Parahyangan Catholic University
Faculty of Social and Political Sciences
Department of International Relations Bachelor's Degree

Accredited Distinguished
SK BAN-PT No. 2579/SK/BAN-PT/AK-ISK/S/IV/2022

The Comparative Study of BBC and DW Framing on Brexit Negotiations Between UK-Germany Heads of Government in 2016-2021

Undergraduate Thesis

By
Alyssa Sylvanya
6091901112

Bandung
2023

Parahyangan Catholic University

Faculty of Social and Political Sciences

Department of International Relations

Accredited Distinguished

SK BAN-PT No. 2579/SK/BAN-PT/AK-ISK/S/IV/2022

The Comparative Study of BBC and DW Framing on Brexit Negotiations Between UK-Germany Heads of Government in 2016-2021

Undergraduate Thesis

By

Alyssa Sylvanya

6091901112

Supervisor

Sapta Dwikardana, Drs., M.Si., Ph.D

Bandung

2023

Faculty of Social and Political Sciences
Department of International Relations
Department of International Relations Bachelor's Degree

Undergraduate Thesis Validation

Name	:	Alyssa Sylvanya
Student ID	:	6091901112
Title	:	The Comparative Study of BBC and DW Framing on Brexit Negotiations Between UK-Germany Heads of Government in 2016-2021

Thesis has been presented in a Bachelor's Degree Thesis Defence
On Wednesday, 21st June 2023
And thereby declared **GRADUATED**

The Board of Examiners,
Chairperson and Member of Examiners
Anggia Valerisha, S.IP., M.Si.   :

Secretary,
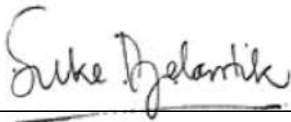Sapta Dwikardana, Ph.D.   :

Member,
Sukawarsini Djelantik, Ph.D.   :

With the acknowledgement of,
Dean of Faculty of Social and Political Sciences

Dr. Pius Sugeng Prasetyo, M.Si

STATEMENT OF ORIGINALITY

I, the undersigned,

Name	:	Alyssa Sylvanya
Student ID	:	6091901112
Department of Study	:	International Relations
Thesis Title	:	The Comparative Study of BBC and DW Framing on Brexit Negotiations Between UK-Germany Heads of Government in 2016-2021

Herby states that this thesis is the writer's own research, and has not been presented, proposed, or published by other institutions to obtain any scholar degree prior to the creation of this thesis. Any quoted idea or information from other parties is written in accordance with the principles of the research paper.

I declare this statement with full responsibility and am prepared to accept any consequences given by the established regulations, if later this statement was found false.

Bandung, 3rd July 2023

Alyssa Sylvanya

6091901112

Abstract

Name	:	Alyssa Sylvanya
Student ID	:	6091901112
Title	:	The Comparative Study of BBC and DW Framing on Brexit Negotiations between UK-Germany Heads of Government in 2016-2021

This thesis focuses on the issue of distinctive Brexit media framing by BBC and DW during different periods of diplomatic relations between the UK Prime Minister and German Chancellor. This led to 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?". BBC (from the UK) and DW (from Germany) had the responsibility to report any news with a goal to inform the public, despite their principles of being objective, subjectivity is bound to occur. This led to certain degrees of framing in the news, which has the high probability of affecting the readers - the public's opinion. The different diplomatic relations were evident when each individual was analysed psychologically using Hermann's Leader Assessment. The distinctive personalities and styles of leadership affected diplomatic relations. Moreover, using content analysis, the different Brexit framing tone by BBC and DW was noticeable when there was a change in the UK prime minister. The findings for the diplomatic relations are then analysed with the findings from the numerous articles from BBC and DW by content analysis. Giving the result of how several personality traits of PM May and Chancellor Merkel were mutual, hence created a personal diplomatic relation, which therefore creating an image of unity and agreement between them that BBC and DW also observed thus when reporting Brexit during the PM May period (2016-early 2019), the framing for Brexit news were less negative and less critical. Showing support due to PM May's diplomatic efforts. However, with no mutual personality trait between PM Johnson and Chancellor Merkel disagreements and hostility in framing often appear, creating a coercive diplomatic relation, thus BBC and DW tend to highlight Johnson's achievements in negotiation instead of his process – 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.

Keywords: Brexit, Diplomatic Relation, Leader Assessment, Media Framing

Abstrak

Nama	:	Alyssa Sylvanya
NPM	:	6091901112
Judul	:	Studi Perbandingan *Framing* BBC dan DW pada Negosiasi Brexit Antara Kepala Pemerintah Britania Raya-Jerman tahun 2016-2021

Penelitian ini berfokus pada topik tentang jelasnya perbedaan *media framing* mengenai Brexit oleh BBC dan DW selama terjalinnya hubungan diplomatik antara pemimpin pemerintah Britania Raya dan Jerman dalam periode yang berbeda. Hal ini menjadi dasar penelitian yang dilakukan : "Bagaimana diplomasi yang berbeda antara pemimpin pemerintahan Britania Raya dan pemimpin pemerintahan Jerman selama masa negosiasi Brexit (2016-2021) telah mempengaruhi *British Broadcasting Corporation* dan *Deutsche Welle* dalam mengemas informasi tentang Brexit secara berbeda?". BBC (berasal dari Britania Raya) dan DW (berasal dari Jerman) bertanggung jawab membuat berbagai berita dengan tujuan untuk memberi informasi kepada publik, meski mereka berprinsip obyektif, unsur subyektivitas dalam pemberitaan rentan terjadi. Hal ini menyebabkan berbagai bentuk pengemasan berita yang kemungkinan besar dapat mempengaruhi pembacanya, menjadi opini publik. Perbedaan hubungan diplomatik menjadi bukti ketika setiap individu dianalisis secara psikologis menggunakan metode *Hermann's Leader Assessment*. Perbedaan kepribadian dan gaya kepemimpinan turut mempengaruhi hubungan diplomatik. Lebih dari itu, dengan melakukan analisis konten, perbedaan format pemberitaan mengenai Brexit oleh BBC dan DW terlihat ketika terjadi pergantian Perdana Menteri Britania Raya. Temuan-temuan mengenai hubungan diplomatik kemudian dianalisis dengan temuan-temuan dari serangkaian artikel BBC dan DW, dengan cara analisis konten. Dengan hasil bahwa beberapa kesamaan kepribadian Perdana Menteri May dan Kanselir Merkel telah membentuk hubungan diplomatik yang lebih bersifat pribadi sehingga membentuk imej/ citra yang menunjukkan kesatuan dan kesepakatan di antara mereka dimana hal ini juga diamati oleh BBC dan DW, maka framing pemberitaan mengenai Brexit selama periode Perdana Menteri May (2016-awal 2019) tidak terlalu negatif dan kritis. Bahkan pemberitaan menunjukkan dukungan atas usaha-usaha diplomasi yang dilakukan oleh Perdana Menteri May. Bagaimanapun, tidak adanya kesamaan kepribadian antara Perdana Menteri Johnson dengan Kanselir Merkel sering memunculkan ketidaksetujuan dan perselisihan dalam format pemberitaan, menimbulkan hubungan diplomatik yang bersifat *coercive*, sehingga BBC dan DW cenderung menyoroti pencapaian-pencapaian Johnson dalam bernegosiasi dibandingkan prosesnya –kantor berita ini juga menjadi lebih kritis terhadap pemerintah dan pemberitaan tentang Brexit selama pertengahan 2019 hingga 2021. Hal ini akhirnya mempengaruhi artikel-artikel yang diterbitkan oleh BBC dan DW, yang kemudian juga mempengaruhi opini publik.

