



Research Article

Comparative Analysis of CNN And BBC Coverage of Hilda Baci's Global Achievement

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Abstract

This research work was undertaken to comparatively analyse CNN and BBC coverage of Hilda Baci's global achievement. This is in reaction to Western media outlets framing and representation of Africa in a negative light. The content analysis method was adopted for this study. The online publications on CNN and BBC websites between the period in which the event received publicity and Hilda Baci was internationally recognized by the Guinness Book of World Records were censored. Coding sheet was used as instrument of data connection from CNN and BBC websites. The findings indicate that both media outlets projected the importance of Hilda Baci achievement as top headlines, but BBC covered it in a more balanced way. Also, BBC used negative framing that addressed more record challenges and recognised the loss Guinness Book of World Records to an Irishman. In contrast, CNN maintained a wholly positive framing, focusing solely on the achievement's positive aspects and confirming the new world record, aligning with a more neutral reporting style. The study concludes that foreign media exhibit distinct approaches in portraying events, with BBC incorporating a more balanced perspective that acknowledges challenges and losses, while CNN maintains a predominantly positive framing. Hence, the study recommended that Nigerian authorities and stakeholders should engage in continuous monitoring of foreign media coverage, and take proactive measures to address potential misrepresentations or negative narratives.

Keywords: Global media; Global achievement; Guinness World Records; Hilda Baci; CNN; BBC

Introduction

The media, often regarded as the "Fourth Estate of the Realm" and the "watchdog of society," is an indispensable pillar of modern society. It plays multifaceted roles, including serving as a vital source of information, education, entertainment, surveillance, and political mobilisation (Brown, 2004). Guana (2018) highlights the media's function as a multiplier of knowledge, particularly through television broadcasting, enhancing aspirations and resources of knowledge. Moreover, the mass media are expected to fulfil societal duties, such as raising awareness and mobilising support for governmental or public-oriented programmes and activities (Robinson, 2000).

The emergence of international media has been driven by various theoretical approaches and technological advancements, leading to the rise of transnational and global media platforms (Conzo et al., 2021). Technological innovations have blurred national boundaries, facilitating the formation of new virtual communities on a global scale (Smyrniotis & Baisnée, 2023). Hepp (2018) argues that these developments are supported by "disembedded" communicative processes characterising new media, empowering citizens to demand specific content and create their own, transcending national borders, and reaching diverse audiences.

Information regarding local, national, and international issues is mostly provided by the mass media, which includes print, broadcast, and new media (Odi, 2013). They have a significant

impact on the global political agenda, mould public opinion internationally, and help close the divide between the public and global government (Kiarie Wa'Njogu, 2012). Additionally, by offering news and information from a variety of global viewpoints, international media help to shape the global public discourse and impact people's decision-making and comprehension of global issues (Lindgren et al., 2022).

According to Fajimbola (2017), communication is a uniting factor across nations, promoting interconnection and highlighting the importance of involvement for mutual advantages. According to Chadwick (2013), international media facilitate the exchange of ideas and information across countries by transcending national boundaries in terms of audience, ownership, and content. This interdependence emphasises how crucial it is to comprehend and evaluate how worldwide media shapes worldviews and promotes intercultural understanding (Pointer, 2020).

The importance of communication in fostering peace and human development is shown by the state of global communication today (Ogu, 2015). There have been demands for a New World Information and Communication Order as a result of discussions over ideology, representation, and framing in international media (Omondi, 2024). Developing nations contend that developed countries exploit their advantages to dominate mass media systems, perpetuating imbalances in news flow (Peterson et al., 2023). Addressing these imbalances is crucial for fostering equitable

representation and facilitating informed decision-making on a global scale.

Despite the existence of national and regional news agencies, the process of democratising communication on a global scale has shown little change in the past decade. In Africa, media platforms frequently prioritise news originating from developed nations, resulting in African countries being either marginalised in Western media coverage (quantitative imbalance) or subjected to unfavourable and sensationalised reporting on internal affairs (Bernal, 2020). International media often accentuate negative occurrences in developing countries, depicting their leadership as ineffectual and offering minimal coverage unless crises arise. While recent studies suggest a growing effort within the media to portray African nations in a positive light, the importance of comprehending Nigeria's global perception cannot be overstated, given the pivotal role it plays in shaping the nation's international standing. Thus, this study intends to investigate how CNN and BBC report Hilda Baci's global achievements.

