

Korean News VS International News: A Critical Analysis of Two News Reports on North Korea

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Choose two news articles addressing the same event or topic, but from publications that differ in some socially significant way (e.g. political orientation, audience, country of publication). Critically discuss the differences between these articles, focusing on some of the following points:

- the narrative structure of the articles;
- the ways ‘news values’ influence the production of news;
- the underlying system of values/ideologies which shapes each report;
- the ways social actors are represented;
- the visual illustrations that accompany the texts.

Contents

1	Introduction	3
2	Background	3
3	Theoretical Background	4
4	Analysis	6
4.1	Newsworthiness	6
4.2	Intertextuality	8
4.2.1	References to the Running Story	8
4.2.2	Reported Speech	9
4.3	Accompanying Media and Technologies	10
4.3.1	Hypertext	10
4.3.2	Multimedia	12
4.4	Narrative Structure	13
4.5	Social Actors: Transitivity, Thematization, & Lexis	14
4.6	Ideologies and Powers	17
5	Discussion	19
6	Conclusion	20
7	References	21
8	Appendices	24

1 Introduction

This paper analyses two news articles covering the same single event regarding North Korea. One of these articles, from the Chosun Ilbo, a major conservative South Korean newspaper, offers an example of the event viewed as a domestic issue, while the other article from the BBC is considered for its progressive international perspective. Using concepts from critical discourse analysis and media discourse, significant consideration will be given to the underlying ideologies which shape the texts by carefully analysing the texts themselves, as well as the discursal practices involving the production and consumption of these news articles. Findings are also presented showing heavy bias in the local Chosun report and sensationalism towards North Korea in the internationally oriented BBC report.

2 Background

North Korea is known in both South Korea and abroad for alternating between belligerence and diplomacy for the past sixty years, seen by some as a complex but effective method of extortion for aid. However, western journalists have tended to focus on the state's human rights abuses and military threats while those in South Korea hold a more complex view oriented towards peace (Seo 2007). Most importantly, South Koreans are well aware that they are a divided nation and ultimately have dreams of reunification with the North.

In December 2012, North Korea launched a rocket used to put a satellite into orbit, a first for the country. This was followed in February 2013 by an underground nuclear test, resulting in the United Nations Security Council condemning the recent actions and placing more economic sanctions on the country. In April, joint US / South Korea military drills took place, during which the North repeatedly made threats of war and ultimately closed down a joint industrial park on the border (BBC News 2013b). This brought the relation between the two

states to the lowest point in over at least a decade. However, within weeks the North proposed talks with the South, but on the eve of these meetings canceled due to the failure to resolve the issue of which level of officials would attend. The articles analysed in this paper (Appendices A & B) report on both states blaming each other for the cancellation of the talks.

3 Theoretical Background

Most media discourse research of the last two decades has increasingly made use of critical discourse analysis (CDA) (Bell 1995), which not only considers the surface level text and the discourse practices by which the text is produced and consumed, but also shows an underlying level of how society shapes discourse and how discourse shapes society (Fairclough 1992; Teo 2000). More specifically, discourse itself is considered a social practice (Richardson 2007), which Fairclough defines as encompassing both text and discourse practice, and consisting of several orientations of which ideology and power (or hegemony) are the main focuses when analysing discourse (1992). Bell agrees that most of the research in media discourse especially is done in these areas and also notes that CDA “has an explicit sociopolitical agenda” (1995: 24), which usually takes the side of “those who suffer most from dominance and inequality” (van Dijk 1993: 252). In comparing articles from two different news agencies, this paper is primarily critical of the agencies themselves as reproducers of the dominance and inequality that van Dijk refers to.

Fairclough suggests that discourse be analysed by focusing on, in order: *discourse practice*, the *text*, and *social practice*; in other words a macro analysis to a micro analysis, then to an overarching higher analysis of how the discourse fits into society (1992: 231). Richardson similarly breaks up newspaper analysis into “the language of journalism, its production and consumption, and the relations of journalism to social ideas and institutions” (2007: 1). Many researchers however seem to have broken the task of analysis into specific concerns related to

their research, such as “overstatement” and “confusion” (Bell 1994), as well as “thematization” and “transitivity” (Teo 2000).

