FRAMING ANALYSIS OF CHINA'S RELATIONSHIP ABOUT THE SOUTH CHINA SEA DISPUTE ON CHANNEL NEWS ASIA

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Keywords	Abstract
Framing Analysis; South China Sea; Channel News Asia; Trade Market; Geopolitical Conflict.	*Channel News Asia has been an excellent news site in Asia and other foreign countries because of its exceptional phrase complexity and informative text which is at par to The Guardian or VICE, despite being CNN tier news site by the web and operational design. Framing analysis is a method used to examine how media outlets and communicators shape the perception of news events by emphasizing certain aspects while downplaying or ignoring others. This method is crucial in understanding how media influence public opinion and the construction of social realityCurrently, the South China Sea conflict is part of the CNA's subtle information delivery regarding UC-China rivalry without sounding like Yellow Journalism. Using Robert N. Entman's framing analysis, the author was able to discover how CNA delivers the geopolitical issues to provide information regarding US-China rivalry in trade market.*

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INTRODUCTION

The South China Sea conflict is a complex and long-standing geopolitical issue that has garnered significant attention the global (Garcia & Bianco, 2023; L. Hu, 2023a; Yuan et al., 2022). Situated in Southeast Asia, the South China Sea is a vital waterway surrounded by several countries, including China, Vietnam, the Philippines, Malaysia, Brunei, and Taiwan. The conflict centres around territorial claims, maritime rights, and regional security concerns. The dispute has far-reaching implications for the countries involved and has drawn the attention of major powers beyond the region. Historically, the South China Sea has been an essential trade route connecting East Asia with other parts of the world. It is rich in marine resources, including fish stocks and potential hydrocarbon reserves, making it a strategically significant region for economic and energy interests (Garcia & Bianco, 2023; L. Hu, 2023a). Moreover, it hosts numerous uninhabited islands, rocks, and reefs, which have become focal points of the territorial dispute.

China claims the largest portion of the South China Sea, asserting its sovereignty over almost the entire area within what is known as the "Nine-Dash Line." This line encompasses a significant portion of the sea and overlaps with the exclusive economic zones (EEZs) of other countries in the region, such as the Philippines and Vietnam (Garcia & Bianco, 2023; L. Hu, 2023a) . China's claims are based on historical records, emphasizing its perceived historical presence and control over the area. However, these claims have been contested by neighbouring countries and led to heightened tensions in the region. Vietnam, the Philippines, Malaysia, and Brunei also claim parts of the South China Sea, with each nation staking its territorial claims

based on different principles, including the United Nations Convention on the Law of the Sea (UNCLOS) (L. Hu, 2023b) UNCLOS defines maritime boundaries, including exclusive economic zones and continental shelves providing a legal framework for resolving maritime disputes. Many of the claimant countries support UNCLOS as the basis for resolving disputes and promoting regional stability. In response to China's assertive actions, such as island-building, militarization of artificial islands, and coast guard patrols, neighbouring countries have sought to strengthen their security alliances with external powers like the United States, Japan, and Australia. These external powers have a vested interest in maintaining freedom of navigation and regional stability in the South China Sea due to its crucial role in global trade and security (Jing & Li, 2019).

The South China Sea conflict has been marked by numerous incidents, including clashes between fishing vessels, diplomatic protests, and close encounters between naval vessels and aircraft (Grossman, 2019). These incidents have raised concerns about the potential for accidental escalation and have strained diplomatic relations among the involved countries. Efforts to address the conflict have taken various forms, including bilateral negotiations and multilateral dialogues. The Association of Southeast Asian Nations (ASEAN) has played a crucial role in facilitating discussions through mechanisms such as the ASEAN Regional Forum (ARF) and the East Asia Summit (EAS). However, achieving a unified ASEAN position on the issue has been challenging, as some member states have closer ties China and prefer a more conciliatory approach.

