

## Abstract

This thesis intends to examine the amount- and reasons for the news coverage related to the controversial party funding system in Denmark. This is achieved through comparisons of other political cases during the Danish 2022 and 2019 elections in a quantitative media analysis. The results are then analyzed and discussed using the data from eight interviewed Danish journalists working on some of the seven most prominent Danish media outlets. These qualitative interview data provide insights into reasons, motives, and causes for the fluctuation and difference in the coverage between the other observed and analyzed political cases in the past two elections. The findings show that the journalists deem party funding a complex and technical subject, but still, a subject deemed important to cover by journalists. However, in a fast-paced news agenda, the non-transparent party funding is covered less in comparison with news topics or cases during elections that are more emotionally charged and personalized, or topics that can provide a more direct influence on society, according to the qualitative data - as opposed to the more complex cases of political funding.