This paper follows Fairclough’s general *discourse practice* → *text* → *social practice* analysis paradigm, considering several particular aspects of the texts which expose the differences in how the news event and particularly North Korea are presented. Relating strongly to the production and consumption of news reports is the concept of *news values* (Galtung & Ruge 1965; Harcup & O’Neill 2001; Richardson 2007) which are key to making the decisions about what is considered by publishers and readers as news. *Intertextuality* is another area particularly useful in news discourse that deals with how a text relates to other embedded and referenced texts (Fairclough 1992, Leitch & Palmer 2010). Also of consideration is the relatively new genre of online news discourse and Steensen’s (2011) research of *hypertext* and *multimedia*, the latter of which has been dealt with significantly by Kress and Van Leeuwen (2006a; in Jaworski & Coupland 2006) in their research on multimodal discourse and visual interaction. The *structure* of the articles is also important, as shown by Van Dijk’s (1988) “news schemata” and Richardson’s (2007) *complication* → *setting* → *outcome* model. Fowler’s (1991) analysis is done at the level of the text, considering sentence transitivity, passive / nominalization usage, and modality - all of which relate to the roles of the *social actors* and how these roles are conveyed in discourse, which Van Leeuwen (in Caldas-Coulthard & Coulthard 1996) discusses in detail; this focus on linguistics and grammatical structure is useful for pointing out stereotypes (Bell 1995). Lastly, the underlying *ideologies* projected by both journalists and society (Fairclough 1992; Richardson 2007) will be discussed.

4 Analysis

The two articles selected for analysis differ in several ways. One article is taken from the Chosun Ilbo, one of the major conservative newspapers in South Korea, and the other from BBC News Online, an internationally popular source of world news run by the UK's BBC, which is claimed by many to be somewhat leftist (Gyngell & Keighley, 2005). These articles both report the event described in Section 2 and are now discussed according to the framework for analysis stated previously.

4.1 Newsworthiness

News values are important in determining how media production relates to the audience (Richardson 2007). Galtung and Ruge (1965) developed a list of twelve values which determine whether or not particular events can be considered news (Table 1). Although these factors have perhaps been the most influential in the following decades, Harcup and O'Neill (2001) performed a more recent study using over 1,000 leads from British newspapers and subsequently used the results to criticise the original twelve values and propose ten "contemporary" values (Table 1). This new set particularly takes into consideration news as entertainment, positive stories, references to elite organisations, and campaigns.

Comparing the two articles by using both lists of news values (Table 1), several interesting differences can be found, particularly in regard to power, relevance, and entertainment. From a Korean perspective both the South and the North are of course considered to be the main powers on the peninsula (with the exception of US forces), and it makes sense that these local powers would be important to those in Korea. However, internationally neither country would be considered a major power, although North Korea's involvement with China and threats to the US ultimately bring these major regional powers into focus. By referencing

both the US and the UN in the text, the BBC portrays the event as involving regional powers and thus incorporates “the power elite” as a news value.

<i>Galtung & Ruge (1965)</i>	<i>Chosun Ilbo</i>	<i>BBC News</i>	<i>Harcup & O’Neill (2001)</i>	<i>Chosun Ilbo</i>	<i>BBC News</i>
Frequency	yes	yes	The power elite	yes	yes
Threshold	yes	no	Celebrity	no	no
Unambiguity	yes	yes	Entertainment	no	yes
Meaningfulness	yes	no	Surprise	no	no
Consonance	no	no	Bad news	yes	yes
Unexpectedness	no	no	Good news	no	no
Continuity	yes	yes	Magnitude	yes	no
Composition	yes	no	Relevance	yes	no
Reference to elite nations	yes	yes	Follow-up	yes	yes
Reference to elite people	no	no	Newspaper Agenda	no	no
Reference to persons	no	no	-		
Reference to something negative	yes	yes	-		

Table 1: Two lists of news values as applied to both reports

Related to power is the relevance in general to the international audience. The terse words of both parties indicate a new chill in the relationship between them, which is significant, but mostly only for those in Korea (see Section 4.6). For the international audience, a statement from North Korea directed at South Korea hardly seems like a newsworthy event, considering that in this case the North’s statement is not directed to other nations and relatively subdued compared to previous broad threats of annihilation.

