

The Power of Framing: Examining BBC's Representation of the Ukraine War in March 2022

Hermilania Hermilania ^{a,1*}

^{a)} Universitas Gunadarma

¹⁾ hermilaniaferba23@gmail.com

* Corresponding Author. Hermilania Hermalinia

ABSTRACT

This research examines the framing analysis of news coverage in BBC Articles Site about the War in Ukraine during March 2022. The purpose of this research is to analyze the messages conveyed to readers and the elements that construct the news based on the framing analysis concept proposed by Zhongdang Pan and Gerald M. Kosicki. The method used is descriptive qualitative research with framing analysis technique, employing document study to collect news articles. The results reveal that BBC Media's framing of the Russia-Ukraine war in March 2022 predominantly emphasized the suffering and victimization of Ukrainian citizens and military. The syntactical structure analysis shows that BBC consistently used emotive headlines, sympathetic leads, and strategic quotations that favored the Ukrainian perspective, while depicting Russia as the aggressor. The script structure analysis demonstrates that BBC reports prioritized humanitarian aspects over military or political dimensions, highlighting civilian casualties and refugee crises. The thematic structure reveals a consistent narrative portraying Ukraine as a democratic nation defending itself against an authoritarian invader. The rhetorical structure analysis indicates extensive use of photographs depicting Ukrainian suffering, graphics illustrating Russian military advances, and emotional language that reinforced the victimization frame. The findings have important implications for media literacy education, highlighting how even respected news organizations employ specific framing devices that can shape public perception of international conflicts. Additionally, the research contributes to understanding how traditional journalistic values of objectivity are challenged when covering asymmetrical conflicts with clear geopolitical stakes for Western democracies

Keywords: Framing analysis, BBC News, war in Ukraine, Ukraine-Russia war

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1. INTRODUCTION

Journalism is part of literary works which is non-fiction. It is written forms that provide factual information about current events widely reported to people around the world that we usually seen them on newspaper. Amy & Regina (2005) stated that journalism is a specialized field that serious and respected writers spend years perfecting as a craft. Furthermore, the object of American journalism is to report facts objectively as they occur in the world. The type of newspaper or magazine you choose to read will determine what kind of journalistic information you will be receiving.

The influence of newspaper as information provider was important as it is the one who tells us about what happened today. According to Wahl-Jorgensen & Hanitzsch (2020), journalism covers and shapes all aspects of society, from politics to fashion, from business to everyday life. It influences, articulates, and produces culture. It is the first draft of history, and it is where history can be found.

Journalism is language, rhetoric, genres, and discourse. It is legitimized and limited by law. It is in industry, civil society, and the state. Moreover, Bell (1991) stated that the use of language in news and other media presentations indicates an interaction between language and society that impacts us all. It can be concluded that journalism concerns with the news that provide actual information almost every aspect in our lives and current events worldwide. It is distributed within newspaper written by the journalist using news language.

The process of conveying and exchanging information to wide portions of the public via mass media is known as mass communication. It is known to relate to various types of media, as its technologies are utilized for the spread of information, which includes journalism. Journalist usually write news in creative way to attract the readers using news language so the reader can find the news enjoyable to read and continues till the end of writing. It is known that language can connect people and also as a bridge of communication so that mass communication is a part of journalism.

Bell (1991) stated that mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. The continuation of the news and the reader based on one-way communication. People usually considered mass communication as a phenomenal explanation because it forms to be a news. Berger & Chaffee (1987) stated that as a science that seeks to understand the production, processing, as well as effects of symbol and signal systems through building testable theories including legal generalization that explain phenomena related with production, processing, and impacts. In other words, three methods related to production, processing, and outcomes are also explained by the journalism field. The news media is separated into various sections.

