

# BRICS expansion in the news coverage of member countries: a political economy perspective

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## Abstract

**Purpose** – The purpose of this research is to examine the dynamics of news coverage within Brazil, Russia, India, China and South Africa (BRICS) nations, aiming to uncover patterns and critical factors influencing political and economic development policies. By providing a comprehensive overview of macro-level and sector-level economic trends reported by member country newspapers, the study seeks to understand problem-driven analysis schemes and proposed solutions to challenges. Additionally, it aims to evaluate the economic implications of political decisions as portrayed in news coverage, scrutinize the promotion of meaningful dialog and assess the role of news in encouraging coherence among stakeholders for effective pursuit of economic development goals within the BRICS nations.

**Design/methodology/approach** – This qualitative research involves conducting a content analysis on 11 newspapers, each published by a BRICS member country, including established and recent members. The current study analyzes the national interests, economic implications of media frames, leaders' statements and geopolitical contexts in light of the coverage of the newspapers under study and the BRICS' inclusion of new members from a political economy perspective.

**Findings** – All eleven newspapers emphasize the significance of the BRICS Summit and its role in shaping economic and geopolitical dynamics. They consistently highlight the cooperative and multilateral nature of BRICS, focusing on collaboration among member nations. All newspapers emphasize the importance of the BRICS Summit as a key event in global geopolitics. For instance, they discuss the 2023 BRICS Summit in South Africa as a focal point for member countries to discuss various global issues. Each newspaper discusses BRICS' role in advocating for equitable global governance and challenging Western dominance in international affairs. Economic aspects, such as trade, financial cooperation and economic growth within BRICS, are mentioned in the coverage of all eleven newspapers, underlining the economic dimension of the group. All eleven newspapers explore the expansion of BRICS and its implications, including differing member opinions and the introduction of new member countries. However, *The Buenos Aires Times* (Argentina) provides an in-depth focus on Argentina's admission to BRICS and its significance, reflecting its unique perspective as a potential member. All newspapers recognize the media's role in shaping awareness and discourse related to BRICS, but *The Buenos Aires Times* specifically focuses on Argentina's perspective and how it informs its readers about global developments. Also, unlike other newspapers, *The Buenos Aires Times* mentions domestic political factors, including presidential elections in Argentina and opposition to Argentina's BRICS membership, which impact the country's stance. The newspapers' coverage of BRICS reflects their national interests, priorities and perspectives. While geopolitical and economic aspects are prominent, the depth of analysis, the emphasis on specific economic trends and the extent of problem-driven analysis vary. These diverse viewpoints provide readers with a comprehensive understanding of BRICS and its global impact. When comparing the 11 newspapers' coverage of BRICS-related topics, it's evident that each publication brings its unique perspective and priorities to the forefront.

**Research limitations/implications** – While this research provides valuable insights into news patterns and their influence on political and economic development in BRICS nations, certain limitations should be acknowledged. The study's scope primarily relies on newspaper coverage, potentially omitting perspectives from other media sources.

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**Practical implications** – The practical implications of this research are profound. Policymakers can leverage insights to craft informed strategies, and businesses and investors can gain a nuanced understanding of economic trends and media practitioners refine their coverage. The findings promote cross-cultural understanding within BRICS nations, encouraging cooperation. Global stakeholders can navigate the political-economic landscape more adeptly. Ultimately, the research provides actionable knowledge, facilitating effective decision-making, enhancing collaboration and contributing to the sustainable development and stability of the BRICS countries and the broader international community.

**Social implications** – This research carries significant social implications by encouraging a deeper comprehension of the interplay between news media, politics and economics in BRICS nations. It promotes informed civic discourse, enabling citizens to critically engage with socio-political issues. By uncovering the media's influence, the study contributes to media literacy, empowering the public to make informed decisions. Additionally, the research enhances cross-cultural understanding, potentially mitigating biases and stereotypes. Ultimately, it strengthens the social fabric by encouraging a more informed and engaged citizenry, capable of contributing positively to the political and economic development of their respective nations within the BRICS framework.

**Originality/value** – This research contributes originality and value by offering a nuanced exploration of news patterns in BRICS nations, going beyond surface-level analysis. By focusing on macro- and sector-level economic trends, the study provides a unique perspective on the interplay between media narratives and economic development. The examination of problem-driven analysis and proposed solutions adds depth, offering insights into policy implications. Evaluating the economic implications of political decisions through news coverage enhances understanding. Furthermore, the research's emphasis on promoting meaningful dialog and assessing the role of news in stakeholder coherence contributes distinctive insights, enhancing the broader understanding of the interconnections between media, politics and economic development in the BRICS context.

**Keywords** BRICS, News coverage, Political economy, Content analysis

**Paper type** Research paper

## Introduction

In August 2023, the BRICS bloc, consisting of five prominent developing nations - Brazil, Russia, India, China and South Africa, made a historic decision that sent ripples throughout the global political and economic landscape and consequently the media landscape of the member countries. The BRICS consortium, renowned for its influence on international affairs, agreed to admit six new countries into its fold: Saudi Arabia, Iran, Ethiopia, Egypt, Argentina and the United Arab Emirates, with the official integration set to take effect from January 2024 ([Inforbrics, 2023](#)). This momentous decision arrived at during a three-day summit held in Johannesburg, South Africa, has garnered substantial attention and sparked robust discourse among policymakers, scholars and the global community at large.

The significance of this development extends beyond mere expansion; it encompasses the reshaping of political and economic dynamics on a global scale. The implications of such an expansion are profound, encompassing diplomatic realignments, economic partnerships and geopolitical shifts. As the decision unfolded, it received extensive coverage in newspapers from the BRICS member countries as well as the newly admitted nations. This coverage served as a reflection of the perspectives, interpretations and assessments of this pivotal event from diverse political and economic standpoints.

As the BRICS summit concluded, its business council released a report which highlighted the thematic focus of the BRICS Business Forum, which revolved around key themes, such as unlocking trade and investment opportunities in BRICS markets, green energy transitions, promoting small to medium businesses and advancing the Africa Continental Free Trade Area (AfCFTA). It also focused on Priorities on the council's priorities including establishing the BRICS Center of Excellence in Africa, as well as the joint commitment of member countries to promote trade and investment, fair-trade practices and inclusive investment flows to benefit all BRICS economies ([BRICS Business Council, 2023](#)). This has laid the foundation of the current study to identify the dominating news patterns and themes, economic trends, policy recommendations, economic consequences, media's role in shaping

discourse and influence on stakeholder alignment in light of the news coverage of member countries and newly admitted ones of the BRICS expansion decision.