The international community has consistently called for a peaceful resolution to the South China Sea conflict, emphasizing the importance of upholding international law and the principles of freedom of navigation and overflight (Grossman, 2019). The Permanent Court of Arbitration (PCA) in 2016 delivered a landmark ruling in favor of the Philippines, rejecting China's claims within the Nine-Dash Line as having no legal basis. Despite this ruling, China refused to recognize it and continued to assert its territorial claims. To manage tensions and prevent further escalation, countries involved in the dispute must find common ground and adopt a rules-based approach to address their differences. Confidence-building measures, increased transparency, and adherence to international law, particularly UNCLOS, can pave the way for a more stable and cooperative environment in the South China Sea.

The South China Sea conflict remains a critical geopolitical issue with profound implications for regional security, economic interests, and global stability (Garcia & Bianco, 2023; Grossman, 2019; L. Hu, 2023a). Finding a peaceful resolution to the dispute requires cooperation and dialogue among all parties involved, as well as adherence to established international norms and laws governing maritime disputes. The international community must continue to engage constructively to ensure a stable and prosperous future for the South China Sea and its surrounding nations (Teixeira, 2021) .

LITERATURE REVIEW

➢ **History of CNA**

Channel NewsAsia (CNA) is a leading international news network based in Singapore, known for providing comprehensive and up-to-date coverage of current affairs, business, and other news from across the globe (Quek & Ling, 2013) Established in 1999, the network has grown to become one of Asia's most prominent news outlets, catering to a global audience with its diverse programming and online presence. In the late 1990s, Singapore's government recognized the need for a dedicated news channel that could serve as a reliable source of information for the Asian region. This vision culminated in the establishment of Channel NewsAsia on March 1, 1999. The channel was operated and managed by MediaCorp, Singapore's leading media conglomerate.

From its inception, Channel NewsAsia aimed to provide a distinct perspective on regional and international news, focusing on unbiased reporting and in-depth analysis. The network adopted the tagline "Understand Asia" to reflect its commitment to presenting Asia's diverse cultures, economies, and political developments accurately. In its early years, Channel NewsAsia

primarily targeted the Asian audience and distributed its content via cable and satellite TV. The network featured a blend of news, current affairs programs, documentaries, and lifestyle shows, catering to viewers' varied interests across the region. As a Singaporean entity, CNA was also known for its coverage of domestic issues and Singaporean government policies (Segev, 2019) .

With a growing reputation for credible reporting and high-quality journalism, Channel NewsAsia quickly expanded its reach beyond Asia and gained an international audience. It achieved this feat by forging partnerships with other major international news networks, allowing its content to be aired and shared worldwide. These collaborations helped establish Channel NewsAsia as a global news player, enhancing its credibility on the international stage. In 2000, Channel NewsAsia launched its website, embracing the internet as a crucial platform to reach a wider audience and to keep up with the digital age's evolving media landscape (Habibu, 2019) . The website allowed viewers from around the world to access news articles, live streams, and on-demand videos, cementing CNA's position as a leading source of news and information.

Throughout the 2000s and into the 2010s, Channel NewsAsia continued to innovate and expand its programming. The network introduced new shows and segments, covering areas such as technology, finance, and sports. It also established bureaus in key cities across Asia and the rest of the world, enabling on-the-ground reporting and deeper insights into various regions' issues. An essential milestone in Channel NewsAsia's history occurred in 2013 when it underwent a rebranding (Rajczyk, 2020). The network dropped the "Asia" from its name, becoming "Channel NewsAsia" to reflect its broader global focus. This change was in line with its ambition to be recognized as a reputable international news source.

As the popularity of digital media increased, Channel NewsAsia kept pace with the changing preferences of its audience. The network expanded its digital presence through social media platforms and mobile apps, ensuring that news and updates were easily accessible on various devices. This strategy helped CNA reach younger audiences and expand its viewership globally. In 2019, MediaCorp underwent a restructuring, and Channel NewsAsia became part of the Mediacorp Group, which also oversees various other media platforms in Singapore. This move aimed to strengthen the network's position as a regional news leader and enhance its collaboration with other Mediacorp entities.