Although there is nothing surprising about this imminent statement regarding the cancellation of the talks, both their proposal and cancellation were quite surprising and likely made international news on these grounds. It appears then, that the report is merely a follow-up to the previous events for both Korean and international audiences. However, while the Chosun focuses on reporting the facts of the event, the BBC makes the story more interesting by inserting much more striking information on the background, apparently to make the report more dramatic and relevant by tying it into the more important previous events, such as North Korea's threats against the US. While this event may be significant to the national interests of Koreans, it appears that the reason for being reported internationally is for follow-up and continuation of the ongoing drama of the running story.

4.2 Intertextuality

Intertextuality considers “that for any particular text..., there is a set of other texts and a set of voices which are potentially relevant, and potentially incorporated into the text” (Fairclough 2003: 47). The “relevant” texts are referred to by Richardson as external intertextuality, often as running stories in the media, and the “incorporated” texts are internal and are usually quotations (2007).

4.2.1 References to the Running Story. Both articles make considerable references to previous events in the running story, supporting the observation in Section 4.1 that the reports act as follow-ups. However, in comparing the headlines (Table 2), the Chosun's report refers to “talks” without any reference to what the talks were and why they were significant, indicating strong reader familiarity, while the BBC calls them “halted talks,” offering more context. Additionally, the BBC's use of the verb ‘blame’ (versus the Chosun's ‘accuse’) strongly indicates that some negative event has occurred in the immediate past. Throughout both texts there are also numerous instances of past participle adjectives and verbs used to

Chosun Ilbo	BBC
(1A) N.Korea Accuses South of Sabotaging Talks	(1B) North Korea blames ‘disruptive’ South for halted talks
(6A) Pyongyang abruptly cancelled the planned high-level talks when lower-ranking officials met over the weekend and wrangled...	(4B) The planned talks, which followed months of raised tensions , were aborted after the two sides failed to agree...
(11A) Seoul had requested that North Korea send Kim Yang-gon, ...	(10B) The agreement to hold the talks - seen by analysts as a major development in itself -
(12A) But the North declined and instead listed an obscure apparatchik.	came in the early hours of Monday after lengthy preliminary discussions...
(1 5 A) Previous South Korean administrations had indeed put up with such snubs in talks billed as "ministerial"...	(14B) South Korean Unification Minister Ryoo Kihl-jae was originally reported as the head of the South's delegation for Wednesday's planned talks.

Table 2: comparison of selected sentences, with references to external texts bolded

describe the talks (“planned,” “halted,” “cancelled”), although the BBC report noticeably has more references to its running story, particularly with its repeated use of terms such as “months,” (4B) and “was originally reported” (14B). Comparing sentences 6A and 4B in Table 2, both reference the plans for talks, the subsequent disagreement over them, and their cancellation; however, the BBC report’s sentence additionally ties these events into “months of raised tensions”. While the Chosun Ilbo naturally assumes that its Korean-based readers will be familiar with previous events, BBC News appears to alert less familiar readers to the ongoingness of the story, and this alerting may also serve to direct the reader to read more about the story, presumably from within the BBC News website.

4.2.2 Reported Speech. It is especially important to consider the nature of the quotations in these articles, as the event described is a statement from North Korea. Nearly all of the actions are communicative, and the quotations themselves also feature many communicative actions and quotations. The presentation of reported speech in the articles (excluding headlines) has been analysed (Table 3) using the categories of direct quotations, indirect quotations, and narrative reports of speech acts (NRSA) (based on Leech & Short 2007;

Quotation Type	Chosun Ilbo		BBC News	
	Instances	Proportion	Instances	Proportion
Direct quote	4	21%	1	5%
Indirect quote	2	11%	4	18%
Integrated	7	37%	6	27%
NRSA	6	32%	5	23%
Total instances of quotes	19		16	
Sentences without quotes	1	5%	5	23%

Table 3: number of sentences contains various styles of quotations, with proportions to total sentences

Fairclough 2003), as well as integrated quotations, which mix indirect and direct styles and are commonly found in journalism (Calsamiglia & Ferrero 2003). The Chosun report contains a higher proportion of sentences with direct and integrated quotations (58%) than the BBC report (32%), of which 23% of sentences contain no quotations. It appears then, that the Chosun Ilbo is focusing very much on conveying what was said in both the statement and the counter-statement for its familiar readers, while the BBC, considering unfamiliar readers, heavily paraphrases the original texts so that they fit into the narrative as well as the authors' interpretation.