Kata kunci: Brexit, Hubungan Diplomatik, *Leader's Assessment*, *Media Framing*

PREFACE

This undergraduate thesis, "The Comparative Study of BBC and DW Framing on Brexit Negotiations between UK-Germany Heads of Government in 2016-2021", has been written to fulfil the requirements to obtain a bachelor's degree from the Department of International Relations at the Parahyangan Catholic University. I have been interested in this topic of research since the undergraduates were expected to choose a specific field of study (KBI).

When I took the class Political Psychology in International Relations, I realised it was still considered a contemporary subject and is often used to analyse what has occurred instead of using the information to strategise next steps. Thus, this thesis highlights the benefits of understanding the political psychology of the other actors in order to understand how they think when making decisions, policies, or forming diplomacy. It would not only strategise the outcome of the negotiation and diplomacy, but also can create a framing for the people and the news media. Thus, manipulating what others view in regards to the situation. Controlling the wanted narrative.

The time and steps needed to finish this thesis was tedious, due to every chapter in this thesis requiring long and in-depth analysis, but nonetheless Praise be Allah I was able to complete it on schedule. This thesis has not only given me a new insight in diplomacy and media framing but also taught me the lesson of commitment, perseverance, consistency, and responsibility. I hope my thesis can provoke future research or theses to focus more on the benefits of Political Psychology, shining more light on the still-new subject.

Bandung, 3rd July 2023

Alyssa Sylvanya

ACKNOWLEDGEMENTS

"Allah does not require of any soul more than what it can afford. All good will be for its own benefit, and all evil will be to its own loss."
Al-Baqarah – 286

To my **parents**, your persistent support, guidance, care, and love has made me who I am today. Mama, I will always remember your words "Be and do anything you want but be the best" and "take care, have fun, enjoy". Papa, you knew me more than I know myself, you showed me International Relations even I was determined to be a doctor – you knew International Relations would be more fitting for me than medicine and other science fields, and as always you were right.

To my thesis supervisor, **Mas Sapta Dwikardana**, **Drs.**, **M.Si.**, **Ph.D.**, I am grateful of your support throughout composing this thesis. Allowing me to freely direct this research as how I envisioned it, by taking your time and patience in guiding me, and by always able to provide advice and materials when needed.

To my Thesis Defence examiners, **Mba Anggia Valerisha**, **S.IP.**, **M.Si.** and **Prof. Sukawarsini Djelantik**, **Dra.**, **M.Int.S.**, **Ph.D.**, it was a tremendous honour to defend my thesis upon you. Your critical questions, feedbacks, and the engaging discussion has help in improving my thesis' quality.

To the **lecturers in the IR Department**, I was not keen on politics and social (moreover international) issues prior to my studies, but your passion in educating undergrads and your open-mindedness has created an engaging atmosphere that was to my liking. Thus, I pursued International Relations.

To my **grandparents,**
> **Kiki**, **Ninin**, *"karajo karajo, jangan jadi kuciang lalok"*. Kiki, *aku udah mau karajo nih* Ki, *aku tau* Kiki *pasti yang bantu* motivate *aku selama skripsian ini…* Ninin, *incu* Ninin *nu geulis udah skripsi nya nih* Nin*.. Nanti insya Allah kerja di Jakarta nginep di Blok L ato ga di Blok O ya* Nin*.*
> **Pap Aki**, **Eyang Uti**, *cucu* Pap Aki and Eyang Uti *paling tua udah skripsian.* Although both of you aren't here anymore, Vanya *tau kok* Pap Aki and Eyang Uti *selalu jagain* Vanya.

Mow and **Bix**, I could not have written these ten thousand of words and pages without your support. I am truly grateful to have aunts like you. This thesis is also dedicated to you both.

To **the Malts**, all the fun, the support, the laughs, the lessons… I am forever grateful. Thank you. John, we've been friends and supported each other since we started Preschool and we're still friends until we graduated university, cheers mate! Sarah and Ethan have also always been there through the tough times and the fun, cheers to more memories! Let's play PUBG, PS5, and more games from now on.

To my **closest friends**, Oct, Tir, Je, Mich, Milka, Din, Ray, Filbert, Tan, Numz, Ibble Dibble, Ma, Dina, Sa, and Rhe…. Thank you for accompanying me, for tolerating me, for being my translators. For always showing support and for trusting me with your lives when I drive. I didn't make friends easily because I was shy and did not want to speak much (my brain could not Bahasa Indonesia). You guys were one of the first who befriended me because I looked lost in translation and in campus, and you guys are one of the ones that stuck by me until the end. Cheers to a long-lasting friendship!

To my **Stamford Family**, there are no words of how appreciative I am to be a Stamfordian. The 12 years I was there has taught me a lot. All the teachers, non-teaching staff, and friends all has made a huge impact in my life. I am who I am today because of each one of you. The opportunities, the classes, the lessons, the memories… are all priceless, something I'm certain I wouldn't have got from anywhere else. Trusting me to be the youngest and longest Head Prefect, was a huge honour that benefits me today. Learning how to lead, how to please the majority, how to negotiate, how to campaign – it seemed to be unnecessary (as grades were more important), but now those are the skills I used when studying politics and diplomacy, the very much needed skills in International Relations. So, I thank you all for giving me the opportunity and entrusting me.

Last, but not least, **Mountbatten "BonBon" Floss**, you were there throughout it all. Research says cats are stress soothers. Petting a cat or dog for 10 minutes decreases cortisol levels, so thank you Mountbatten for allowing me to pet you for uncountable hours. You understood when I needed a cuddle and I needed to work.