Aside from the previous explanation, framing analysis situates news text analysis within a theoretical framework founded on the convergence of sociological and cognitive interpretations of the frame idea. It eliminates some of the unreasonable assumptions inherent in the standard content analysis method, such a conceptual endeavour is urgently needed in the field of political communication, given the requirement to analyze political communication within a cohesive framework of processes including news texts, their generation, audience processing, and the uses of computer technology in content analysis. Most of the evidence of reality distortion outlined above may be simply accounted for by mass media being typically directed to the interests of its readers as consumers of information and pleasure. The news media built a frame for what would happen and what would happen once it did. As a result, framing analysis may be applied to news analysis

Pan & Kosicki (1933) stated that framing analysis as an approach of analyzing news discourse mainly deals with how public discourse about public policy issues is constructed and negotiated. As the bridge between larger social and cultural realms and everyday understandings of social interaction, framing that is built by media can have a deeply meaning to be discussed. According to Tuchman (1978) within the realm of political communication, framing has to be defined and operationalized on the basis of this social constructivism. Mass media actively set the frames of reference that readers or viewers use to interpret and discuss public events. Furthermore, studying a news that has been framed might help to refine the meaning contained within the news. The objective of framing analysis is to look at the purpose of the news, analyze the event, and frame the event that became news.

There are many researchers who conducted studies regarding the framing analysis. Halizah Hafaz Hutasuhut (2019) discovered the framing analysis of 212 Munajat Night News in the Jakarta Post. The result shows that all of the 4 categories classifications of framing devices are used in the article. First is syntactical structure that involved headline, lead, and background of information, quote, source,

statement and closing. Second is script structure that involved 5W1H (What, Where, When, Who, Why, and How). Third is thematic structure that involved paragraph only. The last is rhetoric structure that involved metaphor.

Diana Anggraeni (2018) discovered the framing analysis of how kompas.com dan sindonews.com on the period of 16 October 2017 up to 21 October 2017 framing the news related to food governance in Indonesia using Entman framing analysis. The result shows that the two online media emphasize issue about food governance management system, but the assertion of the two news are different. Kompas.com tend to build and develop the village and farmer regeneration aspect, while sindonews.com emphasized on reinforcement the management system of food governance.

Shaula Rizkiyansyah (2021) discovered the framing analysis of news coverage in BBC articles site about the winning of Liverpool Football Club in the 2019/2020 Premier League using Zhondang Pan and Robert Kosicky theory. The result shows that the framing media that is built by BBC Media about the news coverage that is made about Liverpool after winning premier league is emphasized the euphoria that is made by all of Liverpool side, also the continuity structure news that is built by BBC media articles is not straight up and News framing that is made by BBC is dominantly used the title, lead, news source citation, picture and graphic to support the framing structure.

2. METHOD

This research uses qualitative method. This method is used to find and solve the problems of the research by collecting data, classifying, and making interpretation. According to Rossman & Rallis (2017), qualitative research is fundamentally interpretive; that is, we offer explanations for objects or social actions. Furthermore Creswell (2018) stated that qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Qualitative researchers collect data themselves through examining documents, observing behaviour, or interviewing participants.

The sources of data are the BBC's online articles about war between Russian and Ukraine. The sources of the data that are used by the researcher are from www.bbc.com/news. To analyze the data, the researcher follows the following steps: 1. Collecting the news from British Broadcasting Corporation's site articles during March 2022 that contains the news about war between Russia and Ukraine, 2. Classifying the article structure news based on the Zhondang Pan and Gerald M. Kosicki concept framing analysis, 3. Analyzing the data based on Zhondang Pan and Gerald M. Kosicki concept framing analysis.

3. RESULT AND DISCUSSION

This research that is being focused on the news about Ukraine-Russia War after Russian attack on February 24th 2022. The news that is taken in the research is about Ukraine-Russia war during March 2022 published in BBC news articles. The result shows from the 5 samples data taken from BBC articles site. Table 1 is the data found in BBC articles site during March 2022.

