"IN THE WORLD SYSTEM, UNEQUAL CULTIVATION OF NEWS ON INTERNATIONAL MEDIA LANDSCAPE":A CONTENT ANALYSIS OF INTERNATIONAL NEWS ON GOOGLE NEWS

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Abstract: *„In the world system, Unequal cultivation of news on International media landscape":
A content analysis of International news on Google news is a study which is related to the coverage of news by the global news media. According to the NWICO, all the nations should be treated as equal on the international news platforms. The present study is based on Google news. The objective of the research is to find out which country and which medium is dominant on the global news media. The researcher has selected the three editions (India, UK, & USA) of the Google news and collected 450 news articles. In this study, the researcher has used a mixed method approach (i.e. qualitative and quantitative) with methodological triangulation. The findings of the study indicate that only powerful and core zone countries are dominant in the world news system. The result has also shown that "Newspaper" sites are prominently used by the news aggregator. The study concludes that the USA is the main center point for international news media rather than other core countries. Thus we can say that inequality among the nations and the world system affects the equal coverage of news by the international news media. At last, we can also state that "Print media" is the most reliable medium for the world news rather than Television and Newswires sites on the global media landscape.*

Keywords: *Global news, Print media, News aggregator, Triangulation, Google news etc.*

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1. Introduction

The present era is the era of globalization. The border is disappearing and the whole world seems like a village. The Main goal of the globalization is to reduce the gap between the nations. News websites have become a common way of acquiring news in recent years.. As compared to traditional print media, digital forms are found to be comfortable and convenient to read. The increasing availability and use of online news sources provide new possibilities for data assembling as well as advanced tools for theorizing in the field of political communication. McNair (2003) hailed recent web evolution and its infinite potentialities for horizontal communication, the demystification and de-professionalization of Journalism, and endless information' selection, suggesting that the chaos of the modern communications surroundings might lay to rest concerns regarding the facility of mainstream media monoliths upholding the establishment. One of the most phenomenal changes observed in the new media landscape is the rise of online news aggregators. Despite their lack of original content, major news aggregators, such as Yahoo News, Google News, and Huffington Post, have attracted a large number of online users, and are among the most visited news sites in recent years (Olmstead et al., 2012; Sasseen et al., 2013) At the most basic level, news aggregators are the websites that primarily curate other news organizations' content on their own site rather than produce original news content of their own (Isbell, 2010). In the present case, we leverage the massive data and new methods to study the way the world is being constructed and represented by media outlets around the world. But this also raises questions about media's geopolitical biases, which could affect the world picture they depict, and consequently—at least to some extent—people's perception of the world we live in (Elad Segev & Menahem Blondheim (2013). The role of media is to form an opinion and present a selected version as reality. They, moreover, play a vital role in structuring the audience's views regarding the problems that exist in the world. For this matter, they're believed and expected to portray a good image of any problem occurring both at the native and the international level each..

Review of literature

Previous studies play an important role in research which gives the right direction to any research and researcher. The researcher reviewed some relevant study within the adopted theoretical framework which is mentioned here. Tsan-Kuo Chang (1998) found in his study that

the core zone countries dominate in the news rather than semi – peripherals and peripherals countries. H. Denis. Wu (2003) argued that those countries had enormous economic and political clout dominate the world's media. The researcher also found the ‗superstar' status of the USA in the international news media. Elad Segev (2008) in the paper titled ‑The Imagined International Community: Dominant American Priorities and Agendas in Google News‖ investigated that Google news shaped the global image of the US and more than 60% coverage of the total global news deals with USA & UK. Further Eijaz & Ahmad (2011) also showed that a small number of countries like US, UK, France, Germany, Russia, Italy, and Japan take place on the international news media landscape, and developing countries have been the information imperialism of their former colonial rulers. A. Gupta (2012) also explained that the majority of determinants of international news coverage pertain to developed countries. Prominent among those are the U.S.A., U.K., Canada, and France. M. Blondheim & E. Segev (2013) analyzed popular news sites and found that the United States is the most prominent country in the world. It is also witnessed that the news coverage of almost all the countries of the world indicated, which includes, political, economic, technological and cultural events, relevance to the United States. In other words, news coverage in maximum countries has attributes linking them to the United States. Jacobs et, al (2016) that exposed that the most notable of a number of rising powers are the BRICS countries. The world is swiftly becoming multi-polar because these countries on the global political, economic and military scene have strongly contributed. The study also explained that the US, as well as China and Russia, are the most prominent countries in the world's news media.