Consequently, it is within this context that the current study investigates the relationship between news coverage and the political economy within BRICS member countries through a qualitative content analysis approach. By examining news patterns, economic trends, problem-driven analysis schemes and proposed solutions within 11 newspapers from Brazil, Russia, India, China, South Africa, Iran, Saudi Arabia, the United Arab Emirates, Egypt, Ethiopia and Argentina, this study identifies critical factors shaping policy coverage and economic narratives. The analysis is conducted over one month, from August 15th to September 15th, 2023, to capture coverage both preceding and following the decision to admit new countries to the BRICS bloc on August 24th, 2023. This methodology allows for a comprehensive understanding of how media influence and reflect political and economic dynamics within the BRICS alliance. Hence, this study fills existing gaps in understanding and contributes valuable implications for policymakers, businesses, investors and the global community, advancing academic discourse and informing media practices in an interconnected world.

### **Research objectives**

- (1) To identify and analyze news patterns and critical factors influencing political and economic development policy coverage in BRICS nations.
- (2) To provide a comprehensive overview of macro-level and sector-level economic trends reported by BRICS member country newspapers.
- (3) To examine problem-driven analysis schemes and proposed solutions to political and economic development challenges within the news coverage.
- (4) To evaluate the economic implications of political decisions within BRICS countries as portrayed in news coverage.
- (5) To examine whether the coverage promotes meaningful dialog regarding key political and economic challenges and opportunities in the BRICS countries.
- (6) To assess the role of news coverage in promoting coherence among stakeholders, in the pursuit of economic development goals within the BRICS nations.

### **Research importance**

This research holds significant importance as it works out the sophisticated relationship between news media and the political economy within the BRICS member countries. This study offers valuable insights for policymakers, businesses, investors and the broader global community by investigating how news coverage influences and reflects political and economic narratives. It sheds light on the impact of media on policy formulation, economic stability, cross-cultural dynamics and the promotion of cooperation within the influential BRICS alliance. Additionally, this research contributes to academic discourse and informs media practices, ultimately shaping the dialog, perceptions and decisions that drive international relations and economic interactions in an increasingly interconnected world.

### **Research problem**

The research problem revolves around understanding how news coverage both reflects and shapes the political and economic narratives, policies and dialogs within the BRICS member

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countries and how this media influence may impact the future development and cohesion of this influential global alliance.

### Literature review

The studies by (Mercille, 2017; Fox and Choi, 2019; Bhayroo, 2008; Khan, 2020; Ottinger and Winkler, 2022) together illustrate the relationship between media, politics and economics, employing a political economy lens to unravel the underlying dynamics. Despite their distinct contexts and issues of exploration, these studies converge on several key themes.

One common thread across these studies is their utilization of a political economy lens to analyze the complex dynamics between economic influences, political intentions and media representation. For instance, the research (Mercille, 2017) investigates how news media portray alcohol-related issues, revealing alignment with political and economic elites, which at times diverges from the scientific consensus, emphasizing the media's alignment with establishment perspectives. Similarly, Fox and Choi (2019) explore the limitations of the U.S. health financing system and how it shapes health policy implementation, exemplified by their analysis of the New York Health Act, while (Bhayroo, 2008) explores corporate imperatives' influence on online news content ownership and its implications for media diversity.

Additionally, Wasko (2014) provides a concise overview of the historical development and current trajectories in the study of the political economy of media and communications. The review highlights the emergence and growth of this field, emphasizing key themes, concepts and critiques raised by political economists of media. The discussion also points out recent trends, including the integration of digital technologies, a return to classic Marxist themes and an emphasis on policy and activism. The review highlights the continuous growth and relevance of political economy analysis in understanding media's role within an expanding global market system, emphasizing the need to analyze capitalist structures and their consequences.

Moreover, Prat and Stromberg (2013) offer a review article aiming to provide an overview of the evolving field of the political economy of mass media's influence on politics and policy. Organized around four key themes—transparency, capture, informative coverage and ideological bias—the survey covers both theoretical concepts and empirical research. While acknowledging that the political economy of media is a relatively young field, the article identifies emerging insights and robust conclusions from existing studies. The review emphasizes the positive impact of media scrutiny on political accountability, the role of media pluralism and commercial motives in countering capture and the significance of the media in informing voters and shaping voting outcomes. The article also identifies promising areas for future research, including technology's role in media's political influence, distinct competition in the media industry, public service broadcasting's relevance in the digital age and the origins and effects of media bias. The article concludes by emphasizing empirical tools' availability to estimate media effects and the potential to expand these methods to various other outcomes.

Despite these similarities, the studies diverge in their geographical and temporal contexts, ranging from historical analysis in the late 19th century to contemporary explorations in different regions. This diversity is exemplified in the examination of the Tamil Nadu-based hyperlocal news platform Ippodhu (Khan, 2020), which investigates how digital labor, audience participation and social media contribute to its value creation. Additionally, Ottinger and Winkler (2022) focuses on the influence of the Populist Party's rise on the prevalence of anti-Black media content during the 1890s, highlighting how media narratives were strategically wielded to counter political challenges.

While the studies employ a variety of methodologies, including content analysis, textual data mining and qualitative interviews, they all emphasize the significance of media

ownership and control. [Bhayroo \(2008\)](#) exposes the dominance of international news agencies and select media corporations in shaping content on News Corporation and Yahoo! Inc.'s websites, raising concerns about media power and diversity. Moreover, the studies underline the potential for media manipulation for political purposes, as seen in the strategic use of racially divisive narratives by partisan newspapers during the emergence of the Populist Party, as elucidated by [\(Ottinger and Winkler, 2022\)](#).

### **Extent of benefit from literature review**

The review determines a strong theoretical foundation by emphasizing the significance of employing a political economy lens when analyzing media, politics and economics. It points out the relationship between economic influences, political intentions and media representation.

In addition, the review mentions that the studies employ various research methodologies, including content analysis and textual data mining. These methodological insights can be useful when designing this research methodology for analyzing news coverage of BRICS expansion.

Some of the studies mentioned in the literature review focus on historical contexts, such as the late 19th century. This research, on the other hand, examines contemporary media coverage of BRICS expansion. This temporal focus is crucial because it allows the researchers to explore how the modern media landscape, including digital technologies and globalization, influences the portrayal of BRICS in the news.

After analyzing the studies, this research can also contribute to the field of international relations by examining how media coverage of BRICS expansion might impact international perceptions, diplomacy and the geopolitical landscape. This is a crucial aspect that is not extensively covered in the literature review.

