

## **Abstract**

This bachelor thesis analyses the media image of the European Union and China in Namibia, in the context of the Global Gateway and New Silk Road strategies. The aim of the thesis is to examine how the two superpowers are represented in the Namibian media, and whether these strategies have an impact on this media image. The research uses data from Namibian newspapers The Namibian and New Era, where articles from 2013 to early 2024 are analysed. The research is conducted through content thematic analysis and qualitative comparative analysis. The articles are, according to the prevailing themes, divided into three categories: economic, political, and social. The results show that the European Union is presented as a promoter of sustainable projects and technological innovation but faces criticism of imbalanced win-win benefits. China is portrayed as a major investor in extractive industries and infrastructure, but this raises concerns about Namibia's economic dependence. On political and social issues, China has a more positive media image than the European Union. The Global Gateway Strategy and the New Silk Road are presented in the media image in Namibia as initiatives with both positive and negative aspects. The influence of Global Gateway is less significant, the New Silk Road is more significant.