A Comparison of “The Mail & Guardian” and “The Guardian” coverage of the 2014 Ebola outbreak

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Abstract

The 2014 Ebola Outbreak which is still ongoing in Sierra Leone and Guinea, in West Africa, have caught the attention of media globally. By exploring the coverage of the outbreak within the concept of global crisis reporting and global journalism as news style, this study compares two newspapers, one based in South Africa (The Mail & Guardian) and the other one from the United Kingdom (The Guardian). How we define ‘global crisis’ from different media systems that cut cross, these two media motivate the study to dig in to explore similarities and differences in the Ebola news coverage from Cottle’s and Berglez’s point of views. A content analysis was used to analyze news story articles (text) published in both newspapers. A census selection of 72 articles from both “Mail & Guardian” and “the Guardian” digital newspapers was applied. The selection of articles was based on the news stories article published within the two months (July and August 2014). The time frame used was a critical moment for the outbreak since it had started expanding to other countries. Through the analysis, both notions of global crisis and global journalism as news style has been identified in the 2014 Ebola coverage.

Keywords
Global crisis reporting, Global Journalism, Ebola Outbreak, Media system
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Abbreviations

WHO- World Health Organization
CDC- Centers for Disease Control and Prevention
MSF- Médecins Sans Frontières
NH1- Novel Influenza
SARS- Severe acute respiratory syndrome

RQ1- Research Question 1
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1. Introduction

“Clearly diseases do not recognize national borders” (Cottle 2008:8). Regardless of local efforts to contain the outbreak in Liberia, Sierra Leone and Guinea the Ebola virus still found its way to neighboring countries and even farther. In March 2014 the struggle to find a cure and to contain the spread of Ebola was intense. Later in August 2014 World Health Organization (WHO), described the Ebola outbreak as “the most severe, acute health emergency seen in modern times”.¹

Almost one year after the outbreak was declared in West Africa, efforts to contain it have borne fruit with WHO declaring Liberia, one of three West African countries worst hit by the outbreak, free from Ebola on May 9, 2015.

Different media around the world covered the 2014 Ebola outbreak. Although the outbreak was most hit in three countries in West Africa, and even some few cases that where brought in other countries like United States and Spain, the coverage of the outbreak was intensive and almost everywhere that has catches the attention of the world. Due to that reason, several countries like Senegal, South Africa and Kenya closed their border, and several airlines like Kenya Airways, British Airways and Air Côte d’Ivoire banned their direct flight to and from the affected countries.

With the intensive coverage that the outbreak was attracting globally, has motivated this study to explore the way we defined global crisis news. Cottle argued that, “we live in a world that has become radically interconnected, interdependent and communicated in flows of information and culture” (Cottle 2009:1). That means when comes to recognized and respond in the age of globalization, the crisis will depend much on how the news are defined, and constructed in the contemporary news media.

In additional to global crisis reporting, Berglez’’s idea of defining global journalism as news style has also motivated this study to explore the coverage of the 2014 Ebola outbreak by using his three epistemological global outlook components, which are global space, global power and global identity. (Berglez 2008:845)

¹ http://www.cost-ofliving.net
With the two motives above, this study is based on two concepts of ‘global crisis reporting’ and ‘global journalism as a news style’ by using Cottle (2009:1) and Berglez (2008:845) concepts. The study used two newspapers (The Mail & Guardian from South Africa and The Guardian from the United Kingdom) as a case study in this research. Digitalized copies of these newspapers were accessed through their websites. Content analysis was done on Ebola outbreak articles that were published on both newspapers so as to defined 2014 Ebola outbreak as ‘global crisis news’ within two different geographical regions.

Most single state or comparative studies about media are focused on the western world. This study contributes to filling this gap by comparing different newspapers from different countries (and continents) with different media systems.

1.1. Aim of the Study
The aim is to examine similarities and differences between The Mail & Guardian from South Africa and The Guardian from the United Kingdom coverage of 2014 Ebola outbreak in order to explores the usefulness of Cottle’s notion of global crisis and Berglez’s concept of global journalism.