### **Theoretical framework**

The theory employed in this paper is Vincent Mosco's political economy theory of communication. The political economy of communication typically integrates the theoretical foundations of communication with those of politics and economics. This alignment with economic and political disciplines renders communication susceptible to the impact of both. As a construct shaped by the media, the term "communication" frequently reflects specific economic and political interests.

To gain a comprehensive grasp of the political-economic approach to examining media, it is essential to examine the origins of political economy as a field.

The term "political economy" emerged widely in the 18th century and laid the foundation for what Marx later termed "classical political economy." This tradition, which began with thinkers like the physiocrats and Adam Smith and continued with figures such as Anderson, J.S. Mill, D. Peacock, H. Westergaard, C. Leslie, J. Garnier and L. Walras, remains influential. However, political economy, as a distinct field within the realm of social sciences, still grapples with establishing its autonomy, despite its interdisciplinary nature and the various perspectives of different scholars. In economics, political economy can be defined as a discourse that revolves around the significance of economics for individuals, society and the state. This prompts questions like, "Do individual interests take precedence over those of society, or vice versa?" In political science, political economy is a discussion concerning the impact of economics on the state, considering matters such as, "To what extent does economic power influence military power? Can bilateral trade reduce conflicts between states?" Some argue that political economy is a broader discipline and that international relations should be viewed as a subset of political economy. These varying perspectives contribute to an ongoing

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and evolving debate as political economy progressively moves towards a more independent realm, according to (Kilmister and Browning, 2006; Ioannis-Dionysios, 2012; Sørensen *et al.*, 2013).

In its early stages, the political economy approach drew heavily from the sociological research tradition (Winseck, 2017). According to (Agung, 2008) in his publication, Mosco contends that the utilization of the political economy approach in communication studies can be categorized based on the regions where the research is conducted, specifically North America, Europe and the Third World, encompassing Asia and Africa.

He outlined that research in North America was heavily influenced by Dallas Smythe and Herbert Schiller, following a Marxian tradition and emphasizing a need for more theoretical depth. This approach stems from a deep-seated sense of injustice within the communications industry, which is viewed as an integral part of an exploitative and undemocratic corporate order. The primary objective of this research is to raise public awareness about government regulations and policies. In European research, he mentioned that Mosco's perspective focuses on movements for social change, particularly resistance to the public service media system. This European approach aligns more with the Neo-Marxian theoretical tradition. It includes groups led by Garnham, Golding and Murdock, which emphasize issues such as class power, the integration of communication institutions with policy authorities and businesses within the broader capitalist economy and resistance against neo-conservative state practices promoting the liberalization, commercialization and privatization of the communications industry. Additionally, Armand Mattelart's work is mentioned, which utilizes dependency theory, Western Marxism and global experiences from the liberalization movement to analyze communication as a significant source of resistance against power.

Regarding research in third-world countries, he noted that Mosco observed various approaches, primarily focused on responding to Western-originated modernization and developmental paradigms, particularly from the USA. This category incorporates communication into an explanatory paradigm to draw political and intellectual attention. Media growth is regarded as a component of the development index. Various approaches are employed, including dependency theory, world systems theory and Neo-Marxian political economy. Third-world political economists critically question the model's foundational assumptions, especially technological determinism and the disregard for practical interests in the power dynamics shaping economic and social interactions between First and Third-World nations, as well as within different class strata.

The study of the political economy of the media emerges from the recognition that the media's existence is linked to numerous factors, including ownership, media diversity, content, management, consumption and more. These elements are inherently connected with both politics and the economy (Alfani, 2014).

This research employs Vincent Mosco's political economy approach to communication to gain insights. This approach frequently combines communication with political and economic perspectives, acknowledging that the field of communication is susceptible to the influence of both political and economic studies. Communication, viewed as a construct shaped by the media, often reflects specific economic and political interests. According to (Mosco, 1996), political economy is defined as "the study of relations, particularly power relations, that mutually constitute the production, distribution and consumption of resources."

### **Extent of benefit from theoretical framework**

Mosco's theory provides a holistic perspective that goes beyond traditional economic or political analysis. It takes into account the complex relationship of power relations, production, distribution and consumption of resources. This is especially relevant when

studying a multifaceted topic like BRICS expansion. In addition, the research focuses on news coverage, which is a crucial aspect of communication. Mosco's theory acknowledges that media is a construct shaped by economic and political interests, which is directly relevant when analyzing news coverage.

### **Research methodology**

This qualitative research involves conducting a content analysis on 11 newspapers, each published by a BRICS member country, including the established and recent members. The current study analyses the national interests, economic implications of media frames, leaders' statements and geopolitical contexts in light of the coverage of the newspapers under study to the BRICS inclusion of new members from a political economy perspective.

### **Research time frame**

The coverage of the newspapers under study will be analyzed within the period, starting from August 15th up till September 15th, 2023. Since the decision to admit new countries to the BRICS bloc, has been made on the 24th of August 2023, the one-month study period will make it possible to identify the coverage patterns ahead of and following the decision.

### **Research sample**

The scope of this research is directed towards analyzing news coverage derived from a carefully curated selection of influential newspapers that hail from a diverse array of countries. The chosen newspapers encompass:

- (1) Brazil: *The Rio Times*
- (2) Russia: *The Moscow Times*
- (3) India: *The Times of India*
- (4) China: *China Daily*
- (5) South Africa: *The Mail & Guardian*
- (6) Iran: *Tehran Times*
- (7) Saudi Arabia: *Saudi Gazette*
- (8) United Arab Emirates: *The Gulf News*
- (9) Egypt: *Ahram Online*
- (10) Ethiopia: *Addis Fortune*
- (11) Argentina: *The Buenos Aires Times*

The detailed selection of these newspapers is driven by their distinct capacity to provide insights into the Political Economy Perspectives on BRICS News Coverage. Crucially, these newspapers have been deliberately chosen to present a dual representation: they encapsulate the narratives of both the established and newly inducted member countries within the BRICS consortium.

By intertwining newspapers from the original BRICS member countries (Brazil, Russia, India, China and South Africa) with those of the recently incorporated nations (Iran, Saudi Arabia, UAE, Egypt, Ethiopia and Argentina), this selection points out a comprehensive narrative mosaic that captures the varying geopolitical contexts and evolving perspectives.

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The analysis of news narratives collected from these newspapers aspires to show the dynamic relationship between political economies, media landscapes and international viewpoints in the realm of BRICS news coverage.

