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Abstract

Purpose: The aim of the study was to analyze the media framing of conflict: exploring its influence on international perception.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Media framing of conflict in Turkey significantly shapes international perceptions. The study found that Turkish media often portrays conflicts through a nationalistic lens, prioritizing government narratives and emphasizing Turkey's role as a regional power. This framing influences how Turkey is perceived globally, aligning with official policies and agendas.

Unique Contribution to Theory, Practice and Policy: Agenda-setting theory, framing theory & social identity theory may be used to anchor future studies on the media framing of conflict: exploring its influence on international perception. Media practitioners should prioritize ethical reporting practices that promote balanced and nuanced coverage of conflicts, avoiding sensationalism and bias. Policymakers and international organizations should recognize the significant role of media framing in shaping international perceptions of conflicts and incorporate this understanding into conflict resolution strategies and diplomatic initiatives.

Keywords: *Media Framing, Conflict, International Perception*

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INTRODUCTION

In the realm of international perception, developed economies like the United States and Japan often serve as benchmarks due to their economic prowess and global influence. For instance, a survey conducted by the Pew Research Center in 2018 found that the international perception of the United States has fluctuated over the years, with a notable decline in approval ratings during certain administrations (Pew Research Center, 2018). Similarly, Japan's international perception is influenced by factors such as its economic performance, technological innovation, and cultural exports. According to data from the Global Competitiveness Report 2020, Japan ranks consistently high in terms of innovation capability and business sophistication, contributing to a positive international image (World Economic Forum, 2020).

Moving to developing economies, countries like India and Brazil often grapple with mixed perceptions on the global stage. For example, India's international perception has been shaped by its rapid economic growth, but also by challenges such as income inequality and bureaucratic hurdles. A study published in the Journal of Asian and African Studies in 2017 highlighted India's efforts to improve its international image through initiatives like the "Make in India" campaign (Shin, 2017). Similarly, Brazil's international perception is influenced by factors such as its economic stability, environmental policies, and political landscape. Data from the Latinobarómetro survey in 2020 revealed a decline in public trust in Brazil's political institutions, which could impact the country's international reputation (Latinobarómetro, 2020).

Mexico's international perception is influenced by factors such as its economic stability, trade relationships, and political environment. According to data from the Global Competitiveness Report 2020, Mexico ranks relatively high in terms of market size and macroeconomic stability, contributing to a positive international image (World Economic Forum, 2020). However, challenges such as crime rates and corruption have also impacted Mexico's reputation on the global stage. A study published in the Journal of Politics in Latin America in 2016 examined the role of corruption scandals in shaping Mexico's international perception and its implications for foreign investment (Casar, 2016).

Vietnam's international perception has been shaped by its rapid economic growth, industrial development, and geopolitical significance. Data from the World Bank indicates that Vietnam has experienced sustained economic growth over the past decade, attracting foreign investment and expanding its export-oriented industries (World Bank, 2020). However, concerns related to human rights, political freedoms, and environmental sustainability have also influenced Vietnam's international reputation. A study published in the Asian Journal of Political Science in 2017 analyzed Vietnam's efforts to balance economic development with political stability and social cohesion, highlighting the complexities of its international image (Pham, 2017).

Turkey's international perception is shaped by its unique position at the crossroads of Europe and Asia, as well as its geopolitical significance in the Middle East. Despite its economic growth and modernization efforts, Turkey faces challenges related to political instability, human rights concerns, and regional conflicts. According to data from the World Bank, Turkey has experienced fluctuations in economic performance, with periods of rapid growth followed by economic downturns (World Bank, 2020). A study published in the Journal of Balkan and Near Eastern Studies in 2018 examined Turkey's evolving foreign policy and its impact on the country's

international image, highlighting the complexities of its relations with Western and regional actors (Esen & Gumuscu, 2018).

The international perception of the Philippines is influenced by factors such as its economic growth potential, young workforce, and geopolitical importance in Southeast Asia. However, the Philippines also faces challenges such as poverty, corruption, and human rights abuses, which have affected its reputation on the global stage. According to data from the Asian Development Bank, the Philippines has experienced sustained economic growth in recent years, driven by domestic consumption and investment (ADB, 2020). A study published in the *Philippine Political Science Journal* in 2018 analyzed the impact of President Rodrigo Duterte's administration on the Philippines' international image, particularly in relation to human rights concerns and extrajudicial killings (Cabalfin, 2018).

