

Framing of Covid-19 Vaccine News on CNN Website (A Discourse Analysis)

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Abstract

This study is intended to analyze the form of Framing of Covid-19 vaccine news on CNN website based on Discourse Analysis perspective theory of Framing Analysis by Zhondang Pan & Gerald M. Kosicki. The objective of this research is "To describe how the forms of framing of covid 19 vaccinated news on CNN website". This research used a descriptive qualitative method. The researcher used Zhongdang Pan & Gerald M. Kosicki Framing Models to analyze the data. The source of the data in this research was taken from News on CNN Website. The data was collected through reading intensively, identifying and selecting, classifying, describing, and interpreting the data to get the complete conclusion of Framing Covid-19 Vaccine News on CNN Website by Zhondang Pan & Gerald M. Kosicki theory. The researcher analyzes six data or news from CNN website. The result showed there are framing the researcher found based on four models of framing Pan & Kosicki namely: Syntactical Structure, Script Structure, Thematic Structure and Rhetorical Structure in six data or news from CNN website.

Keywords: *cnn, covid-19, framing, vaccine news, website*

INTRODUCTION

The role of news in this digital era has such a great influence on all aspects of life. News has become a source of information that can move the public on a large scale and has a significant impact on people's behavior. Oxford dictionary explains that news is new information about something that has happened recently (Alan & Evison, 1983). The news is a report on the events that exist in the community and its surroundings which are conveyed by the mass media. As social beings, humans always need media or information to broaden their horizons and mature their thinking so that the news that appears in the media becomes educational material for the community (Yan, 1983).

Educating people, informing them, guiding them in forming their opinions, spreading awareness, and entertaining them are some news functions. In simple words, its main role is to spread information on a wider scale and to cover masses all over the globe.

Purpose and functions of news such as informing the audience, news helps in informing people of what is going around them in the world. It covers the entire serious topic that every individual has the right to know for a better living. Here topics like politics, business, education, foreign affairs, weather forecasts, etc all are covered. News has such a big role in shaping public opinion and action that the pattern of movement in a community group depends on the type of news presented by the media. In the development of issues that are mostly broadcast by various news media. The researcher considers that the news on the media channel has framing that has a partiality to a certain side or in other words it does not show neutrality in the various news presented. At least *CNN (Cable News Network)* website releases news about the covid-19 vaccine every day in December 2020 at a time when various parties researched, questioned, debated, supported and disagreed about the Covid-19 vaccine then *CNN* website came up and supported *everyone* and every country must get the vaccine. However, in the other hand, there are also several news channels against vaccination such as *Stateofthenation.co*

Zhongdang Pan and Gerald M. Kosicki define that framing analysis as a process of making messages stand out more, placing more information than others so that the audience is more focused on the message (Sobur, 2015). Using Pan & Kosicki Framing Model's because they see framing from how the shape in news discourse (internal factors) not why that frame happens so the researcher considers this is appropriate with the object. Framing means highlighting certain aspects in a news article and obscuring other aspects so that readers will only be focused on what is being reported and then no longer pay attention to other aspects which are also as important as the news being presented. The form of framing can be seen from various parts of a text, such as selecting words and sentences as well as selecting and the visual image displayed. The public's perspective on an event is greatly influenced by how the author frames and presents the news.

Highlighting, as the researcher says, is the process of making information more meaningful because the reality that is presented prominently and vividly must have a great opportunity to pay attention and influence the audience in the conclusion. of a

text. Framing is handled by the media by selecting certain issues and ignoring other issues such as placement on headlines, front or back pages, repetition, use of supporting graphics, writing bold text to frame, the provision of striking colors, and the use of tables or graphics and the association with values -culture value. This model of prominence is not interpreted as a media bias, but ideologically as a strategy of speech, namely an effort to present certain points of view to the public so that their points of view can be accepted. Make information more visible, meaningful, and memorable.

The reason the researcher examines this topic is due to the problem of the flood of information in the present day, there is so much news circulating in mass media or social media without knowing the truth or we often encounter news that shows only half of it. Even worse is some hoaxes circulating in cyberspace. Of course, this can form an incomplete public understanding of a topical fact, so that it has the potential to cause vast negative things such as fear, anxiety, and chaos in people's lives. The most influential thing is the background and ideology of the media as well as journalists have a big impact on what kind of news and how they formulate the news discourse that they will convey to the reader. Thus, the news that is conveyed to the public is no longer a reality but the result of the construction of media and journalists through the most basic tool, namely language. Similarly, the researcher then chooses to frame the discourse analysis as a view to see and dissect the truth of a story and how the news is constructed by the news editor until they finally reach the reader.