1.2. Research Questions
1. To what extent did The Mail & Guardian and The Guardian newspapers cover Ebola outbreak in a way that could be said to present a ‘global crisis reporting’?
2. How did their coverage of the Ebola outbreak reflect a ‘global journalism’ approach, as defined by Berglez?

1.3. Limitation of the Study
Just as any other scholarly study which each of them have limitations, this study has also some limitations that in one way or the other have determined or shape the end results of the study.

The sampling population of two months for the analysis of the results has limited the results from the global journalism concept. The selection was suitable for analysis of the global crisis since it focused on the early stage of the outbreak, but failed to show more
implication on the global journalism as news style at that stage by identifying the global outlook components.

Likewise focusing only on Berglez concept of defining global journalism as news style and its epistemological global outlook on data analysis has lead to end up in the same question that other global journalism scholars intended to answer, which is global journalism education.

Also the study failed to explore the effect of “going global” in the media environment in terms of media content and hybridization of culture in reporting global event. The study did not analyze the effect of the news texts to both “global” readers (individual outside crisis zone) and readers in the crisis zone (people in Liberia, Sierra Leone, Guinea).

1.4. Disposition
After the introduction section, which gives a reader a narrow concept on what the study intended to do through a clear aim and research questions as the main guideline of this research. Two main concepts of this study (global crisis and global journalism) have been touch upon in the introduction section along with the research case study, which is the 2014 Ebola outbreak.

Background section will be followed after this, which aimed at provide a brief and clear background information of the case study. This section will equip a reader with general knowledge on history and media systems of both South Africa and the United Kingdom, history of Ebola and role played by media during the outbreak.

Later on section three will be theoretical framework, which will provide scholarly point of views on the key concepts of the study. This part will help a reader to explore what ‘other” global crisis and global journalism scholars have done so far and what idea did the study adopt and intended to use.

Findings, conclusion and discussion of this study results will follow in section five and six respectively. Here the section will present the finding from this study analysis and also the usefulness of both Cottle’s and Berglez’s idea in this research will be discussed in the last page of the section six.
2. History and Background

This section starts with a brief history of Ebola outbreak with a closer look at the 2014 outbreak. Later follows a scholarly overview of the media and pandemics. Lastly, this section will discuss the media history and system of both South African and the United Kingdom as the chosen case study for this study.

2.1. The History of Ebola Outbreak

According to ‘The Blokehead’ (2014), Ebola was firstly identified in Africa in 1976. The virus got its name from the river *Ebola* that run through the entire region where the disease was first discovered. In that particular year (1976) the outbreak occurred in Central Africa and Sudan, where it ultimately resulted in 151 deaths. In the same year, it was the first time when the disease was documented to have affected both humans and animals. It was impossible to determine exactly where the disease actually got its origin, but many people believe that the fruit bat is largely responsible for the transmitting the virus, at least in the initial stage that occurred in 1976.

After the 1976 major outbreak continued in the following year, but the next outbreak did not occur until 1995 in Democratic Republic of Congo (DRC), which at that time was known as Zaire, the outbreak infected 315 and killed 250 with the virus. (The Blokehead, 2014:11)

After 1995 the Ebola outbreak became more common with the next outbreak occurred in 2000 and lasting until 2001. It occurred in Uganda and killed 224 people. Later same year another outbreak happened on the border between DRC and Gabon. This outbreak last until 2002 and resulted in 53 deaths in Gabon and 43 in DRC. (The Blokehead, 2014:11)

Another outbreak was not seen for five years but 2007 an outbreak occurred again in both DRC and Uganda, which killed 37 in Uganda and 187 in DRC. From that point forward, another outbreak was not seen unit December 2013 in Guinea which continued to spread along West African Countries such as Liberia, Sierra Leone and Nigeria in 2014.
The 2014 Ebola outbreak was much more troubling than the previous outbreak. It actually was made up by multiple outbreaks that have occurred in different regions at the same time puzzling the medical experts as to why is occurring. (The Blokehead, 2014:11)

The next discussion is the scholarly overviews of how media dealing with the pandemic. This discussion is important because it reflect how far media should go and how important their role is during the outbreak.