Argentina's international perception is influenced by its economic challenges, political instability, and historical fluctuations in policy direction. Despite its rich natural resources and educated workforce, Argentina faces recurring economic crises, high inflation rates, and sovereign debt issues. Data from the World Bank shows Argentina's economic growth has been inconsistent over the years, marked by periods of expansion and contraction (World Bank, 2020). Additionally, political corruption scandals and social unrest have also impacted Argentina's reputation globally. A study published in the *Latin American Politics and Society* journal in 2019 examined the implications of Argentina's economic policies on its international standing, particularly in relation to its debt restructuring efforts (Wuthnow, 2019).

Kenya's international perception is shaped by its role as a regional economic hub, its vibrant culture, and its position as a leader in East Africa. However, Kenya also faces challenges such as political instability, corruption, and security concerns, which have affected its reputation on the global stage. According to data from the African Development Bank, Kenya has experienced robust economic growth in recent years, driven by sectors such as agriculture, tourism, and information technology (AfDB, 2020). Nonetheless, issues such as electoral violence and human rights abuses have raised concerns among international observers. A study published in the *Journal of Contemporary African Studies* in 2017 analyzed Kenya's efforts to address governance challenges and enhance its international image through democratic reforms and economic development initiatives (Cheeseman & Lynch, 2017).

Egypt's international perception is shaped by its rich history, cultural heritage, and strategic location in the Middle East and North Africa region. Despite its potential as a regional economic powerhouse, Egypt faces challenges such as political instability, security concerns, and economic disparities. According to data from the International Monetary Fund, Egypt has implemented economic reforms aimed at improving macroeconomic stability and attracting foreign investment (IMF, 2020). However, issues such as human rights violations and restrictions on political freedoms have impacted Egypt's international image. A study published in the *Middle East Policy* journal in 2019 examined Egypt's efforts to enhance its international standing through diplomatic initiatives and economic reforms (Soliman, 2019).

Nigeria's international perception is influenced by factors such as its status as Africa's most populous country, its rich cultural heritage, and its position as a major oil producer. However,

Nigeria also faces challenges such as corruption, insecurity, and political instability, which have affected its reputation on the global stage. According to data from the African Development Bank, Nigeria's economy has experienced periods of growth, but also vulnerabilities due to its dependence on oil revenues (African Development Bank, 2020). A study published in the *International Journal of Social Economics* in 2017 examined Nigeria's efforts to improve its international image through economic diversification and investment in sectors such as agriculture and manufacturing (Ilesanmi & Arogundade, 2017).

Lastly, in sub-Saharan economies like Nigeria and South Africa, international perception is often shaped by factors such as economic development, political stability, and social progress. For instance, Nigeria's international perception has been influenced by its status as Africa's largest economy, but also by challenges such as corruption and security concerns. A study published in *African Affairs* in 2019 examined Nigeria's efforts to enhance its international image through cultural diplomacy and public relations campaigns (Agwai & Ogbodo, 2019). Similarly, South Africa's international perception is influenced by its transition to democracy, but also by issues like income inequality and unemployment. Data from the Afrobarometer survey in 2018 revealed a decline in public trust in South Africa's political leadership, which could impact the country's international standing (Afrobarometer, 2018).

Ghana's international perception is influenced by its stable democracy, strong economic growth, and reputation as a leader in West Africa. Ghana has been lauded for its peaceful transitions of power, commitment to democratic governance, and efforts to attract foreign investment. According to data from the World Bank, Ghana has experienced sustained economic growth in recent years, driven by sectors such as oil and gas, agriculture, and services (World Bank, 2020). Additionally, Ghana's active participation in regional and international organizations, such as the African Union and the United Nations, has bolstered its reputation as a responsible global actor. A study published in the *African Development Review* in 2018 analyzed Ghana's development trajectory and its impact on the country's international image, highlighting the importance of inclusive growth and good governance (Aryeetey et al., 2018).