LIST OF CONTENTS

LIST OF TABLES AND DIAGRAMS

Chapter I

Introduction

1.1 Research Background

When discussing politics, the public plays a huge role and becomes a determining factor in the success of the action. Politics can be defined as the power an individual or organisation holds that can influence a large number of groups.[1] With this definition, therefore what the public does or says becomes the role in the determining factor of success for politicians. Politicians and government officials refer to public opinion in order to understand what the public wants and how to steer and influence them in a certain direction. The concept of public opinion can be understood as people conversing with each other regarding political affairs in their area.[2] People exchange their thoughts and opinions, in a casual manner, regarding political occurrences in their area – this is public opinion. How people initiate a topic of conversation is usually from the media they see commercially; movies, magazines, stories, and news articles and broadcasts. Usually, those who produce news articles regarding political affairs are journalists working in established private or governmental news networks. Furthermore, journalists have argued the effectiveness of news media affecting the public opinion and vice-versa.[3]

---

[1] Michael Resich and Jayshree S. Jani, "The New Politics of Social Work Practice: Understanding Context to Promote Change," *British Journal of Social Work* (2012): 2-3, doi:10.1093/bjsw/bcs072

[2] Vincent Price, "The Public Opinion in Political Theories," in *The Sage Handbook of Public Opinion Research*, ed. Wolfgang Donsbach and Michael W. Traugott (London, 2008), 12.

[3] Thomas E. Patterson, "The News as a Reflection of Public Opinion," in *The Sage Handbook of Public Opinion Research*, ed. Wolfgang Donsbach and Michael W. Traugott (London, 2008), 34.

Some say that articles produced by journalists reflect on what is going on in the real world, others say that articles are produced to influence the people who read it into a certain ideology meaning it may not actually reflect on the reality. These different views on articles by journalists all can be concluded as a useful tool the government uses in order to influence the public's opinion into a certain direction. Since the media is often perceived to be "people's voice" in a democratic country, the public often views news media as a factual report of what is happening in their surroundings – thus, people would be more likely to believe what is reported on the news without the need for them to further digest and analyse. Additionally, the media is also known as the 4th pillar of democracy.[4] Media becomes the platform for people to use their rights to freedom of expression, but also have the obligation to report and broadcast affairs objectively.

The public trusting the news becomes a factor for the government to use when campaigning through the news. People trust the news as there is a social norm which dictates journalists are expected to be objective to the news they are reporting.[5] This facade of objectivity within the news led people to believe that the news is a reliable source and thus should be given close attention. However, as the public began to grow and to know more about politics that led to them having different opinions the sense of news objectivity began to disintegrate. Objectivity is no longer a regulation, rather it becomes a social construct to keep the validity of

[4] Thajaswini. C.B., "Media – Fourth Pillar of Democracy," *International Journal of Research and Analytical Reviews* 7, no. 1 (February 2020): 135-139,
https://www.ijrar.org/papers/IJRAR2001432.pdf
[5] Sandrine Boudana, "A Definition of Journalistic Objectivity as a Performance," *Media, Culture & Society* 33, no. 3 (2011): 386-387, doi:10.1177/0163443710394899

news reports.[6] It is then observed that journalists are also human beings, with their own political minds and their own opinions. Despite the regulation to create objective articles for the public to read, the basic "political being" desire to have opinions is difficult to subdue. Humans are social beings; thus, they rely on their environment for their survivability. Their minds are designed to make sure that each individual has an in-group that they belong to.[7] In-groups of an individual are understood as the social group or community of an individual that shares mutual interests or views within each other.[8] Making individuals more likely to be subjective and opinionated, hence having difficulties in being objective. Individuals will tend to have similar opinions as others in their environment in order to feel included and not alone. Their opinions become affected when people in their surroundings discuss an issue and voice out their respective opinions, additionally also by the media they are often being exposed to.

However, despite the government often using the news as their campaign or political agenda, journalists and politicians oftentimes have a strained relationship. Politicians are usually more cynical to media and journalists that produce contents that are not aligned with their political agenda, or that attempt to steer the public into a certain direction opposing the political agenda of the politician.[9] As well as the journalists' and media cynicism towards the politician when the journalist does

---

[6] *Ibid* 389.
[7] Martha L. Cottam, et al., *Introduction to Political Psychology* (New York: Routledge, 2016), 9-13.
[8] *Ibid*.
[9] Kees Brants, et al., "The Real Spiral of Cynicism? Symbiosis and Mistrust between Politicians and Journalists," *International Journal of Press/Politics* 15, no. 1 (2010): 30-32, DOI: 10.1177/1940161209351005

not agree with the political agenda. This cycle of political-media cynicism highlights the subjectivity that is present in the news media, it also highlights the importance of the politicians' good relations with journalists and media.[10] Since journalists have the power to control the media, politicians' personal branding may be affected by the political cynicism trait journalists have.

Personal branding is the technique for people who wish to create an impact on the mass public to create a certain image for themselves.[11] Although usually often used as a marketing strategy, personal branding for a politician can establish a certain persona for them that will determine the people's opinions. Referring back to the importance of the public's opinion in politics, politician's identity and branding becomes a priority. In order to establish a proper image, politicians are encouraged to create peaceful relations with all those they interact with - journalists and other international political figures, and/or state representatives. Having peaceful diplomatic relations with international political figures can give a better image and impression internationally.

With the image of peaceful diplomatic relations between countries, each news outlet from respective countries would be less cynical in reporting the involved state's representatives. By being less cynical, journalists and media would promote a better image of the actors involved – thus giving a better tone to the people regarding any international affairs. International news media often become a reliable source of information for the vast public to stay informed with

---

[10] *Ibid*

[11] Manel Khedher, "Personal Branding Phenomenon," *International Journal of Information, Business and Management* 6, no. 2 (May 2014): 31-32, https://ijibm.elitehall.com/IJIBM_Vol6No2_May2014.pdf

international affairs. Each country in the world has their own news media that is English based, as English is one of the official international languages, that becomes a news media that can be read and understood by the international population.

International political news is often broadcasted on international broadcasting news, and political news often create a division on the people as they have different opinions regarding the issue. An example of this case would be Brexit. This case shook the regional institution, the European Union (EU). Brexit, which is the conjunction term of "British exit", was the phenomenon when the United Kingdom decided to leave the European Union (EU). The United Kingdom's decision to leave triggered anxiety throughout the state members of the EU, especially Germany.[12] In 2016, the United Kingdom Parliament held a vote for their citizens whether the UK should remain in the European Union or should they leave – called the 2016 UK's EU Referendum.[13] 51.9% voted to leave the European Union and 48.1% voted to remain in the EU.[14] The final percentage of votes were the accumulated results from the English, Welsh, Scottish, and Irish voters – out of the four countries, majority of England and Wales population voted to leave the EU, while Scotland and Northern Ireland population mostly voted for the UK to remain within the EU.[15] In the EU, the UK has donated billions of British pounds

[12] Jenny Hill, "Prospect of Brexit bemuses and worries Germany," BBC, 15 June 2016, https://www.bbc.com/news/uk-politics-eu-referendum-36526839

[13] "Background to the UK's EU referendum 2016," UK Parliament, accessed 26 September 2022, https://www.parliament.uk/business/publications/research/eu-referendum/background-uk-eu-referendum-2016/