Throughout its history, Channel NewsAsia has won numerous awards and accolades for its journalistic excellence and impactful reporting. The network's commitment to fair and objective journalism, combined with its comprehensive coverage of regional and global events, has earned it a solid reputation among viewers and media professionals alike. In conclusion, Channel NewsAsia has come a long way since its establishment in 1999. From a regional news channel serving Asia to an international media powerhouse, CNA has remained true to its mission of providing accurate and insightful news coverage to its global audience. With its commitment to "Understand Asia" and its dedication to journalistic integrity, Channel NewsAsia continues to be a significant player in the competitive world of international news broadcasting (Chong, 2012)

➢ **Channel News Asia Characteristics**

Channel NewsAsia (CNA) is a reputable international news network headquartered in Singapore, known for its in-depth and comprehensive coverage of news and current affairs in the Asian region and around the world. Launched in 1999, it has since, then, established itself as a prominent media outlet, delivering accurate, unbiased, and insightful news to a global audience. CNA's distinct characteristics make it a preferred choice for millions of viewers seeking reliable and up-to-date information. Let's delve into some of its key features.

Asian-centric approach: Channel NewsAsia's primary focus is on news and development in Asia. It strives to provide comprehensive coverage of the region, offering insights into the political, economic, social, and cultural aspects which shape Asian countries. This emphasis on Asian news sets it apart from many other international news networks, giving it a unique niche and allowing viewers to gain a deeper understanding of the diverse dynamics at play across the continent.

Credibility and Accuracy: Channel NewsAsia is highly regarded for its commitment to journalistic integrity. Its reporting is characterized by accuracy thorough research, and fact-

checking. The network emphasizes ethical reporting and strives to present news without sensationalism or bias, ensuring viewers can rely on the information they receive (Ali, 2020).

Global Reach: While Channel NewsAsia primarily focuses on Asian news, it also provides extensive coverage of global events and issues. This international perspective allows viewers to stay informed on significant eventsbeyond their region and promotes a better understanding of the interconnectedness of the world (Wu, 2013).

Multilingual Coverage: Recognizing the linguistic diversity of Asia, CNA broadcasts news in multiple languages, including English, Chinese, Bahasa Indonesia, and Tamil. This multilingual approach ensures that viewers from different linguistic backgrounds can access relevant and accurate news, furthering the network's commitment to inclusivity and accessibility.

Emphasis on Business and Economics: Channel NewsAsia dedicates substantial airtime to business and economic news, providing insights into financial markets, industry trends, and economic developments in Asia and globally. This focus on business news attracts a wide range of viewers, including investors, entrepreneurs, and policymakers who seek timely and reliable financial information (Shrikhande, 2004).

Quality Programmes: Apart from its news coverage, Channel NewsAsia offers a diverse range of quality programs which explore various aspects of life in Asia. From documentaries and travel shows to talk shows and current affairs programs, CNA aims to provide informative and engaging content to cater to different interests (Putri et al., 2021).

In-depth Analysis: The network is known for its in-depth analysis and expert commentary on significant events and issues. Through panel discussions and expert interviews, Channel NewsAsia offers viewers valuable perspectives on complex matters, enriching their understanding of the world.

Digital Presence: Keeping up with the evolving media landscape, CNA has a strong digital presence, with a user-friendly website and mobile application. These platforms offer articles, videos, and live streaming, allowing viewers to access news on-the-go and stay informed in real-time.

Award-winning Journalism: Channel NewsAsia's dedication to excellence in journalism has been recognized with numerous awards over the years. These accolades underscore the network's commitment to producing high-quality news content and further enhance its reputation as a trusted news source.