4.3 Accompanying Media and Technologies

Although online news services have continued to focus on basic text, Steenson lists hypertext, interactivity, and multimedia as three technologies which are slowly being adopted in online journalism (2011). Neither of the analysed articles' web pages make use of interactivity, although both use hyperlinks, and the BBC report also utilizes multimedia.

4.3.1 Hypertext. Both articles use related links, the most common form of hypertext, which link to pages on the same website and are not part of the article texts (Ibid.). The Chosun

Chosun Ilbo: “Related Articles”	BBC News: “More on This Story”
<p>N.Korea Severs Hotline Again</p> <p>U.S. Cautious About Inter-Korean Dialogue</p> <p>Cheong Wa Dae Warns N.Korea Against Arm-Twisting</p> <p>N.Korea Calls Off Cross-Border Talks</p> <p>Still No Word Who Will Head N.Korean Team in Cross-Border Talks</p> <p>Officials from 2 Koreas Lay Groundwork for Ministerial Talks</p> <p>First Inter-Korean Talks in Two Years Imminent</p> <p>Seoul Accepts N.Korean Talks Offer</p>	<p>Korea Crisis</p> <p>What does Pyongyang want?</p> <p>Why US talks are unlikely</p> <p>What is China's role?</p> <p>Kaesong: focus of frustration</p> <p>Background</p> <p>N Korea's nuclear tests</p> <p>NK's missile programme</p> <p>Timeline: Nuclear stand-off</p> <p>Q&A: Nuclear programme</p> <p>Q&A: Kaesong Industrial Complex</p> <p>Video reports</p> <p>'Comical but deadly serious'</p> <p><i>North Korea is variously portrayed as threatening or slightly comical - but how much do we really know about Kim Jong-un? John Sudworth reports.</i></p> <p>Korean crisis - in 90 seconds Watch</p> <p>China's influence</p>

Table 4: Hyperlinks to related articles found on the webpages of both reports

report links to directly “related articles” reporting on events from the previous week related to the cancelled inter-Korean talks (Table 4). In complete contrast, the BBC report instead has three categories of links (“Korea Crisis,” “Background,” and “Video reports”) which offer more basic information about the long-term situation. It seems then, that the Chosun Ilbo expects that local readers will naturally be aware of much of the long-term background and will only have interest in related recent news leading up to the current event. BBC News instead provides its less familiar international readers with more generalized information that is riddled with sensational negative wording such as “crisis,” “nuclear,” “missile,” “stand-off,” and “deadly,” which make the ongoing story appear much more captivating and significant, and also reflect regional concerns of escalation into a major conflict. Additionally,

the “Korea Crisis” section of related links appears a second time near the top of the page, complete with a red background for the title, suggesting that perhaps the related links not only try to alert the reader to other articles but also give the reader more incentive to read the article itself.



Caption: “an anti-North Korean rally in Seoul denounced the cancellation of the talks”

Image 1: Photograph from the BBC News article.

4.3.2 Multimedia. The BBC online report features both a photograph and a timeline of events; however the Chosun Ilbo online text does not feature any form of multimedia. This is not particularly surprising, as the Chosun focuses on text, while the more multimedia friendly BBC makes use of an image (Image 1) which is worth considering briefly. The picture shows demonstrators surrounding the burning of an effigy or a North Korean flag and holding signs in Korean that have the North Korean leader crossed-out. Kress and Van Leeuwen (2006a; in Jaworski & Coupland 2006) list several different types of interactional meanings that images can hold based on the gaze, social distance, and both horizontal and vertical angles of the subjects. All people shown are focusing on the fire in the center of the picture, which, in addition to the far social distance and oblique angle, creates a sense of detachment from the viewer, while the slightly raised vertical angle reflects the lack of authority possessed by the subjects. The fire implies violence, and therefore desperation on the part of the people. It also catches the reader’s attention, indicating urgency and potential conflict or instability. Thus, the people of the South are depicted as very much against the North regime, yet distant and possessing very little power in the matter. This is significant because the reports themselves

do not discuss the people whatsoever, instead focusing on government officials; this bias in reporting only the elite will be discussed further in Section 4.6.

