

**A Cross-Cultural Analysis Of English Online News. Case study- Al-Arabia News and BBC
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The increased use of information media has led to the increased globalization of the news, allowing the reader to get information from different parts of the world. Under such circumstances, websites for online news, such as Al Arabiya News and BBC News, act as critical stakeholders in forming opinions among the world population (Kelsey & Way, 2020). Based on the variety of definite cultural, political, and social backgrounds, the examined online media platforms may present the same analogous international events with diverse journalistic approaches, standards, and argumentative techniques (Trilling & van Hoof, 2020). It is, therefore, necessary to examine how these differences manifest in the discourse of online media news.

This paper presents a cross-cultural comparative research of English media websites, particularly those related to the news area, such as Al Arabiya News and BBC News. The research will use media discourse analysis as the methodological approach to explore how each platform stages, designs, and language news stories and narratives on significant events worldwide between 2020-2024. This research will aim to compare the cultural, political, and ideological factors that dictate the language and rhetoric of these two essential news sources. The research will also explore what these distinctions mean for audience perception and the larger discourse concerning global events with a view to improving understanding of cross-cultural communication in digital journalism.

By examining the cross-sections in culture, ideology, and media framing, the research intends to bridge existing gaps in comparative media studies and provide a clearer understanding

of the mechanisms through which news is produced, at the same time shaping its narratives beyond cultural boundaries.

Research Questions

In light of the discussion above, my research aims to contribute to deeper understand how cross-cultural differences can shape online news reporting. The research is particularly concentrated on the framing, language, and rhetorical strategies employed by Al Arabiya News and BBC News. The research aims to indicate how the platforms create a narrative on global and sensitive topics and discuss them in order to add knowledge towards media discourse and cross-national exchange. Broadly, the research questions are clustered under:

1. How do Al Arabiya News and BBC News, both English-language online media that operated between the years 2020-2024, differ in their cross-cultural representations, framing, and linguistic strategies when reporting on similar international events, and why is this difference derived from their different cultural, political, and ideological contexts?
2. What are the differences in the framing and representation of similar events in Al Arabiya News and BBC News, and how do these differing narratives reflect cultural diversity within the time span of 2020-2024?
3. What are the different linguistic and rhetorical strategies that Al Arabiya News and BBC News use to steer public opinion on significant socio-political issues, and how extensively do these strategies reveal cultural, political, or ideological differences?
4. To what extent does the language used by Al Arabiya News and BBC News differ regarding bias, neutrality, or subjectivity when presenting sensitive topics, and how can differences represent cross-cultural communication patterns?

Research Hypothesis

The research will be guided by the following hypotheses:

H1: Most narratives from Al Arabiya News concerning international happenings will be more culturally specific and regionally dominated while BBC News will generally prefer globally stated frames of reference that conform to Western journalistic traditions. Al Arabiya News frames socio-political events through an Arab cultural and political perspective, while British Broadcasting Corporation (BBC) places an objective angle, albeit much influenced by the western political sphere.

H2: Al Arabiya News is expected to become increasingly subjective and emotive in its reporting in order to gain audience connection with its local audience. It would be indicated that the language used appeals to identity, culture, and regional politics. BBC News, on the other hand, will still be neutral or has been objective but subtle biases might still emerge which tend to reflect the Western political and cultural context.

H3: Al Arabiya News and BBC News will prove altogether different on ideological and cultural dimensions in sensitive reporting. The former will carry a political bent that coincides with Arab and Middle Eastern perspectives, while the latter is likely to tilt more favorably towards Western values in issues related to democracy, freedom of expression, and human rights.

Literature Review

Previous studies in media discourse analysis have demonstrated the importance of examining news as a constructed reality shaped by the news outlet's culture, values, and socio-political environment (Andersen et al., 2024). The framing of news stories, the use of particular lexical choices, and rhetorical strategies have been found to reveal underlying ideologies and

power dynamics. In cross-cultural studies, comparative media analysis has revealed significant differences in how Western and Middle Eastern media outlets report on similar issues.

Prior works in the preceding literature on media discourse analysis have highlighted the significance of addressing news as an object created and encoded based on the media organization's culture, value system, and socio-political context (English, 2024b; Lukiv, 2024). According to the studies, the style, choice of words, and how news stories have been constructed can be used as indicators of ideologies and power relations (Trilling & van Hoof, 2020). Cross-cultural comparative media research, for instance, has found sharp distinctions in how the Western and Middle Eastern media present similar issues (Abualouf, 2024; English, 2024a). Although the current study only compares Al Arabiya News and BBC News, the data indicates that both sources have different journalistic orientations. Al Arabiya is an English-language news channel with a regional geopolitical orientation, especially in the Middle East, and its perception seems to be more inclined towards that of the Arab world (Afzal & Harun, 2020). BBC News, on the other hand, is part of a media conglomerate from Britain and, therefore, aligns itself to Western notions of journalism that adheres to neutral and objective reportage; however, due to the nature of socio-political events in Britain and the wider Europe, it finds itself inclined (Nielsen et al., 2023).

This research will fill a gap in the current literature by offering a detailed comparative qualitative assessment of these two platforms and how they covered similar news items while highlighting essential linguistic, cultural, and ideological differences in their approaches.