[14] *Ibid.*

[15] Elise Uberoi, "Analysis of the EU Referendum results 2016," UK Parliament, 29 June 2016, https://commonslibrary.parliament.uk/research-briefings/cbp-7639/

to the EU for state members in the institution to use – creating a single market economy within the Union.[16] This single market economy has fulfilled many of the state members' economic needs, thus ensuring economic growth and stability by being part of the EU. Both Germany and the UK became the two state members that donated most to the EU in the year 2018.[17] Henceforth, when the UK wanted to leave the EU Germany felt the pressure of donating more Euros to cover for the UK's absence – leading to heavy negotiations between the two countries. With the EU system, which more prosperous countries are expected to donate more, many UK citizens felt it was unfair that their money is being used for other countries instead of themselves. Despite the UK still receiving money as well from the EU, the amount they received compared to the amount they contributed does not balance out thus, creating more of a loss instead of a gain.[18]

With understanding the different factors that led the issue to be raised, the writer finds the occurrence of changes in media framing in different periods of diplomatic relations, which was due to a change in the Prime Minister, has bring attention to the writer. The fascination of how diplomatic agents' interactions create an effect in news media framing led to the adoption of this issue to be researched. It also raised the attention of how diplomacy does not only maintain peace between

---

[16] "The European Union What it is and What it does," The European Union, accessed 26 September 2022, https://op.europa.eu/webpub/com/eu-what-it-is/en/
[17] Katharina Buchholz, "Which Countries are EU Contributors and Beneficiaries?," Statista, 13 January 2020, https://www.statista.com/chart/18794/net-contributors-to-eu-budget/
[18] "The UK contribution to the EU budget," Office of National Statistics, 30 September 2019, https://www.ons.gov.uk/economy/governmentpublicsectorandtaxes/publicsectorfinance/articles/th eukcontributiontotheeubudget/2017-10-31

country in an international forum, but also to maintain peace between the public from each respective country through the framing of news media.

1.2 Problem Identification

The writer observed throughout the Brexit proceedings there were changes on how international news media frame Brexit during its progress and even when there was a change of British prime ministers. From the United Kingdom, they have the British Broadcasting Corporation (or often known as BBC), and in Germany they have Deutsche Welle (also known as DW). Several articles from BBC and DW have seen that reporters from both news media wrote and framed Brexit negotiations between the Prime Minister and the Chancellor with different tones. DW framed PM Theresa May to be a warmer and more open negotiator than Boris Johnson as May had better diplomatic relations than what Johnson had with Merkel.[19] DW focused on how Germany and the UK will remain to have strong diplomatic bonds despite their decision to leave the EU. However, when Johnson had to negotiate with Merkel regarding Brexit, DW headlines gave a more negative connotation.[20] The different words and terms DW used to describe and frame the issue took a turn when the Prime Minister changed, despite DW claiming to be independent and impartial.

---

[19] Nicole Goebel and Ben Knight, "Angela Merkel to UK: EU's 'door is wide open' despite Brexit," DW, 21 March 2019, https://www.dw.com/en/angela-merkel-to-uk-eus-door-is-wide-open-despite-brexit/a-48004338

[20] Rob Mudge, "Brexit: Boris Johnson, Angela Merkel to face off over stalemate," DW, 20 August 2019, https://www.dw.com/en/brexit-boris-johnson-angela-merkel-to-face-off-over-stalemate/a-50096811

In terms of the British Broadcasting Corporation, it was similar as the BBC often shared more light news and highlighted the good relationship between May and Merkel throughout the Brexit proceedings. In addition to the negotiations that May and Merkel did, BBC was also able to report good relations between the PM and the Chancellor.[21] On the other hand, the BBC attempted their best to remain objective and not give a negative impression of their PM.[22] Instead of focusing on the presence of tension between the diplomatic relationship between Johnson and Merkel, BBC instead framed how Merkel was harder on Johnson during negotiations than she was with May.

From the problem presented, an anomaly can be detected that despite the new medias' claims to be independent and impartial they will always favour their own nation's image over the others'. The danger of this, is that news media, especially with credibility and are famous internationally, can direct the public's opinion by how they frame certain issues. In the Brexit proceedings, news was calmer in reporting the issue during May-Merkel negotiations – this gave the public a sense of calmness and hope of a united front. While during Johnson-Merkel negotiations, the media showed a more hostile and filled with tension negotiations between the two countries. The way the media interpreted the issue caused people to have contrasting opinions causing division and disputes within respective countries. Based on the observation, the writer hypothesises that BBC and DW purposely framed Brexit differently during different periods of diplomatic relations

---

[21] "Theresa May and Angela Merkel share a joke over an iPad," BBC, 10 April 2019, https://www.bbc.com/news/av/uk-politics-47888672

[22] "Brexit: Deal essentially impossible, No 10 source says after PM-Merkel call," BBC, 8 October 2019, https://www.bbc.com/news/uk-politics-49970267

to picture the different accomplishments of Brexit negotiations meaning diplomacy between the Chancellor and the different Prime Ministers were driven by the news media. Thus, making news media to be an intervening variable when it comes to government decision-making and planning.

1.2.1 Scope of Research

To make the research more focused and in-depth, a certain time frame must be in place. With the anomaly focusing the diplomatic relationship between different British Prime Ministers and the German Chancellor during the Brexit negotiations and their effects on how the media interpret it, the research will be limited to the years of 2016-2021. 2016 was the year of Theresa May in office and the start of Brexit negotiations, and then mid-2019 was the year of Boris Johnson in office. However, throughout the Brexit negotiation Angela Merkel was in office. These individuals where the primary diplomatic agents from the UK and Germany, respectively, during the Brexit negotiations. Determining the different individuals from different periods and analysing their distinctive personalities meant that the level of analysis in this research would be individual. An individual level of analysis research focuses on the different personalities and distinctive styles of the main actors, which are the heads of government for UK and Germany. Both UK and Germany were the two EU state members that often donated the most for the EU, thus becoming the foundation of the EU economy. Therefore, making their negotiations more thorough to ensure UK's departure would not negatively affect the EU's economy. For the early 2021, it was the year of post-Brexit as Brexit was finalised in late 2020.

In addition to the time frame limits, the news media are also limited to the United Kingdom's British Broadcasting Corporation and Germany's Deutsche Welle. BBC is an independent and impartial public broadcaster.[23] They are not controlled by the government and they do not have a specific political stance, despite bias is still expected to appear by claiming they are independent and impartial biassed broadcasts are kept at a minimum. This British news media is well known internationally for the objectivity they bring when reporting the news. They are known for their validity of information regarding issues they raise. DW, similar to BBC, is an international broadcaster from Germany.[24] They hold the value of spreading information for the importance of education, thus they claim to have a low bias level in the news they report. Moreover, all products by DW are under the Deutsche Welle Act that gives them officialisation that they are independent and free from government control.[25] Both BBC and DW have similar values and purposes as an international news media, they only differ by their country of origin. Hence, framing of the same international issue can have different perspectives.