4.4 Narrative Structure

Most news reports follow the “inverted pyramid” structure, in which “the most important information [is] at the head of the story” (Franklin, Hamer, Hanna, et al. 2005: 122). This structure is described by Richardson as: *complication (or event) → setting (or background) → outcome* (2007: 71) and contrasts with Labov’s more general, chronological narrative structure, *Abstract → Orientation → Complicating action → Evaluation → Result → Coda* (in Jaworski & Coupland 2006: 219). The analysis in this paper primarily uses Richardson’s structure; however, Labov’s additional “abstract,” “evaluation,” and “coda” elements parallel to headlines, author commentaries, and follow-ups – all of which are found in the articles. The structural aspects also tend to parallel the various topics presented, which may be summarized based on the familiarity that readers are assumed to have on a topic (Van Dijk 1988). For example, if readers are familiar with a particular person, giving his/her name alone may be all that is necessary to understand the context, but for those unfamiliar, an embedded anecdote may be needed to understand the significance.

Chosun Ilbo	BBC News
North Korea on Thursday said it has "no modicum of any lingering desire" for inter-Korean talks.	North Korea has blamed South Korea for "arrogant obstructions" that it says led high-level talks to be cancelled.

Table 5: the leads of both reports

The lead of the BBC report (Table 5) contains elements of dramatization, stating that high-level talks were to have taken place but were subsequently cancelled, leading up to the statement from the North, which the broadcaster describes using the illocutionary term “blamed,” and provides evidence from the statement via the words “arrogant obstructions”

(in quotes) to support this harsh evaluation. These strategies help the unfamiliar reader by providing context to the running story in describing the talks, and by evaluating the event in advance to show which side the reader should take while reading. The Chosun Ilbo, on the other hand, jumps directly into the statement and opens by giving the day of the week, implying that the reader will already be aware of what happened during the days leading up to “Thursday.” The lead, which contrasts sharply with the North’s proactivity in holding talks in the week leading up to the event, also assumes that the reader already knows this; otherwise, this lead would not hold nearly as much significance.

The most obvious difference in structure between the reports is the extended time frame of the BBC report, which goes as far back in time as 2007, giving extensive background information (Appendix B, 9-16) and using the recent events as evidence for what might lie ahead. The article as a whole follows Richardson’s three part structure quite well, with an event (Appendix B, 1-8), a background (9-17) and an outcome (18-22). The Chosun Ilbo reports the details of the North’s statement in light of recent events, switching back and forth between the event (Appendix A, 1-2, 4-5, 7-10, 13-14) and the immediate background (3, 6, 11-12, 15), with the resulting counter-statements closing the article (16-19). Both articles focus on the same topics in each structural part, describing the recent / past talks as the background, the North’s statement as the main event, and the South’s counter-statements as the outcome. BBC News also includes a coda by mentioning the cutting of the inter-Korean communications link.

4.5 Social Actors: Transitivity, Thematization, & Lexis

The social actors, those who carry out actions and are acted upon, are the focus of this section. Van Leeuwen (in Caldas-Coulthard & Coulthard 1996) presents a large number of ways in which the actors can be analysed for the purpose of discovering how people are

represented and what choice is available for representing them. For the articles analysed here, several of these ways have been chosen: transitivity (Fowler 1991; Fairclough 1992), thematization (Fairclough 1992; Teo 2000), and the words used to identify and describe the actors (Van Leeuwen in Caldas-Coulthard & Coulthard 1996; Richardson 2007).

Chosun Ilbo	Inst	BBC News	Inst	Chosun Ilbo	Inst
North Korea, the North, Pyongyang	7	North Korea, the North, Pyongyang	7	All North Korean agents	19
first official comment, the NK statement (NK)	4	talks	2	All South Korean Agents	6
spokesman (NK)	2	two sides, two Koreas	1	All neutral agents	4
lower-ranking officials (NK/SK)	2	Seoul, South Korea	4		
ruse (NK)	1	North Korea's state-run news agency KCNA (NK)	3	BBC News	Inst
Seoul (SK)	1	agreement (to hold talks)	2	All North Korean agents	10
Kim Yang-gon (NK)	2	UN	1	All South Korean and UN agents	9
committee (NK)	3	Unification Minister Ryu Kihl-jae (SK)	1	All neutral agents	5
previous SK administrators	1	Prime Minister Chung Hong-won (SK)	2		
talks	2	South Korean media	1		
Unification Ministry (SK)	1				
ministry official (SK)	1				
presidential spokesman (SK)	2				

