

The research aims to examine how and to what extent the media, outlets that are perceived as the most influential by the EU decision-makers in Brussels, translate the European Commission's, the main promoter, discourse on AI regulation. And pertinent question is: how does the media's discourse relate to the Commission's institutional discourse on AI regulation? To answer it, the research relies on framing theory to offer an analysis of frames produced and disseminated by the media and the Commission. A comparative study provided not only a description of certain types of frames disseminated by both actors but also explored their relationship and interaction. Overall, it was concluded that even though the Commission's frames are present in the media's discourse, they are not replicated because other factors, including journalists' perspective and caution about powerful and yet mysterious technology, might have influenced significantly their media framing of the AI regulation issue. Thus, the media frame setting process's main logic was illustrated.