

Media Framing of Donald Trump's 2024 Election Victory: A Case Study on International Media

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ABSTRACT

This article analyzes the framing differences in the coverage of Donald Trump's victory in the 2024 U.S. Presidential Election by two international media outlets, Xinhua News and The Washington Post. Using Robert N. Entman's framing analysis approach, the study explores how the two media define the problem, diagnose the cause, make moral judgments, and offer treatment recommendations regarding the political and social divisions in the United States. Xinhua News tends to emphasize optimism and solutions for the country's healing, stressing the importance of overcoming social and economic tensions. In contrast, The Washington Post is more critical, highlighting the growing political distrust and the potential impacts of Trump's policies on human rights, immigration, and the economy. These framing differences reflect the influence of media in shaping public perceptions of leadership and political policies, demonstrating how the ideological stance of media outlets can affect their portrayal of a significant political event. This research provides insights into the dynamics of media and politics in the context of elections.

INTRODUCTION

The 2024 United States Presidential Election is predicted to be one of the most competitive in modern history. Former President Donald Trump, who lost the 2020 election, is now projected to have a strong chance of reclaiming the presidency, according to projections published by The Associated Press and Edison Research (Research, 2024). In this increasingly tight race, Trump is competing against Vice President Kamala Harris, who represents the Democratic Party, in a highly dynamic contest, particularly in seven key battleground states that will determine the outcome of the election: North Carolina, Pennsylvania, Michigan, Wisconsin, Georgia, Arizona, and Nevada (The Washington Post, 2024).

In the 2020 election, Trump only won one of these states, North Carolina, despite losing the national race to Joe Biden. However, the situation in 2024 shows a different dynamic. According to The Washington Post's Post Pulse polling, which uses high-quality surveys, the race leading up to Election Day appears to be very competitive, with each candidate slightly ahead in several decisive states. This indicates a high level of political tension, with both candidates working hard to rally support from voters spread across these regions.

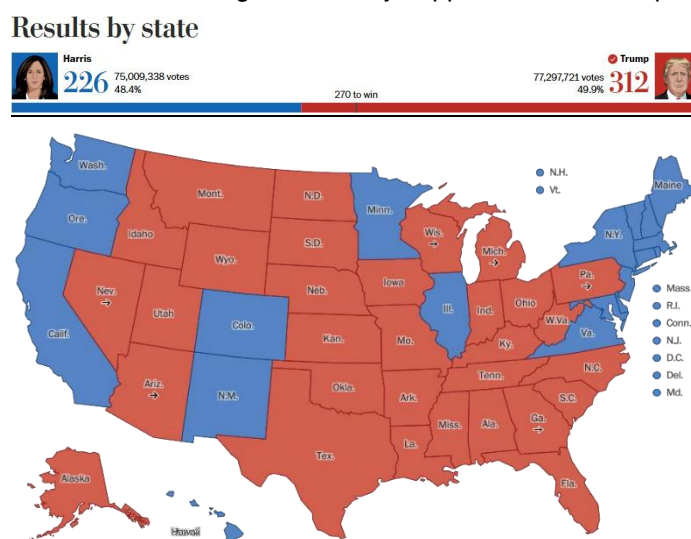


Figure 1. The Washington Post's Post Pulse polling
Source: The Washington Post

On the other hand, international coverage of the 2024 election has also garnered significant attention from global media outlets such as Xinhua News. As a news outlet based in China, Xinhua News provides a different perspective on the dynamics of the U.S. election. Through its coverage, Xinhua often highlights how a Trump or Harris victory could impact foreign relations, particularly with China. Coverage from Xinhua News offers an international viewpoint that not only assesses the election's results in the domestic U.S. context but also connects its implications to international relations, providing a broader perspective on the significance of this election on the global stage.

Donald Trump's victory in the 2024 U.S. Presidential Election marks a new chapter in international politics, filled with dynamics and controversies. As a figure who often utilizes media to strengthen his position, Trump once again draws global attention, both from his loyal supporters and critics who remain skeptical of his leadership style. This event creates various narratives in the global media, ranging from coverage that focuses on his campaign strategy to issues considered controversial, such as populist rhetoric,

political polarization, and the implications of domestic and foreign policy (The Washington Post, 2024).

At this point, the media plays a crucial role in framing the narrative regarding the competition between Trump and Harris. The framing used in coverage by media outlets like The Washington Post and Xinhua News can influence public perceptions of the election process and the competing candidates. Therefore, it is essential to analyze how both candidates and their political parties are positioned in the media coverage and how the media shapes the election narrative through the selection and presentation of information.

As key actors in shaping public perception, the media plays a critical role in framing Trump's victory. Through the framing mechanism, media outlets do not just present facts but also shape the narrative that influences how the audience understands the event. Framing, as defined by Entman, involves selecting specific aspects of perceived reality to emphasize or downplay to provide a particular interpretation. In the context of Trump's victory, media coverage can be seen from various angles, ranging from the legitimacy of the election results, campaign strategies, to the impact of his leadership on the global political system.

The urgency of this research lies in the importance of understanding how global media, as key actors in political communication, influence public perception in the context of significant political events such as the 2024 U.S. Presidential Election. Given the wide-ranging impact of this election on U.S. domestic politics and international relations, this study is highly relevant to explain the role of media framing in shaping global political discourse.

However, there is a research gap that needs to be addressed. Most studies on media framing focus on domestic contexts, while there is a lack of deeper understanding of how international media position significant U.S. political events. Particularly in the context of Donald Trump's victory, a comprehensive analysis is required to examine the differences in patterns, tone, and key issues highlighted by conservative, liberal, and international media. This research aims to fill that gap and provide new insights into the interaction between global media and political communication.

This study aims to analyze the global media framing of Donald Trump's victory in the 2024 election. Using a framing analysis approach, this research will explore how conservative, liberal, and international media outlets frame this victory. The main focus of the study includes patterns of coverage, differences in tone (positive, negative, or neutral), and key issues highlighted in the media narratives. This study is crucial for understanding how media, as the main messenger, creates perceptions that can influence public opinion, both in the United States and internationally.