Table 6: (left, center) agents found in both reports with number of instances; (right) total number of instances

divided politically

In Table 6, agents for each clause of the reports are listed and tallied, excluding direct and indirect clausal quotes, and including pronouns and references as what they refer to. What is immediately apparent is the generalizations made in identifying the agents, as can be seen with the scarcity of people's names and instead a high degree of metonymy in the usage of countries, capitals, statements, and "officials" to describe the actors. Richardson (2007) points out that an explanation for metonymy is important, and with these texts the answer may well be that with North Korea, the actions described are unattributable to specific people because of the country's opacity and limited access to information. This is not a valid reason for the metonymy describing the South Korean agents, which makes it all the more peculiar that the local Chosun Ilbo, in which familiarity with political leaders would be expected, does not mention any officials by name, while the international BBC News report at least names two actors of the South.

The Chosun report prominently features actors related to the North (19 of 29 clauses), which may serve to highlight the central message of this report, that the North has blamed the South. The BBC report balances the actors much more evenly, with the North referred to 10 times, while the South and the UN (which is 'against' the North in this context) are used as actors 9 times. A second observation is that both reports focus intently on the official statements made from official people, with no citizens or lower figures stating their opinions. It should be noted, however, that while both sides are mentioned almost equally in the BBC report, they are not portrayed equally. Many of the words used to describe the North's communicative acts in fact have negative connotations (Table 7). The BBC's report also uses marked 'themes,' or atypical sentence positioning in which the subject does not come first. The marked themes bear similarities to dramatic narratives (e.g. "meanwhile..." and "However, when Seoul asked... North Korea refused," [Appendix B, 20 and 15]), which provide further evidence for the dramatization seen in the BBC's version of the story.

Chosun Ilbo			BBC News		
Connotation	Communicative Verbs	Agents	Connotation	Communicative Verbs	Agents
Neutral	say	NK/SK	Neutral	say	NK/SK
	add	NK		ask	SK
	bill	Unclear		describe	NK
	request	SK		add	SK
	decline	NK/SK		name	SK
	list	NK		report	Unclear
Negative	accuse	NK	Negative	blame	NK
	cancel	NK		threaten	NK
	wrangle	NK/SK		question	NK
	claim	NK		refuse	NK
	admit	NK			
	object	NK			

Table 7: lists of communicative verbs from both reports, with associated agents

4.6 Ideologies and Powers

Having investigated the discourse practices and texts of the two articles, the analysis will now turn to consider the relationships that the articles have with society. Fairclough (1992: 238) suggests three particular areas useful for this type of analysis: “systems of knowledge and belief, social relations, and social identities.” However, Richardson adds that there is a two-way relationship of “the world acting on journalists and journalists acting on the world.” (2007: 114) Thus, the views of both the world and the journalists need to be described and compared based on the extent to which journalists are controlled by societal and organizational structure, as well as the degree of sentimentality and sensationalism in stories which may appeal to certain ideologies. (Ibid.).

The systems of knowledge, beliefs, relations, and identities vary between South Korea and the western world on the subject of North Korea. Unification is considered a central value to Koreans who view both states as a single nation undergoing a civil conflict, with South Korea's Constitution declaring sovereignty of the entire Korean peninsula and calling for peaceful unification (Ministry of Government Legislation 1987: Ch.1, Articles 3-4). Much of the rest of the world, often in ignorance, does not hold this ideology and simply views the North as a rogue state with dangerous military activities and deplorable human rights, which in turn often arouses curiosity. In addition, Seo (2007) notes that Korean and western journalists also view North Korea similarly to their respective societies. It is no surprise then, that the Korean article omits references to the North's military threats, which BBC News underscores as the ongoing, underlying threat to the world, using words such as "third nuclear test" and "threatened to attack" (Appendix B, 11-12). The BBC report also broadly condemns North Korea and does not mention any possibilities of either nation making peace.