Social Impact Initiatives: Beyond news reporting, Channel NewsAsia is actively involved in social impact initiatives that address pressing issues in the Asian region. Through documentaries and special reports, the network sheds light on societal challenges, sparking conversations and advocating for positive change (Natarajan & Xiaoming, 2003)

In conclusion, Channel NewsAsia's characteristics, including its Asian-centric approach, credibility, global reach, multilingual coverage, emphasis on business and economics, and commitment to quality programming, set it apart as a reputable and influential news network in the Asian media landscape. Its dedication to journalistic integrity, in-depth analysis, and social impact initiatives further reinforces its position as a reliable source of news and information for audiences worldwide.

➢ United States and Yellow Journalism

Yellow journalism, a term coined in the late 19th century, refers to a style of journalism characterized by sensationalism, exaggeration, and unethical practices aimed at attracting readership and maximizing profits. The phrase itself originated from the "Yellow Kid," a popular comic strip character that appeared in the New York World and the New York Journal. The competition between these two newspapers, owned by Joseph Pulitzer and William Randolph Hearst, respectively, epitomized the sensational and often misleading tactics used in yellow journalism (Barbas, 2021). Yellow journalism emerged in the United States during a time of significant social, political, and economic changes. The circulation of newspapers was rapidly increasing, and publishers sought ways to stand out in a crowded marketplace. Sensational and emotional stories were more likely to capture readers' attention, leading to higher sales and

advertising revenues. This led to an era where newspapers prioritized shocking headlines and exaggerated stories over objective reporting (Montalbano, 2021).

One of the most prominent examples of yellow journalism was the coverage of the Spanish-American War in 1898. Pulitzer's New York World and Hearst's New York Journal played a crucial role in pushing the United States towards war with Spain. They published exaggerated and sometimes fabricated stories about the events in Cuba, including the sinking of the USS Maine, a U.S. Navy battleship in Havana Harbor. Their sensationalized reporting stoked public outrage and fuelled a fervour for war (Mahoney, 2016). The unethical practices of yellow journalism extended beyond sensationalism. Reporters and editors were known to manipulate photographs, create false interviews, and fabricate stories entirely to fit their narratives. The lack of fact-checking and the eagerness to publish captivating stories led to widespread misinformation and public manipulation.

However, it is crucial to recognize that yellow journalism was not without its critics. Many journalists and intellectuals decried its impact on public opinion and the credibility of the press. As public awareness of the manipulative tactics grew, calls for responsible journalism increased. One significant consequence of yellow journalism was the shift in public perception of the media; A the public became more sceptical of sensational reporting, there arose a demand for accurate and impartial news. This demand eventually paved the way for the rise of modern journalism ethics and principles, emphasizing objectivity, accuracy, and fairness (Muhammad Moiz Khan et al., 2019) .

The early 20th century saw a gradual decline in yellow journalism's popularity as newspapers began to focus on more responsible reporting. The advent of radio and television further altered the media landscape, with news being disseminated through new channels, and the need for sensationalism diminished. Despite its decline, the legacy of yellow journalism continues to impact the media landscape today (Pauly & Campbell, 2002. Critics argue that sensationalism, bias, and misinformation still exist in certain corners of the media. The rise of social media and online platforms has amplified the spread of sensationalized content, further blurring the lines between reliable journalism and sensational reporting.

In conclusion, yellow journalism was a significant phenomenon in the history of media and journalism. It represented a period when sensationalism and exaggeration dominated news reporting, shaping public opinion and influencing major events. Although it faced criticism and eventual decline, its legacy persists in the ongoing discussions about media ethics and the responsible dissemination of information. As media consumers, it is essential to remain vigilant, critically evaluate the sources of information, and support journalism that adheres to the principles of accuracy, objectivity, and integrity.