Through this review, the research is expected to provide in-depth insights into the interaction between media, politics, and public opinion. Moreover, the findings of this study will enrich the discourse on the role of framing in global political communication, particularly in the context of significant political events like the U.S. Presidential Election, which has wide-ranging impacts on the international stage.

REVIEW OF LITERATURE

Constructivist Paradigm

The core idea behind constructivist theory is that social realities are subjective and emerge from social interactions, where individuals actively shape their perception of the world. Burhan Bungin defines constructivism as a mental process in which individuals make sense of the realities they encounter (Bungin,

2017). Eriyanto suggests that the constructivist framework has a unique stance on how media and news are understood, drawing from the social construction theory proposed by sociologists Peter L. Berger and Thomas Luckman (Eriyanto, 2009). Littlejohn's Encyclopedia of Communication Theory elaborates that social constructionism is about how people collaboratively create meaning about their environment, believing that meanings are developed through interaction rather than in isolation. Social interactions serve as the fabric through which society is woven (Littlejohn, Stephen W., Karen A. Foss. , 2009).

Constructivism is essential in communication studies because it shows how human interaction leads to the creation of shared meanings. The theory also emphasizes the need for reflexivity, where researchers must critically examine their own roles and assumptions in the research process. Reflexivity requires stepping back and questioning existing norms rather than merely accepting them. This mindset allows researchers to better understand their biases and influences in shaping knowledge. Ultimately, the central challenge of social constructionism lies in questioning accepted truths and the validity of evidence in academic research (Littlejohn, Stephen W., Karen A. Foss. , 2009). For constructivists, reality is not an objective truth but a subjective experience shaped by individuals' perspectives, especially in the context of journalism. When a journalist interviews a source, it's not just about transcribing what is said, but also about how the interaction itself influences the constructed reality. The questions posed by the journalist guide and limit the narrative presented, shaping the outcome of the interview and how the story is told.

The constructivist paradigm emphasizes that reality is not something fixed but is instead socially constructed through interactions. It suggests that individuals, through their experiences and perspectives, shape the meaning of the world around them. This view challenges the notion of an objective truth, proposing that knowledge is a product of subjective interpretation. Berger and Luckman's social construction theory outlines how society collectively builds understanding, with language and communication as central tools. This approach highlights that communication plays a pivotal role in shaping our social reality (Sica, 2016).

Existing studies on constructivism in communication research have predominantly focused on domestic contexts, particularly how media shape local political narratives. However, there is a lack of studies examining how international media construct narratives of U.S. political events, such as the 2024 Presidential Election. The global implications of such events demand a deeper understanding of how media across different ideological and cultural contexts participate in constructing shared or divergent interpretations of significant political outcomes.

This study introduces a novel approach by applying the constructivist paradigm to analyze global media narratives on Trump's victory. By doing so, it extends the theoretical application of constructivism beyond local boundaries, addressing the dynamic interplay between media systems and global political discourse. Additionally, this research leverages the reflexivity component of constructivism to critically analyze how international media's biases, cultural contexts, and ideological leanings shape their framing of Trump's presidency. Unlike previous studies, this approach not only explores media content but also scrutinizes the processes and assumptions underlying the construction of these narratives. By bridging this gap, the study contributes to advancing constructivist approaches in political communication research, offering new insights into how media as actors of global communication influence international perceptions of

U.S. politics.

Framing Analysis

Framing is a significant concept in communication theory, used to describe how information is conveyed and perceived by audiences. According to the Encyclopedia of Communication Theory, Littlejohn notes that the goal of framing theory is to identify the cognitive frameworks individuals use to understand the world. This concept is often linked to the sociologist Erving Goffman, who described framing as an interpretive element within cultural belief systems (Goffman, 1974). Goffman argued that framing is a way in which individuals organize their everyday experiences to make sense of the world around them.

Goffman proposed that people use these interpretive frames in their daily lives to structure and understand their social reality. According to Goffman, framing does not only serve to simplify the complexity of the world but also acts as a reciprocal process, influencing both how we interpret and reconstruct reality (Goffman, 1974). This concept is deeply rooted in phenomenology, a philosophical approach asserting that the meaning of the world is subjective and shaped by an individual's beliefs, experiences, and personal knowledge. In this view, the world is not seen as an objective entity, but as one shaped by our perceptions, often influenced by the frames present in our social environment.

Framing, according to Goffman, is the way social elements are given meaning in narratives formed by individuals and groups. He also emphasized that each individual and group has its own frame of reference, which affects how they evaluate and understand the information they receive. For example, two individuals may witness the same event but interpret it very differently due to the differences in their cognitive frames. In this context, framing serves as a tool to reduce the complexity of information by selecting specific elements to highlight, while leaving others aside or disregarded (Goffman, 1974).

A prominent thinker in framing theory, Robert N. Entman, further developed the concept. In his writings, Entman explained that framing consistently provides a means to describe the power dynamics within communication texts. He argued that framing analysis sheds light on the way human consciousness is influenced by the transfer or communication of information from one source, such as speeches, news reports, or literature. Framing plays a pivotal role in how information is chosen and emphasized in mass communication, influencing how audiences understand specific issues (Entman, 1993).

Table 1. Robert N. Entman Framing Model

Define Problems	Determine what a causal agent is doing with what costs and benefits, usually measured in terms of common cultural values
Diagnose Causes	Identify the forces creating the problem
Make Moral Judgments	Evaluate causal agents and their effects
Suggest Remedies	Offer and justify treatments for the problems and predict their likely effects.

Source : Framing: Toward Clarification of a Fractured Paradigm

Entman proposed that framing involves two main components: selection and salience. Selection refers to the process of choosing specific aspects of perceived reality and highlighting them in communication. This makes certain elements more prominent and relevant in a given context, supporting a particular

understanding of a problem. Saliency, on the other hand, refers to the process where information is given extra emphasis, making it more visible, meaningful, or memorable to the audience (Entman, 1993). By increasing saliency, information becomes more striking and has a greater impact on the audience's understanding.