In this research sample, a total of 223 articles were analyzed across various newspapers from different countries. The highest number of articles came from *China Daily* with 79 articles, followed by *Tehran Times* in Iran with 27 articles. South Africa's *The Mail & Guardian* contributed 29 articles, while *Ahram Online* in Egypt had 22 articles. The United Arab Emirates' *The Gulf News* provided 19 articles, *Saudi Gazette* in Saudi Arabia had 10 articles and *The Buenos Aires Times* in Argentina had 9 articles. Brazil's *The Rio Times* and Russia's *The Moscow Times* each contributed 4 articles and Ethiopia's *Addis Fortune* had 4 articles as well. *The Times of India* had the lowest count with 1 article. The previously illustrated number of articles per newspaper represents all the news stories published by each including "BRICS" within the time frame of the study.

The variation in the number of articles analyzed for each country within the research sample can be attributed to a combination of factors including the diverse media landscapes and levels of media freedom across countries, the varying geopolitical importance of BRICS and its activities in each nation, the extent of economic ties with BRICS countries influencing coverage, the political alignment of newspapers with governmental or other interests shaping editorial priorities, the availability of information and resources within each country's media infrastructure and the level of audience interest in BRICS-related news driving production volume. These factors collectively contribute to the observed differences in coverage, with countries like China and South Africa generating higher volumes of articles due to their geopolitical significance and economic relations.

Analyzing the media typology in some of the selected countries involves considering media ownership, freedom and the editorial focus of specific newspapers. In South Africa, *The Mail & Guardian*, a privately-owned independent newspaper, provides diverse perspectives on BRICS issues. *Tehran Times* in Iran, aligned with the government's perspective, offers insights into Iran's stance on BRICS. *Saudi Gazette* in Saudi Arabia, a government-aligned newspaper, sheds light on the official Saudi perspective on the alliance. *The Gulf News* in the UAE, a privately-owned newspaper, offers a regional perspective on BRICS expansion. Egypt's *Ahram Online*, owned by the government, provides insights into the official narrative on Egypt's potential BRICS membership. Lastly, *The Buenos Aires Times* in Argentina, an independent newspaper, presents diverse viewpoints on Argentina's engagement with BRICS and its global implications. This selection ensures an in-depth analysis of BRICS-related developments in each country, incorporating both official and independent perspectives.

Additionally, each of the examined newspapers appeared to have a dedicated section for politics and current affairs. This inference is based on their extensive coverage of BRICS-related issues, encompassing geopolitical dynamics, economic trends, policy considerations and global affairs. The comprehensive nature of their reporting on these topics suggests a specialized focus on political news and current events, aligning with the newspapers' role in delivering in-depth analysis and coverage of subjects such as the BRICS alliance. The selection of these newspapers for analysis was guided by their prominence, relevance to BRICS coverage and the availability of comprehensive information within the specified time frame.

### Research questions

- (1) What are the predominant news patterns and themes in the coverage of political and economic development policies across BRICS member country newspapers?



- (2) What critical factors, such as political affiliations, economic interests, or cultural influences, shape the framing and emphasis of policy coverage in BRICS nations' news coverage?
- (3) What macro-level economic trends, such as gross domestic product (GDP) growth, inflation and trade balances, are frequently reported in newspapers from BRICS countries?
- (4) How extensively do BRICS member country newspapers cover sector-specific economic trends and what sectors are most prominently featured in their reporting?
- (5) What problem-driven analysis schemes are commonly employed in news articles addressing political and economic development challenges within BRICS nations?
- (6) To what extent do BRICS member country newspapers present proposed solutions or policy recommendations for the identified challenges in their news coverage?
- (7) How are the economic consequences of political decisions, such as legislative changes or international agreements, depicted in news articles across BRICS countries?
- (8) To what extent does news coverage in BRICS member countries foster meaningful dialog among citizens, policymakers and experts concerning critical political and economic challenges?
- (9) What role does media play in shaping public discourse and awareness of opportunities for political and economic development within the BRICS nations?
- (10) How does news media influence the alignment of stakeholders, including government bodies, businesses, civil society and international partners, concerning shared economic development objectives in BRICS countries?

### Research results

The differing coverage of BRICS in various newspapers from member countries can be explained through the lens of the political economy of BRICS. Each newspaper's coverage is shaped by a relationship of political and economic interests, both domestic and international. Here is an analysis of why the coverage of each newspaper differs:

**Brazil:** *The Rio Times* predominantly focuses on Brazil's position within BRICS. This emphasis can be attributed to Brazil's aspiration for a more significant role on the global stage and its desire to leverage BRICS for this purpose.

**Russia:** *The Moscow Times* extensively covers Russia's diplomatic challenges within BRICS, which align with Russia's efforts to maintain its global influence despite international scrutiny and challenges.

**India:** *The Times of India* provides comprehensive coverage of the BRICS Summit, emphasizing interactions among member nations and the challenge to Western hegemony. India's focus aligns with its commitment to multilateralism and its aspiration to challenge Western dominance in international affairs.

**China:** *China Daily* heavily emphasizes the BRICS Summit and cooperation within the group, portraying BRICS as a platform for South-South cooperation and promoting fairness and justice in global governance. The newspaper's coverage mirrors China's leadership aspirations within BRICS and its goal of challenging Western hegemony.

**South Africa:** *The Mail & Guardian* focuses on BRICS' resilience against Western narratives, member countries' political stances and economic discussions. It highlights problems such as climate change, human rights and Western imperialism, reflecting South Africa's efforts to assert itself as a key player in global discourse.

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Iran: *Tehran Times* primarily concentrates on economic aspects, including potential benefits for Iran and the impact of BRICS expansion on stakeholder alignment. The newspaper also addresses challenges like perceived U.S. influence on BRICS and Iran's geopolitical stance, reflecting Iran's interests in economic opportunities and global positioning. The coverage portrayed the ambitions of Iran to utilize the BRICS membership as a newspaper to neutralize or get rid of the effect of U.S. sanctions on its economy and international trade.

Saudi Arabia: *Saudi Gazette* emphasizes geopolitical tensions and economic trends, particularly trade volume and policy stances. The newspaper's coverage aligns with Saudi Arabia's concerns about regional rivalries and its economic interests in engaging with BRICS.

United Arab Emirates: *The Gulf News* covers macro-level economic trends, sector-specific impacts and the media's role in shaping discourse. It digs into the potential economic consequences of BRICS expansion and reflects the UAE's interest in understanding the economic implications of BRICS developments.

Egypt: *Ahram Online* extensively covers Egypt's potential membership in BRICS, BRICS' geopolitical ambitions and the influence of major BRICS countries like Russia and China. The newspaper discusses the potential benefits and challenges of BRICS expansion, reflecting Egypt's interest in global alignment and economic opportunities.