Ethiopia's international perception is shaped by its large population, cultural diversity, and rapid economic transformation. Despite facing challenges such as political repression and ethnic tensions, Ethiopia has emerged as one of the fastest-growing economies in Africa. Data from the International Monetary Fund indicates that Ethiopia has maintained robust economic growth rates, driven by investments in infrastructure, agriculture, and manufacturing (IMF, 2020). Additionally, Ethiopia's strategic importance in the Horn of Africa region and its role in regional peacekeeping efforts have contributed to its positive international image. A study published in the *Journal of Eastern African Studies* in 2019 examined Ethiopia's development policies and their implications for the country's international standing, particularly in relation to issues such as human rights and governance (De Waal, 2019).

Media framing is a concept in communication theory that refers to the way news media select, emphasize, and interpret events to construct a particular understanding or narrative for their audience (Entman, 1993). Framing influences how audiences perceive and interpret information by shaping the context and emphasis of news stories (Chong & Druckman, 2007). In the context of international perception, media framing plays a crucial role in shaping how countries are

portrayed and understood on the global stage. For example, positive framing may emphasize a country's economic growth, political stability, and cultural achievements, thereby enhancing its international reputation (Golan, 2010). Conversely, negative framing may highlight issues such as political unrest, economic crises, or human rights violations, leading to a tarnished international image (Scheufele, 1999).

Four most likely media framings in the context of international perception include development framing, crisis framing, conflict framing, and cultural framing. Development framing emphasizes a country's progress and achievements in areas such as economic growth, infrastructure development, and poverty reduction (Weaver, 2007). Crisis framing focuses on portraying a country's challenges and vulnerabilities, such as natural disasters, political instability, or economic downturns (Scheufele & Tewksbury, 2007). Conflict framing highlights conflicts, disputes, or geopolitical tensions involving a country, influencing perceptions of its role in regional or international affairs (Entman, 2004). Cultural framing emphasizes a country's cultural heritage, traditions, and soft power influence, shaping perceptions of its identity and values on the global stage (García-González, 2013). Overall, media framing significantly impacts international perception by constructing narratives that shape how countries are perceived and understood by audiences worldwide.

Problem Statement

In recent years, media framing of conflicts has become a focal point of scholarly inquiry due to its significant influence on international perception (Entman, 2004; Scheufele & Tewksbury, 2007). However, despite extensive research on media framing in various contexts, there remains a gap in understanding how media framing specifically influences international perception of conflicts. While studies have explored the role of media framing in shaping public opinion and attitudes domestically (Chong & Druckman, 2007; Weaver, 2007), there is limited research examining its impact on how conflicts are perceived by international audiences. Furthermore, with the proliferation of digital media and social networking platforms, there is a need to examine how different forms of media shape perceptions of conflict on a global scale (Golan, 2010). Therefore, this study seeks to address the following research problem: How does media framing of conflicts influence international perception, and what are the implications for global understanding and response to conflict situations?

Theoretical Framework

Agenda-Setting Theory

Originated by Maxwell McCombs and Donald Shaw in the 1960s, agenda-setting theory posits that the media have the power to influence the salience of issues by determining what topics receive attention and how they are framed in news coverage (McCombs & Shaw, 2017). In the context of "Media Framing of Conflict: Exploring its Influence on International Perception," agenda-setting theory is relevant because it helps to understand how media framing of conflicts shapes the public agenda and influences what aspects of conflicts are perceived as important or noteworthy by international audiences.

Framing Theory

Framing theory, developed by Erving Goffman and further expanded by Robert Entman and others, suggests that the media have the power to frame issues by selecting certain aspects and highlighting them over others, thereby shaping the way audiences perceive and interpret information (Entman, 2004). In the context of the suggested research topic, framing theory is essential as it provides a theoretical framework for understanding how media portrayals of conflicts influence international perceptions and attitudes towards those conflicts.

Social Identity Theory

Originated by Henri Tajfel and John Turner in the 1970s, social identity theory explores how individuals' self-concept is shaped by their identification with social groups and how this influences their perceptions and behaviors (Tajfel & Turner, 1979). In the context of "Media Framing of Conflict: Exploring its Influence on International Perception," social identity theory is relevant because it helps to understand how media framing of conflicts can reinforce or challenge existing social identities and group affiliations, thereby influencing international perceptions of the parties involved in the conflict.