Framing is not just about presenting information; it also shapes how that information is understood, interpreted, and even acted upon by audiences. Increasing saliency raises the likelihood that the audience will notice the information, distinguish its meaning, and retain it in their memory. For instance, in news reporting, the way an event is covered can significantly influence how the public reacts to it. If the media focuses on a particular aspect of the story, such as the negative or positive consequences of an event, the audience is more likely to view the situation from the emphasized perspective (Entman, 1993).

A clear example of the application of framing can be found in media coverage of political issues. In many cases, the media chooses to emphasize or downplay specific aspects of a political event to shape the public's perception of it. For example, the media might focus on the controversial behavior of a political candidate while downplaying their policies or achievements, which may be more relevant in evaluating their leadership. In this case, framing plays a critical role in shaping public perception, which can ultimately influence voter decisions (Scheufele, 1999).

Framing also plays an important role in constructing narratives that influence public opinion. In the age of social media and digital news, framing techniques are increasingly used to shape how audiences understand important issues. Information presented in the form of news stories, memes, or commentary can be easily influenced by framing, which in turn strengthens certain attitudes or views about an issue (Matthes, 2015).

Framing is not just about presenting information but about how that information is packaged to influence the audience. It is an active process, in which the communicator selects a particular way to present a story and shape the audience's understanding. By understanding framing theory, we can become more critical of the information we consume and more aware of how the way messages are delivered influences our perceptions of the world around us. Framing analysis provides us with a deeper understanding of how communication shapes our perception of reality (D'Angelo, 2014). Framing is not only a means of simplifying information but also a way of manipulating how we view the world. Through the selection of information to highlight and the manner in which it is presented, framing plays a significant role in shaping public opinion and influencing societal actions. By understanding how framing works, we can become more discerning in consuming information and more conscious of the influence that various forms of communication have in our daily lives.

This study fills the gap by conducting a comparative analysis of how conservative, liberal, and international media outlets frame Trump's 2024 victory. It explores differences in tone, emphasis on key issues, and thematic narratives to understand how global media construct distinct perceptions of the same event. The research also expands Entman's (1993) framing framework by incorporating cross-cultural dimensions, highlighting how international media adapt frames to align with their domestic audiences' expectations or political climates. This approach provides a more comprehensive understanding of framing as a global communication strategy.

Moreover, the novelty lies in identifying patterns of media framing that not only influence public opinion within the U.S. but also shape global political narratives and perceptions of U.S. leadership on the international stage. By doing so, this study contributes to the broader discourse on the role of media as transnational actors in global political communication.

METHOD

This study uses qualitative research with a descriptive analytical approach. The aim of this research is to describe the characteristics of news coverage in The Washington Post and Xinhua News regarding Donald Trump's victory in the 2024 U.S. Presidential Election. To achieve this goal, the author employs Robert N. Entman's framing analysis model. Robert N. Entman's framing analysis model focuses on two main elements: selection and salience. Framing, in this context, involves selecting certain aspects of perceived reality and highlighting them in the communicated text in such a way as to promote a specific problem definition, causal interpretation, moral evaluation, or recommended solution. Thus, framing functions to guide the audience's perspective on a particular event or issue by emphasizing certain elements and disregarding others.

In this study, the author uses Robert N. Entman's framing analysis model to analyze news coverage of Donald Trump's victory in the 2024 U.S. Presidential Election. The Washington Post and Xinhua News were chosen as the subjects of this research due to their representation of two different perspectives—Western media and media from China. This analysis aims to examine how these two media outlets frame Trump's victory, the prominent figures highlighted, and the key issues discussed in their coverage.

Primary data for this research was obtained by downloading articles from The Washington Post and Xinhua News discussing Donald Trump's victory in the 2024 U.S. Presidential Election. The selected articles for analysis are from The Washington Post, titled " Donald Trump wins presidential election, defeating Harris to retake White House", published on November 6, 2024, and an article from Xinhua News titled "World Insights: Challenges await U.S. president-elect Trump in deeply divided nation" also published on the same date. These articles will be analyzed to identify the framing used by both media outlets in reporting Trump's victory.

Secondary data for this research includes books, scholarly articles, and other references relevant to framing theory and the political context of the United States, which will be used to support the analysis and interpretation of the research findings. Data collection was conducted by downloading and reviewing relevant articles from The Washington Post and Xinhua News about Trump's victory. These articles were selected for their relevance to the topic and for being published on the same date, thus providing an accurate representation of how each media outlet framed the event. The analysis will focus on identifying framing elements such as problem definition, causal interpretation, moral evaluation, and recommended solutions that are present in the media coverage.

This study aims to uncover how the two media outlets perceive Donald Trump's victory, which figures are given special attention, and how each media uses framing to convey their perspective. Furthermore, the study also seeks to explore the narrative elements used in the coverage, including the arguments employed to strengthen the conveyed message and the solutions proposed to respond to the changes following

Trump's victory. Through this framing analysis, the research will provide insights into the differences in perspectives between Western and Chinese media in reporting on U.S. politics and how framing elements are used to influence public opinion and guide audience perceptions of Donald Trump's victory in the 2024 U.S. Presidential Election.

FINDINGS AND DISCUSSION

In this study, the author analyzes news coverage from two online media outlets, The Washington Post and Xinhua News, with the following articles as primary sources:

Table 2. Primary Article Source

1	Donald Trump wins presidential election, defeating Harris to retake White House"	The Washington Post
2	"World Insights: Challenges await U.S. president-elect Trump in deeply divided nation"	Xinhua News

The object of this research focuses on Donald Trump's victory in the 2024 U.S. Presidential Election, which marks a new chapter in international politics filled with dynamics and controversies. The framing analysis connects the content of the news to the four elements of Robert N. Entman's framing model:

1. Define problems – identifying what the actor/subject does to outline the general problem;
2. Diagnose causes – pinpointing factors contributing to the emergence of the problem;
3. Make moral judgments – evaluating the causes and effects of the issue;
4. Suggest remedies/treatment recommendations – proposing solutions to the problem.

By applying Entman's framing model, this study explores how the two media outlets frame Trump's victory differently, shedding light on the contrasting narratives shaped by ideological and regional perspectives, particularly in the context of global political discourse.