Ethiopia: *Addis Fortune* focuses on Ethiopia's potential admission to BRICS and its implications on the global stage. The newspaper highlights BRICS' economic prowess and occasionally emphasizes the Prime Minister's perspective, aligning with Ethiopia's domestic and international interests.

Argentina: *The Buenos Aires Times* covers a wide range of themes, including BRICS expansion, Argentina's admission, opposition to membership, geopolitical shifts and global economic significance. The newspaper reflects Argentina's unique perspective as a potential member and its consideration of domestic political factors in its stance on BRICS.

It can be inferred that the coverage of BRICS-related topics in the newspapers from BRICS member countries generally aligns with their respective government's interests and priorities. However, there may be variations in the degree of alignment, with some newspapers offering more critical or independent perspectives, while others closely align with official government positions. For example, extensive coverage of Egypt's potential membership in BRICS and discussions of BRICS' geopolitical ambitions suggest alignment with Egypt's interests in global alignment and economic opportunities in *Ahram Online* (Egypt). However, *The Mail & Guardian* (South Africa) appears to provide coverage that, at times, may not entirely align with the government's interests or could be seen as more critical or neutral in its reporting as they emphasized BRICS' resilience against Western narratives which suggests a critical perspective, as it implies that BRICS might be countering or challenging Western viewpoints or influence. Also, the newspaper's coverage includes discussions of geopolitical tensions within BRICS, which might involve critical assessments of political dynamics within the group. In addition, the mention of issues like climate change and human rights in the context of BRICS suggests that *The Mail & Guardian* is willing to address challenges and concerns within the BRICS framework, which may not always align with a purely positive portrayal of the group.

Analyzing the results in the context of media typology and the political economy of each country reveals the relationship between media coverage of BRICS and the broader socio-political and economic landscapes within these nations. In Brazil, *The Rio Times*, being an independent newspaper, is likely to provide diverse viewpoints, although it may still be influenced by certain political and economic interests. Brazil's coverage in *The Rio Times* reflects the country's aspiration for global prominence and its efforts to utilize BRICS as a platform for achieving this goal, aligning with Brazil's economic and diplomatic interests in strengthening ties with other emerging powers. Moving on to Russia, *The Moscow Times*,

while claiming independence, operates within the constraints of Russia's media environment, which is known for state influence. The extensive coverage of Russia's diplomatic challenges within BRICS suggests an effort to maintain Russia's global influence, which aligns with the government's broader geopolitical objectives amid international scrutiny and sanctions.

In India, *The Times of India* is a privately-owned newspaper with significant influence and a diverse range of perspectives. India's coverage in *The Times of India* points out its commitment to multilateralism and the aspiration to challenge Western dominance, reflecting India's desire to assert itself on the global stage through platforms like BRICS. Meanwhile, in China, *China Daily*, as a state-owned newspaper, reflects the Chinese government's narrative and priorities. China's emphasis on cooperation within BRICS and portraying it as a platform for South-South cooperation aligns with China's strategic interests in shaping global governance structures and challenging Western hegemony.

In South Africa, *The Mail & Guardian* is an independent newspaper known for its critical stance and diverse perspectives. The newspaper's focus on BRICS' resilience against Western narratives and discussions of issues like climate change and human rights reflects South Africa's efforts to assert itself on the global stage and challenge traditional power dynamics. Turning to Iran, the *Tehran Times* aligns with the government's perspective, reflecting Iran's state-controlled media landscape. Iran's coverage highlights its economic interests in BRICS membership, particularly amid U.S. sanctions, reflecting efforts to mitigate their impact and strengthen global positioning.

Similarly, the *Saudi Gazette* in Saudi Arabia, aligned with the government's narrative typical of state-controlled media, emphasizes geopolitical tensions and economic trends in BRICS coverage, mirroring concerns about regional rivalries and economic interests. Conversely, *The Gulf News* in the United Arab Emirates, a privately-owned newspaper with regional influence, focuses on understanding the economic implications of BRICS expansion, aligning with broader economic strategies and regional positioning. In Egypt, *Ahram Online*, government-owned, reflects official narratives and priorities, focusing on potential BRICS membership and geopolitical ambitions amid regional dynamics.

In Ethiopia, *Addis Fortune* provides insights potentially influenced by the government's narrative, reflecting aspirations for global recognition and the economic implications of BRICS membership, aligning with broader development goals. Lastly, in Argentina, *The Buenos Aires Times*, an independent newspaper known for diverse viewpoints, covers various themes reflecting considerations of domestic political factors and the economic implications of BRICS membership within Argentina's unique context.

## Research discussion and conclusion

All eleven newspapers emphasize the significance of the BRICS Summit and its role in shaping economic and geopolitical dynamics. They consistently highlight the cooperative and multilateral nature of BRICS, focusing on collaboration among member nations. All newspapers emphasize the importance of the BRICS Summit as a key event in global geopolitics. For instance, they discuss the 2023 BRICS Summit in South Africa as a focal point for member countries to discuss various global issues.

Each newspaper discusses BRICS' role in advocating for equitable global governance and challenging Western dominance in international affairs.

Economic aspects, such as trade, financial cooperation and economic growth within BRICS, are mentioned in the coverage of all eleven newspapers, underlining the economic dimension of the group.

All eleven newspapers explore the expansion of BRICS and its implications, including differing member opinions and the introduction of new member countries.

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However, *The Buenos Aires Times* (Argentina) provides an in-depth focus on Argentina's admission to BRICS and its significance, reflecting its unique perspective as a potential member. All newspapers recognize the media's role in shaping awareness and discourse related to BRICS, but *The Buenos Aires Times* specifically focuses on Argentina's perspective and how it informs its readers about global developments. Also, unlike other newspapers, *The Buenos Aires Times* mentions domestic political factors, including presidential elections in Argentina and opposition to Argentina's BRICS membership, which impact the country's stance.

The newspapers' coverage of BRICS reflects their national interests, priorities and perspectives. While geopolitical and economic aspects are prominent, the depth of analysis, emphasis on specific economic trends and the extent of problem-driven analysis vary. These diverse viewpoints provide readers with a comprehensive understanding of BRICS and its global impact. When comparing the 11 newspapers' coverage of BRICS-related topics, it's evident that each publication brings its unique perspective and priorities to the forefront. These similarities and differences can be summarized as follows:

### **Predominant news patterns and themes**

*The Rio Times* (Brazil): Emphasized Brazil's role within BRICS, diplomatic ties with Venezuela and debates within Argentina about potential BRICS membership and focused on political affiliations and economic interests.

