowledge that EU matters are gaining importance, but only gradually. This suggests that in much the same way as the perception of the European Union has changed from purely political to economic, EU news is now changing from distant/foreign to national news. It may even happen that the EU gradually becomes a transnational interest rather than a national one only.