Framing Analysis of The Washington Post

The news article titled "Donald Trump wins presidential election, defeating Harris to retake White House" was published on November 6, 2024.



Figure 1. Trump at white house (Source: The Washington Post)

Donald Trump won the presidential election, defeating Harris to reclaim the White House. Trump secured the majority of the Electoral College votes by maintaining his lead among male voters and white voters without college degrees, while also performing better with historically Democratic constituencies such as Latino voters and young voters, according to early exit polls. In this analysis, the author examines the news article, "Donald Trump wins presidential election, defeating Harris to retake White House" (The Washington Post, 2024), written by The Washington Post, using Robert N. Entman's Framing Analysis model, as follows:

1. Define problem

The problem defined in this news article is the dissatisfaction with President Joe Biden's leadership, particularly in addressing economic issues such as inflation, immigration, and foreign conflicts, which formed the backdrop for Trump's victory. Additionally, a larger problem identified is the divided political landscape and the tensions arising between the Democratic administration and Republican voters (Biegona R, 2019). In this framing, the primary issue highlighted is the dissatisfaction with the direction of the country's leadership under President Biden, driven by significant concerns such as inflation, illegal immigration, and foreign conflicts.

Donald Trump's victory in the 2024 presidential election is described as a response to the crises and unsuccessful policies under Biden's administration.

".....Trump achieved an electoral college majority by maintaining his majorities with men and White voters without college degrees, while also overperforming with historic Democratic constituencies such as Latinos and young voters, according to preliminary exit polls."

The report emphasizes that Trump secured the Electoral College victory by maintaining his majority among male voters and white voters without college degrees, while also achieving strong results among traditionally Democratic constituencies, such as Latino voters and young voters (The Washington Post, 2024). This demonstrates that the problem framed in this coverage relates to the sharp social and economic divides among American voters, exacerbating dissatisfaction with the policies implemented by the Biden administration. The broader issue defined in the article is the economic and social crises threatening American society. This is reflected in various complaints about Biden's economic policies, deemed failures, such as rising prices of goods and services (inflation) and poorly managed immigration issues (Lindsay, 2024). A particularly illustrative quote highlighting economic dissatisfaction is:

"Trump's campaign attacked Harris by linking her to widespread dissatisfaction with Biden's handling of rising prices and foreign conflicts, and depicting her as further left than the country, especially on health care for transgender people."

Trump uses a strategy of attacking Kamala Harris (as vice-presidential candidate) by linking her to widespread dissatisfaction with Biden's handling of rising prices (inflation) and ongoing foreign conflicts. This reinforces that economic and foreign policy issues are central problems defined in this framing. Trump also portrays Harris as a figure with overly progressive views, especially on policies regarding transgender healthcare, which he argues are at odds with the views of the majority of Americans (Tumin & Rogers, 2024). The framing in this article defines the primary issue as dissatisfaction with Biden's administration's policies in addressing socio-economic problems (inflation, the cost of goods, immigration, and foreign policy),

which has driven many voters to support the change promised by Trump. Trump's victory is positioned as a response to these inadequately managed issues under Biden's leadership and as a solution offering significant shifts toward more conservative and nationalist policies.

2. Diagnose cause

In this framing, the primary causes of dissatisfaction and the prevailing issues are defined as the policy failures of Joe Biden's administration, particularly in addressing inflation, managing illegal immigration, and resolving foreign conflicts. These factors emerge as the key drivers explaining why many voters shifted their support to Trump, despite his controversial political and personal background.

"Trump's campaign attacked Harris by linking her to widespread dissatisfaction with Biden's handling of rising prices and foreign conflicts, and depicting her as further left than the country, especially on health care for transgender people."

The analysis highlights that voter dissatisfaction is closely tied to Biden's handling of inflation, which has resulted in rising prices, and his inability to effectively manage ongoing foreign conflicts. These issues are further exacerbated by what Trump characterizes as overly progressive policies, particularly in transgender healthcare, which have become points of contention between the Biden-Harris administration and a significant portion of the American electorate (Times, 2024). Trump capitalized on the widespread discontent with Biden's policies, diagnosing these failures as the principal reasons behind his electoral victory.

"Trump achieved an electoral college majority by maintaining his majorities with men and White voters without college degrees, while also overperforming with historic Democratic constituencies such as Latinos and young voters, according to preliminary exit polls."

While the narrative focuses on voter demographics, it is evident that Trump secured victory by maintaining support among groups that felt neglected by Biden's foreign policy, which they viewed as ineffective in addressing international challenges. Trump positioned himself as a candidate capable of restoring stability to foreign policy, emphasizing his commitments to end the Russian invasion of Ukraine and broker peace in the Middle East. In this framing, Trump diagnoses the Biden administration's failures in foreign policy and international diplomacy as critical contributors to voter dissatisfaction, ultimately leading to his victory (Samuels, 2024). The diagnosis of causes in this article underscores that dissatisfaction with Biden's economic and foreign policies is the primary reason for Trump's success. The framing emphasizes the Biden administration's failure to address domestic crises (inflation, rising costs) and international conflicts, paving the way for Trump's return to the White House with promises of more conservative policies and drastic changes.

3. Make moral judgment

At this stage, the news framing provides a moral evaluation that contrasts two key perspectives: Trump is portrayed as a candidate capable of restoring the nation and reinstating stability, while Harris and the Biden administration are depicted as having failed in their duties. The moral judgment presented indicates that the Biden administration is considered dangerous and unstable, whereas Trump is positioned as a savior who will restore control and stability to the country (The Washington Post, 2024).

"Trump's pledges to exercise unrestrained authority alarmed millions of other Americans, including

some of his former advisers, who warned he would govern like a dictator and met the definition of a fascist."

