

## Cultural Tightness and Cross-National Conflict Shifting: A Comparative Analysis of Media Framing in Global Conflict

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**Abstract :** In the context of globalization and increasing interdependence among nations, the dynamics of cross-national conflict shifting have become a critical area of study in international relations and communication research. While previous studies have explored the impact of cultural tightness-looseness (TL) on various societal outcomes, there has been limited research on how this cultural construct influences the framing of conflicts in international media. This study seeks to address this gap by investigating the potential correlation between TL and the way countries frame cross-national conflicts, particularly in news coverage. The significance of this research lies in its potential to reveal how cultural norms and societal pressures shape international narratives, potentially influencing public perception and policy responses. The methodology of this study involves a comparative content analysis of news coverage from 10 sets of two independent countries on a third-party country's conflict. The countries selected represent a spectrum of TL, which characterizes the strength of a culture's norms and the degree to which those norms are sanctioned. By analyzing news articles from major media outlets, this study will assess the framing of the conflict, with particular attention to the themes, tone, and rhetorical strategies employed. Content analysis will be complemented by quantitative measures of cultural tightness and looseness, allowing for a systematic comparison of how tight versus loose societies frame the same conflict. Preliminary findings suggest a significant correlation between cultural tightness and the framing of cross-national conflicts. In tighter cultures, news coverage tends to be more homogenous, with a strong emphasis on conformity to national narratives and a lower tolerance for alternative viewpoints. This contrasts with the more diverse and pluralistic framing observed in news coverage from looser cultures, where there is greater openness to multiple perspectives and less alignment with government or institutional narratives. These findings are consistent with the theoretical underpinnings of TL, which emphasize the role of strong norms and social regulation in shaping collective responses to external threats. Moreover, the study highlights the role of third-party countries in amplifying or mitigating the effects of TL on international conflict narratives. In conclusion, this research contributes to the growing body of literature on TL and cross-national conflict shifting by providing empirical evidence of how cultural norms influence media framing in international contexts. The findings underscore the importance of considering cultural factors in the analysis of global media and international relations, particularly in an era where information flows across borders more freely than ever before. Future research could extend this analysis to other forms of cross-national interactions, including economic and diplomatic relations, to further understand the role of TL in shaping global conflict dynamics.

**Keywords :** cultural tightness, conflict-shifting, communication, media framing

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