Chapter V

Conclusion

In the international political world, every aspect of it must be orchestrated thoroughly in order to ensure peace and stability between each country – such as diplomatic relations and even news media. News media, especially, has become a powerful tool in today's world and requires extreme caution when using it. Any information from the government is often conveyed via news media to the people, thus giving news media the credibility that they release factual and objective contents – especially those which are overseen or owned by the government, such as; the British Broadcasting Corporation and Deutsche Welle. Making them an extension of the government without the general public being aware, news media becomes the platform for the government to subtly influence the public of their goals. However, despite being overseen by the government, news media still had independence to produce contents as the CEO of respective media deems fit.

Brexit was a historic event, where the UK decided to leave the EU, this event first rose in 2016 then finally finalised in 2020. During this time, the public in the UK is divided due to different views, ranging from strongly disagree to strongly agree then to mixed feelings. The Brexit news from the UK was baffling to the rest of the EU as well as other countries that are trading partners with the EU and/or the UK. Other countries were quick to assume the adverse economic consequences they may face as the UK leaves the EU. In addition to the differing opinions of the public, EU leaders, specifically Chancellor Angela Merkel, also reacted differently throughout the Brexit negotiation process due to having bipolar types of diplomatic relations with the UK due to changes in prime ministers in the midst of negotiation – PM Theresa May to PM Boris Johnson.

With Brexit filled with numerous aspects of the international political world being carefully orchestrated, it raised the research question, "How have different diplomacies between the heads of government from the UK and Germany during Brexit negotiations (2016-2021) affected the British Broadcasting Corporation and Deutsche Welle to frame Brexit differently?"

In answering the research question, the variables of diplomatic relations and media framing would be dissected and analysed individually. Chapter 2 focused on the diplomatic relation variable, while Chapter 3 focused on the media framing variable. Chapter 2 used the theory of Margaret G. Hermann's Leader Assessment and Diplomacy using the method of psychoanalysis, whereas in Chapter 3 was more focused on Herman Chomsky's Propaganda Model and media framing using the method of content analysis. These chapters were filled with analysis and numerous findings that would be combined and find the connection between each of them, between diplomatic relations and media framing.

In Chapter 2, it was identified that PM Theresa May has a Directive style of leadership, PM Boris Johnson has an Evangelistic style of leadership, and Chancellor Angela Merkel has a Reactive style of leadership – all formulated based on their 7 personality traits listed by Hermann. It was also found that PM May and Chancellor Merkel had several similar personality traits that made them easier to have a mutual understanding and peaceful diplomatic relations, compared with PM Johnson and Chancellor Merkel that did not have any similarity in personality traits. A Venn diagram was made to give a better visual representation and an easier understanding as to why their diplomatic relationships had different types.

According to the Venn diagram from chapter 2, the overlapping personality traits between PM May and Chancellor Merkel are; respectful towards institution limitations and task-focused rather than relationship-focused. This mutualism in personality traits made PM May and Chancellor Merkel to often execute a personal diplomacy, while PM Johnson and Chancellor Merkel can be seen to not have any mutual personality traits thus leading to PM Johnson often implementing coercive diplomacy onto Chancellor Merkel and other EU leaders. The findings of the different diplomacy styles were formulated by the book *Diplomasi antara Teori & Praktik* written by Professor Sukawarsini Djelantik.

Chapter 3 dissected BBC and DW into the 5 filters of Chomsky's propaganda model. Identifying how each news media functions and who were in charge of the media in order to ensure both news media can be fairly compared with each other. After breaking down each news media and determining their similarities for a valid comparison – contents released by each news media are analysed using the method Content Analysis. The news articles from both BBC and DW that cover news regarding Brexit and/or the negotiation process between May-Merkel and Johnson-Merkel are coded and categorised into positive and negative framing. Positive framing meant the article was showing support for Brexit and/or the negotiation process, negative framing meant the article was rather critical and discouraging Brexit. Articles were collected as much as possible, which was then

translated to a percentages table and then a line graph to make comparative analysis of the two news media easier.

Chapter 4 focuses on the analysis of the connection between the findings in Chapter 2 and Chapter 3. After further analysis of the relativity of each variable; diplomatic relations, news media, and public opinion, each factor can be determined as which type of variable they are. Diplomatic relations are the antecedent variable; news media as the independent variable; and public opinion as the dependent variable. From this finding, diplomatic relations affected how the news media frames the issue by whether they are more cynical or lenient towards the states' leaders' actions and towards the issue they are reporting. How the news media frames the issue and news determines how they set the tone that the public would associate the issue with a certain mindset. BBC and DW, due to having high credibility have a higher probability of influencing the public's opinion more easily therefore BBC and DW has high responsibility to frame Brexit properly. But nonetheless, BBC and DW refers back to how May-Merkel and/or Johnson-Merkel interact with each other to determine how they would set the tone.

From the 4th chapter, the answer to the research question is that several personality traits of PM May and Chancellor Merkel were mutual, thus making diplomacy easier between them, which therefore creating an image of unity and agreement between them that BBC and DW also observed thus often are more lenient when reporting Brexit during the PM May period (2016 - early 2019). Showing support due to PM May's diplomatic efforts. However, with no mutual personality trait between PM Johnson and Chancellor Merkel disagreements and

hostility often appear, thus BBC and DW tend to highlight Johnson's achievements in negotiation instead of his method – being more critical at the government and at Brexit (mid 2019 – 2021). All this ultimately affects the articles BBC and DW produced which leads to influencing the public opinion.

With this thesis, there is a newfound understanding that personality traits should be considered when analysing diplomatic relations, as it becomes a more rational and authentic finding to be further analysed. Untainted from different opinions and framing of other sources. Understanding one's personality trait as well as other actors' may give an advantage in strategising appropriate diplomatic relations as well as negotiation technique. Moreover, understanding how news media frames situations and individuals, can also become an advantage for the individual to take control of how news media frames situations instead of the news dictating the narrative making the individual in charge to adapt and follow the news. This thesis contributes to both diplomacy and media politics as it combines both aspects in the field of international relations studies by analysis and emphasising the nexus between diplomacy and how the media functions.

Despite this thesis being able to form an answer that rejects the hypothesis, there were still limitations in the research. Mainly in the 3rd chapter, as it is required to collect numerous articles to be content analysed – require a paid software for data collection in order to maximise data collection and content analysis. An attempt of using the Netlytic Software was done, but required extra payment to gain more Brexit articles in the year 2016-2021. Moreover, content analysis requires some degree of objectivity, therefore two individuals are recommended to do the research to avoid biassed analysis.

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