Table 1. Data of BBC articles site during March 2022

No	Date of the News	Title of the News
1	1 March 2022	Ukraine conflict: Everybody is scared and my country is on fire
2	4 March 2022	Ukraine: Nottinghamshire woman fears for family struggling to get food

3	10 March 2022	Ukraine war: Three dead as maternity hospital hit by Russian air strike
4	13 March 2022	Ukraine war: 'Sky turned red' as missiles hit Lviv military base
5	14 March 2022	Ukraine: Former soldier from Ruthin helps refugees flee

A. Discussion of Framing Analysis

Based on the data found, the researcher takes 2 examples of framing analysis. The examples are explained in the following:

1. News Analysis 1

Title: Ukraine Conflict: Everybody is Scared and My Country is on Fire

Date: 1 March 2022

Source: BBC

Framing Device	Observation Unit	Observation Result
	Title	Ukraine conflict: 'Everybody is Scared and My Country is on Fire'
	Lead	A Ukrainian student due to return to the UK has questioned whether she will still be alive to finish her studies after the Russian invasion of her home.
	Background Information	Ukrainian Students did a demonstration in UK
	Source Citation	<p>Olga Merinovamichael "They are dying for their land, dying for freedom, for their will to live in a democratic country."</p> <p>Oksana "My friends are not teaching their kids to go to school and read and learn, they are now teaching them how to put clothes on quickly and get into the bomb shelter"</p> <p>Larysa Salo "It feels like we have got some back-up."</p>
	Statement/opinion	I don't blame the Russian people, I blame one man - Putin
	Closing	I don't blame the Russian people, I blame one man - Putin
	What	People did rally solidarity for ukrainian

Script	Where	Gloucestershire
	When	1 March 2022
	Who	Olga Merinovamichael, Oksana, and Larysa Salo
	Why	Invasion of Russian to Ukraine which caused rally solidarity in UK
Thematic	Paragraph, Proportion, Sentence,	<p>Paragraph 4 "They are dying for their land, dying for freedom, for their will to live in a democratic country"</p> <p>Paragraph 8 "My friends are not teaching their kids to go to school and read and learn, they are now teaching them how to put clothes on quickly and get into the bomb shelter"</p> <p>Paragraph 10 "It feels like we have got some back-up"</p>
Rhetoric	Word, idiom, picture, graphic	<p>Rhetorically, the picture shows a woman who was following the rally solidarity and brought the aspiration.</p> 

A. Syntax Structure

The title of the news given a message about how Russian-Ukraine war affect the people around them. The title took from the lead that states about a Ukrainian student that uncertain whether she will still be alive to finish her studies after the Russian invasion of her home. There is continuity about the information that given by title and lead. The lead is supported by the statement from Olga Merinovamichael that states "They are dying for their land, dying for freedom, for their will to live in a democratic country." Based on the statement Olga Merinovamichael confirms that are many Ukrainians suffer because of the war in their country. And then Oksana who has relatives in Ukraine states that "My friends are not teaching their kids to go to school and read and learn, they are now teaching them how to put clothes on quickly and get into the bomb shelter" the statement gives a picture about the situations in the Ukraine now, the kids could not go to their school and learn

peacefully as now they have to go to bomb shelter quickly so they can stay save in this situation. Larysa Salo from Gloucester has family in Ukraine and she feels grateful by the support people around her to Ukraine, Larysa states "It feels like we have got some back-up." Based on her statements it is a proof that people in the UK gather their support for Ukraine by doing donation and demonstration as an objection to the war.

B. Script Structure

The script of structure is contained by what, where, when, who and why. Those structured of what, where, when, who and why are the support script structure of the news to this article. "What" is referred to State to people did rally solidarity for Ukrainian. And then "Who" is referred to Olga Merinovamichael, Oksana, and Larysa Salo as people who are Ukrainian and have relatives in Ukraine. And "Why" is referred to the Invasion of Russian to Ukraine which caused rally solidarity in UK.

C. Thematic Structure

The statement and the response are from the various background such as Olga Merinovamichael, Oksana as demonstrator, and Larysa Salo as Ukrainian.

D. Rhetoric Structure



The news contains sentence and picture. The sentence "STOP WAR IN UKRAINE" means that people in the UK care about the war and hoping the war could stop soon so the Ukrainian can be saved in their own homeland have their freedom back.