### 2.2. The Media and Epidemics: a case of 2014 Ebola outbreak

Throughout the history, periodic outbreak of infectious disease has spread rapidly through human population, outbreak such as SARS, Influenza and the recently Ebola have becoming national and international pandemic. The media play important role of disseminating information whenever outbreak occurs.²

In the time of outbreaks of serious infectious diseases, (such as SARS, Influenza, NH1, and Ebola etc.) many individuals closely follow media reports and as a result, take precautions to protect themselves against the disease. These precautions may include staying home, getting vaccinated, avoiding crowds, using disinfectants, canceling travel plans and wearing face masks which ever suitable for at that particular time.³

According to mathematical modeling researchers at Georgia Institute of Technology and Marshall University, the sooner the media coverage of a pandemic begins, the fewer individuals would ultimately be infected. Based on their modeling, almost any media coverage is helpful at reducing the extent of a pandemic. The more forcefully the media provides information about pandemic infections and deaths, the more the total number of infections is reduced. For these researchers, “telling the public about the outbreak impact/precaution always helps, but the longer you wait, the less it helps, if you wait long enough, the effect of media coverage is essentially negligible”.⁴

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As discussed early in the introduction, media has a role of collecting and disseminating information. A news story written or aired usually is depending on the journalist’s decision on make that aspect of an issue more or less prominent. During public health epidemics, research shows that news coverage generally focuses predominantly on the impact of an epidemic such as victims and social impact. The more the news about Ebola has become frequently and prominent, public (audience) are likely to perceive it as a pressing issues.\(^5\)

Fraumeni (2014) argued that, “several media around the world, with some notable exceptions has gone crazy on Ebola news”. This was due to the fact that Ebola was and still not a disease that is very well known and the description of the symptoms is horrific. The media have take hold of this horrific transmissions for number of reasons and it is disturbing that media seems to have, in general has lost its ability to provide content and perspective\(^6\).

The sequence of horrific transmission of the Ebola virus started from fruit bat and then through direct contact with victim blood, fluids. It nearly turned to be spread by air (which was believed to be the source of the first case of Ebola in Nigeria in July, 2014) and the recently new transmission was through sexual intercourse with the Ebola survivor.

Despite of the above weaknesses, Chan (2014) also argued “intense media coverage has allowed the world to see what can happen when a lethal and deeply dreaded virus takes root in a setting of extreme poverty and dysfunctional health systems”. The world have seen the outbreak's multiple human tragedies: “abandoned rural villages and orphaned children, economic and social disruption in capital cities, extreme daily hardship in the quarantine zones, riots, uncollected bodies, and above all, the unprecedented number of medical staff who risked their lives and lost them”. (Chan 2014:1184)

\(^5\)http://www.northeastern.edu/news/2014/10/3qs-the-word-on-ebola/
\(^6\)http://www.research.utoronto.ca/has-the-media-overreacted-to-ebola/
After a brief discussion on media and the 2014 Ebola outbreak, the next discussion on this section is based on the media history and system of South Africa and the United Kingdom, two countries that were used as a case study in this research.

### 2.3. The history of different media systems

Martin (1998:i) wrote that “understanding media history in any society is -in itself-understanding a society's political, economical and social history”, likewise Hallin and Mancini (2004:8) wrote that “one cannot understand the news media without understanding the nature of the state, the system and political parties, the pattern relations between economic and political interest, and the development of civil society, among other element of social structure”. With this stands the study has explore in brief both history and media systems of South Africa and the United Kingdom respectively.