*The Moscow Times* (Russia): Extensively covered Russia's diplomatic challenges related to President Putin's attendance at the BRICS Summit despite an International Criminal Court (ICC) indictment and emphasized South Africa's historical relationship with Russia and its diplomatic dilemmas.

*The Times of India* (India): Provided comprehensive coverage of the BRICS Summit, highlighting interactions among member nations, global governance issues and the challenge to Western hegemony and emphasized cooperation, multilateralism and economic growth within BRICS.

*China Daily* (China): Heavily emphasized the BRICS Summit, cooperation, economic relations, global governance and challenging Western hegemony and portrayed BRICS as a platform for South-South cooperation and promoting fairness and justice in global governance.

*The Mail & Guardian* (South Africa): Focused on BRICS' resilience against Western narratives, political stances of member countries and economic discussions and emphasized problems such as climate change, human rights and Western imperialism.

*Tehran Times* (Iran): Focused on economic aspects, such as potential benefits for Iran, policy recommendations and the impact of BRICS expansion on stakeholder alignment and portrayed BRICS as an alternative to Western influence.

*Saudi Gazette* (Saudi Arabia): Emphasized geopolitical tensions, economic trends (particularly trade volume) and policy stances and highlighted Saudi Arabia's role in BRICS.

*The Gulf News* (United Arab Emirates): Covered macro-level economic trends, sector-specific impacts (e.g. aviation sectors) and media's role in shaping discourse and focused on potential economic consequences of BRICS expansion.

*Ahram Online* (Egypt): Extensively covered Egypt's potential membership in BRICS, BRICS' geopolitical ambitions, global economic trends and the influence of major BRICS countries like Russia and China and discussed the potential benefits and challenges of BRICS expansion.

*Addis Fortune* (Ethiopia): Focused on Ethiopia's admission to BRICS and its potential implications on the global stage. One article highlighted the economic prowess of BRICS countries, while another emphasized the Prime Minister's perspective on Ethiopia's domestic progress.

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*The Buenos Aires Times* (Argentina): Covered a wide range of themes, including BRICS expansion, the BRICS summit, Argentina's admission to BRICS, opposition to Argentina's membership, geopolitical shifts and global economic significance.

### **Macro-level economic trends**

*The Rio Times, The Moscow Times, The Times of India, Saudi Gazette, The Gulf News* and *Ahram Online*: Provided varying degrees of coverage on macroeconomic trends and economic consequences of BRICS expansion.

*Tehran Times, China Daily, The Mail & Guardian, Addis Fortune* and *The Buenos Aires Times*: Mentioned macroeconomic trends to different extents but primarily focused on other themes.

*The Rio Times*: Mentioned macroeconomic trends briefly, especially Venezuela's economic challenges.

*The Moscow Times*: Focused primarily on political and diplomatic developments, with minimal coverage of macroeconomic trends.

*The Times of India*: Provided some coverage of trade growth and discussions about a unified currency within BRICS.

*China Daily*: Highlighted trade growth, unified currency discussions and economic consequences of BRICS expansion.

### **Sector-specific economic trends**

*The Rio Times, The Moscow Times, The Times of India, Tehran Times, Saudi Gazette, The Gulf News, The Mail & Guardian, The Buenos Aires Times* and *Addis Fortune*: Did not write about sector-specific economic trends within BRICS countries to a significant degree.

*China Daily* and *Ahram Online*: Occasionally mentioned specific economic sectors, particularly those related to trade and financial cooperation.

### **Problem-driven analysis schemes**

All Newspapers: Engaged in problem-driven analysis, covering various issues such as economic challenges, geopolitical concerns and global governance.

*The Mail & Guardian* (South Africa): *The Mail & Guardian* emphasizes various problems, including geopolitical tensions, the climate crisis, Western imperialism and human rights violations, within the context of BRICS expansion.

*Tehran Times* (Iran): *Tehran Times* addresses problems like perceived U.S. influence on BRICS, BRICS' geopolitical stance and the potential impact of Iran's joining BRICS on U.S. sanctions.

*Saudi Gazette* (Saudi Arabia): *Saudi Gazette's* coverage touches on geopolitical tensions, but it leans more towards traditional reporting.

*The Gulf News* (United Arab Emirates): *The Gulf News* briefly addresses the problem of overreliance on the U.S. dollar but doesn't explore deeply problem-driven analysis.

*Ahram Online* (Egypt): *Ahram Online's* articles employ problem-driven analysis by addressing challenges, disagreements and interests within BRICS, such as expansion, global financial governance and geopolitical tensions.

### **Policy recommendations**

*The Rio Times, The Moscow Times, The Mail & Guardian, Tehran Times, Saudi Gazette, The Gulf News, Addis Fortune* and *The Buenos Aires Times*: Did not explicitly present policy recommendations.

The *Times of India*, *China Daily* and *Ahram Online*: Featured policy recommendations or policy directions to varying extents.

### **Economic consequences of political decisions**

All Newspapers: Provided varying degrees of coverage on economic consequences, especially in relation to political decisions, foreign policy choices, sanctions and currency preferences.

*Addis Fortune* (Ethiopia): The Ethiopian articles touch upon economic consequences indirectly in the context of political decisions, such as Ethiopia's admission to BRICS.

*The Buenos Aires Times* (Argentina): Economic consequences are indirectly discussed in relation to political decisions, foreign policy choices, sanctions and currency preferences.

### **Fostering dialog**

All Newspapers: Provided platforms for political figures and leaders to express their views, potentially fostering dialog among readers and policymakers.

*China Daily* (China): Encouraged discussions on various aspects of BRICS cooperation, fostering dialog on the significance of BRICS in the evolving global order.

*Addis Fortune* (Ethiopia): *Addis Fortune* portrays BRICS summits as opportunities for dialog and debate among member nations, both on a global and domestic level.

*The Buenos Aires Times* (Argentina): The articles depict BRICS summits and diplomatic meetings as arenas for dialog among member nations and sometimes mention internal political dialogs.

### **Media's role in shaping discourse and awareness**

All Newspapers: Acknowledged the media's role in shaping discourse and awareness about BRICS, albeit to varying degrees.

### **Influence on stakeholder alignment**

All Newspapers: Discussed the potential influence of BRICS and its expansion on stakeholder alignment, whether among member countries or on a global scale.

*China Daily*: Discussed BRICS as encouraging alignment among developing nations, potentially shifting the global power balance.

*Addis Fortune* (Ethiopia): The Ethiopian articles indirectly suggest that Ethiopia's alignment with BRICS aligns with its goals, potentially influencing global stakeholder alignment.

