

THE NEWS, INFORMATION AND COMMENTS IN THIS MEDIA OBSERVATORY DO NOT REPRESENT THE VIEWS OF AMCHAM FRANCE NOR EDELMAN INTELLIGENCE



Medias are betting on the end of the "French bashing"

BY ANTOINE HARARY, CEO OF EDELMAN INTELLIGENCE
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“As a French manager of an American company, and furthermore, a company specialized in image and reputation studies, I am particularly sensitive to the perception of France in the USA and vice versa. After many years of ‘French bashing’, and a kind of ‘I love you no more’ relationship between France and the USA, the election of Emmanuel Macron according to the media, may have turned the page and opened a new, more flattering chapter: ‘France is back!’. On the other side of the Atlantic, the election of Donald Trump has been generating concerns in French public opinion and may be denting the positive relationship.

In an increasingly connected world, the reality of today is not necessarily that of tomorrow. This is why, AmCham France and Edelman Intelligence, a global insights and analytics consultancy, has decided to launch a **French-American Observatory to track the evolution of the image of France in US media (online and social) and, simultaneously, the image of the USA in French media, through the prism of business and trade news.**

I wish you pleasant reading of this first media observatory and hope to hear from you via #AmChamObservatory.

FRANCE

IN THE EYES OF US MEDIA



USA

IN THE EYES OF FRENCH MEDIA

ONLINE ARTICLES + CONVERSATION ITEMS RELATED TO FRANCE AND ASSOCIATED WITH BUSINESS AND TRADE TOPICS



ONLINE ARTICLES + CONVERSATION ITEMS RELATED TO FRANCE AND ASSOCIATED WITH BUSINESS AND TRADE TOPICS

Data from the Command Center, the advanced social media monitoring platform powered by Edelman Intelligence



For both US & France, coverage was influenced by G-20 summit

Evolution vs. June 17

OPENNESS OF THE ECONOMY

Evolution vs. June 17



Reading example: 43% of the US media coverage mentions a topic related to the openness of the French economy.

- Openness of the economy was made visible by the G-20 summit, when US media outlets focused on Trump's decision to withdraw the US from the Paris Agreement, while French outlets insisted on the isolation of the US.

REGULATORY ENVIRONMENT



Reading example: 37% of the US media coverage mentions a topic related to regulations and control.

- French media outlets focused on the uncertainties impacting the economical environment of the USA under the Trump administration. They pointed out the willingness of the US President to remove red tape set up under the Obama administration. This anxiety-generating presentation of USA is fueled by the concern of international institutions like WTO, IMF and the World Bank Group alerting on the negative impacts for global economy.

INNOVATION



Reading example: 20% of the US media coverage mentions a topic related to the innovation.

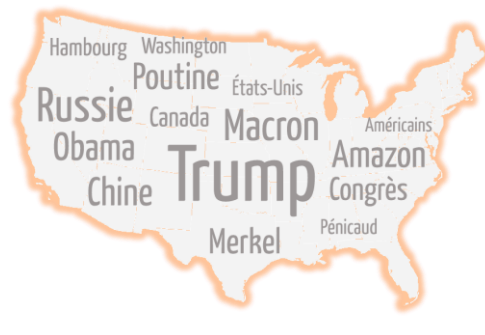
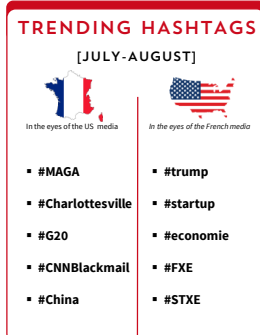
- Innovation became less talked about in July & August. While French coverage alerted on the willingness of Donald Trump to withdraw the start-up visa imagined by the Obama administration, US coverage mostly insisted on the new French President opening the doors to encourage entrepreneurship.



Macron: A promise of openness in US media

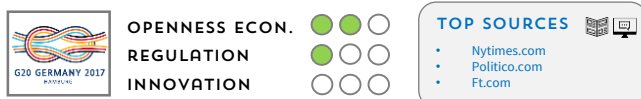
MOST OF THE MEDIA COVERAGE IN FRANCE AND THE US DISCUSSED THE G-20 SUMMIT, WHERE THEY COMMENTED THE WITHDRAWAL OF THE US FROM THE PARIS AGREEMENT

Most visible keywords & top news attributed to each country



VOLUME / ASSOCIATION TO THE TOPIC: Low Medium High
SENTIMENT: Negative vision | Neutral-Balanced vision | Positive vision

G20: FRANCE FORMS PART OF A NEW LIBERAL ORDER



The US outlets focused on the openness of the French economy embodied by the newly elected Emmanuel Macron following President Trump's announcement to withdraw the US from the Paris agreement during the G-20 summit in Hamburg. Macron is believed to form a new coalition of liberal order along with Merkel which is strengthening Europe more than ever.

START-UP: FRANCE TO CAPITALIZE ON BREXIT AND US' DIRECTIVES ON IMMIGRATION



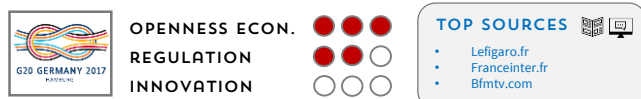
As a response to Brexit and US' latest decisions concerning immigration, Macron invites tech professionals to apply to work under his new visa system. French start up scene is presented as being extremely dynamic and in line with the French President's vision for his country.

BASTILLE DAY: THE STRATEGIC INVITATION OF MACRON TO TRUMP



As Macron has criticized Trump, US outlets questioned the reason why he invited the US President to assist Bastille Day. Described as an attempt to keep the US engaged after the G-20 summit, reporters analyzed the attempt of the young President to position himself as Trump's major interlocutor in Europe and an opportunity to promote tourism in Paris.

G20: FRENCH MEDIA FOCUSED ON THE CLIMATE CHANGE CHALLENGES



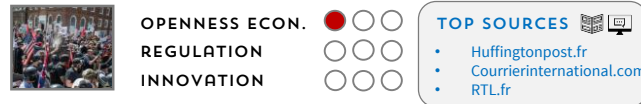
French media outlets strongly emphasized on the consequences after US exits from Paris Agreement. They rose questions about the outcomes for international relations and relayed the concerns of institutions like WTO or IMF on foreign policy.

NAFTA: ATTENTION PAID TO DEBATES BETWEEN US AND MEXICO



The coverage of the NAFTA renegotiation was strongly associated to the numerous comments of Trump qualifying the accord as being unfair for the US in terms of employment and budget. French coverage focused on the concerns expressed by Mexicans who are massively dependent on the US.

US INDUSTRY REACTS TO CHARLOTTESVILLE VIOLENCE



Following the Charlottesville attack, the resignation of three CEOs from Trump advisory council was widely commented in French coverage. They recalled that the trio was not the first executives to quit the council, they followed a bunch of executives who resigned after the US withdrawal from Paris Agreement.



Media Perception Index of the Economy

FROM THE OTHER SIDE OF THE ATLANTIC OCEAN (ACCORDING TO ONLINE PRESS & CONVERSATION ITEMS)



A NEGATIVE PERCEPTION OF THE USA IN FRENCH MEDIA: The US image is influenced by Donald Trump's decisions, all pointing to more protectionism, with their impact on enterprises, innovation and global economy.

US PERCEPTION OF FRANCE IS STRONGLY LINKED TO PRESIDENT MACRON: Often compared to Trump, Emmanuel Macron is believed to boost the French economy and promote innovation, according to a more liberal strategy. US outlets are observing the creation of this new coalition formed with Germany and Canada.