RESEARCH METHOD

Because framing analysis will be employed in this study, the researchers used Robert N. Entman's framing analysis model. Robert N. Entman is a prominent communication scholar known for his significant contributions to the field of media studies, particularly in the area of framing analysis. Framing analysis is a method used to examine how media outlets and communicators shape the perception of news events by emphasizing certain aspects while downplaying or ignoring others. This method is crucial in understanding how media influence public opinion and the construction of social reality. Entman's framing analysis method is based on the premise that the media play an essential role in shaping how people interpret and understand current events. According to him, the media doust provide information; they also act as "gatekeepers" who influence what information reaches the public and how it is presented. By studying these frames, researchers can discern the underlying themes, values, and perspectives embedded in media content (Selasdi, 2021).

The core concept of framing analysis lies in the idea that the same event can be portrayed in various ways, emphasizing different aspects, and therefore, eliciting different responses from the audience. Framing can occur through various means, such as headlines, language choice, images, and the selection of sources or experts. For instance, a news story about a protest can be

framed as a peaceful demonstration for social justice or portrayed as a chaotic and violent uprising, depending on how the media present the event (Daniel Susilo & Carlo Magno T. Mendoza, 2023; Putri Amira & Susilo, 2023)

Entman identifies four key elements of framing analysis:

1. Define the issue: Framing begins by selecting certain aspects of an issue or event and defining them as salient. This process helps set the agenda for public discussion and determines what becomes the central focus of the narrative.
2. Diagnose the causes: Once the issue is defined, the media offer explanations for its causes. These causal attributions can influence how the audience perceives responsibility and accountability for the event.
3. Make moral judgments: Framing involves assigning moral values to the actors and actions in the story. This step guides the audience in determining what is morally acceptable and who should be praised or criticized.
4. Suggest remedies: Framing analysis examines the proposed solutions or responses presented in media coverage. This aspect influences the audience's perception of potential courses of action and can shape public opinion on how the issue should be addressed.

By analysing these elements, researchers can understand the underlying messages communicated by the media and the potential implications for public opinion and policy decisions. Entman's framing analysis method has been widely used in various fields, including political communication, journalism, public relations, and social sciences. Moreover, framing analysis can be applied to study not only news media but also other forms of communication, such as political speeches, advertising campaigns, and public relations messages. This versatility makes it a valuable tool for examining how various actors strategically construct and disseminate information to influence public perceptions (Azzahra & Suryandaru, 2020; Pratiwi, 2018)

In conclusion, Robert N. Entman's framing analysis method has revolutionized the way scholars and researchers approach media content. By delving into the underlying framing techniques used in communication, this method provides valuable insights into how media influence public opinion, shape social reality, and impact decision-making processes. Understanding framing is essential in today's media-saturated world to discern the subtle ways information is presented and how it can impact our understanding of the world around us.

➢ **Analysis Technique**

The technique used for this framing analysis is gathering five news from Channel News Asia using South China Sea keyword. The keyword is used to detect geopolitical conflict between ASEAN and China. In order to properly collect the data, the researchers will analyze each body of the news using Entman analysis element. The similar interest from paragraph's main ideal will be used as a result to find the framing of the news

RESULT AND DISCUSSION

➢ **Data Results**

1. **News 1: US warship in South China Sea as part of regular deployment shows country's commitment to region**
   Define Problem:
   US warship sailed in South China Sea to show their commitment towards Asia Pacific.
   Diagnose Causes:
   To counter China and their geopolitical conflict over ASEAN territories.
   Make Moral Judgement:
   Trying to bring value to ASEAN international affairs.
   Treatment Recommendation:
   Inviting US Warships to send China ships away from the area of conflict.
2. **News 2: IN FOCUS: What the remote Natuna islands reveal about Indonesia's stance on China**
   Define Problem:
   Indonesia trying to cease the conflict around Natuna.

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Diagnose Causes:

China fishing around Natuna's natives and tell them to go away.

Make Moral Judgement:

Holds diplomatic forum in G20 summit.

Treatment Recommendation:

Add more warships to protect North Natuna SEA and place guards at the border.

3. **News 3: Commentary: Despite the excitement, India's South China Sea policy remains unchanged**

Define Problem:

India remains neutral between Philippine and China over South China Sea problems.

