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Autore	Veits Chris
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Appendix 1: Multimodal transcription sample including linking of quality claims; Appendix 2: List of videos including links; Appendix 3: Data Sheet

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Sommario/riassunto

Today even the war and conflict coverage of 24-hour news networks is subject to heavy promotion and part of the networks' advertising and branding campaigns. These commercial aspects of news production, however, seem to oppose concepts of journalistic quality. This study analyses claims of journalistic quality and 'high concept' in conflict coverage promotion spots and how they are linked to better understand the ideological complexes of CNN International and Al Jazeera English. The findings show an equal number of quality and 'high concept' claims with differences in the nature of the claims

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