

Framing in Delta and Omicron Variant News in CNN Channel on *youtube.com* (A Discourse Analysis)

Jaka Santri¹, Ansor Putra², Arman³

^{1,2,3} English Literature Study Program, Language and Literature Department,
Faculty of Humanities University of Halu Oleo
Corresponding Email: jaka130599@gmail.com

Abstract

This study aims to analyze the form of news framing of the Delta and Omicron variants of Covid-19 on the *CNN* channel on *youtube.com* based on the perspective theory of Discourse Analysis of Framing Analysis by Zhondang Pan & Gerald M. Kosicki. The data were analyzed by describing and interpreting the data to answer the research questions of this research. The writer analyzed two news videos from the *CNN* channel. The writer found that the Delta and Omicron variants of news framing from Covid-19 on the *CNN* channel have a tendency to similar schemes between the two video news, it is prioritizing certain aspects developed by journalists. *CNN* also shows facts, information, statements and opinions of experts, governments, scientists and related parties to support the aspects of the news. Everything is explained by the writer in detail in Syntactical Structure, Script Structure, Thematic Structure, and Rhetorical Structure.

Keywords: *cnn channel, covid-19 news, delta and omicron, framing*

INTRODUCTION

The existence of great access from the existence of the media to the public makes the media itself a very strategic channel for providing public information, thus making the media the only intuition that provides the most information than other intuition. A good mass media performs its role and function in accordance with the correct understanding and understanding of the message conveyed, so as not to cause misunderstanding or even deliberately lead to misunderstanding. In this study, the reason for the writer took framing analysis is that the writer sees how rapid the use of media is as the dissemination of information and the involvement of several influential people or a group and party that makes the media a tool of power and smoothes their goals and desires which are definitely for their personal or group interests. In this study, the writer chose to use the framing analysis model of Zhongdang Pan and Gerald M. Kosicki. The reason for choosing this model is because Pan and Kosicki describe a very detailed model in viewing a news framing. This is different from other research models. Pan

and Kosicki define that framing analysis is a process of making a message stand out more, placing information more than others so that the audience is more focused on the message.

This study takes the case from the news of the emergence of a new variant of covid 19 as the object to be studied; they are Delta and Omicron variants. Delta variant or B.1.617.2 is a Covid-19 disease caused by a mutated Coronavirus. This study takes the object of the large amount of information available on YouTube. The writer sees that in the past few months, YouTube still provides a lot of information about the pandemic currently hitting parts of the world, namely Covid-19. And the writer takes the news videos on August 21st and November 27th 2021 on the side of danger and preventions of Delta and Omicron variants from CNN channel. Based on the preliminary of the study above, the writer will analyze framing of the information about Delta and Omicron variants on youtube.com especially on CNN channel. The writer takes Framing of Covid-19 news as the study because as a global event in the modern age, Covid-19 pandemic has an impact that deserves to be picked up and continues to be preached. So many parties cynically accuse the mass media of only creating panic for the public.

RESEARCH METHOD

This study uses the descriptive qualitative method. The writer uses Pan & Kosicki model dimensions to analyze the data. The sources of the data in this study are taken from *CNN Channel* on Youtube.com. The data are collected through Watching, Transcribing, Selecting and Coding based on Pan & Kosicki models dimensions of the news text as a framing device, they are syntax, script, thematic and rhetorical. The data was analyzed by presenting, describing and interpreting the data to answer the research question of this study.

FINDINGS AND DISCUSSION

Data 1

Objective : “The truth about the Delta variant: Dr. Gupta answers your questions (Posted on Saturday, August 21st 2021) “

STRUCTURE	FRAMING DEVICE	OBSERVED UNITS
SYNTAX	Headline	The truth about the Delta variant: Dr. Gupta answers your questions
	Lead	Well, Steven, thank you for that. This is a really important question, because nursing homes are often the sort of forerunner of what happens in the rest of the country. We saw that last spring we should pay attention to nursing homes now.
	Statement/Opinion	The whole news is the statement from the data of Dr. Sanjay Gupta
	Closing	Yeah. If you really are worried about it. I mean, I think that if you're vaccinated, the risk is really quite low. I mean, is it zero? No, but it's quite low. I don't know what specifically you know, you would do differently, but I think during that I would definitely get tested. Yeah,
SCRIPT	What	The truth about the Delta variant
	When	Saturday, August 21 st 2021
	Who	Dr. Sanjay Gupta
	Where	In United of States
	Why	People's questions about the emergence of a new variant of Covid-19, namely Delta
	How	Carry out general health protocols such as wearing masks, quarantine, and get vaccines
THEMATIC	Detail	The Danger and prevention of Delta variant
	Coherence, Sentences form, and Pronouns	And there's even been it throughout history examples where people who are naturally infected had even stronger immunity than what a vaccine could provide. That's not the case here. And that's just because we have the data now. In fact, there was a study last Friday showing those who are vaccinated were half as likely to become reinfected as those who weren't.
RHETORICAL	Lexicon	If you've been vaccinated, you have this exposure, you do not need to quarantine. They do say you should get tested.
	Graphich	