Statement of the Problem

Africa has been mostly presented negatively by Western media for decades, capturing the continent in what Chimamanda Adichie referred to as "the single story." By concentrating on problems like poverty, corruption, illness, and war, this representation has limited Africa to a number of caricatures while ignoring its rich cultural legacy and many accomplishments (Brown, 2004; Kiarie Wa'Njogu, 2009). Africa is commonly portrayed by Western media as a monolithic region, sustaining stereotypes of primitive and backward people who are unable to exercise self-government or adopt democratic values (Odiye, 2013; Peterson et al., 2023).

Robinson (2000) contends that media power has a major impact on how the world views Africa, but little is known about how political and cultural prejudices frame news coverage. According to Odiye (2013), Western media narratives frequently highlight Africa's shortcomings, mostly due to the influence of influential Western businesses that put their own agendas ahead of anything else when covering the region. As noted by Conzo et al. (2021), unfavourable representations of immigrants have also been demonstrated to exacerbate ingroup biases and negative feelings, further demonstrating how media impact may reinforce negative preconceptions.

It is crucial to compare the content of CNN and BBC coverage of Hilda Baci's global accomplishment in order to close these gaps and gain a better understanding of how Western media portrays African accomplishments. Potential biases and differences in reporting techniques between these two well-known worldwide news companies will be found with the use of such an investigation. Additionally, it will provide light on how the media shapes public opinion, emphasising how news reporting varies between cultures and how coverage affects world events (Lindgren et al., 2022; Ezeru, 2022).

Research Questions

This study is guided by the following research questions:

1. How did CNN and BBC frame Hilda Baci's global achievement in their reports?
2. How do CNN and BBC compare in terms of the level of prominence and depth of coverage given to Hilda Baci's global achievement?
3. What is the level of objectivity and impartiality in CNN and BBC's coverage of Hilda Baci's global achievement?

Significance of the Study

The goal of this study is to compare how Hilda Baci's global accomplishment was covered by CNN and the BBC. These two prominent news organizations have a significant global reach, and analysing their coverage can provide insights into how media outlets shape narratives, frame stories, and influence public perception. Understanding the differences in their reporting can help individuals be more critical and discerning consumers of news.

Literature Review

Global media plays a crucial role in disseminating information, shaping public opinion, and fostering international understanding. Positive reporting on the achievements of a nation or community can bolster its international reputation and encourage collaboration and investment, while negative reporting may perpetuate stereotypes and hinder cooperation. Beck (2021) points out the importance of global risk consciousness due to shared experiences. Global problems like terrorism, national conflicts, nuclear wars, and global warming threaten populations worldwide. The consistent (often biased) media focus on such global issues has often caused widespread fear and apprehension. This has likely contributed to phenomena such as Brexit, which was somewhat based on anxieties about immigration. However, from a positive perspective, increasing global movements and agencies have bound people together across borders to tackle pressing social issues (Beck, 2021; Lindgren et al., 2022; Robinson, 2000).

The power of global media reporting comes with great responsibility (Gregory, 2016). Media organizations must adhere to ethical standards, accuracy, and impartiality. Misreporting or biased coverage can have severe consequences, leading to diplomatic tensions, misinformation, and even social unrest. This is why media outlets should avoid sensationalism, stereotypes, and oversimplification of complex issues, striving instead for well-researched, balanced, and nuanced reporting. As Vercic, Verhoeven, and Dragojevic (2021) highlight, the need for ethical and responsible reporting is paramount in today's global media landscape. Additionally, McQuail (2010) emphasises the role of the media in shaping public opinion and influencing policy decisions, highlighting the importance of accurate and unbiased reporting.

CNN, otherwise known as the Cable News Network, revolutionised the media industry by introducing the concept of 24-hour television news coverage, catering to a global audience. It quickly became known for its live reporting and breaking news coverage of international events (Brown, 2004; Gilboa, 2005). Comparably, the BBC's global division emphasizes impartiality while providing thorough foreign news coverage (Odiye, 2013). With their extensive coverage of events throughout the world, CNN and the BBC have both made a name for themselves as major media outlets (Brown, 2004; Robinson, 2000).

The way that Africa is portrayed in the media has generated a lot of discussion in recent years. In order to reinforce preconceptions, Western media sources usually present Africa via a limited perspective, focussing on negative tales like poverty, violence, and sickness (Ogu, 2015; Ezeru, 2022). The cultural diversity and technical innovations of the continent are frequently overlooked in this portrayal (Conzo et al., 2021).