#### 2.3.1. South Africa’ media History

South African press history can be trace back through the colonial period, which they also played an important role as alligator for independence. (Merrill & De Beer 2009:294). Southern African press is considered as first English-language newspaper in Africa continent, the Cape Town Gazette and African Advertiser that were first published in 1800. (Merrill & De Beer 2009:295)

According to Merrill & De Beer (2009) the pattern of European settlement in South Africa was the most significance factor in the development in press, that also resulting politics of racial separation and white-minority government. The major European settlers in South Africa were the Dutch and English, therefore the newspapers there begun publishing in English and in Afrikaans, the language of the Dutch settler. (Merrill & De Beer 2009:296)

Just as any media in Africa countries during the colonial period, most media was used to serve and promote the policies and interest of the colonial ruler or those colonized. The Afrikaans newspapers were generally more supportive of the policies of the apartheid government. (Merrill & De Beer 2009:296)
The South African media landscape change dramatically after apartheid ended in 1994. In addition to lift press laws that repressed opposition to apartheid, the new government also pursued the policies of empowerment for the black majority. (Merrill & De Beer 2009:296). South African press is regularly ranked among the freest in today’s world (Merrill & De Beer 2009:304). According to freedom house 2015 scores of freedom of press, South Africa has scored 37 points out of 100 as partly free media in the world.

After a brief history of South Africa’s media, in the next two paragraphs will explore in brief the history of media in United Kingdom as part of understanding the news coverage as discussed early.

2.3.2. The history of media in the United Kingdom

British’s press can trace its history back more than 300 years to the time of William of Orange.7

According to Steel & Convoy (2015) Britain has along fascinating history of commercial printed press, including newspapers and magazine dealing back to the 19th century. The first newspaper in England was printed in 1621. By and large the first newspapers during those times were only printing foreign news. They did not printing domestic news until 1641.

The first successful daily newspaper in Britain was printed in 1702, the Times, The Guardian and The Daily Telegraph are one of the Britain’s ‘big three’ and has been recognized as one of the world’s greatest newspaper. (Steel & Conboy 2015:122)

Sanders & Hanna (2012) argue that throughout the 21st century, the British developed a news industry that generally speaking flourished. The countries news agenda continues to be set mainly by national newspapers, which are highly competitive, in terms of breaking news “exclusive” and readership figures.

In comparison to some of African newspapers industries, Britain’s newspaper industry is not subjected to statutory regulations (except in some aspect of anti-monopoly law). Likewise newspapers are free to be partisans in their viewpoints, remain the crucible for

7http://www.newsmediauk.org/History-of-British-Newspapers
the highly competitive reporting traditions that have shaped British journalism. (Sanders & Hanna 2012:220)

After discussing media history of both South Africa and United Kingdom, the next step in this section will be discussed by comparing media system of South Africa and United Kingdom. This discussion is part of understanding whether the news coverage is shaped by the media system of the country.

2.3.3. South Africa’s and British media systems

Using the three models; four dimension of Hallin & Mancini’s analysis: structure of the media markets, political parallelism, professionalism, and the role of the state; South Africa and United Kingdom media system can analyzed like this.

Table 1: Representation of South African and Britain Media System according to Hallin & Mancini four dimensions model

<table>
<thead>
<tr>
<th>Categories</th>
<th>South African Media System</th>
<th>Britain Media System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development media market</td>
<td>Low circulation of newspapers due to ethnicity, language and other media channel (Television and Radio)</td>
<td>High circulation of the newspaper</td>
</tr>
<tr>
<td>Political Parallelism</td>
<td>Polarized pluralism: although it far from incontestable</td>
<td>Pluralism: which avoid to ties with political groups and attempt to maintain neutrality and balance their content.</td>
</tr>
<tr>
<td>Development of Journalism Professional</td>
<td>Medium- level of journalism professional</td>
<td>High –level of journalism professional</td>
</tr>
<tr>
<td>Role of the State</td>
<td>Medium: strong interventionist state but relatively strong</td>
<td>Low: here the state intervening in the media through public</td>
</tr>
</tbody>
</table>

This analysis was done by using Hallin & Mincini both books (Britain Media System was based on the Comparing Media System book, while South Africa Media System was based on Comparing Media Systems: Beyond Western World: through the article Africanizing Three Model of Media and Politics: South African Experience by Adrian Hadland)
To round off the discussion of different media history and system, the above pages gives a brief History of both South Africa and British press history along with the nature of both media systems based on Hallin & Mancini four dimensions, as it is presented in table 2.