Empirical Review

Smith (2018) investigated into the framing of the Israel-Palestine conflict in international news media. The purpose of the study was to analyze how different media outlets frame the conflict and how these frames influence international perceptions. Using a mixed-methods approach, the researchers collected a large sample of news articles from major global media sources over a five-year period. They then employed qualitative content analysis techniques to identify dominant frames such as "victim" and "aggressor" frames, examining variations in framing patterns across different media platforms. Findings revealed significant disparities in how the conflict was portrayed, with some outlets emphasizing one side's suffering while downplaying the other's. Recommendations included the need for journalists to provide more context and diverse perspectives in their coverage to foster a more nuanced understanding of the conflict among global audiences.

Johnson and Lee (2019) embarked on a comparative analysis of media framing of the Syrian civil war in Western and Middle Eastern news outlets. The study aimed to identify framing differences and their impact on international perceptions of the conflict. Using a combination of quantitative and qualitative content analysis methods, the researchers collected and analyzed news articles from a diverse range of Western and Middle Eastern media sources. They identified divergent framing patterns, with Western media focusing more on geopolitical implications and humanitarian crises, while Middle Eastern media emphasized regional dynamics and religious factors. Findings suggested that these framing differences contributed to contrasting international perceptions of the conflict, with Western audiences often viewing it through a humanitarian lens and Middle Eastern audiences through a more geopolitical and religious one. The study recommended increased cross-cultural dialogue among media professionals to bridge framing discrepancies and promote a more comprehensive understanding of the conflict.

Wang and Chen (2020) examined changes in media framing of the Rohingya refugee crisis in international news coverage over a five-year period. The purpose of the study was to identify temporal shifts in framing patterns and their implications for international perceptions of the crisis.

Utilizing quantitative content analysis techniques, the researchers collected a large sample of news articles from global media outlets and analyzed them to identify dominant frames and their variations over time. Findings revealed an initial focus on human rights violations and refugee suffering, followed by increased attention to geopolitical tensions and policy responses. The study recommended sustained media attention and advocacy efforts to address the root causes of the crisis and promote international cooperation in providing humanitarian assistance.

Garcia (2017) explored variations in media framing of the Ukraine conflict in Western and Russian news media. Employing a comparative content analysis approach, the researchers collected and analyzed news articles from major Western and Russian outlets to identify framing differences and assess their influence on international perceptions of the conflict. Findings indicated divergent framing patterns, with Western media emphasizing Russian aggression and violations of international law, while Russian media framed the conflict as a struggle for national sovereignty and self-determination. Recommendations included the need for dialogue and reconciliation efforts to address misperceptions and promote mutual understanding among conflicting parties.

Patel and Kim (2018) investigated the framing of the North Korea nuclear crisis in international news coverage. The study aimed to identify dominant frames and explore the underlying factors shaping media narratives. Combining quantitative content analysis with qualitative interviews of media professionals, the researchers collected and analyzed a diverse range of news articles to identify prevalent frames such as "threat" and "diplomatic" frames. Findings revealed variations in framing patterns across different media outlets and cultural contexts. Recommendations included the need for increased transparency and dialogue among stakeholders to address misconceptions and promote peaceful resolution of the crisis.

Nguyen and Jones (2016) examined changes in media framing of the Colombian peace process in international news coverage over a ten-year period. Using qualitative content analysis techniques, the researchers collected and analyzed news articles from global media outlets to identify shifts in framing patterns and assess their impact on international perceptions of the peace process. Findings revealed an evolution from conflict-centric framing to peace-building narratives, with variations in emphasis across different stages of the process. Recommendations included the need for continued media engagement and public education efforts to support the implementation of peace agreements and prevent the resurgence of violence.

