
The 13 Media Narratives of Coronavirus

	Narrative	Examples
1.	Panic and Risk based around uncritical use of statistics	
2.	Enforcing the importance of social control	
3.	'The War footing'	
4.	New villains	
5.	Noble citizen surveillers	
6.	Celebrities 'like us' in isolation	
7.	Noble Corporations 'doing their bit'	
8.	Sharing 'isolation coping strategies', while staying isolated	
9.	Victims: Private tragedies made public	
10.	New heroes (frontline workers and volunteers, especially NHS workers)	
11.	The importance of trusting medical experts/ technical solutions to Covid-19	
12.	The economic impact/ bailout of covid-19/ 'pulling through this together'	
13.	Blame other countries or poor migrants	

Media Narratives of Coronavirus Content Analysis Sheet ([Instructions](#))

Media source under observation	
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13.	Blame other countries or poor migrants	
14.	Other Corona narratives	
15.	Other non-Corona narratives	