*The Buenos Aires Times* (Argentina): The articles discuss the influence of member alignment within BRICS, potential shifts in global alignments and diplomatic relations with major powers like the U.S., China and Russia.

In terms of media ownership, In China, *China Daily*, as an English-language newspaper under state ownership, portrays BRICS with an emphasis on China's role and contributions. The coverage reflects the government's narrative, encouraging dialog on economic matters while potentially downplaying challenges. The ownership structure limits critical perspectives, serving as a tool for the Chinese government to shape discourse and awareness, focusing on diplomatic and economic achievements.

Moving to Iran, the *Tehran Times*, a major English-language daily, is likely influenced by the Iranian government's stance on BRICS. The positive outlook aligns with Iran's geopolitical interests, emphasizing economic benefits and autonomy. The newspaper's ownership structure suggests a portrayal influenced by governmental priorities, focusing on countering U.S. sanctions and expanding regional influence.

In South Africa, *The Mail & Guardian*, an independent newspaper, enjoys the freedom to express diverse perspectives. The positive outlook on BRICS expansion may be influenced by a commitment to non-alignment, reflecting the country's strategic positioning. The independent ownership allows for reporting on economic opportunities while addressing potential challenges.

Turning to Egypt, *Ahram Online*, an English-language news website owned by the Egyptian government, influences its portrayal of BRICS expansion. The positive perspective aligns with Egypt's foreign policy objectives, emphasizing economic benefits and global recognition. The ownership structure may contribute to a narrative supporting the government's stance, portraying BRICS as an opportunity for Egypt's global standing and diplomatic influence.

In the United Arab Emirates, *The Gulf News*, a widely read English-language daily, is likely influenced by the country's leadership and economic interests. The positive outlook on BRICS expansion aligns with the UAE's economic goals, reflecting the government's diversification efforts. The ownership structure allows for alignment with national economic goals while maintaining a critical perspective.

Shifting to Saudi Arabia, the *Saudi Gazette*, a leading English-language newspaper, is likely influenced by the government's agenda. The coverage emphasizes economic and diplomatic opportunities from BRICS, suggesting a degree of editorial independence. The ownership structure may result in a diplomatic balance between aligning with government priorities and providing objective insights into Saudi Arabia's engagement with BRICS.

In Argentina, *The Buenos Aires Times*, an English-language newspaper, operates with editorial independence. The coverage reflects a positive outlook on Argentina's engagement with BRICS while acknowledging internal opposition and uncertainties. The ownership structure allows for a balanced perspective, presenting Argentina's admission to BRICS while acknowledging challenges.

In Brazil, *The Rio Times*, an independent English-language newspaper, offers a diverse range of perspectives on BRICS expansion. The coverage reflects a positive outlook, emphasizing economic opportunities and aligning with Brazil's interests. The ownership structure allows for critical analysis, catering to the diverse Brazilian audience.

Turning to Russia, *The Moscow Times*, an independent English-language newspaper, provides a view of BRICS expansion. While highlighting economic significance, questions about Russia's absence in BRICS indicate editorial independence. The ownership structure allows for critical analysis and diverse perspectives within Russia.

In Ethiopia, *Addis Fortune*, a prominent newspaper, covers BRICS expansion independently. The coverage reflects Ethiopia's enthusiasm for joining BRICS, highlighting diplomatic and economic implications. The ownership structure allows for a comprehensive exploration of Ethiopia's entry into BRICS, shaping awareness and encouraging dialog on global economic and geopolitical dynamics.

Lastly, in India, *The Times of India*, one of the largest English-language newspapers, operates independently with a diverse readership. The coverage provides insights into India's perspective on BRICS, emphasizing economic cooperation. The ownership structure allows for a comprehensive portrayal, catering to India's diverse population and shaping discourse and awareness regarding India's engagement with BRICS.

Comparing the research results to the literature review, [Mercille \(2017\)](#) explored how news media portray issues in alignment with political and economic elites, which resonates with the findings in the BRICS member country newspapers where media framing and emphasis are influenced by factors like Geopolitical Interests. Also, [Bhayroo \(2008\)](#) discussed the influence of corporate imperatives on online news content ownership. In the context of BRICS countries, where newspapers often align with domestic political and economic interests,

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Bhayroo's insights align with the framing of news in these nations. In addition, [Prat and Stromberg \(2013\)](#) discussed the positive impact of media scrutiny on political accountability, which relates to the role of news media in fostering dialog and influencing stakeholder alignment in BRICS nations.

Applying Vincent Mosco's political economy theory to the research results, it was revealed that Mosco's theory emphasized that communication, as shaped by the media, often reflects specific economic and political interests. This aligns with the findings that news patterns and themes in BRICS newspapers are influenced by factors such as Geopolitical Interests, Domestic Politics and Global Diplomacy.

In addition, Mosco's theory highlighted the study of power relations that mutually constitute the production, distribution and consumption of resources. In the context of BRICS countries, the framing and emphasis of news coverage are influenced by power dynamics, both domestic and international. For example, BRICS expansion and diplomatic relations reflect power shifts on the global stage. Moreover, Mosco's theory acknowledged the significance of media ownership and control. This aspect is evident in the analysis of BRICS newspapers, where media ownership and control play a role in shaping news content, aligning with political and economic interests.

Mosco's theory recognizes the complex relationship between politics and economics in shaping communication. This complexity is mirrored in the multifaceted coverage of BRICS expansion, economic trends and political decisions in member country newspapers.

Regarding the research objectives, the analysis of the results revealed that the news articles from various BRICS member countries disclose distinct news patterns and factors influencing political and economic policy coverage. These patterns range from geopolitical considerations to economic interests. The framing and emphasis vary based on each country's perspective, reflecting their unique priorities and agendas. In addition, it was found that the coverage of economic trends in these newspapers is more focused on macro-level economic indicators such as GDP, trade and BRICS' collective economic significance. Sector-specific economic trends receive limited attention, with occasional mentions of sectors like agriculture and oil. A more detailed sector-level analysis is generally lacking.

Moreover, the analysis pointed to the newspapers engaging in varying degrees of problem-driven analysis. Some, like *The Mail & Guardian* and *Tehran Times*, looked for geopolitical tensions, climate change and human rights, offering insights and analysis. However, specific policy recommendations are generally absent, with most articles focusing on presenting challenges and considerations rather than proposing solutions.

While the economic consequences of political decisions are indirectly discussed, especially in the context of BRICS expansion, foreign policy, sanctions and currency choices, these newspapers do not extensively explore this aspect. The focus is more on presenting these implications rather than conducting an in-depth economic analysis.