Thus the results of the previous researches indicated that a few developed countries like the US, UK, France, Germany, Russia, Italy, and Japan dominate on the global news media landscape, and among those countries the United States is the most prominent country in the world.

The Study

The requirement for the present examination was felt with the end goal to decide the News aggregators' undue worry in featuring issues related to developing countries and under-developing countries' probable reasons thereof.

Objectives

The broad objective is to find out the globe countries' coverage by the News Aggregators. On the basis of the previous study, a few objectives can be drawn for the study:

1.   To find out which countries dominate in international news on Google news
2.   To find out which news media is prominently used by the Google news

Theoretical framework

The framework of this study is based on the Agenda-setting theory & Framing theory. Maxwell McCombs and Donald Shaw (1977) propounded the agenda-setting theory, which states that the the mass media have a substantial effect on the audience by their decision of what stories to be viewed as newsworthy and how much prominence space be assigned to them. The theory then leads us to characterization, where the agenda can be of two kinds: the first being open motivation, which comprises of issues that are applicable to the extensive population or open; and the other being approach plan, which comprises the issues that are critical from policymakers' perspective. The framing theory is advocated by Ervin Goffman (1986) in his book ‑Frame Analysis: An essay on the organization of experience‖. Goffman used the idea of frames to label ‑schemata of interpretation‖ that allows individuals or groups ‑to locate, perceive, identify and label‖ events and occurrences, thus rendering meaning, organizing experiences, and guiding actions.

Research methodology

The researcher used a mixed method (i.e. qualitative and quantitative) with methodological triangulation. ‑Triangulation refers to the combination of two or more theories, data sources, methods or investigators in one study of a single phenomenon to converge on a single construct and can be employed in both quantitative and qualitative studies‖ (Blaikie, 1991). Content analysis may be defined as a methodology by which the researcher seeks to determine the manifest content of the written, spoken, or published communication by a systematic, objective and quantitative analysis. As it is clear from the definition, this procedure is essentially expressive also, certain all around characterized literary codes or components are coaxed out by measuring   the   occurring   frequency.(Zito,1975:27).

News Aggregator & Editions Selection

Google news was selected for the study. Google news is the second most visiting and popular news aggregator on the internet after Yahoo! News. Three English news Editions (India, US & UK) were selected from the Google news for the study.

Reference period

The study's reference period was from the 1st of September to the 15th of September 2017. This period was picked in perspective of the non-event of any unique occasion like elections and major games occasion, which would have antagonistically affected the sample's quality.

Sample Selection

News articles' content analysis results are based on a 15 days sample. Random samples of 450 news articles out of 900 news articles were taken from all the three editions. ‒The rationale behind the sample selection is supported by the fact mentioned by Dominick and Wimmer (1994:170) that the number of dates should be a function of the incidence of the phenomenon in question.‖ (Arya. Umesh 2007).

Statistical Tools & methods

A codebook was prepared for coding the data. The data was fed in the SPSS and analyzed for cross tabulation, sum, and percentage methods.

Results & Discussion

1.0 The frequency of News Articles

Total no. of news articles selected from various editions

Frequency chart showing INDIA: 150, UK: 150, USA: 150. X-axis label: News Editions, Y-axis label: Frequency (0 to 160).
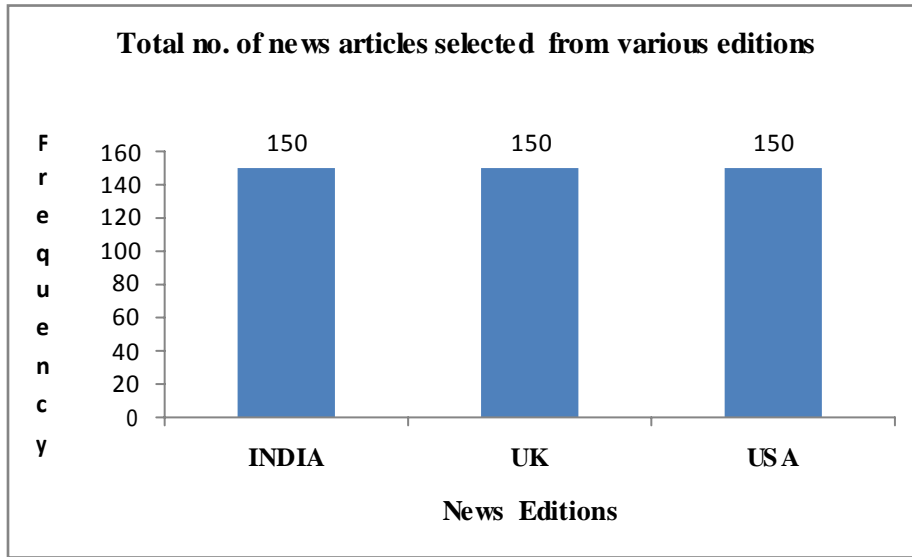
Figure 1