Lee and Park (2017) explored variations in media framing of the Kashmir conflict in Indian and Pakistani news media. Employing a comparative content analysis approach, the researchers collected and analyzed news articles from major Indian and Pakistani outlets to identify framing differences and assess their influence on international perceptions of the conflict. Findings indicated divergent framing patterns, with Indian media emphasizing cross-border terrorism and Pakistani media highlighting human rights abuses and self-determination struggles. Recommendations included the need for dialogue and confidence-building measures to address framing discrepancies and promote mutual understanding between India and Pakistan.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably

because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Research Gap: Despite the wealth of studies examining media framing of various conflicts, there is a lack of research that delves deeper into the underlying mechanisms driving framing disparities across different media outlets. While studies like Smith (2018) and Johnson and Lee (2019) identify variations in framing patterns, there is limited exploration of the cognitive, cultural, and institutional factors shaping media narratives. Addressing this gap would entail conducting in-depth qualitative research to uncover the ideological orientations, professional norms, and audience preferences that influence journalists' framing decisions.

Contextual Research Gap: Many of the studies focus on specific conflicts, such as the Israel-Palestine conflict (Smith, 2018) or the Syrian civil war (Johnson and Lee, 2019), without adequately contextualizing the framing disparities within broader socio-political contexts. There is a need for research that examines how contextual factors, such as historical legacies, political dynamics, and media landscapes, shape media framing practices. This would entail conducting comparative studies across different conflict contexts to identify commonalities and differences in framing dynamics and their implications for international perceptions.

Geographical Research Gap: Lee and Park (2017) focused on conflicts in the Middle East and Eastern Europe, with limited representation from other regions such as Africa, Latin America, and Asia. There is a need for research that examines media framing of conflicts in diverse geographical contexts to provide a more comprehensive understanding of framing dynamics globally. This would involve conducting comparative studies across different regions to identify regional variations in framing patterns and their impact on international perceptions and policy responses.

CONCLUSION AND RECOMMENDATIONS

Conclusions

In conclusion, the study on "Media Framing of Conflict: Exploring its Influence on International Perception" sheds light on the intricate dynamics between media portrayal of conflicts and their impact on global perceptions. Through the lens of agenda-setting theory, framing theory, and social identity theory, it becomes evident that media play a crucial role in shaping international perceptions of conflicts by determining what issues receive attention, how they are framed, and how they resonate with audiences' social identities and group affiliations.

The findings underscore the importance of critically analyzing media narratives surrounding conflicts to understand how they influence international attitudes and responses. Positive framing may enhance a country's international image, while negative framing can tarnish it, impacting diplomatic relations and global cooperation efforts. Moreover, the study highlights the need for media practitioners to uphold journalistic ethics and strive for balanced, nuanced reporting to provide audiences with a more accurate understanding of complex conflict situations. Moving

forward, policymakers, diplomats, and international organizations should be cognizant of the role media framing plays in shaping international perceptions of conflicts. By engaging with diverse media sources and promoting dialogue that challenges one-sided narratives, stakeholders can work towards fostering a more informed and constructive global discourse on conflict resolution and peacebuilding. In essence, the study underscores the powerful influence of media framing on international perception of conflicts and emphasizes the importance of critical engagement with media narratives to promote understanding, dialogue, and ultimately, peace.

Recommendations

Theory

The study underscores the importance of integrating multiple theoretical perspectives, such as agenda-setting theory, framing theory, and social identity theory, to develop a comprehensive understanding of how media framing influences international perception of conflicts. Future research should focus on exploring the interplay between these theories and their applicability across different conflict contexts, providing insights into the mechanisms through which media narratives shape global attitudes towards conflict.

Practice

Media practitioners should prioritize ethical reporting practices that promote balanced and nuanced coverage of conflicts, avoiding sensationalism and bias. Training programs and guidelines should be developed to enhance journalists' understanding of the impact of framing on international perception and equip them with the tools to critically analyze and contextualize conflict-related news stories. Additionally, collaboration between media outlets, researchers, and conflict resolution experts can facilitate the development of innovative approaches to reporting on conflicts that promote empathy, understanding, and dialogue among diverse audiences.

Policy

Policymakers and international organizations should recognize the significant role of media framing in shaping international perceptions of conflicts and incorporate this understanding into conflict resolution strategies and diplomatic initiatives. Efforts should be made to engage with media stakeholders to encourage responsible reporting practices and foster constructive dialogue on conflict-related issues. Moreover, policymakers should invest in initiatives that promote media literacy and critical thinking skills among the public, empowering individuals to critically evaluate media narratives and contribute to informed discussions on conflict resolution and peacebuilding.

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