

ABSTRACT

Media Coverage of Corporate Social Responsibility

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This study is a re-visit and up-date of a previous study done in 2011. As stated in that study, “The media in a democratic society has an important function to provide the citizens with timely and accurate information, as well as to furnish them with poignant elaboration and analysis of the issues involved” . The original study was an attempt to examine how well the print media performed their function in relation to the concept of corporate social responsibility following the BP Gulf of Mexico oil disaster on April 20, 2010. Although the results show that there was no discernible increase in addressing this concept, the present study seems to suggest that, perhaps due to recent political and economic events and trends the media may have altered its coverage of business ethics and corporate citizenship.