It is crucial to analyse British Broadcasting Corporation and Deutsche Welle as they claimed to be free from government control, meaning minimising any bias or heavily opinionated articles towards a certain political party. They tend to report news as how it factually is in reality with minimum opinions incorporated into their articles. The writers of each news media, although having to have a stance, are expected to report news objectively. By researching on this topic and issue, it

---

[23] "About the BBC," BBC, accessed 27 September 2022, https://www.bbc.com/aboutthebbc
[24] "Who we are," DW, accessed 27 September 2022, https://www.dw.com/en/about-dw/s-30688
[25] Deutsche Welle Act, BGB1.IS. 3456 (2004), 5.

can create a better understanding regarding the multi-track diplomacy on how the public's opinion is shaped by the media and how the government can affect what the media frames, henceforth influencing the public. Moreover, using the case of Brexit negotiations it can be visible the different trend of public's opinions throughout the different periods of time in 2016-2021. A comparison study between BBC and DW specifically also ensures fairness in the research as both are independent and impartial international news media coming from different countries.

1.2.2 Research Question

With the anomaly as a change of framing from British Broadcasting Corporation and Deutsche Welle in reporting Brexit negotiations between the United Kingdom and Germany as an effect of contrasting diplomatic relations of Theresa May with Angela Merkel and Boris Johnson with Angela Merkel. Brings the research question of "**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?**"

1.3 Purpose and Usage of Research

With the given findings from the research, which is the presence of connection between diplomatic relationships and media framing, it can alert other country leaders that not only they must maintain peace from war, but they must also continuously express a peaceful diplomatic image to keep their citizens from each

respective countries to also remain in accord with each other. Additionally, to also find out whether diplomatic relations are as true as reported in news media or are framed to be seen in a certain way by the public to have a certain impression towards the actors – answering the research question.

This thesis hopes to increase insight on how powerful the media is in influencing the public's opinion. By understanding the impact, the media has on people's opinion, it can raise awareness for others to not easily be influenced by the media they often view. Rather, each individual must do further research on their own to gain as much objective information as they possibly can and create a genuine opinion from data they gathered on their own. Moreover, it can also determine how diplomatic agents or correspondents should interact between each other and thus affecting the media. Post-research, people should also understand that the media should not dictate how the government functions, rather should be seen as a tool for the government to use by how they function.

1.4 Literature Review

This thesis research focuses on observing and analysing diplomatic relations between United Kingdom's Prime Ministers and Germany's Chancellor throughout the Brexit negotiations through news media BBC and DW – comparing the Brexit framing from different news media to analyse how they would frame the situation. The article by Andrew J. Crozier, *British Exceptionalism: Pride and Prejudice and Brexit*, discusses how Great Britain has been an egotistical country since pre-World

Wars.[26] Britain has had plans to conquer and expand their empire to the whole of

Europe. This created several disputes that led to wars, however after wars and

forming alliances, Britain's drive for expansion was tamed and urged to join the

European Community as the other state members found that Britain entering the

European Community would benefit the other countries as well. This became the

first "awkward" interaction between Great Britain and other European countries.[27]

Especially Britain's pride making the country and the citizens to always feel they

should be an independent nation without being attached to other countries in order

to fulfil their national interest.[28] This sense of pride of the country made Brits to be

prejudiced towards the other European countries, thus often giving the impression

that the European Community (or the European Union) to be harmful for Britain –

leading to Brexit.[29] This article's main argument was to express how Britain never

felt any belonging in the European Union. This article supported the idea that there

has always been bias towards the European Union, that Great Britain has a negative

view of the European Union leading to media bias when British news reports on

Brexit. Nevertheless, for the thesis research it will dive more into just the bias

towards the EU or whether diplomatic relations between the countries' leaders

affect biassed news framing as well.

The masters degree thesis article made by Katja Ballmann from Stockholms

Universitet, entitled *Brexit in the News – frames and discourse in the transnational*

---

[26] Andrew J. Crozier, "British Exceptionalism: Pride and Prejudice and Brexit," *International Economics and Economic Policy* 17, (June 2020): 635, https://doi.org/10.1007/s10368-020-00469-z
[27] *Ibid.*
[28] *Ibid* 641-648.
[29] *Ibid* 648-652.

media representation of Brexit, begins with observations from several news media such as; Deutsche Welle, France 24, and Al Jazeera English.[30] Ballmann found that news regarding Brexit are very much similar throughout international news media and that every news media focuses on the problematic aspect of the negotiations. Ballmann also used the technique of framing analysis and critical discourse analysis for their research.[31] Furthermore, despite Ballmann's topic being similar to this thesis, they focused more on the media's interpretation before and during Brexit negotiations and although using Deutsche Welle as their media, the difference between this research and this thesis is the main focus of the research. This thesis focuses more on the effects of diplomatic relations between the United Kingdom's and Germany's heads of government towards the news media framing. Ballmann's dissertation can benefit this thesis by the statistical findings on Deutsche Welle.[32] Although not all findings are beneficial, as Ballmann focuses more on the disputes of Brexit, there are some of the aspects Ballmann researched that can benefit to this thesis – further analysing the findings of Ballmann's.

Brexit and the Imaginary of 'Crisis': a Discourse-Conceptual Analysis of European Media an article by Michał Kryżanowski that has the main focus similar with the previous article (*Brexit in the News – frames and discourse in the transnational media representation of Brexit* by Katja Ballmann), where there is a

---

[30] Katja Ballmann, "Brexit in the News - Frames and Discourse in the transnational Media Representation of Brexit," *Department of Journalism Media and Communication*, (2017): 2, https://www.diva-portal.org/smash/get/diva2:1107235/FULLTEXT01.pdf
[31] *Ibid*.
[32] *Ibid* 25-31.

linkage between 'crisis' and Brexit.[33] The difference is that, in this article, Kryżanowski analysed European media as the whole focus. From here, Kryżanowski had a bigger scope of research that ultimately led to his findings of the general European public opinion on Brexit. His findings were that since the majority European media often connected Brexit with 'crisis', it influenced the European public opinion to view Brexit as a negative decision.[34] From this article, it backs up the fact that the media that the public consumes have the power to influence them into having a certain opinion towards the situation. How the media frames, create connotations/tones, and connections heavily affects on the general public's views – especially if the media from different areas all portray and frame the situation similarly. Kryżanowski findings benefit this thesis as it strengthens the evidence of media bias between the United Kingdom and other European countries.

