

## News Media Coverage of the South African BRICS Summit through Indigenous Languages: A Framing Analysis of SABC Mafhungo X News Account

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**Abstract :** This paper explores the framing strategies of the South African BRICS Summit 2023 discourse by SABC Mafhungo X (formerly known as Twitter) news account through indigenous African languages to engage online audiences. This account serves as the digital news portal for SABC, providing news content in the Tshivenda language. However, framings of most international events on social media such as X have been through colonial English as the dominant language of politics, economy, and news discourses; leaving a critical research lacuna on the global South societies, particularly from the South African languages and lived experiences. Hence this paper is centred on how the South African BRICS Summit news coverage was framed through Tshivenda as one of the South African Indigenous languages on X accounts. In addition, the paper has been strengthened by Entman's framing theory which indicates that various media outlets construct cognitive narratives and frame events in ways that influence public perception on salient matters. In this paper, a merger of qualitative content analysis and sentiment analysis of SABC Mafhungo X News account tweets have been explored to determine the variety of framing strategies, themes, and narratives used in the coverage of this significant and international event through Tshivenda language. The data collected from a sample of tweets and analysed through sentiment analysis established that Phalaphala FM through the SABC Mafhungo X account employed diverse linguistic and artistic framings to disseminate the BRICS Summit news in a manner that resonates with their predominantly Tshivenda-speaking audience. The findings indicated that the coverage of the Summit heavily relied on frames correlated to economic development, regional cooperation, technological innovations, health, fostering an environment of peace, South Africa's electricity supply, and BRICS new members. In a nutshell, these frames could contribute to a positive sentiment among the station's audience, with increased engagement and interaction on the platform. Ultimately, the findings of this paper could inform media practices, and policies, and contribute to a more comprehensive understanding of the role of indigenous languages in the context of news media coverage.

**Keywords :** African languages, framing analysis, news media, coverage

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