Methodology

Research Design

In the proposed study, a qualitative research design will employ the critical media discourse analysis approach in line with the theoretical framework of critical discourse analysis or CDA as espoused by Bouvier and Machin (2020). CDA will enable the authors to examine news talk's specific linguistic properties and ideological assumptions. However, This approach is suitable for analyzing how power relations, ideology, and cultural discourses are inscribed in news reporting language.

Sampling and Data Collection

The subjects of this research will consist of articles published by Al Arabiya News and BBC News from 2020 to 2024. For comparability, the sample will only cover similar international events such as conflict, political meetings, and sociopolitical events like elections or protests. Materials will be chosen according to the relevance of the articles to the indicated topics and the possibility of using similar coverage from the two sites.

The study will sample 15 articles from each news outlet, making up 30 articles. In order to avoid this type of inconsistency, the articles chosen will focus on the same event or topic. They must be published relatively close to one another, ideally within three days. This way, any disparities in coverage can be explained by differences in the cultural and ideological orientation of the news organizations and not due to differences in the period of their coverage.

Data Analysis

Data analysis will proceed in three phases: First is the textual analysis, and each article will therefore be rated for essential stylistic and rhetorical aspects, including the language used, patterns of writing, use of various figures of rhetoric, and the narrative style. The focus will be on how each platform builds up important actors (politicians, protesters), events, and consequences.

The second is framing analysis. This phase will dissect the way that each news event has been framed. The study will use Yang and Van Gorp's (2021) framework of framing, which refers to choosing certain aspects of the perceived reality and presenting them in a particular communicative text to analyze the dominant frames used in Al Arabiya News and BBC News. In the framing analysis, the focus will be to establish to what extent the same event will be framed as either positive, negative, or neutral by the respective outlet and whether or not either cultural or political standpoints influence different frames.

Third is ideological and cultural analysis. Using Bouvier and Machin's (2020) theory of ideology in discourse, the last step will discuss how the employs of language and framing relate to the ideological and cultural divide in two outlets. This phase will involve establishing the culture and political setting of the new outlets before investigating the degree to which these settings shape their narrative.

Expected Findings

The study expects to realize the following differences to establish how Al Arabiya News and BBC News facilitate global events, especially socio-political conflict events. There is a possibility that Al Arabiya News will do its coverage in a way that depicts the political and cultural orientation of the Middle East using language that will suit the region (Afzal & Harun, 2020). On the other hand, the expectation for BBC News is that the coverage is westernized, is more likely to be perceived as being more neutral and objective, yet at the same time is expected to be politically biased.

Concerning linguistic strategies, the study expects a difference in each outlet's approach to using rhetoric in shaping public opinion. For instance, Al Arabiya News may employ language that will appeal to the feelings of the readers and appeal to regional identity (Andersen et al.,

2024). At the same time, BBC News may have a minor appeal to passion, but it also uses framing to gently influence the readers' views.

Significance of the Study

The relevance of this study can be found in the ability to enrich the understanding of culture and ideology pervading news discourse. It will help understand how different media outlets facilitate the construction of reality in multicultural worlds if the study compares Al Arabiya News and BBC News presentations of similar events (Trilling & van Hoof, 2020). This is especially important in the present globalized system where world news is presented from the cultural angle of multiple countries.

Furthermore, this study will help expand the media discourse analysis research area through a focused comparative analysis of Western and Middle Eastern news platforms. The study will benefit media academics, practicing journalists, and policymakers desiring to comprehend how cultural and ideological divides define international news discourses (Bouvier & Machin, 2020).

Ethical Considerations

Since this research will not engage human subjects, ethical issues are not such an issue of concern. The first and foremost ethical issue is to be careful in selecting materials for analysis and not to over-interpret when presenting the investigation results. The researcher will also follow the policies of use of raw data, which is, in this case, news articles; any proprietary information obtained from the news platforms will be appropriately acknowledged.

Conclusion

Therefore, this research proposal compares two international news channels, Al Arabiya News and BBC News, to understand how they cover similar events between 2020 and 2024.

Based on the theoretical framework of media discourse analysis, it will compare and contrast the language and the Rhetorical Style, frame analysis, and investigate the influence of ideology and culture on the news. Therefore, this study intends to enhance the understanding of cross-cultural communication, particularly in the media, to benefit from the findings of global news dissemination.

Timeline

2025

January to February

Complete the literature review and develop the research framework. Identify and acquire required data or materials for the research. Access online news platforms and archives (Al-Arabiya and BBC).

March to April

Devise a comprehensive methodology, inclusive of both the sampling and the data collection processes, whereby thirty relevant articles will be selected (15 from each site). Collect articles about the major international events that happened between the years 2020 to 2024.

May to June

Phase one of data collection and text-based analysis should ensue at this point. The next stage should involve analyzing linguistic styles, rhetorical strategies, and framing techniques.

July to August

Analyze the articles emphasizing their ideological and cultural aspects. Gather additional articles and compare how Al-Arabiya and BBC reckon with sensitive political issues.

September to October

Finalize the study on framing and language, and ideological contexts. Commence writing the analysis section of the paper.

November to December

Conduct an analysis of the review findings and commence writing the conclusions based on the comparative analysis. Continue editing the research paper with emphasis on culture communication differences.

2026

January – February

Completion of the research paper. Critique findings and implications for global news reporting. Submit the research paper for peer-review or for instructor evaluation. Prepare presentation or defense, if needed.

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