2. News Analysis 2

Title: Ukraine: Nottinghamshire Woman Fears for Family Struggling to Get Food

Date: 4 March 2022

Source: BBC

Framing Device	Observation Unit	Observation Result
	Title	Ukraine: Nottinghamshire Woman Fears for Family Struggling to Get Food
	Lead	A musician says she is worried after being unable to contact her family in a Ukrainian city seized by Russian forces.
	Background Information	Ukrainian find it difficult to get food and contact their family due to the invasion
	Source Citation	Nataly Stevens "I usually get through straight away, and when you can't you start to worry, now"

		<p>Russian forces are outside of the town, blocking all the ways out.”</p> <p>Stuart Bray</p> <p>“I hope this vigil will give us all a chance to come together as a community and focus our attention on those people many miles away who are in trouble and pain.”</p>
	Statement/opinion	<p>“I hope this vigil will give us all a chance to come together as a community and focus our attention on those people many miles away who are in trouble and pain.”</p>
	Closing	<p>“I hope this vigil will give us all a chance to come together as a community and focus our attention on those people many miles away who are in trouble and pain.”</p>
	What	Ukrainian are struggle to get food and to get connected to their family.
	Where	Nottinghamshire
	When	4 March 2022
	Who	Nataly Stevens and Stuart Bray
	Why	Invasion of Russian to Ukraine which caused scarcity of food and bad connections
Thematic	Paragraph, Proportion, Sentence,	<p>Paragraph 3</p> <p>“They have been sheltering in their apartment in Kherson since the start of the invasion.”</p> <p>Paragraph 5</p> <p>“Russian troops had forced their way into the city council building and imposed a curfew on residents.”</p> <p>Paragraph 13</p> <p>“It was difficult to buy food with most shops closed or empty.”</p>

		<p>Paragraph 14</p> <p>“When one shop opened, a large queue formed outside but the shelves inside were mostly empty.”</p>
Rhetoric	Word, idiom, picture, graphic	<p>Rhetorically, the Picture shows the scarcity of food faced by stores all around Ukraine.</p> 

A. Syntax Structure

The title of the news given a message about how Russian-Ukraine war affect the Ukrainian. The title took from the lead that states about a musician says she is worried after being unable to contact her family in a Ukrainian city seized by Russian forces. There is continuity about the information that given by title and lead. The lead is supported by the statement from Nataly Stevens that states “I usually get through straight away, and when you can't you start to worry, now Russian forces are outside of the town, blocking all the ways out.” Based on the statement Nataly Stevens confirms that Ukrainian find it difficult to get food and keep connected to their loved ones since the invasion begin. And then Stuart Bray, leader of Hinckley and Bosworth Borough Council states that “I hope this vigil will give us all a chance to come together as a community and focus our attention on those people many miles away who are in trouble and pain.” the statement encourage both Ukrainian and people around the world to come together as a community and care to the people who are in trouble and pain even though they are miles away apart.

B. Script Structure

The script of structure is contained by what, where, when, who and why. Those structured of what, where, when, who and why are the support script structure of the news to this article. “What” is referred to Ukrainian are struggle to get food and to get connected to their family. And then “Who” is referred to Nataly Stevens and Stuart Bray o as people who are Ukrainian and have relatives in Ukraine. And “Why” is referred to the Invasion of Russian to Ukraine which caused scarcity of food and bad connections.

C. Thematic Structure

The statement and the response is from the various background such as Nataly Stevens as a musician who have relatives in Ukraine and Stuart as leader of Hinckley and Bosworth Borough Council.

D. Rhetoric Structure



The news contains sentence and picture. The picture above was a proof on how hard Ukrainians to get food in their own country. War brings nothing but hardship to those who involved.

3. Dominant Message

The news dominantly takes Ukraine side such as Russian invasion and how damaged their country due to the war between Ukraine and Russia. The news shows how hard the war for Ukraine people as they were suffered so much in hunger and haunted by the fact that their lives can be in danger anytime.

4. CONCLUSION

Based on the research that has been examined by the researcher regarding the framing analysis of the news articles for news coverage about war between Ukraine and Russia. The researcher concludes the research in the following:

- 1) The news coverage that is made by BBC emphasizes about distress of the Ukrainians due to war between their country and Russia.
- 2) The Continuity of news coverage about how the war affect not only Ukrainian but everyone around the world who have relatives in Ukraine and care about humanity.
- 3) News framing that is made by BBC is dominantly used the title, lead, news Source citation, Picture and graphic to support the Framing Structure.

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