Choosing the news contained in *CNN* website as the object of research cannot be separated from the preliminary study conducted by the researcher that in various media such as *Jakartapost*, *Kompas*, *Stateofthenation.co* and the statements of the former Indonesian Minister of Health which are not in line with the news contained in *CNN* website. The researcher considers that the news on the media channel has framing that has a partiality to a certain side or in other words it does not show neutrality in the various news presented. At least the *CNN (Cable News Network)* website releases news about the covid-19 vaccine and supports everyone and every country must get the vaccine. However, on the other hand, there are also several news channels against vaccination such as *Stateofthenation.co*.

The researcher took the news that was released in the December 2020 period because that was the time when various parties researched, questioned, debated, supported and disagreed about the Covid-19 vaccine then CNN website came up with support of vaccination. The researcher took six news discourses on the CNN website based on the view of Stempel (1952) which said that six news samples are able to produce significant and accurate results as long as they are used on the object of news discourse (Badara, 2012).

RESEARCH METHOD

The researcher used descriptive qualitative study of Bogdan & Taylor to analyze the data on CNN website using Pan & Kosicki theory. The data were collected with reading intensively, identifying and selecting, coding and classifying data. The techniques of data analysis were presenting, describing, interpreting, and concluding the data.

FINDINGS AND DISCUSSION

Framing Pan & Kosicki has four components to analyze a news discourse, namely: Syntactical Structure focuses on how journalists arrange facts, the units observed include headline, lead, background information, source, statement, closing; Script Structure includes the completeness of the news, namely 5W+1H; Thematic Structures related to the way of writing news include the relationship between sentences, nominalization, pronouns, sentence forms, details, the meaning of sentences; and Rhetorical Structure focuses on the way journalists shoot facts with words, idioms, pictures and graphics as the unit of observation.

Data 1

Title of News : **‘Black Panther’ star Letitia Wright faces backlash for posting video criticizing coronavirus vaccines**
Edition : December 5 2020

STRUCTURE & FRAMING DEVICE	OBSERVED UNITS
SYNTACTICAL Headline	‘Black Panther’ star Letitia Wright faces backlash for posting video criticizing coronavirus vaccines
Lead	“Black Panther” star Letitia Wright is facing a social media backlash after sharing concerns and conspiracy theories <u>about Covid-19 vaccines</u> on Twitter.

<p>Source Citation & Statement</p>	<p>US Food and Drug Administration officials have promised not to grant emergency use authorization to any vaccine that has not been proven both safe and efficacious. The president of the International Federation of Red Cross and Red Crescent Societies has called <u>the “fake news” surrounding Covid-19 vaccines a second pandemic.</u> Wright's "Avengers: Endgame" co-star Don Cheadle called the video "hot garbage" <u>in a tweet.</u></p>
<p>Closing</p>	<p>Facebook <u>announced on Thursday that it would begin removing false claims</u> about coronavirus vaccines that have been debunked by public health officials.</p>
<p>SCRIPT What</p>	<p>“Black Panther” star Letitia Wright is facing a social media backlash after sharing concerns and conspiracy theories <u>about Covid-19 vaccines</u> on Twitter.</p>
<p>When</p>	<p>Thursday, December 3 2020</p>
<p>Where</p>	<p>On Letitia Wright Twitter account (@letitiawright)</p>
<p>Who</p>	<p>Letitia Wright, US Food and Drug Administration, Dr. Anthony Fauci, The president of the International Federation of Red Cross and Red Crescent Societies, Facebook.</p>
<p>Why</p>	<p>Because Letitia Wright spread a YouTube video link on Twitter about unfounded claims about the dangers of vaccines, criticism of the media reporting the Covid-19 vaccine and the lockdown rules</p>
<p>How</p>	<p>‘Black Panther’ star Letitia Wright faces backlash for posting a video criticizing coronavirus vaccines. Wright argued that she was only asking questions about what she should put in her body <u>and tweeted that</u> “if you don’t conform to popular opinion. But ask questions and think for yourself...you get canceled. “I would never defend anybody posting this. But I still won’t throw her away over it. The rest I’ll take off twitter.” He wrote <i>My intention was not to hurt anyone, my ONLY intention of posting the video was it raised my concerns with what the vaccine contains and what we are putting in our bodies.</i> <i>Nothing else. – Letitia Wright (@letitiawright)</i></p>
<p>THEMATIC Detail Coherence Sentence Form Pronouns</p>	<p>“Black Panther” star Letitia Wright is facing a social media backlash after sharing concerns and conspiracy theories <u>about Covid-19 vaccines</u> on Twitter. US Food and Drug Administration officials have promised not to grant emergency use authorization to any vaccine that has not been proven both safe and efficacious. The president of the International Federation of Red Cross and Red Crescent Societies has called <u>the “fake news” surrounding Covid-19 vaccines a second pandemic.</u></p>