In addition to previous articles, *Better off without You? How the British Media portrayed EU citizens in Brexit News* by Stefanie Walter has a different perspective with the previously discussed articles in the above. Other articles have been focusing on European news media, excluding British, while Walter focuses on British news media.[35] Moreover, Walter did not only focus on news reporting media, but she also viewed tabloids and broad media.[36] This wider range of media being analysed gives a wider scope of results thus a better picture of how British

---

[33] Michał Kryżanowski, "Brexit and the imaginary of 'crisis': a discourse-conceptual analysis of European news media," *Critical Discourse Studies* 16, no. 4 (2019): 465, https://doi.org/10.1080/17405904.2019.1592001
[34] *Ibid* 470.
[35] Stefanie Walter, "Better off without You? How the British Media Potrayed EU Citizens in Brexit News," *The International Journal of Press/Politics* 24, no. 2 (January 2019): 1, https://doi.org/10.1177/1940161218821509
[36] *Ibid* 3-5.

media outlets interpret Brexit. Moreover, there were key findings that when the news must report a negative tone of the Brexit situation, only news in England and Wales mentions the European Union population – reflecting on the United Kingdom's overall referendum votes.[37] This article gives a different perspective of bias in the news media within the United Kingdom themselves, however the news media usually listens to what the people in different sub-countries within the United Kingdom have opinions on. They then portray the news differently in England, Ireland, Wales, and Scotland, as populations within each country have different opinions regarding Brexit. This article helps the thesis in giving a general view of the different opinions in the United Kingdom regarding Brexit and how the information is being fed to each population differently. Therefore, influencing the public differently towards different directions.

Overall, the chosen articles for this thesis' literature review all support the basic idea of bias and subjectivity within news media despite it aims to report objectively to the public. However, due to the sense of belonging and nationalism journalists cannot avoid subjectivity and bias with the reports they publish. Although the national news claims to report news objectively, their nationalism contributes to the bias reporting, hence each country's unique way to frame the same situation. Despite these articles having formed a discourse analysis on each news article produced by different European news channels, they all have the common finding of how the majority of European news links Brexit with "crisis" – given that other European countries disagree with Brexit. However, none of the

---

[37] *Ibid* 1.

articles have found linkage between diplomatic relations of the governing state's leader affecting how the media interprets the issue – Brexit. Therefore, this thesis has the intention to use several findings from previous articles to create new innovative research with different linkages and perspectives. Despite using several findings from the chosen literatures, they are still lacking with the idea of how diplomacy between diplomatic agents, such as the heads of government, can affect the media. Thus, creating the research gap that is the topic of this research – diplomatic relations affecting the media.

1.5 Theoretical Framework

Diplomacy

Bilateral relations often become the basic requirement for diplomacy.[38] This relation consists of two international state actors creating a peace bond in order to negotiate and create peaceful agreements between each other. In order to maintain this peaceful bilateral relationship; each state establishes embassies in host countries, often have state visits, corporations, and civil societies in each respective country.[39] Embassies can strengthen the country that establishes their embassy and the host country have continuous prosperous relations, state visits from each other goes back to traditional diplomacy where state representatives meet in person in order to pay respect to each other and show priority to each other, corporations that are benefiting each other increases trust and strengthen bonds between each

---

[38] Alice Pannier, "Bilateral Relations," in *Global Diplomacy and Introduction to Theory and Practice*, ed. Thierry Balzacq, Frédéric Charillon, and Frédéric Ramel (France: Palgrave Macmillan, 2020), 19.
[39] *Ibid* 22-26.

countries, and even civil societies can affect diplomatic relations between the heads of government.

Bilateral diplomacy could also branch out into different styles and types of diplomacy; quiet and secret diplomacy, crisis diplomacy, virtual diplomacy, personal diplomacy, and coercive diplomacy to name a few.[40] These types of diplomacies are determined by who are interacting with each other and how they interact with each other. Another factor of which type of diplomacy should be implemented would be the matter of which is being negotiated and the output wanted. In addition to maintaining peace as the objective of diplomacy, it is also a method for countries to persuade and influence the other country to follow what they want or at least agree on the middle ground.[41] In order to achieve national interests, the foreign ministers or even the leader of the state began to form personal relations (such as friendships) and negotiate, such as personal diplomacy. Or, if the negotiator is quite impatient, they can be more coercive and forceful thus initiating a coercive diplomacy.

The civil society factor in bilateral relations is understood as how the public from each country views the other country.[42] As bilateral relations focus on the connection form between international state actors, it means the opinion of the public from the countries can reflect on the connection between the two countries.

---

[40] Peter Viggo Jakobsen, "Coercive Diplomacy," in *The SAGE Handbook of Diplomacy* (Los Angeles, California: Sage, 2016), 476–79, https://www.defence.lk/upload/ebooks/The-SAGE-Handbook-of-Diplomacy.pdf#page=515.

[41] Sukawarsini Djelantik, *Diplomasi Antara Teori & Praktik*, 1st ed. (2008; repr., Yogyakarta: Graha Ilmu, 2012), 14.

[42] Alice Pannier, "Bilateral Relations," in *Global Diplomacy and Introduction to Theory and Practice*, ed. Thierry Balzacq, Frédéric Charillon, and Frédéric Ramel (France: Palgrave Macmillan, 2020), 25-27.

Moreover, travelling and immigrating from one country to another increases the strength of the relationship between the countries – especially if a country has most of their population emigrated to another country with strong diplomatic relations. Thus, the concept of diplomacy, specifically bilateral relations, can be used in this thesis in order to analyse the relations between the United Kingdom and Germany during the different Prime Ministers in office and Chancellor Angela Merkel throughout Brexit negotiations.

Additionally, the media has also been a contributing factor in diplomacy. With technological advancements, majority of the public has the internet and virtual media at their reach. The media also became a determining factor for the achievement of diplomacy.[43] According to John McDonald and Louise Diamond's nine multi-track diplomacy – there are numerous tracks that stirs diplomacy into a certain direction.[44] According to the diagram, the ninth track, which is public opinion/communication/media, is the inner circle overlapping other 8 tracks. It is understood that media and public opinion binds all other factors, meaning has one of the highest impacts in determining the success of diplomacy.

Hermann's Leader Assessment

In psychoanalysing the head of states, there can be different methods to be used, one very prominent and quite often used is the Barber's typology. However, the method only focuses on the leader's personal characteristics on their internal decision-makings. Since this research requires psychoanalysis of the head of states'

---

[43] Sukawarsini Djelantik, *Diplomasi Antara Teori & Praktik*, 1st ed. (2008; repr., Yogyakarta: Graha Ilmu, 2012), 70.
[44] *Ibid 73.*

decision-making for foreign policy and diplomacy – Margaret G. Hermann's Leader Assessment is a much better tool for psychoanalysis.[45]

Hermann's Leader Assessment is derived from Barber's typology; however, Hermann's offers a more specific and detailed analysis – analysing personal traits, interest in foreign policies, and interest in governing.[46] Hermann acknowledged the factors of a leader, foreign policy being one. This added on to Hermann's findings in the connection of the head of state's psychoanalysis to their decision-making process regarding foreign policy, bilateral diplomacy included. Hermann views the decision-making process towards a situation not only from the individual's point of view, but also from the perspective of the issue that triggered the individual to have to create a decision.[47] Furthermore, Hermann has implemented her theory on how the 7 personal traits affect the head of state's decision making for foreign policy by analysing several heads of states.[48] After Hermann's psychoanalysis on the different heads of states throughout the years, there was a pattern that she found and thus validating her theory.