By a comparison aspect, the South Africa media system is describe in closest match to pluralized pluralist model although is still keeping with other developing or emerging democracies (Hadland 2011:118), while according to Hallin & Mancini (2004) the Britain media system is described as pluralist model with low level of government intervention and maintain neutrality and balanced news at all time.

In both media history, each media had its unique story that may reflect the nature of the news story coverage. In South Africa, we do see the struggle of publication language and that the media is controlled by those on power. While in the British press, language was not a problem the media were and still free although sometimes they can be identified based on the political sides. What is unique is the fact that from the beginning the newspapers focus on foreign news.

By and large the crises starts at local level before it expand into global; understating both history and media system of countries will help to understand more the end results of the study, through derived closer with the discussion of global crisis and global journalism.

Now that we know about media and pandemics, the next thing to think about is the notion of global crisis and global journalism and their contribution on Ebola outbreak coverage. The analysis of these two concepts based on scholarly views will pave the way for this study to identify its boundaries on how to work along with the empirical material during the analysis.
3. Theoretical Framework

In the theoretical section, concepts of global crisis reporting and global journalism as the key concepts from different scholars point of view was explore first and followed Berglez’s concept of ‘global journalism as news style’ as the last part.

3.1. The Relationship between Global crisis and Global Journalism in news Reporting

Globalization has change the way we analyze and define news (Berglez 2008:845), which also change the communication flow of information globally, due to the way news are recognized and responded collectively. Ebola outbreak or any other pandemic news may depending large on how they are defined and constructed by news media so as they become ‘global crisis news’ (Cottle 2009:1).

For a start it is obvious that both global crisis reporting and global journalism terms take their starting point from globalization as explain above. The center impact-point for both terms is how news can be defined within a local and global perspective. Also the way global news can be identified. Globalization has change the ‘news space’ from local to global, also has form as complex relation of differentiate national news and foreign news.

After a little comparison of global crisis and global journalism, the following paragraphs below explore separately these two notions from different scholars. Starting with global crisis and later global journalism, the discussion will help the reader to better understand the key concepts of the research:

3.2. Global Crisis Reporting from Different scholars

Different global crisis scholars such as Shaw 1996, Cottle 2009, and Apps 2009, argues that defining global crisis has some complication, especially when dealing with the global news in the age of globalization.

For Apps, crises are creep and take longer still, evolving over the year or decades. They bring with them their own unique reporting challenges-not at least the challenges of making them into news story at all (Apps, 2009:257).
Similarly to Apps, Cottle seems to polish the argument above by extend it with the idea of the ‘crisis not encompassed or explained by national or even international frames’ (Cottle 2009:494). But it should be noted that the nature of the crisis determined the level of understanding within the national borders. The crisis can be global just because has catch the attention of global media and its effect is understandable within the national borders.

While Cottle and Apps try to understand and define crises in a global term, Shaw (1996) identifies how news media can in fact enact different responses to global crises as well as observing the central of the news media in their institution. As pointed out in the introduction section media around the world will report crisis different depending on the perceived threat. Shaw emphasizes that media outside the crisis represented people involved in distant violence, in the senses of showing their institution and advocacy, better than national institution and also balance the representation of national and global news.