Another major difference is that of hierarchy versus egalitarianism. In Korea, Confucianism and the hierarchy embedded in it have been traditionally embraced by society, and despite recent changes of thinking, it remains entwined deeply into the culture (Lee 2007). Most Koreans are hesitant to publicly question or contest those in authority, and the Korean language itself heavily reflects this hierarchy, with complex honorifics and titles. This hierarchy can also be seen in the large amounts of quoted speech from official sources found in the Chosun report and is consistent with a study by Logan, Park & Shin (2004). Their research indicated that both conservative and progressive Korean newspapers tended to frequently report on statements by high level government officials and elite sources while reporting the views of opposition groups, citizens, and lower-level figures much less, resulting in rather one-sided stories. This contrasts with the general values of equality in the western world, by which journalists ideally tend to avoid reporting stories based only on a single prominent source (Ibid.). The BBC report also appears to be an excellent example of

Chibnall's list of "professional imperatives" which influence the creation of news articles: *immediacy, dramatization, personalization, simplification, titillation, conventionalism, structured access, and novelty* (1977: 23). Rather than relying on official sources to tell the story, the article shows the BBC reporters using these professional imperatives to create their own retelling of the event with more indirect quotations, narratives, and images.

5 Discussion

The results of this brief analysis cannot, being of merely two short articles, be used to make any generalizations; nevertheless it is still useful as an example of Korean news favoring an overly slanted style of reporting, and international news showing signs of sensationalism in reporting even a fairly small news story. The analysis has shown that the Chosun's report has catered highly to its readers in Korea, who are assumed to have a familiarity with ongoing events and to a degree share similar ideologies, particularly towards North Korea. However, the use of verbatim quotes from official departments to evaluate and discredit the North without considering any other viewpoints appears to be very biased, despite presenting statements from both sides. There are no opinions from owners of a closed inter-Korean industrial complex, nor from the general public, indicating that what is in fact a multidimensional issue has been skewed as one-sided. The BBC News report, not concerned with peaceful unification, places this small event into a much larger "crisis," using a stronger narrative structure to portray the North and South as having fallen back into more "tensions" that may lead to conflict. Although there is better balance in reporting the two sides, the BBC overemphasizes the threatening words and actions of the North as evidence that the nation could actually do something destructive. In addition, the use of hyperlinks, photos, and timelines on the BBC News website in combination with its sensationalism appears to be

aimed at directing readers to the greater running story and its own basic articles and resources regarding North Korea.

6 Conclusion

The contrasting heavy bias found in the Chosun Ilbo report and the sensationalism towards North Korea seen in the BBC News article is evident through this analysis. Further quantitative research would have to be performed on large sets of data, perhaps including news reports from North Korea or China; however, continuing to compare various perspectives of North Korea in the news may be useful in uncovering ways in which the news can overemphasize certain points to attract attention. However, where this may be most significant is in how the news may in turn affect society's views toward certain nations. It is in areas such as these that CDA may prove to be particularly relevant to better understanding the news, as well as society.

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8 Appendices

Appendix A

The Chosun Ilbo (2013), June 14, 2013 9:24 KST

1	N.Korea Accuses South of Sabotaging Talks	Complication Abstract (Headline)	NK statement
2	North Korea on Thursday said it has "no modicum of any lingering desire" for inter-Korean talks.	Complication	NK Statement
3	It was the first official comment since the North canceled talks scheduled for Wednesday and Thursday.	Background	NK statement Talks
4	A spokesman for the Committee for the Peaceful Reunification of the Fatherland, which deals with inter-Korean matters, accused South Korean officials of "scuttling the talks by arrogant obstruction and a deliberate plot."	Complication	NK statement
5	"It's only too clear that it is impossible to sit at a table with such people to discuss ways to solve inter-Korean issues," the spokesman added.	Complication	NK statement
6	Pyongyang abruptly cancelled the planned high-level talks when lower-ranking officials met over the weekend and wrangled over the rank of chief delegates.	Background	Talks
7	The North Korean statement heavily massaged the chronology.	Complication Evaluation	NK statement Talks
8	It claimed South Korea replaced the unification minister with a vice minister as chief delegate right before the scheduled meeting, contrary to a promise made in the low-level talks over the weekend.	Complication	Talks
9	It accused the South of "acting rashly and bizarrely in a way never seen in the history of inter-Korean talks."	Complication	NK statement
10	But the North indirectly admitted its own ruse, which was apparently designed to scuttle the talks.	Complication Evaluation	NK statement
11	Seoul had requested that North Korea send Kim Yang-gon, who heads the	Background	Talks