	<p>US officials are working on <u>plans to distribute the vaccines</u> once they're authorized and some people, including health care workers or nursing home residents, could potentially get them before Christmas.</p> <p>Thursday was the worst day of numbers reported in the pandemic so far in the United States, with 217,664 recorded new cases of Covid-19 and 2,879 reported deaths, <u>according to Johns Hopkins University</u>.</p> <p>States and cities around the US have <u>imposed curfews on bars and restaurants</u> and other restrictions in hopes of containing the spread of the virus</p> <p>Facebook <u>announced on Thursday that it would begin removing false claims</u> about coronavirus vaccines that have been debunked by public health officials.</p>
<p style="text-align: center;">RHETORICAL Lexicon Graphic Metaphor</p>	<p>'Black Panther' star under fire after sharing anti-vaccination video. Spreading potentially dangerous misinformation. She attempted to defend herself on Twitter. Have promised</p> <div style="text-align: center;">   </div> <p><small>Related Article: 'Fake news' about a Covid-19 vaccine has become a second pandemic, Red Cross chief says</small></p>

Table 1. Structure and Framing Devices

Based on the data above, the researcher analyzed from a Syntactical perspective on the position of news headlines, journalists gave the description 'Black Panther' to emphasize that Letitia Wright who posted a video criticizing the corona vaccine is one of the famous actors who played a role in the film 'Black Panther' and as a result of that post Wright got backlash from the public. Second, the form of active verbal sentences accentuates the actor Letitia Wright in a very deep position in the discourse, in line with

one method of active-passive sentence framing analysis in which the active sentence will present the actor as the main idea in a discourse. The title of the news will indirectly affect the reader's subconscious that a famous actor and even anyone who spreads critical videos about the coronavirus vaccine will get backlash from the public. In accordance with his function, the lead gives us an explanation and the direction of the inclination of the journalist in the construction of the news, the journalist explains in this news that the topic of the discussion is "Black Panther". Wright has come under public pressure after sharing videos of reviews and conspiracy theories of the coronavirus vaccine on Twitter. Source Citation & Statements are presented by journalists to support, strengthen, validate and justify the ideas that journalists want to convey in a news text. In this perspective, the researcher finds three data at once showing us that the journalist who wrote this news is in a position to corner the 'Black Panther' star Letitia Wright because the three data displayed all refute the video that Wright shared on Twitter. Such as: First, the US Food and Drug Administration officially conveys and promises to the public that the vaccine will not be given if it is not proven safe and efficient to use. Second, the International Federation of Red Cross and Red Crescent Societies president has stated that the spread of fake news has become a second pandemic. Third, Wright's "Avengers: Endgame" co-star Don Cheadle called the video "hot garbage" in a tweet. The three data above clearly refute, do not support, or even openly oppose the video spread by Letitia Wright.

The closing statement as an affirmation of the news content shows us journalists compiling news to show the public that the video spread by Wright is a fake news or hoax by placing a narrative that Facebook has announced that it will start limiting and removing all forms of posting unfounded claims about vaccines coronavirus. The Script structure presents complete information but at the same time gives a dominating effect on the support for the coronavirus vaccine because the reality shown is the reality of the support for the coronavirus vaccine and obscures or even does not display the contents of the posts shared by Wright that caused the attack on her on social media. In this news, the journalist featured Letitia Wright as the only actor who questioned the content of the coronavirus vaccine while the other four actors were presented by journalists such as the US Food and Drug Administration, Dr. Anthony Fauci, The president of the International

Federation of Red Cross and Red Crescent Societies and Facebook supports and tries to convince the public without a critical process of the vaccine.