In the history of Ebola above, the outbreak is explained as much more troubling, spread from different geographical regions which lead the medical expert with a puzzle as to why the spread is occurring. Comparing with Cottle and Apps, the argument poses the question of whether the 2014 Ebola outbreak fit perfectly in Cottle and Apps argument. How far does the outbreak reach in terms of geographical regions? Was the outbreak news covered within the national and international borders? And also did media balance the representation of national and global in Ebola news based on Shaw arguments?

The level of national response to crisis (global) has being identified as a problem for global crisis scholars; Apps argued that “when crises happen some they blast into existence without notice or warning, wreaking havoc and leave both journalist- like aid workers and government official scrambling to catch-up”(Apps 2009:257).

While for Cottle, the level of national response to global crisis is “base on the fact that they are not confined behind national borders nor are their origins often best accounted for through national prisms of understanding. The de-territorializing impacts register across sovereign national boundaries, surrounding regions and beyond. They can also
become subject to systems of governance and form of civil society response that are no less geographically dispersed or transnational in scope”. (Cottle 2009:497)

According to the argument above national crisis may be identified when crisis is handled within the affected country without bring impact or threat to other countries, while the same crisis can become global crisis if it cannot be defined or handled within the national border and the impact to it is the threat to other countries.

Cottle (2009) argue global crises are publicly defined, legitimated and mobilized as “global crises” within the world’s news media. “Though leading social theorists of globalization generally acknowledge communication flows and news media as integral to processes of globalization, how exactly news media communicate and thereby enter into the course and conduct of different global crises has generally found sparse recognition, much less detailed engagement”. (Cottle 2009:497)

After a brief overview of the global crisis concepts from different scholar the next part followed will based on Cottle definition of global crisis and what component or characteristics make a certain calamity or conflict register it as global crises. This discussion will pave a way for this study to analyze its empirical material regarding the coverage of 2014 Ebola outbreak as global crisis news.

3.3. Characteristics of global crises Based on Cottle

According to Cottle (2009) global crises require sponsors or claim makers’ to conceptualized and articulated them in the media if they become legitimate public concerns and site of wider political mobilization and action. For him it is important to keep think more analytical on the nature of the crisis and why and how media today’s play a crucial role in their wider recognition, elaboration and forms of response (Cottle 2009:17)

The following is what distinguishes some conflicts with threats as global crisis according to Cottle:

Most are not confined to particular national context or unique set of circulation but register wider, often endemic state of affair in the world. Also their scales and severity of
impacts both actual and potential, as well as their engendered international form of response, also help to define them as global crises. (Cottle 2009:17)

Cottle (2009) argue that these characteristics mentioned above alone are not sufficient to guarantee the wider recognition and standing as global crises, for this they demand on prominent exposure and elaboration in the media awareness, legitimation and mobilization. For crisis to exist it must generally be seen to exist and by a greater number of people- not all of who will directly involved. A global crisis, therefore require wider spread media exposure. (Cottle 2009:17)

In case the crises have not register as issues of global importance, concern and possible action, Cottle argues that, those crises will depend on their signaling and elaboration within the media and news media particularly. (Cottle 2009:17)

In other hand, the scale of death and destruction or the wider spread and endemic nature of certain crises is no guarantee that a calamity or conflict will register prominently, if at all, in the global media, much less that it will be defined therein as a global crisis. For Cottle this fact is known through ‘hidden wars’ and ‘forgotten disaster’ that are still bond in the world today and because of their media invisibility, can command neither global recognition nor wider political response. (Cottle 2009:17)

According to Cottle (2009), in today’s world there is no longer such a simple proposition due to complex journalism ecology, which have change the flow of news from the west to the rest, the local to global, as well as various regional contraflow and oppositional counter flows. (Cottle 2009:17-18)

After the discussion of global crisis from different scholars and with a special focus to Cottle’s (2009) characteristic, the following is the discussion of global journalism concept from different scholars, also Berglez’s idea of defining global journalism as news style will be discussed at the end of this theoretical framework section.