This framing also reflects a negative moral evaluation of Trump in terms of authoritarianism and fascism. The narrative suggests that Trump might impose unchecked authority, potentially threatening freedom and democracy. This moral judgment frames Trump as a danger to the nation, despite his own promises to restore the country's "greatness" through a more authoritarian approach. Conversely, there is a more positive moral evaluation of Trump from another perspective. He is portrayed as a savior of the nation, pledging to bring transformative change, end instability, and reverse harmful policies:

"We're going to fix everything about our country, and we made history for a reason tonight, and the reason is going to be just that," Trump said early Wednesday at his victory party in West Palm Beach, Florida. "We overcame obstacles that nobody thought possible."

This framing illustrates Trump's narrative of fighting for the nation's welfare, asserting that his leadership is essential for overcoming significant challenges deemed insurmountable. Trump is depicted as a positive and inspiring figure, claiming he is the savior who will guide America back to the right path. It is important to note that Harris also receives a more negative moral evaluation. Within this framing, Harris is characterized as part of an administration that has failed on key issues, including handling inflation and foreign conflicts (The Associated Press, 2024). Harris's inability to dissociate from Biden's unpopular policies is also viewed as a strategic failure that undermines their collective image. This sentiment is evident in the following statement:

"Harris struggled to distance herself from President Joe Biden, whom she replaced on the ticket after a June debate in which he sometimes appeared confused."

The moral evaluation of Harris is notably critical, portraying her as having failed to demonstrate leadership and being unable to address the nation's pressing challenges. This places the Biden-Harris administration at a disadvantage compared to Trump, who is depicted as decisive and focused on clear objectives. Overall, the moral judgment in this framing underscores a stark dualism. Trump is positioned as a savior and a leader capable of addressing major issues, while Biden and Harris are portrayed as an incompetent, dangerous, and unstable administration (The Washington Post, 2024).

4. Treatment recommendation

The treatment recommendations in this news framing focus on solutions proposed by Trump, who pledges to address economic issues, tackle illegal immigration, and resolve foreign conflicts. Trump promises to improve economic policies and promote global peace. Additionally, he vows to implement significant changes to foreign and domestic policies aligned with conservative views, including tax cuts and stricter immigration policies (Miller, Price, Weissert, & Colvin, 2024). On the Democratic side, particularly Harris, the proposed remedies center on promises of generational change and the protection of certain rights, such as abortion rights. However, these are not presented as widely accepted solutions, given Harris's inability to distinguish herself from Biden. At this stage, the news framing provides action recommendations, suggesting solutions or steps deemed appropriate to address the identified problems. In the context of this report, Trump offers strong recommendations related to foreign policy, economic, and social issues. His

proposed solutions focus on transformative changes aimed at restoring the nation and reasserting the United States' strength on the global stage.

"He vowed to end Russia's invasion of Ukraine before taking office, halve energy prices within a year and bring peace to the Middle East. He promised transformational change, pledging to upend global alliances and commerce, deport immigrants on a massive scale, enact huge new tariffs, cut \$7 trillion in taxes and make the federal government smaller and more responsive to his agenda."

This excerpt illustrates Trump's recommendations for significant changes in foreign policy (ending Russia's invasion, creating peace in the Middle East), economic measures (cutting taxes by \$7 trillion, reducing energy prices), and immigration (mass deportations). Trump advocates for radical changes that are positioned as solutions to the nation's challenges. By offering direct and decisive solutions, Trump suggests that only through drastic measures can the country overcome its difficulties (The Washington Post, 2024). Furthermore, Trump also recommends changes to government management and power structures, favoring a more authoritarian and efficient approach. This is evident in the following excerpt:

"We're going to fix everything about our country, and we made history for a reason tonight, and the reason is going to be just that."

This excerpt emphasizes national recovery and strengthening governance through clear and directed actions. Trump promises comprehensive reforms through bold and immediate measures to address the fundamental issues faced by the United States. In this context, his recommendation is that a strong and courageous leader is necessary to resolve these challenges, enabling the nation to rise again through decisive actions and bold decisions. Additionally, Trump proposes new economic policies, such as substantial tax cuts, aimed at revitalizing various sectors and steering the economy back on track. These measures target issues such as inflation, high energy prices, and unemployment. In contrast, Harris and the Biden administration fail to present action recommendations that are as specific or bold. In this framing, Harris does not provide concrete solutions to address the challenges facing the United States. Instead, her focus is more on issues like abortion rights and democracy without offering a clear picture of the steps required to resolve economic grievances or public dissatisfaction (Clarke, 2024).

Trump presents a series of transformative and radical action recommendations aimed at addressing the nation's major challenges, including foreign policy, economic reforms, immigration, and government downsizing. Conversely, Harris offers less robust or specific recommendations, focusing on narrower topics that lack the breadth and clarity of Trump's proposed solutions.

Framing Analysis Xinhua News

Headline Analysis: "World Insights: Challenges await U.S. president-elect Trump in deeply divided nation" (November 7, 2024).



Figure 2. Challenges Trump await US President election
Source: Xinhua News

In this analysis, the writer examines the article “World Insights: Challenges await U.S. president-elect Trump in deeply divided nation” (Xinhua News, 2024) authored by Xinhua News, using Robert N. Entman’s framing analysis model as follows:

1. Define Problem

According to Robert N. Entman’s framing model, the first component involves defining the problem, focusing on how an issue or situation is identified and portrayed by the media. In this Xinhua News report, the primary issue centers around the United States as a nation deeply divided politically and socially, exacerbated by issues such as immigration, abortion, and inflation. The article highlights this situation as a significant challenge influencing the election outcome and the hurdles that await Trump as the president-elect.

"Trump was elected by a deeply divided nation grappling with issues such as immigration and abortion, while still struggling with the highest inflation surge in four decades."

