

Abstract

This final thesis focuses on relations between the company and the media.

The way we perceive companies and their corporate images are increasingly crucial to their chances of success. The media is one of the dominating players in our contemporary society when it comes to communicating company performances.

The media's communications on companies often lead and dictate the stakeholders' impressions of company performance – stakeholders differing from employees and customers to shareholders, the media etc. Obviously, this is also the case with regard to the presentation of the company's annual report.

On the basis of two specific case studies, this final thesis examines whether and how a company has the opportunity of influencing the media's communication on the company's performances – considering this communication from a systems theory perspective.

The thesis compares press material related to the release of the 2006 annual reports from two Danish banks, respectively Sydbank and Spar Nord Bank, with newspaper and web based articles touching on the subject. Coherences and differences between the companies' own communication and the way media and journalists choose to communicate on the companies, will be analysed.

By examining the relations between company and media and the consequences of these relations, I shall be able to assess the journalistic outcome and discuss it according to the press governance code of ethics. This discussion leads, among other things, to a deeper understanding of German sociologist, Niklas Luhmann's interpretation of "truth" and "journalism" together with "news" and "advertising". Following this first part of the discussion I shall provide examples on initiatives, which, on the basis of my reflections from the thesis analysis and discussion, might optimise the communication between the company and the media.

Subsequently, my achieved knowledge on the subject will be broadened to the scope of new EU-regulations on companies' communication with their investors.

Previous to the thesis conclusion, in which my main problem shall be answered, I shall take a critical look at the outcome of my work. My critical review thus examines three essential parts of my thesis; my theory, my empirical data and my analysis.