	committee, because he is roughly equivalent in rank and responsibility to the unification minister.		
12	But the North declined and instead listed an obscure apparatchik.	Background	Talks
13	"The whole world recognizes that a secretary of the Workers Party's Central Committee [like Kim] is no match for a mere minister" of the South Korean Cabinet, the committee claimed.	Complication	Talks
14	It said past practice had been to send the "first deputy bureau chief" of the committee as its chief negotiator to inter-Korean ministerial talks, but this time decided to send a "bureau chief" instead to "save South Korea's face."	Complication	Talks NK statement
15	Previous South Korean administrations had indeed put up with such snubs in talks billed as "ministerial" for the sake of keeping contact going, but the talks usually achieved nothing.	Background Evaluation	Past talks
16	The Unification Ministry in a statement said, "It's regrettable that the North scuttled the talks by objecting to the rank of the chief delegate and distorted the story."	Outcome	Counter-statement
17	A ministry official said allegations that South Korea deliberately sabotaged the talks "are not worth commenting on."	Outcome	Counter-statement
18	A presidential spokesman declined to respond in detail, saying, "President Park Geun-hye has been pretty coolheaded since negotiations began.	Outcome	Counter-statement
19	We hope both sides will make sincere efforts together and conduct a bona-fide discussion."	Outcome	Counter-statement

Appendix B

BBC News (2013a), June 13, 2013 4:10 GMT

1	North Korea blames 'disruptive' South for halted talks	Complication Abstract (Headline)	NK Statement
2	North Korea has blamed South Korea for "arrogant obstructions" that it says led high-level talks to be cancelled.	Complication	NK Statement
3	South Korea's "deliberate disturbance" by changing the head of its delegation made "the talks between authorities abortive", North Korea said.	Complication	NK Statement
4	The planned talks, which followed months of raised tensions, were aborted after the two sides failed to agree on the composition of the delegations.	Background	Talks
5	Seoul said it was disappointed with North Korea's response.	Outcome	Counter-statement
6	North Korea's state-run news agency KCNA described the South's nomination of Vice-Unification Minister Kim Nam-shik to lead the delegation as "the height of discourtesy and disrespect unprecedented in the history of the North-South dialogue".	Complication	NK Statement
7	This, and the difficulty in agreeing an agenda for discussion, proved "that the South side had no intent to hold dialogue from the beginning and that it only sought to create an obstacle to the talks, [to] delay and torpedo them", it said.	Complication	NK Statement
8	It added that this made the North question whether inter-Korean talks were possible.	Complication	NK Statement
9	The two Koreas have not held ministerial-level talks since 2007.	Background	Distant past
10	The agreement to hold the talks - seen by analysts as a major development in itself - came in the	Background	Talks

	early hours of Monday after lengthy preliminary discussions in the truce village of Panmunjom.		
11	It came after months of heightened tensions following North Korea's third nuclear test in February.	Background	Recent past
12	After the UN tightened sanctions against the North as a result of the test, Pyongyang threatened to attack South Korea and US bases in the region, cut various hotlines used for intra-Korean communication, and withdrew its workers from a joint industrial park.	Background	Recent past
13	'Sinister intention'	Abstract (Subheading fragment)	
14	South Korean Unification Minister Ryoo Kihl-jae was originally reported as the head of the South's delegation for Wednesday's planned talks.	Background	Talks
15	However, when Seoul asked Pyongyang to send Kim Yang-gon, an adviser to North Korean leader Kim Jong-un, North Korea refused.	Background	Talks
16	Seoul then named its vice-minister as its chief negotiator instead.	Background	Talks
17	North Korea said the implication that Kim Yang-gon was not equal in rank to Mr Ryoo was "a revelation of its ignorance", and "a manifestation of [South Korea's] sinister intention" to abort the talks.	Complication	NK Statement
18	Speaking on Wednesday, South Korean Prime Minister Chung Hong-won said Seoul would no longer make "infinite concessions" to North Korea.	Outcome	Counter-statement
19	"In the past, we have made infinite concessions to the North, but the time has come to hold talks where both sides are represented by officials of the same level," Mr Chung said.	Outcome	Counter-statement
20	Meanwhile, North Korea has not answered routine calls from South Korea via the Red Cross	Complication	Post statement

	communications line linking the two countries, South Korea says.		
21	North Korea cut the communications link in March amid rising regional tensions, but restored it last Friday.	Background	Recent past
22	South Korean media say the unanswered calls may suggest that Pyongyang has cut the hotline again.	Evaluation	Post statement