The report uses terms like “deeply divided” and “struggling” to describe a country plagued by tension and unrest in political, social, and economic aspects. The U.S. is depicted as a nation experiencing profound divisions over key issues that have split society into two opposing factions: conservatives and progressives. Through this framing, Xinhua News establishes a narrative about the significant challenges that Trump will face as president-elect. A key emphasis is placed on the difficulty of uniting a polarized society, particularly regarding contentious issues such as immigration, reproductive rights (abortion), and high inflation rates. The term “deeply divided” reflects the extreme political tension between the two major parties (Republican and Democratic) and the vast disagreements among citizens on critical policy matters (Yin, 2024). On the other hand, the word “struggling” underscores the serious economic problems, including inflation, affecting the daily lives of many Americans, particularly those in lower- and middle-income brackets. This framing also conveys the idea that, despite electing a new president, the United States faces numerous internal challenges that are not only political but also social and economic in nature. It prepares the reader to understand that the newly elected president must act swiftly and decisively to address these problems on a large scale. The narrative implies that Trump’s leadership will need to confront and resolve these critical issues effectively to restore stability and unity in the country (Xinhua News, 2024). The Role of Immigration, Abortion, and Inflation Issues in This Framing

a. Immigration Issues:

The article highlights how immigration, particularly Trump's policies on mass deportation, exacerbates societal divisions. It illustrates that the debate surrounding immigration has become emblematic of broader ideological divides in the U.S. This framing portrays Trump's immigration policies as not only controversial but also as a potential factor in deepening polarization among citizens.

b. Abortion:

The issue of abortion is emphasized as a key source of social tension. The controversy surrounding reproductive rights reflects sharp ideological differences between conservative and progressive groups in America, further intensifying mutual distrust.

c. Inflation:

High inflation is presented as the most pressing economic challenge directly affecting many U.S. citizens. The framing suggests that this economic crisis has become a critical and urgent issue in the election, as rising living costs frustrate the populace, prompting calls for leadership change capable of delivering economic improvements.

Deeper Socio-Political Analysis

This framing directs the reader's attention to how the nation's divided state not only presents a challenge for Donald Trump but also reflects broader socio-political conditions in the U.S. Such polarization creates uncertainty about the country's future, where even major decisions on economic and social policies are likely to face strong opposition from different ideological factions (Li, 2024).

The framing constructs an image of the United States as a divided nation grappling with a deep economic crisis, compounded by entrenched socio-political challenges. It underscores the magnitude of the task ahead for Trump in uniting the nation and healing its profound political wounds. This creates a complex and challenging context for the president-elect, with interrelated social, political, and economic issues demanding immediate and strategic attention.

2. Diagnose Cause

In the diagnosing cause stage in the framing framework according to Robert N. Entman, the media must describe and explain the causes behind the previously identified problem. This is the step where the issues faced by the country or individual are explained further to understand the root causes. These causes are often linked to broader policies, actions, or socio-economic circumstances that affect the main problem.

"Many media outlets believe that the new president needs to take a bold mission to heal the wounds and bridge the growing distrust between Democrats and Republicans, which has become so extreme that people are increasingly choosing where to live based on their political affiliation."

These two quotes identify the root causes of the major problems faced by Donald Trump as president-elect. There are two main causes outlined in this news story:

- a. **Political Polarization and Distrust between Democrats and Republicans:** The first cause outlined is the growing distrust between the two major political parties in the United States, the Democrats and the Republicans. This tension has reached such extreme levels that people choose where they live based on their political affiliation, showing how deeply divided society is (Mu Chunshan, 2024). This framing

suggests that the main cause of the division is the sharp ideological differences between the two camps, leading to social and political polarization that affects not only political decisions but also social relationships between citizens.

- b. **Economic Crisis and Social Uncertainty:** The second cause outlined is the economic crisis that many Americans are currently facing, struggling with rising living costs, taxes, housing prices, and shrinking incomes. High inflation is a major driver of this economic discontent. This framing illustrates how economic factors are the main cause of discontent among the public, who are demanding better and stronger leadership to emerge from the economic recession. This highlights the fact that economic disparities and income inequality exacerbate social instability, which in turn exacerbates political polarization (McGregor, 2024)

3. Make Moral Judgment

At the stage of giving moral judgment in Robert Entman's framing analysis, the media not only explains the problem and its causes, but also provides a judgment about whether a particular event or issue is considered good or bad, fair or unfair. This moral judgment can be in the form of an evaluation of the actions of individuals, groups, or policies that are relevant to the issue raised in the news.

"Critics argue that his strategy could pose a fundamental challenge to civil rights and humanitarian obligations."

"Many media outlets believe that the new president needs to take on a bold mission to heal the wounds and bridge the growing distrust between Democrats and Republicans, which has become so extreme that people increasingly choose where to live based on their political affiliation."

These two quotes show the moral judgments given in the news:

- a. **Assessment of Trump's Immigration Policy:** Criticism of Trump's immigration policy reflects moral judgments related to violations of civil rights and humanitarian obligations. His proposal for mass deportation of immigrants is seen by many as a policy that is detrimental to human rights, exacerbates social tensions, and can lead to injustice. This framing provides a moral assessment of the policy by calling it a move that could challenge basic individual rights, as well as the ethics of treating people seeking protection or better opportunities in the United States (Blanchard & Bown, 2024). The use of terms such as "fundamental challenges to civil rights" implies that the move is not only unjust but also potentially violates broader moral principles of humanity and justice.
- b. **Assessment of Interparty Distrust and Political Polarization:** Another moral assessment focuses on the deepening political polarization between Democrats and Republicans. In this framing, the growing divide between these two groups is seen as a problem that affects the health of democracy and social stability. This moral assessment includes the idea that the growing divide not only creates social tensions but also undermines the social integrity of the country. This framing reminds us that extreme distrust can exacerbate existing political polarization and create "silos" that hinder dialogue and collaboration between groups (Blanchard & Bown, 2024). Such sharp differences in views can ultimately lead to deeper divisions, which reduce the capacity of the country to function effectively.

