

## **Cross-cultural media discourse analysis of the Mali intervention**

Maciej Buczowski

Adam Mickiewicz University

Cross-cultural discourse analysis of single events has been one of the key approaches in critical discourse analysis for years in which researchers have been comparing how media from different countries report the same event. The application of a cross-cultural analysis allows the researcher to compare the coding and interpreting conventions of more than one culture, enabling a global interpretation. Cross-cultural research thus, counteracts possible culture-centric bias that may influence the analyst in a mono-cultural study (Gurevitch and Blumler 1990). In the post 9/11 era the subjects of such cross-cultural studies have often been either terrorist attacks or retaliation for such attacks (Papacharissi 2008; Kandil 2009; Ali 2011).

The present study involves an analysis of the media coverage of the war in Mali and related terrorist activities in the world. Three networks provided material for conducting a critical discourse analysis: FOX NEWS from the United States, BBC NEWS from the United Kingdom and TVN 24 from Poland. The main aim of the study is to identify what the strategies for representing ideologies, processes and actors through the media were, and how they differed from culture to culture. The analysis covers actual media news broadcasts and online articles posted by the aforementioned television stations between January 11th 2013 and February 6th 2013.

The results of the present study indicate that the discourse of the three television stations possessed several similar frames making them global and more salient. The English speaking stations however, created a larger number of frames, some of which were absent in the Polish station. When talking about the troops in Mali the Polish network used the passive voice more frequently than the two English speaking channels which made the message less personal, in some cases less factual. The English speaking stations used repetition more frequently creating connotative meanings. The English speaking programmes made use of a larger number of forms of addressing the Mali insurgents than the Polish network thus differentiating in a larger degree between certain types of insurgents depending on their actions. The main conclusion is that the Western media seemed to have a comparable view on the situation in Mali and the actions performed by the insurgents. Differences appeared in reference to talking about the French troops and comments on the global aspects of world terrorism and radicalism. The English speaking media represented the ideologies of the subjects involved in the Mali intervention implicitly more frequently than the Polish television station.

The goal of the presentation is to juxtapose discursive strategies used in three networks across three countries and explain how the clash of the identities and ideologies of the insurgents and French troops involved in the Mali crisis was represented in the media.