Hermann's theory can lead this research into an in-depth analysis of how each British Prime Minister during the given time period of 2016-2021 differs when it comes to making a foreign policy. How their decisions affect the diplomatic relationship they have with German Chancellor Angela Merkel. And then, how

---

[45] Martha L. Cottam, et al., *Introduction to Political Psychology*, 3rd ed (New York: Routledge, 2016): 43.

[46] Margaret G. Hermann, "Assessing Leadership Style: A Trait Analysis," *Social Science Automation* (November 2002): 4, https://socialscience.net/docs/LTA.pdf

[47] Margaret G. Hermann, "How Decision Units Shape Foreign Policy: A Theoretical Framework," *International Studies Review* 3, no. 2 (Summer 2001): 52-53.

[48] Margaret G. Hermann, "Explaining Foreign Policy Behavior Using the Personal Characteristics of Political Leaders," *International Studies Quarterly* 24, no. 1 (March 1980): 16-18.

these changes in leadership style that ultimately leads to change in diplomatic relations that alerted the media in both countries – the change of Brexit framing.

Framing

The Framing Theory was first proposed by Gregory Bateson 1972, having the understanding of thinking about news content with a familiar context.[49] The theory covers how news is presented a certain way to the audience in order for them to think in a certain way that they wanted. This preferred framing from the news outlet led people to process information in a certain way. With the knowledge of the "black box" and "political being", it can be understood that an individual's political decisions are not only based on their personality but also on the information they are being fed.[50] The theory is mostly used in a communication study as news media can be considered to be a communication tool from the government to the people, and the public's opinions are crucial in governing a democratic country.

The theory has typologies that classify which kinds of framing does the media implement; media & individual, strong & weak, and specific & general.[51] These typologies will then identify the depth of the media framing on the news they are reporting. With this in mind, framing is often under the Agenda-setting theory. Agenda-Setting theory can be understood to be the frequency and urgency of the

---

[49] Olasunkanmi Arowolo, "Understanding Framing Theory" (working paper, Lagos State University, 2017), 1, DOI: 10.13140/RG.2.2.25800.52482

[50] Martha L. Cottam, et al., *Introduction to Political Psychology*, 3rd ed (New York: Routledge, 2016): 9-13.

[51] Alberto Ardèvol-Abreu, "Framing theory in communication research. Origins, Development, and current situation in Spain," *Revista Latina de Comunicación Social* 70 (2015): 431-433, DOI: 10.4185/RLCS-2015-1053en

news to be reporting similar issues – creating a sense of importance and alerting the public of this importance.[52] However, in this research it will look more into how the media frames the Brexit situation during the years 2016-2021 instead of analysing how the media create the importance of Brexit. Thus, using the Framing theory instead of the Agenda-Setting theory.

<u>Propaganda Model</u>

The Propaganda Model is a theory initiated by Edward Herman and Noam Chomsky in 1988. Herman and Chomsky believed that media is used to influence the mass public, by the "elites" or bourgeois – hence choosing to use the term "propaganda".[53] The Propaganda Model has 5 filters that helps in exposing how the existence of news media leads to dilution of an established free market within the country, as these news media that are financed by a specific sponsor will continuously produce and frame certain issues in a brighter light in order to influence the public and direct them to a certain direction as wanted by these news media sponsors. The five different filters of Propaganda Model are (1) ownership, (2) advertising, (3) media sources, (4) "flak", and (5) "anti-communist" ideology.[54]

The ownership of the news media determines what and how the news media will produce and frame certain issues. With the individual funding the news media, they have the right to manage what will be produced by the media and how they

---

[52] Gerald M. Kosicki, "Agenda Setting," in *Encyclopedia of Survey Research Method* ed. Paul J. Lavrakas, (Thousand Oaks, 2008), 2,
https://methods.sagepub.com/reference/download/encyclopedia-of-survey-research-methods/n9.pdf
[53] Edward Herman and Noam Chomsky, "A Propaganda Model (1988)," in *Crime and Media: A Reader*, ed. Chris Greer (London; New York: Routledge, 2010), 32–43.
[54] *Ibid* 32-33.

frame it, hence those who have the funding they are able to control the news for the public mass.[55] Advertising generates income and profit for the news media, thus the advertisers' target audience preferences affect the news media in a way they must also ensure their audience is what the advertisers target as well. This goal of the news media also affects the flow of information and programs they produce in order to not only maintain existing viewers but also to ensure an increase in audience.[56] News media gain sources from what is occurring around them, however since obtaining sources requires crew and operational technologies, it will be impossible to cover everything everywhere especially when there is an allocated budget. Therefore, news reporters or journalists are placed strategically, based on what the news media is primarily covering. Nevertheless, to avoid biased reporting several journalists and crew are also expected to cover the opposing views of what the news media stands for – but are still expected to frame it in a certain way to ensure still promoting the media's stance. The term "flak" can be understood as a negative response from the public mass; could be individuals sending emails or calls, lawsuits, and even petitions or policy renewal from the government.[57] The public's ability to incite flak means they have power henceforth it becomes a threat to the news media. A threat that news media will not be able to ignore, thus oftentimes news media has to be meticulous in producing certain contents to avoid flak that can cause huge repercussions. Lastly, the filter "anti-communist" is also known to be "fear of the enemy". The term "communist" has a negative connotation and

---

[55] *Ibid* 34.
[56] *Ibid* 36.
[57] *Ibid* 38.

imposes huge fears and chaos when the public hears of it, hence being "anti-communist" expresses how specific news media are strongly against specific situations.[58] News media often frame certain situations in a negative way in order for the public to be influenced to also think the situation is negative and must go against it.

This theory can be applied alongside the framing theory in order to further analyse the reason behind why BBC and DW frame their news during Brexit negotiations in a certain light. The theory used to be relevant to that of economic research, as the theory used to be applied on private-owned news media to explicitly show the bourgeois. However, more cases have been analysed where news media are public-owned, hence the widen of applicability of the theory.[59] Instead of analysing the *bourgeois-ness* of the owner, the country will be analysed regarding their journalistic policy as well as their allocated budget for journalism. Moreover, the theory has been renewed continuously following the progress and evolution of media throughout the centuries.