The figure No. 1 given above reflects the frequency of news articles. Total 450 news articles were selected from all the three editions. This study deals with the three editions India, UK, & USA, so researcher choose 150 articles from each of the three editions by using random sampling.

2.0 Prominent news media sites

Percentage chart showing Newspaper: 56.0 %, Television: 30.9 %, others source sites: 13.1 %. X-axis label: News sites, Y-axis label: percentage (0.0 to 60.0).
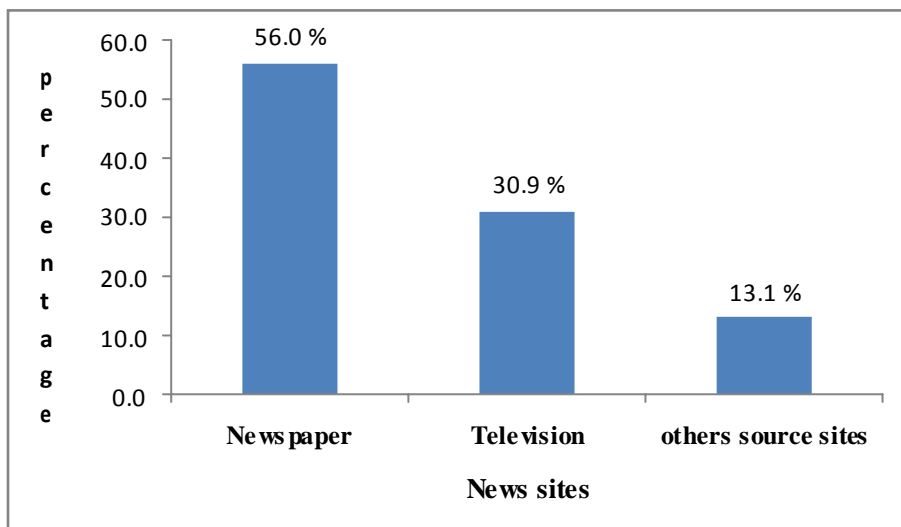
Figure 2

Figure No. 2 shows the different news sites, where 56% news selected from the newspaper sites, 30.9% from television sites and 13.1% selected from the other source sites found on Google News.

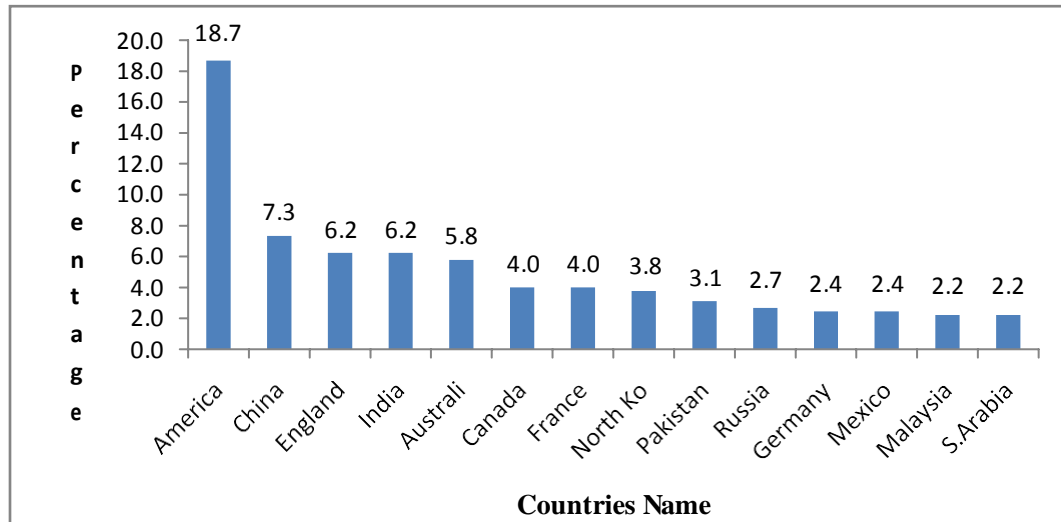## 3.0 Dominating Countries

Figure 3

The Figure No.3 shows the coverage of the various nations 18.7% news coverage given to the America (USA), 7.3% China, 6.2 % England, 6.2% India, and 5.8% Australia, 4.0% Canada, 4.0% France, 3.8% North Korea, 3.1% Pakistan, 2.7% Russia, 2.4% Germany, 2.4 % Mexico, 2.2% Malaysia and 2.2% Saudi Arabia.