Moral Meaning and Judgment:

- a. **Injustice in Immigration Policy:** Trump's proposed policy of mass deportations represents a grave injustice to immigrants, who can be viewed as a vulnerable group in the United States. This labeling

morally assesses the action, criticizing the measures taken as a form of inhumane treatment of those in vulnerable positions, both economically and socially. This moral judgment highlights the importance of viewing immigration policy from a broader perspective of human rights and humanitarian values.

b. **Political Polarization Undermining Social Integrity:** In terms of political polarization, the moral judgment given reflects concerns about the long-term impact of growing distrust between groups. The inability to reach mutually beneficial agreements and embrace differences is considered a moral problem because it can undermine the country's ability to function as an integrated society. This division affects not only politics, but also the relationships between individuals and groups within society. Here, the moral judgment illustrates that extreme distrust can undermine the "wholeness" and "harmony" that are supposed to be the foundation of a democratic state. **Socio-Political Moral Analysis:**

- 1) **Immigrant Injustice and Civil Rights:** This framing explores the moral value of immigration policy by assessing Trump's decision from a humanitarian perspective. Critics of the mass deportation policy view the policy as contrary to moral principles that protect basic human rights. This assessment assumes that the right to reside and seek refuge in a country like the United States is part of a larger moral value that must be protected.
- 2) **The Impact of Polarization on the Health of Democracy:** The growing distrust between Democrats and Republicans is seen as a threat to the health of democracy itself. This framing makes the moral judgment that sharp political polarization not only undermines the country's ability to solve major problems but also creates a failure to maintain healthy social relations between citizens with different views. This assessment reminds us that a divided country is not only at greater risk of social conflict but also faces a crisis of trust that can undermine the moral and social foundations that underlie democracy.
- 3) In the moral judgment stage, this framing assesses Trump's policies in two main areas: immigration policy and political polarization. The mass deportation policy has been negatively assessed because it is considered to violate civil rights and humanitarian obligations, while political polarization is seen as a moral threat to social integrity and democracy itself (Xinhua News, 2024). These two issues show that moral judgments in this news do not only include direct policy analysis, but also reflections on the larger values that underlie American society and the United States.

4. Treatment Recommendation

In the action recommendation stage of Robert Entman's framing analysis, the media not only describes the problem, causes, and makes moral judgments, but also suggests actions or solutions that should be taken to address the problem. These recommendations are often based on an assessment of the situation at hand and can focus on what individuals, groups, or governments need to do to improve the situation. In this story, the framing of action recommendations tends to focus on calls for "healing" the nation, rebuilding better political relations, and economic recovery. There are calls for Trump to take concrete steps to address polarization and repair the battered economy.

"Trump says his team will help the country 'heal.'"

"Many media outlets believe the new president needs to take a bold mission to heal the wounds and bridge the growing distrust between Democrats and Republicans."

"The economy remains a top concern for most Americans. Many voters have expressed frustration with the rising cost of living, taxes, housing, and shrinking incomes, saying they expect strong leadership to lead the country out of the economic recession."

Meaning and Analysis of Recommended Actions:

- a. **Healing the Nation and Bridging Political Polarization:** The first recommendation given in this news story is healing a divided nation, which involves efforts to bridge the distrust between Democrats and Republicans. Based on the quote "Trump says his team will help the country 'heal,'" there is a strong emphasis on the need for actions that unite a nation divided by political affiliation. In this case, healing the nation requires building a more inclusive dialogue between groups with opposing political views, so that both sides can find common solutions for political and social stability. As part of this recommended action, Trump is expected to not only speak out for unity, but also take concrete actions to create space for bipartisan collaboration. The importance of concrete action to heal these political wounds is reflected in the statement that healing the nation is one of the greatest challenges facing the Trump administration. Given the deepening tensions between the two major parties, deep action that includes a more moderate approach and puts the national interest ahead of party interests will be key to reducing polarization.
- b. **Economic Recovery and Strong Leadership:** The second recommendation concerns economic recovery, which is a top concern in the context of the recession and inflation that has gripped many Americans. Many voters have expressed frustration with the rising cost of living, taxes, housing, and shrinking incomes. Therefore, there is an urgent need for Trump to take
- c. **bolder steps to strengthen the economy and provide strong leadership to pull the country out of its economic slump.** This recommendation includes a range of practical economic actions, such as reducing federal spending, lowering taxes, and introducing policies that can encourage investment and create jobs. Incentives for economic growth and tackling inflation are key solutions that need to be implemented to calm public discontent over economic issues.
- d. **Addressing Immigration and Reproductive Rights with More Humane Policies:** Further recommendations for action could relate to addressing immigration and reproductive rights issues. Given the tensions surrounding Trump's policies on mass deportations of immigrants and women's rights, more humane and human rights-focused actions are considered important. Therefore, using a more inclusive and rights-based approach to immigrants and women could help ease the social tensions that arise from controversial policies. In the case of immigration, for example, recommendations could include comprehensive solutions to improve immigration policies that balance national security and the protection of human rights for immigrants. On the other hand, reproductive rights issues, especially those concerning access to women's health services, require more proactive and fair policies in protecting women's basic rights.

The framing of this story provides four key recommendations that the Trump administration should take to address the major challenges facing the country:

- a. **Heal the nation by creating unity among groups divided by political polarization.**

- b. Fix the economy with policies that focus on economic growth, reduce federal spending, and provide incentives for employment.
- c. Take a more humane approach to immigration and reproductive rights policies, in order to create fairer policies and protect basic individual rights.
- d. Strong, bold leadership that can lead the country out of its current social and economic crisis.
- e. These recommended actions outline the steps that must be taken to not only improve the political and social situation, but also to ensure that the policies implemented reflect values of justice and humanity.

Comparison of News Framing of The Washington Post and Xinhua News

Table 3. Comparison of News Framing of The Washington Post and Xinhua News

Framing Aspect	Xinhua News	The Washington Post
1. Define Problem	Emphasizes the division of the nation related to issues such as immigration, abortion, and high inflation. Mentions the significant challenge of "healing" the divided nation.	The same problem of political and economic division in the U.S. Focuses on the tension between Democrats and Republicans and its impact on social polarization.
2. Diagnose Cause	The cause of the problem is emphasized on the political tension between the two major parties (Democrats and Republicans), as well as the economic downturn affecting many people's lives.	The cause is also related to political polarization, but with more emphasis on social issues, such as reproductive rights and immigration, and distrust in leadership.
3. Make Moral Judgment	Moral judgment focuses on the importance of national recovery and how the Trump administration can heal this division. Morality is more focused on social harmony and economic welfare.	Moral judgment places more emphasis on Trump's controversial policies, such as the harsh immigration policy and its impact on human rights and women's welfare.
4. Treatment Recommendation	Recommendations include healing the nation, improving the economy through tax cuts, reducing federal spending, and a more humane approach to immigration and reproductive rights.	Recommendations focus on the need for strong leadership to address political distrust and an increase in more inclusive and just social policies.