		
--	--	---

Tabel 1. The truth about the Delta variant: Dr. Gupta answers your questions

Based on the data above, the writer analyzes Syntax, Script, Thematic, and Rhetorical structure. The first is from Syntax structure, the uploader or a journalist gives the headlines as “The truth about the Delta variant: Dr. Gupta answers your questions”. Undeniable appearance of the new variant of Covid-19 it is Delta makes a lot of questions and fright to society. And in this news video, Dr. Sanjay Gupta answers some questions about Delta and other questions about pandemic. At the beginning of the video as a lead of the video Dr. Gusta explains that elderly people in the nursing home are more susceptible to getting the virus, in the middle of the video he gives some way of prevention and in the closing he states that getting vaccinated is the best way to prevent Delta variant.

The second is from Script structure, this news is about Delta virus and prevention of it. Dr. Sanjay Gusta as a chief medical correspondent answers the questions about Delta with the data that they get from their country. In the United States, nursing home residents are among the highest vaccinated population because nursing homes are often the forerunner of the spread of the virus. And Dr. Gusta explains how to prevent Delta variant is to do general health protocols such as wearing masks, quarantine, and get vaccines and don't forget to test medical procedures on people who are ever exposed of Covid-19.

The third is from Thematic structure, in this news video the writer takes the detail that is given in the form of the danger and prevention of Delta Variant. In the beginning of the video Dr. Gusta gives information on how the Delta virus is starting to spread and continues by information of many sufferers. He gives information that people where people who are naturally infected had even stronger immunity than what a vaccine could provide, but his data showing those who are vaccinated were half as likely to become reinfected as those who weren't. This sentence intends to amplify the details of the news. The last is from Rhetorical structure, the word choice by the journalist that is used in affirmative sentences to convince the

watcher especially the questioner. And Dr. Gusta shows the diagram and graphic as a proponent of his statement.

Data 2

Objective : “What we know about the Omicron variant (Posted on Saturday,November 27th 2021) “.

STRUCTURE	FRAMING DEVICE	OBSERVED UNITS
SYNTAX	Headline	What we know about the Omicron variant
	Lead	In a world fatigued by waves of COVID-19 now renewed fear. In South Africa, scientists identifying a troubling new variant of the virus that is dominating infections here
	Statement/Opinion	DR.Joe Phaahla : a variant of serious concern, which is now driving this spike in numbers. Salim Abdool Karim : We think it may be a more transmissible virus, and it may have some immune escape. Now, we don't know that for sure. But that's what it looks like. Ursula Von der Leyen : The European Commission has today proposed to member states to activate the emergency brake on travel from countries in Southern African. Dr. Peter Hotez : Well, a few thoughts, Jim one, this is the consequence of failing to vaccinate the African continent, only 6% of the continent is vaccinated. We knew additional variants were going to emerge in that setting, because that's how Variants A concern arose. They emerge among unvaccinated populations.
	Closing	It's already moving around the world. And I just spoke very briefly, the attacks with Dr. Anthony Fauci a short while ago, and I asked, you know whether or not this means people should not get their boosters right now.
SCRIPT	What	New variant of covid identified as omicron
	When	Saturday, November 27 th 2021



	Who	DR.Joe Phaahla Salim Abdool Karim Ursula Von der Leyen Dr. Peter Hotez
	Where	South Africa
	Why	This is the consequence of failing to vaccinate the African continent, only 6% of the continent is vaccinated
	How	So this weekend, our scientists working on our recombinant protein at Texas Children's Hospital and Baylor are doing just that: we're looking at the antibody responses to our vaccine and seeing if it can cross neutralize the omicron variant.
THEMATIC	Detail	The Danger and prevention of Omicron variant
	Coherence, Sentences form, and Pronouns	In South Africa, scientists are identifying a troubling new variant of the virus that is dominating infections here. A variant of serious concern, which is now driving this spike in numbers . More than 30 mutations, scientists say, in the spike protein alone, it's a worrying sign. Scientists are working in labs like this one in South Africa, scrambling to confirm if the variant evades immunity from previous infections. Or crucially, if it weakens vaccine efficacy. definitive answers could take weeks. But even without clear answers, the world is shutting its doors, countries all across the globe, rapidly banning travelers from parts of Africa, they say to curb the spread of the varian.
RHETORICAL	Lexicon	So the emphasis has doesn't the game plan doesn't changed, we need to vaccinate the American people fully.
	Grapich	 