Cross tabulation
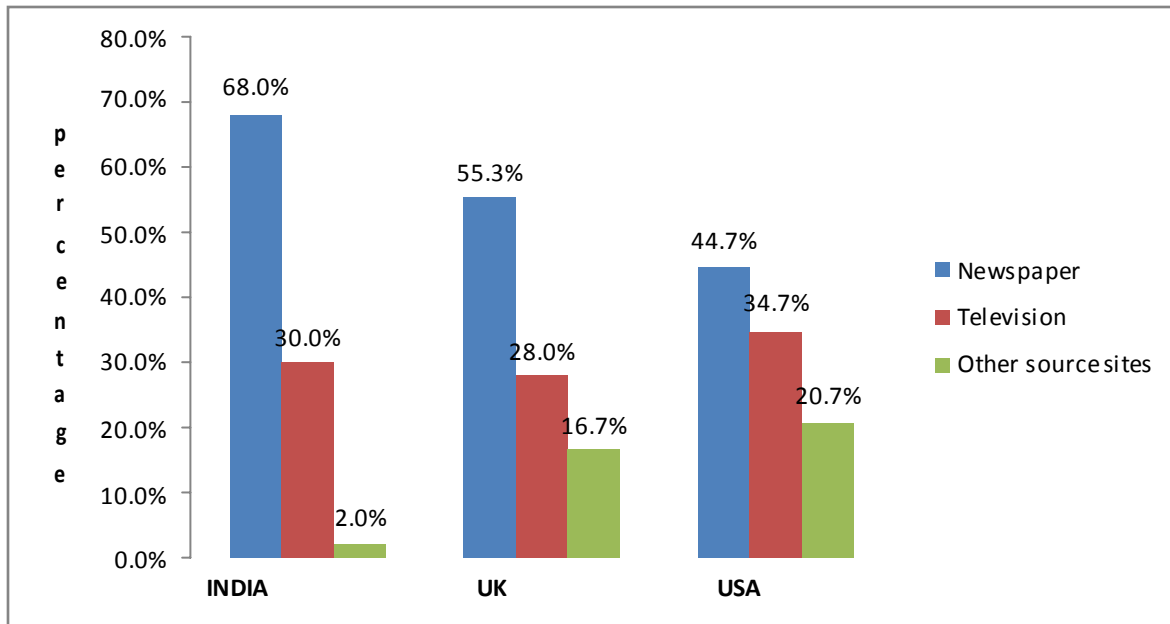 News Editions & News Sites

Figure 4

The Figure No.4 given above indicates that in Google news' Indian edition 68% news articles selected from newspapers, 30 % from television and 2% from other news sources, in UK editions 55.3% news articles are selected from newspaper, 28% from television and 16.7% from Other news source sites and in USA media 44.7% news articles are selected from newspaper, 34.7% from television and 20.7% from other news sites.

<u>Conclusion</u>

To cap it all, we can say that the news media are the starting vehicles through which data is conveyed throughout the world. The result of the study shows that all the three editions used during research depend upon the newspaper sites, television sites and other source site. The results also explore that all three (India, UK, USA) editions frequently use newspaper sites rather than television and other source sites. It shows that the accountability of the print media sites is more prominence than that of electronic media sites. Secondly, the result of the study also brings out the fact that a few of developed countries like USA, UK & China dominating on the world media landscape rather than the other developed and developing countries. There is no space for under developed countries. The developed countries (USA, UK, & China) occupy more than 33% space in the world media landscape. As the USA has 18.7% coverage, it is the most prominent country in the world. On the other hand, the study also shows that the USA edition highly prefers other source sites and television news sites rather than UK and India edition.

While India edition gives preference to newspaper sites as compared to US and UK edition. Finally, we can say that the USA dominates on the world press, and on the international media landscape, newspaper sites are prominently used for global news.

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