Both favourable and unfavourable representations of Africa have been magnified by digital media. Social media has allowed the dissemination of false information while simultaneously providing

Africans with a platform to confront misconceptions (Ezeru, 2022). Nollywood and other African-owned media companies have offered different stories, but they also face obstacles including censorship (Mpofu et al., 2023). Additionally, studies show that news framing and the credibility of media sources influence public trust in international media, particularly when it comes to Africa (Lindgren et al., 2022; Peterson et al., 2023).

Current study emphasises the need for more varied and truthful depictions of Africa since opinions are still shaped by international media. By highlighting the continent's potential and promoting international understanding, African academics and journalists are attempting to rewrite the media narrative (Fajimbola, 2017; Bernal, 2020).

Theoretical foundation

As a lens through which headlines and narratives are perceived within familiar settings, framing theory—which was developed by Scheufele (2000) and derived on Gregory Bateson's work in 1972—investigates how readers interpret news using interpretive schemas. In contrast to agenda-setting, framing theory explores the core of the concerns raised rather than concentrating just on certain subjects. According to the theory, the media shapes audience perceptions by choosing events and situating them within a sphere of meaning (Entman, 1993). According to framing theory, frames can be used as cognitive shortcuts or to improve comprehension by organising message meanings (Gamson & Modigliani, 1989). By reducing complicated subjects within the confines of the media, this theory interacts with second-level agenda-setting to affect not only what audiences think about but also how they perceive and understand issues. Its usefulness outside of academics is demonstrated by Frank Luntz's use of framing in political communications.

Framing theory is used in comparative media analysis to explain how media companies highlight particular elements, situations, or linguistic choices when presenting stories. Comparing the way Hilda Baci's worldwide accomplishment was covered by CNN and the BBC, for example, may highlight editorial biases and policies by highlighting variations in story angles, framing strategies, and how important people or organisations are portrayed. According to Matthews and Kohring (2018), recent studies on media framing strategies and their effects on audience perception might enhance this approach.

By concentrating on how the media shapes public agendas and determines the significance of issues in public opinion, agenda-setting theory—which was put out by McCombs and Shaw in 1972—complements framing theory. Agenda-setting theory is used in a variety of sectors to emphasise how the media shapes public opinion and perceptions (McCombs & Shaw, 1972). Critics point out that media agendas are shaped by the elite and make assumptions about a passive public. Agenda-setting dynamics are changing in the digital age, according to recent research that examined the complex interaction between agenda-setting and social media (Meraz & Papacharissi, 2013).

The idea of agenda-setting provides a framework for your research to examine how editorial decisions, framing, and biases at CNN and the BBC affect the public's view of Hilda Baci's worldwide accomplishment. It is possible to uncover hidden biases and gain insight into the agendas of these outlets by examining the coverage priorities and framing variations. According to Tandoc et al. (2018), this approach can be improved by including recent studies on agenda-setting dynamics in digital media contexts.

Research Method

The research employed content analysis as a technique to identify trends in recorded communication, methodically collecting information from a variety of text types, including speeches, books, newspapers, web material, images, and movies (Luo, 2023). Both quantitative and qualitative, this approach entails classifying or "coding" words, themes, and concepts in texts for further examination. Researchers may examine and analyse news items, editorials, perspectives, features, and images using content analysis, which is especially useful when looking at issues pertaining to media coverage. This study carefully examined and analysed CNN and BBC media coverage of Hilda Bacci's global achievement in order to make logical conclusions about reporting.

Hilda Bacci's global accomplishments during May and June 2023 were covered by online articles from CNN and the BBC, which made up the sample size. A census approach was used, which involved analysing complete online editions of the study population, due to the modest and readily quantifiable population size. Data collection was made easier by a coding sheet, which made it possible to capture and organise the unprocessed field data and guarantee that the relevant information could be retrieved efficiently.

Categories of analysis, including frequency, frame direction, prominence, and objectivity, were established to classify media content under investigation. These categories assessed different aspects of media coverage, such as the frequency of coverage, tone or angle of reporting, level of significance assigned to stories, and objectivity of reporting. The unit of analysis included news reports, features, opinion articles, letters to the editor, cartoons, and editorial comments, collectively referred to as the manifest content of the media under study, directly related to reports on Hilda Bacci's global achievement. Each category was further delineated to capture nuanced aspects of media coverage, such as different types of news reports within the frequency category, and positive, neutral, or negative frame directions. Prominence assessed the position and space allocated to stories within media platforms, while objectivity evaluated the tone of reporting, distinguishing between neutral/balanced and emotional/opinionated tones.