Table 2. What we know about the Omicron variant

Based on the data above, the writer analyzes Syntax, Script, Thematic, and Rhetorical structure. The first is from Syntax structure, the uploader or a journalist gives the headlines as “What we know about the Omicron variant”. The emergence of a new variant of Covid-19 has created a stir in the health sector, because many countries have been shocked by the previous variant, namely Omicron. The journalists wrote “what we know-“ in the headline as provisional information obtained from data and research on the "omicron variant" conducted by related parties to the public. And in the lead of the news the journalists said “In a world fatigued by waves of COVID-19 now renewed fear” , they put this sentence as a lead to provide information that this new variant is very dangerous and gives fear to the world. This aims to create panic among news listeners at the beginning so that they speculate that it is emergency news and must be listened to carefully. The journalists also give some statements and opinions from interviewees to reinforce the information they are DR.Joe Phaahla, Salim Abdool Karim, Ursula Von der Leyen, and Dr. Peter Hotez. And for the closing the journalists give advice to all citizens to get a booster as soon as possible as a prevention from the omicron virus.

The second is from Script structure , this news is about the results of temporary research conducted by related parties from the latest Covid-19’s variant called omicron. On Saturday, November 27th 2021 it was reported that more than 30 mutations say scientists in the spike protein alone, it's a worrying sign. Scientists are working in labs like this one in South Africa, scrambling to confirm if the variant evades immunity from previous infections. The journalists give information and data from some interviewees, they are DR.Joe Phaahla, Salim Abdool Karim, Ursula Von der Leyen, and Dr. Peter Hotez. It is said in the news that the omicron virus was first detected in south africa, this is presumed because of failing to vaccinate the African continent, only 6% of the continent is vaccinated. And as a follow up, Dr. Peter Hotez as Co-director center for vaccine development Texas Children Hospital working on their recombinant protein at Texas Children's Hospital and Baylor did just that by looking at the antibody response to the vaccine and seeing if the vaccine could cross-neutralize the omicron variant.

The third is from Thematic structure, in this news video the writer takes the detail that is given in the form of the danger and prevention of Omicron Variant. To reinforce the detail of the

news, the journalists said that scientists identified a troubling new variant of the virus that is dominating infections here, and said that it is a variant of serious concern. This sentence is used to convince the public that this virus is really dangerous and requires high attention and vigilance, this information is enough to cause panic and fear after hearing it so that viewers can pay close attention and receive to the second detail, it is the prevention of omicron variant. It was reported that as a measure to prevent Omicron variants, the world is shutting its doors, countries all across the globe, rapidly banning travelers from parts of Africa. The last is from Rhetorical structure, Dr. Peter Hotez in his statement said “So the emphasis hasn't changed, the game plan doesn't change, we need to vaccinate the American people fully”. The choice of full word in his statement is as an adverb of manners, this word is the best way to describe how something is done, and it is used to emphasize that all American people must get the vaccine. And from the graphic the journalist gives information about some countries that were banning travel from parts of Africa, they are Guatemala, European Union, Israel, Japan, Jordan, Malaysia, Philippines, Singapore, Switzerland, United States, Canada, Turkey, and Saudi Arabia.

CONCLUSIONS

Based on this study, the writer found that there is framing in the news video about Delta and Omicron variant on the CNN channel on youtube.com. The work carried out by the writer using the Pan & Kosicki Framing Model in finding and discussion contains four structures consisting of Syntax Structure, Script Structure, Thematic Structure, and Rhetorical Structure. In this study, the writer took two news videos from the CNN channel as the object of study. However, the writers find that from these two news videos, journalists on the CNN channel presented and informed news with more or less the same scheme, prioritizing certain aspects developed by journalists. CNN also shows facts, information, statements and opinions of experts, governments, scientists and related parties to support the aspects of the news.

REFERENCES

- Bogdan, R. and Taylor, S.J. 1975. *Introduction to Qualitative Research Methods*. New York
- Fairclough & Wodak. 1997. *Critical Discourse Analysis. In Discourse as Social Interaction*. Teun van Dijk. London
- Fuller, J. 1996. *News values*. University of Chicago Press
- Jary, David & Julia Jary. 1991. *Collins Dictionary of Sociology*. Glasgow. Harper Collins
- Pan, Zhongdang & M. Kosicki. 1993. *Framing Analysis: An Approach to News Discourse*.