

Blue Eyes and Blonde Hair in Mass Media: A News Discourse Analysis of Western Media on the News Coverage of Ukraine

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Abstract : This research is opted to analyze and survey discourse variety and news image-making in western media regarding the news coverage of the Russian army intrusion into Ukraine. This research will be done on the news coverage of Ukraine in a period from February 2022 to May 2022 in five western media, "BBC, CBS, NBC, Al Jazeera, and Telegraph." This research attempts to discover some facts about the news policies of the five western news agencies during the circumstances of the Ukraine-Russia war. Critical theories in the news, such as Framing, Media Imperialism of News, Image Making, Discourse, and Ideology, were applied to achieve this goal. The research methodology uses Van Dijk's discourse exploration method based on discourse analysis. The research's statistical population is related to all the news about racial discrimination during the mentioned period. After a statistical population survey with Targeted Sampling, the researcher randomly selected ten news cases for exploration. The research findings show that the western media have similarities in their texts via lexical items, polarization, citations, persons, and institutions. The research findings also imply pre-suppositions, connotations, and components of consensus agreement and underlying predicates in the outset, middle, and end events. The reaction of some western media not only shows their bewilderment but also exposes their prejudices rooted in racism.

Keywords : news discourse analysis, western media, racial discrimination, Ukraine-Russia war

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