Data Presentation and Interpretation

This study aimed to content-analyze Hilda Baci's coverage on BBC and CNN online newspapers, evaluating framing, prominence, and objectivity. All relevant news items were tracked from both websites and analysed using a coding sheet. Data was presented as percentages in frequency tables, with a discussion of findings.

Research Question One: How did CNN and BBC frame Hilda Baci's global achievement in their reports?

Table 1: Framing of CNN and BBC Coverage of Hilda Baci's Global Achievement

S/N	Frame	BBC (%)	CNN (%)	TOTAL
1.	Positive	2(50)	4(100)	5
2.	Negative	2(50)	-	2
3.	Neutral	-	-	-
4.	Total	4 (100)	4(100)	7

The analysis scrutinizes how CNN and BBC presented Hilda Baci's global feat in their respective reports, as detailed in Table 1. Both networks predominantly cast Baci's achievement in a positive light, with BBC accounting for 50% positive framing and CNN for 100%. Nevertheless, BBC incorporated negative framing in 50% of its coverage, while CNN refrained from such portrayal. Overall, both outlets predominantly depicted Baci's achievement positively, yet BBC's inclusion of negative framing suggests a more balanced approach.

For instance, a BBC report dated May 15th, 2023, headlined "Hilda Baci: Nigerian chef ready to take world cooking record," elucidated positively, stating, "A Nigerian chef has become a national sensation after cooking non-stop for more than 90 hours..." This assertion emphasizes Baci's dedication and its broader implications.

Similarly, on June 13th, 2023, BBC's headline "Guinness World Records: Hilda Baci's non-stop cooking record confirmed" continued the positive framing, quoting Baci's motivation: "I just knew that I need to do something that is... out of the ordinary to put myself on the map, to put Nigeria on the map, to put young African women on the map." This quote underscores Baci's aspirations and societal impact.

Conversely, BBC's reports on July 16th, 2023, and November 7th, 2023, took a negative turn, highlighting Baci's loss to an Irish chef and the craze for world records in Nigeria. One such excerpt states, "You can pinpoint the exact moment when some of the country's 200 million people seemingly decided that every world record must fall..."

In contrast, CNN's coverage, exemplified by a report from June 13th, 2023, titled "Nigerian chef Hilda Bassey confirmed as the new world record holder for the longest cooking marathon," effusively praised Baci's achievement, with a quote stating, "Bassey's record attempt made her a star and was so popular that it crashed the GWR site for two days..."

Similarly, a report from May 16, 2023, "CNN features Nigerian celebrity chef Hilda Baci, hails her attempt to break the world record," further glorified Baci's effort and its social media impact, indicating, "Popular Hilda Baci, a Nigerian chef, became the subject of most social media pages after embarking on a four-day trip to break the longest cooking record..."

The discernible implication is that while both CNN and BBC primarily portrayed Baci's achievement positively, BBC's incorporation of negative framing provided a more balanced perspective. This suggests that BBC potentially offered a nuanced view, considering both positive and critical aspects. Conversely, CNN's wholly positive framing indicates a potentially more celebratory tone in their reporting, which could influence public perception differently, delineating variations in editorial approaches between the two outlets.

Research Question Two: How do CNN and BBC compare in terms of the level of prominence and depth of coverage given to Hilda Baci's global achievement?

Table 2: Prominence of CNN and BBC Coverage of Hilda Baci's Global Achievement

S/N	Prominence	BBC (%)	CNN (%)	TOTAL
	Position			

1	Top Story	4(100)	4(100)	8
2.	Bottom Story	-	-	-
	Space			
3.	Below Words	250	1(15)	1
4.	Above Words	250	4(100)	3(75)
5.	Total	8(100)	8(100)	16

This table shows the level of prominence and depth of coverage given to Hilda Baci's global achievement by CNN and BBC, as illustrated in Table 2. Both networks allocated equal importance to the story, treating it as a top story with 100% prominence. Notable headlines from BBC include "Irishman Alan Fisher unseats Nigerian Hilda Baci as cooking marathon record holder" and "Guinness World Records: Hilda Baci's non-stop cooking record confirmed." Meanwhile, CNN featured headlines such as "Nigerian chef Hilda Bassey confirmed as new world record holder for longest cooking marathon" and "CNN features Nigerian celebrity chef Hilda Baci, hails her attempt to break world record."