Explanation of Differences:

- a. Define Problem (Defining the Problem): Xinhua News places more emphasis on the division of the nation, triggered by intense political polarization, as well as high inflation affecting daily life. This highlights the significant challenge Trump faces in uniting the country. On the other hand, The Washington Post also mentions political division but focuses more on the impact of distrust in the government and delves deeper into social issues, such as reproductive rights and immigration problems.
- b. Diagnose Cause (Diagnosing the Cause): Xinhua News attributes the cause of the problem to the political tension between the two major parties and the ongoing economic crisis, stressing the ideological differences between Democrats and Republicans. The Washington Post diagnoses a similar cause but places more emphasis on the social issues arising from harsh immigration policies and tensions surrounding women's rights, in addition to economic problems.
- c. Make Moral Judgment (Moral Judgment): Xinhua News prioritizes moral judgment on the efforts to heal the nation, create greater social unity, and emphasizes the importance of collective welfare. In contrast, The Washington Post takes a more critical moral stance toward Trump's policies, especially those related to human rights and social policies, such as the reduction of reproductive rights and deportation

policies that are seen as harmful to certain groups.

- d. Treatment Recommendation (Recommendation for Action): Xinhua News recommends bold actions to improve the economy through stricter fiscal policies, reduce political polarization, and enhance dialogue among parties. The Washington Post, however, emphasizes the need for leadership focused on social justice and bipartisan cooperation to address the distrust between political groups and improve social policies for broader justice.

The media plays a highly significant role in elections, functioning both as a source of information and as a shaper of public perceptions. In the political context, the media is not merely responsible for conveying facts but also for determining which issues are deemed important through agenda setting, a process where media influences public attention toward specific topics. Additionally, through framing, the media selects how information is presented, shaping the audience's understanding of candidates, policies, or political events. Framing not only simplifies the complexity of information but also constructs narratives that influence how events are perceived, both individually and collectively. In elections, framing can bolster support for certain candidates or create negative perceptions.

In the context of the 2024 U.S. Presidential Election, media outlets such as The Washington Post and Xinhua News demonstrate the power of media framing in shaping public opinion and global narratives. The Washington Post, known for its liberal stance, is likely to frame Donald Trump's victory by focusing on issues such as political polarization, the impact of domestic policies, and critiques of Trump's populist rhetoric. The narrative constructed often centers on challenges to democracy and the internal political dynamics of the U.S., including the legitimacy of the election and its potential impact on social stability. In contrast, Xinhua News, as a Chinese state-owned media outlet, provides a perspective more aligned with international relations. This outlet likely emphasizes the global geopolitical impact of Trump's victory, U.S.-China trade relations, and strategic implications for the Asia-Pacific region. This perspective reflects how international media leverage U.S. political events to highlight their national interests and frame the implications for global order.

These two media outlets not only deliver news but also craft narratives that shape public perceptions both domestically and internationally. The Washington Post may influence U.S. public opinion by framing Trump as a symbol of polarization and a challenge to democratic values. Meanwhile, Xinhua News could shape international perceptions, particularly in countries engaged in geopolitical dynamics with the U.S., portraying Trump as a figure with significant consequences for global stability and bilateral relations. This study becomes particularly relevant as it addresses an existing research gap. Most framing studies have focused on domestic media, while there is limited understanding of how international media frame U.S. political events. This research aims to uncover the framing patterns used by conservative, liberal, and international media in presenting Trump's 2024 election victory. By comparing the approaches of The Washington Post and Xinhua News, this study provides new insights into how U.S. domestic political narratives are contextualized on the international stage. The findings are expected to enrich the field of political communication by highlighting the role of global media as key actors in shaping public perceptions of significant political events.

CONCLUSION

The conclusion of this comprehensive analysis reveals that while both media outlets, Xinhua News and The Washington Post, reported on Donald Trump's victory in the 2024 U.S. Presidential Election, they employed significantly different approaches in framing the situation. Trump's victory occurred amid sharp national divisions over social and political issues, particularly concerning immigration, abortion, and economic challenges. However, the way these two media outlets depicted and assessed the situation differed notably. In terms of defining the problem, Xinhua highlighted how the American nation is deeply divided and in need of healing, focusing on inflation and existing political tensions. Conversely, The Washington Post emphasized the escalating political polarization between Democrats and Republicans, underscoring the growing distrust between the two sides and the effects of this division on American social and political life. Both media outlets agreed that the United States faces severe divisions, but Xinhua adopted a more optimistic perspective, whereas The Washington Post was more critical of the consequences.

For diagnosing the cause of the problem, Xinhua attributed the tensions to mutual distrust among politicians and dissatisfaction with economic policies, while The Washington Post focused on broader social causes, such as Trump's policies on reproductive rights and immigration, which have sparked widespread debates. Xinhua concentrated on general socio-political aspects, while The Washington Post delved deeper into social-ideological factors, particularly Trump's controversial policies. Regarding moral judgment, Xinhua presented a more positive depiction of the situation, asserting that the American nation needs leadership for healing and urging forward-looking perspectives. In contrast, The Washington Post criticized Trump's policies, especially concerning human rights, mass deportation of immigrants, and potential breaches of moral obligations in addressing social and humanitarian issues.

Finally, in treatment recommendations, Xinhua advocated for a more solution-oriented and pragmatic approach, focusing on economic recovery and improving domestic social relations. Meanwhile, The Washington Post recommended fairer and more inclusive leadership as a pathway out of this division, emphasizing the need to address social justice and fundamental rights that have been overlooked. Overall, the differing framings presented by these two media outlets demonstrate how media can influence public perceptions of a leader and their policies. Xinhua News leaned toward optimism and hope, while The Washington Post took a more critical stance, focusing on social issues and morality. These contrasting frames underscore the critical role media plays in shaping public opinion and the way audiences perceive and interpret prevailing situations.

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