



"Las Vegas en Los Monegros": Evaluating the mass media coverage of the social and economic impact of a business project from a corporate communication perspective [

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Analítica

Theme parks (as large-scale business projects) have a major impact on its local and regional context. Mass Media can decisively influence their future development, since it contributes in the formation of their reputation in the eyes of public opinion. This paper aims to evaluate the media coverage and treatment of the economic, social and environmental impact of a business project: the installation of a leisure and gaming city in Los Monegros desert in Aragon. The results show that the project has a good media visibility at the regional level and reveal that the issues linked to its economic contribution are better treated by the media than its social and environmental problems

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