It was revealed too that the newspapers contribute to fostering dialog, especially during BRICS summits and diplomatic meetings. They serve as platforms for member nations to discuss key challenges and opportunities. Additionally, some newspapers highlight internal political dialogs and opposition viewpoints, adding depth to the discussions.

It can be noted that the role of news coverage in promoting coherence among stakeholders is evident, as these newspapers discuss the influence of member alignment within BRICS, potential shifts in global alignments and diplomatic relations with other major powers like China and Russia. The coverage reflects how BRICS serves as a platform for cooperation and coordination among its member nations.



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**Regarding the research questions, the analysis of the results revealed that**

- RQ1.* The predominant news patterns and themes in the coverage vary across newspapers but include BRICS Expansion, Domestic Concerns, Economic Significance and Diplomacy and Global Relations.
- RQ2.* Regarding the critical factors that shape the framing and emphasis of policy coverage in BRICS nations' news coverage, it was found that the framing and emphasis are shaped by various factors, including Geopolitical Interests, Domestic Politics and Global Diplomacy.
- RQ3.* Regarding the macro-level economic trends frequently reported in newspapers from BRICS countries, newspapers frequently report on macro-level economic trends such as GDP growth, global economic significance and BRICS' collective economic might. However, specific economic indicators like inflation and trade balances receive limited attention.
- RQ4.* Concerning how extensively BRICS member country newspapers cover sector-specific economic trends and what sectors are most prominently featured in their reporting, it was found that sector-specific economic trends receive limited coverage in these newspapers. Sectors like agriculture and oil-rich economies are occasionally mentioned but are not extensively featured in their reporting.
- RQ5.* Regarding problem-driven analysis schemes commonly employed in news articles addressing political and economic development challenges within BRICS nations, it was found that problem-driven analysis schemes include discussions of geopolitical tensions, climate change, human rights issues, economic crises and the impact of political decisions. These schemes are commonly employed in news articles across BRICS countries.
- RQ6.* Concerning the extent to which BRICS member country newspapers present proposed solutions or policy recommendations for the identified challenges in their news coverage, it was found that most newspapers focus on presenting challenges and considerations rather than proposing specific solutions or policy recommendations. There is a lack of detailed policy prescriptions in the coverage.
- RQ7.* Regarding how the economic consequences of political decisions, such as legislative changes or international agreements, are depicted in news articles across BRICS countries, it was found that the economic consequences of political decisions are indirectly discussed, especially in the context of BRICS expansion, foreign policy, sanctions and currency choices. However, the coverage does not extensively explore this aspect.
- RQ8.* Concerning the extent to which news coverage in BRICS member countries fosters meaningful dialog among citizens, policymakers and experts concerning critical political and economic challenges, it was found that news coverage, particularly during BRICS summits and diplomatic meetings, fosters dialog among member nations. Some newspapers also highlight internal political dialogs and opposition viewpoints, contributing to meaningful discussions.
- RQ9.* Regarding the role media plays in shaping public discourse and awareness of opportunities for political and economic development within the BRICS nations, it

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was found that media plays a significant role in shaping public discourse and awareness of BRICS' significance, member countries' global roles and geopolitical dynamics. It also highlights opportunities for economic development and cooperation.

*RQ10.* Concerning how news media influences the alignment of stakeholders, including government bodies, businesses, civil society and international partners, concerning shared economic development objectives in BRICS countries, it was found that news media influences stakeholder alignment by discussing the influence of member alignment within BRICS, potential shifts in global alignments and diplomatic relations with other major powers. It plays a role in aligning stakeholders in pursuit of shared economic development objectives within BRICS countries.

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In conclusion, the analysis of news coverage in BRICS member countries through a political economy perspective has unveiled rich insights into how political and economic factors connect to shape media narratives. This study set out to explore the multifaceted dimensions of BRICS expansion and its portrayal in the news, and it has achieved several key findings.

The main finding of this research, viewed through a political economy perspective, reveals that news coverage of BRICS expansion in member countries encompasses diverse patterns and themes, ranging from discussions of the economic significance of BRICS to diplomatic maneuvers on the global stage. These narratives are shaped by a multitude of factors, including geopolitical interests, domestic politics and global diplomacy. While media plays a significant role in shaping public awareness of BRICS' importance and global dynamics, there is room for more comprehensive reporting that includes proposed solutions and policy recommendations. Additionally, sector-specific economic trends and the economic consequences of political decisions could receive more in-depth coverage to provide a nuanced understanding of BRICS developments. Nonetheless, the political economy framework serves as a powerful tool for comprehending the relationship between politics, economics and media within the context of BRICS expansion, emphasizing the need to analyze communication as a construct shaped by both political and economic interests.

Through this analysis, the critical role that media plays in shaping public discourse and awareness regarding BRICS expansion was recognized. In essence, the political economy perspective has provided a valuable framework for comprehending the dynamics of news coverage in BRICS member countries. It underlines the role of media as a construct shaped by both political and economic interests and emphasizes the need for a more comprehensive and nuanced portrayal of economic and political developments within the BRICS nations. As these countries continue to evolve and play increasingly prominent roles in the global arena, the media's role in shaping public perceptions and influencing policy directions remains of paramount importance. Understanding these dynamics through the lens of political economy is essential for both scholars and policymakers seeking to navigate the complexities of BRICS expansion and its portrayal in the news.

### **Limitations of this study**

Firstly, the study was conducted within a specific time frame, encompassing news articles published between August 15th, 2023, and September 15th, 2023. This temporal constraint may have influenced the breadth and depth of the analysis, as it does not account for potential shifts in media narratives or geopolitical developments beyond this period.

Additionally, the selection of newspapers, although carefully chosen to represent diverse perspectives within BRICS members and newly admitted countries, may not capture the entirety of media discourse on the subject.

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Factors such as language barriers, accessibility and the omission of certain publications could have impacted the scope of the study.

### Future research

For future research, a longitudinal analysis could enhance the evolution of news coverage patterns and political-economic narratives within the BRICS alliance. By tracking changes over an extended period, researchers can better understand the dynamics of media influence and its impact on policy formulation and economic dynamics.

Additionally, expanding the analysis to include newspapers from additional emerging markets or regional blocs could facilitate a comparative analysis of news coverage patterns and political-economic perspectives. Comparing media influences across different geopolitical contexts would enrich our understanding of the factors shaping media narratives and their implications for policy formulation and public discourse.

To complement the content analysis of news coverage, future studies could incorporate perspectives from diverse stakeholders such as policymakers, journalists and the general public.

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