1.6 Research Methodology and Data Collection Technique

1.6.1 Research Methodology

This thesis will be conducted using a qualitative research approach. Qualitative research is usually done by collecting non-numerical data and

---

[58] *Ibid* 39-40.
[59] Jeffery Klaehn and Andrew Mullen, "The Propaganda Model and Sociology: Understanding the Media and Society," *Sociology Faculty Publications* 1, no. 1 (2010): 1–19.

interpreting and analysing them narratively as explained by Denzin and Lincoln.[60] These data usually vary from each subject, unlike a structured quantitative research data, in which each subject's answers are restrictive and can easily be made into a statistical analysis. Qualitative research for this thesis suits better as this thesis will be focusing on diplomatic relationships, media framing, and public's opinions. Since these factors cannot be put into statistical numbers, qualitative research with a narrative analysis is better suited.

For the chapter that requires psychological analysis, Margaret G. Hermann emphasised the importance of analysing the individuals as naturally as possible, without the façade of script. The element of script helps Theresa May, Boris Johnson, and Angela Merkel to convey their points clearly and concisely without leaving anything behind. Chosen words in their scripts are often consulted with a specific team in order to ensure not to create misunderstandings, however despite the existence of such team, the essence of the individual still tends to exist in their speeches but diluted. In the other hand, in interviews or press conferences the true genuine side of everyone are often more likely to be visible and expressed as they had lesser time to prepare their façade answers. Hence, data gathered for the second chapter focuses on the history biography of each individual and their genuine reactions and styles of speeches in interviews. Each biography, speeches, and interviews and/or interactions with the public are then analysed to find specific key words that help determining the leadership style of each individual.

---

[60] Norman K. Denzin and Yvonna S. Lincoln, "Introduction: The Discipline and Practice of Qualitative Research," in *The Sage Handbook of Qualitative Research*, ed. Norman K. Denzin and Yvonna S. Lincoln (California: Sage Publications, 2018), 29.

In addition to the method of qualitative, to create a deeper analysis on the variables that will be researched this thesis will approach the issue using content analysis. This method is usually used when the researcher has an objective to find the tone and hidden meanings in a certain content.[61] The researcher will decipher the reasons behind the media using certain pictures and/or words, thus analysing the content present. The 5 Cs of content analysis will be used to identify the different framing techniques by both news media, which are; Content, Category, Code, Count, and Conclude.[62] These 5 Cs enable the researcher to analyse contents in a deeper sense and to understand the content fully. First the researcher should specify the type of content, in this case news articles, then categorise what it is that should be analysed within the content – for this research paper it would be diplomatic relations between PM May-Chancellor Merkel and PM Johnson-Chancellor Merkel. Then the code gives more specificity, such as certain word usage when narrating and reporting Brexit negotiation news – after identifying the specifics of research the count will help give numerical results to ease evaluation and validity. The amount of news regarding Brexit released by BBC and DW in 2016-2021 are different and unequal – 65 from BBC and 46 from DW. These numbers are the accumulate of Brexit news released per year. In BBC; 7 releases in 2016, 8 in 2017, 14 in 2018, 20 in 2019, 8 in 2020, and 8 in 2021. While for DW; 10 in 2016, 8 in 2017, 7 in 2018, 11 in 2019, 8 in 2020, and only 2 in 2021. Due to differing raw data found, results for the positive and negative tone per year are

---

[61] Marilyn Domas White and Emily E. Mash, "Content Analysis: a Flexible Methodology," *Library Trends* 55, no. 1 (2006): 27-29, DOI: 10.1353/lib.2006.0053
[62] Sapta Dwikardana, "Metode-Metode Alternatif Dalam Hubungan Internasional" (Presentation, Class, Parahyangan Catholic University, Bandung, Indonesia).

calculated into percentages to give fairer results and an easier analysis. Which then leads to the conclusion. This method, however, has a setback for giving invalid results due to subjectivity in interpreting the content which leads to biased analysis.[63] Nonetheless, researcher will gather numerous data and evaluate all of them as objectively as possible. This thesis will be comparing the news media of the United Kingdom's BBC and German's DW; therefore, content analysis is very much beneficial for the thesis.

1.6.2 Data Collection Techniques

Findings in this research were constructed based on resources found on the internet. Speeches, news articles, parliamentary hearings, and Brexit agreements that are needed for the research are retrieved from various sources that are valid such as; the German government websites (.de), the UK government website (.uk), and Brexit articles produced by BBC and DW. These different resources will be observed, compared and contrasted, and analysed using the stated theories in order to reach new findings and conclusions. Additionally, since the research aims to analyse the framing of news articles a software to analyse word count usage would also be used to gather data. Despite the research aimed to be qualitative, however findings will be interpreted similarly to that of quantitative research – making this research mixed method research.

---

[63] Klaus Krippendorff, *Content Analysis*, 2nd ed. (United States of America: Sage Publications, 2004), 15–17, https://www.daneshnamehicsa.ir/userfiles/files/1/9-%20Content%20Analysis_%20An%20Introduction%20to%20Its%20Methodology.pdf.

1.7 Thesis Structure

This thesis will be divided into different sub parts, also called chapters, and those are;

Chapter I - Introduction: Consists of the background issue, which discusses the background of how the issue came to notice. Problem identification: problem description, problem limitations, and problem formulation that explicitly discusses the main issue and how it develops into thesis research. Goal and usage of research to highlight the importance of this thesis. Literature review to identify any existing literature that has researched similar topics and to find the research gap in order to avoid repetition. Theoretical framework to direct the research in a certain scope, to also allow the researcher to have an in-depth analysis of the issue. Research methodology and data collection technique to give a clear plan on how to find supporting evidence and data to support the thesis statement.

Chapter II - UK-Germany Diplomatic Relations during Brexit Negotiations using Leader Assessment perspective: Will be discussing the variable psychobiography using Hermann's Leader Assessment of the actors that participated throughout the Brexit negotiations – UK Prime Ministers and German Chancellor. This chapter will analyse and give findings whether the leadership personality traits of the different three actors would affect the diplomatic relations formed and thus affect the process of negotiations. This chapter can give a finding that will benefit the 4th chapter in order to enlighten whether the diplomacy was as factual as it was or whether it was the media framing.

Chapter III - Comparative Study: Framing Brexit by BBC and DW: Will analyse the framing method of both news outlets originated from the two countries

being analysed. In this chapter, numerous news articles throughout Brexit will be analysed closely in order to determine the framing and how their framing creates a certain connotation and steer the opinions of the public. Not only will the theory of framing be implemented, but also in order to analyse the news article in a more in-depth sense content analysis will be applied to each news article.

Chapter IV - Nexus between Diplomatic Relations and Media Framing: Findings found in Chapter II and Chapter III will be compared, analysed, and connected in order to create another finding on which of these variables are antecedent or intervening variables. This new finding then can answer the research question and understand whether diplomatic relations are created based on the personalities of the individuals or they are constructed by the media's framing.

Chapter V - Conclusion: The conclusion chapter will reiterate the research question and emphasise the importance and significance of the findings found throughout this research. Every finding from each chapter would be summarised and compiled to create an easier conclusion. The final answer to the research question will also be given in the conclusion.