Diagnose Cause:

China objects support for Philippine's claims over South China Sea and points it out as blatant interference of internal affairs.

Make Moral Judgement:

Maintains Neutral stance to secure their economy by not supporting Philippines in this conflict or not agreeing to China either.

Treatment Recommendation:

Giving response if China expands their strategic space in military security.

4. **News 4: ASEAN, China agree on guidelines to accelerate South China Sea code of conduct negotiations**

Define Problem:

About one-third of the world's maritime shipping passes through the South China Sea every year.

Diagnose Cause:

ASEAN and China trades through South China SEA.

Make Moral Judgement:

Due to China and ASEAN trades are one of the largest economic trades, peace is struggling to be maintained.

Treatment Recommendation:

Welcomes the code of conduct guidelines and the trade talks and added that China will continue to play a constructive role in the region.

5. **News 5: US urges China to stop harassing vessels in South China Sea**

Define Problem:

US wants China to cease the routine harassment towards around the claims of South China Sea.

Diagnose Cause:

Philippines protest against China in South China Sea forum.

Make Moral Judgement:

US states that they're against disruption of the states sovereign rights to explore, exploit, conserve and manage natural resources, and end its interference with the freedoms of navigation and overflight of states lawfully operating in the region.

Treatment Recommendation:

US tells China to not be aggressive.

➢ **Discussion**

According to the data above, we can define the topic revolving around South China Sea are a form of geopolitical conflict between ASEAN and China. So much potential of conflict that a big country like US placed their own warship in that area in order to commit themselves to the ASEAN as how they claimed it to be. CNA detailed each news conflict where everyone has their role, but the route of these news is how China got a protest from Philippines over their operation in South China Sea and US provides support in defending them while Indonesia provides international forum in order to balance the conflict over South China Sea. This means this conflict not only revolves around the rights over South China Sea but also the economic interest,

considering US, who is not part of ASEAN takes a role in the dispute and brings a reason of showing commitment towards ASEAN.

The way CNA showing South China SEA as geopolitical conflict is by inserting country name in it instead of figure name. This also applies in the body of the news where the paragraph doesn't highlight much about a person's name but the country name instead; consequently making this topic a strong subjective framing. The subjective framing happens when the main idea isn't a concept of natural sciences such as strongly highlighting country's name. This further confirmed how off position the appearance of USA is by being a country that doesn't have territory ties with Asian countries. Most of the times when the country decided to pick their alignment to be neutral, defensive, or offensive, it isinfluenced by their economic state. As the conflict is still on-going, one of the main attractions that triggers the conflict is the mentioning of powerful country's name such as China and US, because if the South China Conflict only revolves around ASEAN, it'd take a hard time to be recognized in international news outlet, for example how rare the news of Indonesia and West Papua Conflict are.

CONCLUSION

The conclusion of this research is that although the news' main topic is a about the dispute between Philippines and China over South China Sea, this news framing actually serves as information parameter regarding US and China rivalry (Hossain, 2013; B. Hu, 2021). US has strong connection with right wing church; hence strengthen their relationship with Philippines church. With how India admits China's control over South China Sea and how US placed their warships there, serve as a proof that US and China made a move on their own regarding their trade. CAN frames it as geopolitical conflict, but it is actually the conflict of trade between China and US. US interferes the conflict in fear of losing their trade market capacity to China by how large the trade between China and ASEAN is, then US fabricate their intention to disrupt that strong market trade with commitment towards ASEAN (Fadhilah Putri et al., 2020; Lei, 2022). This kind of framing is a subtle, just in the likes of a movie leaks or book spoilers with different title, but the true intention lies in minor elements. US plays a minor part but managed to take big participation in US-China rivalry. The true context of South China Sea's framing news is US interference over China and ASEAN trade market. It can be said that Geopolitical conflict is a perfect formula for international interference (Alenezi, 2020).

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