On the other hand, journalists also included the contents of Wright's tweet as a form of clarification and defense after the many bad public comments against her that Wright was only asking what vaccine content would be injected into the human body, not believing what he shared on his Twitter account. Thematic perspective in the analysis of this section the relationship between sentences or even between paragraphs found some contrasting things, namely the presentation of various expert opinions and authorities authorized to prove the contents of the posts shared by Wright and even marginalize the contents of the post by not being displayed in the news discourse. Presentation of data and information in detail that can be profitable and build an image in accordance with what journalists want. On the other hand, news information about video content is not displayed in news discourse because it is considered detrimental to the image that will be built. Second, there are many facts presented in this news that have no relationship between the paragraphs but are trying to be displayed to strengthen the image that the media is trying to build in this news.

Rhetorical Structure includes idioms, pictures, and words that can strengthen and emphasize the intentions of journalists. Rhetorical structures are presented to emphasize meaning, reinforce the image that is built, and include information to support the validity of the arguments for the truth of the news conveyed. The word "under fire" was presented by journalists to emphasize that actor Wright was heavily criticized by the public after sharing a critical post about the coronavirus vaccine. The second word "dangerous misinformation" emphasized how the video was shared by the actor Wright was very dangerous information. Third, "Have Promised" emphasizes the meaning that the relevant authorities guarantee and promise to the public that the content of the coronavirus vaccine is very safe for the body and effective in warding off the coronavirus. The last, including images and articles related to 'Fake News' about the coronavirus, has become the second pandemic after the virus itself emphasizes to the public that fake news is as dangerous as the coronavirus and helps journalists in building the desired image in the discourse.

As is well known that in the world of linguistics there is a branch of science called discourse analysis, a branch analyzes a discourse. One type of discourse analysis is media discourse. Furthermore, media discourse has one theory and analytical approach, namely framing analysis. Framing analysis according to Pan & Kosicki is the process of making a message more prominent, placing information more than others so that readers will focus more on the message presented. The researcher analyzed the framing elements in six news reports about the Covid-19 vaccine from the CNN website, which was vulnerable from December 5 2020 to December 15, 2020. Based on the findings above, the researcher expects to answer the research question about "How are the forms of framing of Covid- 19 Vaccine News on *CNN* website?"

The six news that the researcher chose consisted of: (1) 'Black Panther' star Letitia Wright faces backlash for posting video criticizing coronavirus vaccines, (December 5 2020); (2) Worldwide distribution of Covid-19 vaccines is crucial for the economy, Melinda Gates says, (December 10 2020); (3) Fauci wants people to know that one of lead scientists who developed the Covid-19 vaccine is a Black woman, (December 10 2020); (4) Yes, a Covid-19 vaccine has arrived. But here's what NOT to do, (December 14 2020); (5) The First Public Covid-19 vaccines reach all states as the US death toll tops 300,000, (15 December 2020); (6) Doctors: After initial concern, this is why we trust the Covid-19 vaccine, (December 15 2020).

As a result of the findings above the researcher found a form of framing of Covid-19 vaccine news on *CNN* Website has a tendency in common between the six news stories, namely highlighting aspects or issues by displaying lots of facts, information and authorized people and authorities in strengthening ideas and supporting issues with persuasive language so that there is an imbalance in the news, as well as some findings of journalists placing themselves in the news which is rhetorically a framing strategy to provide a strengthening effect on the issue as well as several elements of framing analysis that the researcher has described in detail above, such as Syntactical Structure, Script Structure, Thematic Structure, and Rhetorical Structure.

CONCLUSIONS

Based on the findings and discussion of this study, the researcher sees that there is a framing of Covid-19 vaccine news on *CNN* website based on the analysis that the researcher has done using Pan & Kosicki Framing Models namely: Syntactical Structure, Script Structure, Thematic Structure, and Rhetorical Structure. So to see in detail the form of framing in the six news stories, it can be found in the findings above based on each element of the Pan & Kosicki framing models. However, in general, journalists in the *CNN* website media display news with more or less the same strategy, namely highlighting certain aspects based on the issues developed by journalists, displaying a lot of facts and information as well as the opinions of experts, government, and relevant authorities to support strengthening the issues being built.

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