However, a difference emerges in the depth of coverage. BBC consistently provided more extensive coverage, with all reports exceeding 250 words. In contrast, CNN had one instance, "Irish chef unseats Nigeria's Hilda Baci as record-holder for longest cooking marathon," falling below the 250-word threshold.

For instance, one of BBC's top stories delves into the Guinness World Record craze in Nigeria, stating, "You can pinpoint the exact moment when some of the country's 200 million people seemingly decided that every world record must fall..." This quote reflects the depth and detail BBC brought to their coverage.

Conversely, while CNN's top stories also emphasized Baci's achievement, such as "Nigerian chef Hilda Bassey cooks for 100 hours in a world record attempt," their coverage in some instances was comparatively succinct.

Both CNN and BBC accorded Hilda Baci's global achievement a high level of prominence by featuring it as a top story. However, BBC consistently provided more extensive coverage, exceeding 250 words in all reports, compared to CNN's occasional brevity. This discrepancy in the depth of coverage may indicate variations in editorial approaches or preferences between the two news outlets.

Research Question Three: What is the level of objectivity and impartiality in CNN and BBC's coverage of Hilda Baci's global achievement?

Table 3: Objectivity and Partiality in CNN and BBC Coverage of Hilda Baci's Global Achievement

S/N	Objectivity	BBC (%)	CNN (%)	TOTAL
	Tone			
1	Neutral/Balanced	2(50)	4	6
2.	Opinionated/Emotional	2(50)	-	2
Total	100	4(100)	4(100)	8

Table 3 shows the level of objectivity and impartiality in CNN and BBC's coverage of Hilda Baci's global achievement. Both networks exhibited a balanced representation, with 50% of their coverage considered neutral or balanced in tone. However, BBC's coverage featured an even mix of neutral and opinionated/emotional tones (50% each), while CNN's reports were entirely neutral/balanced. This suggests that, overall, both networks maintained a relatively objective tone in reporting Hilda Baci's achievement, but BBC introduced a more varied tone with a balance between neutrality and emotional expression.

For instance, BBC's coverage on July 16th, 2023, and November 7th, 2023, captured both opinionated and emotional tones. In one report titled "Irishman Alan Fisher unseats Nigerian Hilda Baci as the cooking marathon record holder," BBC described the fervor surrounding Baci's achievement, stating, "She won the title earlier this year, causing a sensation in Nigeria..." This passage conveys the thrill and enthusiasm surrounding Baci's achievement in an emotive manner.

In addition, the BBC's article maintained an editorial tone throughout, describing the organisation's difficulty keeping up with the spike in record attempts that followed Baci's triumph. According to the newspaper, "Even GWR is struggling to keep up, after basking in the initial swell of attention as Nigerians keenly followed Ms. Baci's feat." The BBC's viewpoint on the tremendous reaction to Baci's achievement and the difficulties Guinness World Records encountered afterward is reflected in this statement.

On the other hand, CNN's coverage remained objective throughout, emphasising factual reporting without overtly expressing any feelings or sentiments. Their headlines and remarks, such as "Nigerian chef Hilda Basse confirmed as the new world record holder for the longest cooking marathon," which mostly focused on the factual aspects of Baci's accomplishment, serve as an example of this neutrality.

This suggests that although both CNN and the BBC aimed for neutrality and objectivity when reporting on Hilda Baci's global achievement, the BBC's coverage had a more diverse tone, combining both neutral and opinionated/emotional emotions. This little shift in tone may have an impact on how viewers view Baci's achievement and draw attention to differences in the two news organisations' editorial philosophies.

Discussion of Findings

This study compared the prominence, depth, objectivity, and fairness of CNN and BBC's coverage of Hilda Baci's global achievement. The results offer insightful information on both networks' framing strategies and how they fit into the body of research on how Africa is portrayed in the media.

Hilda Baci's global achievement was primarily presented in a positive light by CNN and the BBC. Nonetheless, significant variations in their framing strategies were noted. The BBC's coverage emphasised Baci's power and drive, making her a national celebrity, but it also used derogatory language twice. For example, in its coverage on July 16 and November 7, the BBC highlighted Baci's loss of the record to an Irishman and depicted a "mania" around the world record in Nigeria. CNN, on the other hand, continuously presented the accomplishment in a favourable light, emphasising only its good qualities, its social media effect, and the fact that the new world record had been confirmed. The favourable responses from fans, celebrities, and social media were

highlighted in CNN's headlines and comments, along with Baci's confirmation as a new world record holder.

These results are consistent with 2009 research by Kiarie Wa'Njogu that examined how Africa was portrayed and perceived in the media. It is clear from comparing these results with those of Ezeru (2022) and Odine (2013) that media framing has a big impact on how people see the world. The way both CNN and BBC framed Baci's accomplishment suggests that, although both networks portrayed it favourably, BBC offered a more balanced viewpoint by including some negative framing that addressed issues or responses in Nigeria. CNN, on the other hand, stuck to a completely positive narrative, emphasising only the achievement's advantages.

Table 2 compares the amount of attention and publicity that CNN and the BBC paid to Baci's achievement. The fact that both networks regarded the news as a top headline shows how significant Baci's achievement is on a global scale. However, CNN usually kept coverage over 250 words, with the exception of one incident, while the BBC regularly offered more thorough coverage, with all occurrences above 250 words. This disparity can be the result of different editorial tastes or storytelling techniques.

Given its thorough coverage, the BBC appears dedicated to giving viewers in-depth accounts, which might provide them with a deeper perspective and comprehension. The disparity in detail might be a sign of how CNN and BBC approach narrative differently, with the BBC choosing to provide more thorough coverage. However, by making the story a top headline, both networks gave it equal weight.

The degree of neutrality and objectivity in CNN and BBC's coverage of Baci's accomplishment is seen in Table 3. With 50% of their coverage deemed neutral or balanced in tone, both networks demonstrated balanced representation. CNN's reporting was completely objective and fair; however, the BBC's coverage included an equitable mix of neutral and opinionated/emotional tones. This implies that the BBC adopted a more diversified tone that included emotional emotions, even though both networks retained a more objective tone.

These results are in line with those of Robinson (2000) and Conzo et al. (2021), who investigated how the main international media frame and tone their coverage and how they affect public opinion. While CNN's constant upbeat narrative could lead to a more jubilant perspective, the BBC's coverage's different tones suggest an editorial strategy that offers a more balanced picture.

These findings are further explained using the academic frameworks of agenda setting theory and framing theory. By taking into account linguistic choices, tone, and contextualisation, framing theory aids in understanding how CNN and the BBC present Baci's accomplishment. According to the Agenda Setting Theory, by emphasising particular problems, the media may affect the public agenda. Regarding Baci's accomplishment, CNN and the BBC are both very important in determining the topic. The results of this study, which show how CNN and the BBC used distinct framing techniques, further our knowledge of how media representation can differ even when they are reporting the same event.

Disparities in framing, significance, depth, and neutrality are revealed by comparing the coverage of Hilda Baci's global achievement by CNN and the BBC. Although both networks gave a glowing portrayal of Baci's achievement, CNN continually told a positive story while the BBC offered a more balanced viewpoint.

These results offer insightful information on media framing techniques and how they affect attitudes throughout the world.

Conclusion

In conclusion, there are subtle variations in the framing, degree of emphasis, depth of coverage, and neutrality between CNN and BBC's coverage of Hilda Baci's global accomplishment. The BBC presented a mixed perspective by including negative framing, discussing obstacles or responses in Nigeria, even though both networks mostly presented Baci's achievement in a favourable light. CNN, on the other hand, stuck to a completely positive narrative, emphasising only the achievement's good features. Furthermore, the BBC continuously offered more thorough coverage, which may have given the public a deeper perspective and comprehension. However, all networks gave the news similar weight by making it a top headline, highlighting how significant Baci's achievement is on a global scale.

These results highlight how crucial news organisations' editorial strategies and narrative devices are in influencing public opinion. CNN's upbeat portrayal could lead to a more joyous view, while the BBC's impartial approach might offer a more nuanced appreciation of Baci's achievement. Nonetheless, the disparity in the breadth of coverage between the two networks calls into doubt the reporting's comprehensiveness and thoroughness.

Recommendations

Arising from the data, these recommendations are:

1. In order to provide more thorough and diverse coverage, the BBC used negative framing, discussing issues in Nigeria and noting the record defeat to an Irishman. A more complex perspective of events can thus be promoted by promoting cooperative reporting between Nigerian and international media.
2. By including emotive and opinionated components, BBC's coverage established a more diverse tone. Therefore, Nigerian officials and interested parties must to keep a close eye on international media coverage and take prompt action to correct any possible misrepresentations or unfavourable stories.

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