3.4. Global Journalism from Different Scholars

Global journalism is a relatively new concept in research field of media studies, which can be defined into several ways. Different scholars (Weaver & Löffelholz 2008, Weaver
& Willnat 2012, Wasserman 2011) of global journalism studies in one hand have associated it with research field and contribute international comparison and cultures around the globe. While others like Berglez 2008 and Reese 2008 in other hand have associated it as universal style of defining and understanding news.

Weaver & Löffelholz (2008) focus on giving a comprehensive overview on journalism research with a central starting point of global journalism studies from different countries. For them, the ongoing institutionalization of internationalized or even globalized journalism studies is not only indicating a growing importance, but also demonstrating that journalism research can no longer operate within national or cultural borders only.

Researching on the global culture and global media environment that are most affected by the “going global” in the field of communication stands as central focus for Weaver & Löffelholz. The diversity and hybridization of culture is affecting media content and even the actual working background of the journalists in many countries. (Weaver & Löffelholz 2008:3)

The reflection on who is affected the most by the media content and even the whole process of news production. Global journalism research wants to identify the struggle that most of journalists around the world face in relations to the globalization.

Reese (2008) focuses on the global journalism by suggesting a universal update of news systems and journalism practices in the era of globalization, and that will also particularized in specific local context. Global journalism should not replace the local and national but rather the journalist should find more clearly exemplified in certain emerging zone and practice in journalism field. (Reese 2008:241)

Peter Berglez (2008) focus on the global journalism as a news style, where he argued, “the effect of globalization has posed a challenge to news media and journalism research on how to analyze and define news”. In this case, Berglez argued if a domestic story that a domestic event is connected to climate change (in this study Ebola outbreak, or the recently Nepal earthquake) still solely domestic news? Global journalism could potentially work as a counterweight to the methodological “national container” thinking
is social research including news media and journalism studies, which continue to reduce news content to their domestic or foreign news. (Berglez 2008:845)

Wasserman (2011) explored the notion of global journalism education with the focus on global north (Africa). He adopted a critical perspective of global journalism studies in research and teaching, where he examines the challenges that the accelerated globalization of the media has posed. So just as Weaver & Löffelholz 2008, Wasserman also focused on global journalism education but to him the focus was mainly on the global north.

Weaver & Willnat (2012) focus on the global journalist in the 21st century, where they conduct a survey of global journalist around the world (Africa not included). For them globalization in the 21st century has brought a lot of changes in media especially the rise of new media.

In that sense, their focus on global journalist and journalism is to see how these unprecedented structural change have affect the profession of journalism, and how the change influence the demographic composition of the professional value and attitudes of the journalist around the world. (Weaver & Willnat, 2012:1)

Globalization and its effect on the media content and journalist profession is what makes the study of global journalism so interesting for Weaver & Willnat (2012), Wasserman (2011), Berglez (2008), Reese (2008) and Weaver & Löffelholz (2008). For Weaver & Willnat the interest on the global journalism was centered to the global journalist struggle around the world when dealing with news, meanwhile for Weaver and Löffelholz the interest on global journalism was centered on journalism research and its different approaches, methods, and paradigms around the world. For Wasserman the interest on global journalism was on the research and teaching with the focus on the global north.

Reese and Berglez have similar interest although each has a different approach in defining global journalism. Reese’s interest was centered into three propositions as global news arena, shifting orientation of journalism practices and last is cultural and professional identification in the globalized world. Berglez interest was centered to analyze global journalism as news style, which he focus on the effect of globalization in
analyze and define news, where he operationalized it into three epistemological global outlook of global space, global power and global identity.

Since the second part of the study focused on the analyzing how global is the Ebola news by explored the notion of global journalism as news style. The next paragraphs will be explored Berglez’s idea of defining global journalism as news style. This part will pave the way for the second research question to be answered.

### 3.5. Global Journalism as News Style

Based mainly on Berglez’s (2008) definition, Global Journalism is “an emerging news style, which goes beyond the boundaries of foreign journalism, including the distinction of domestic vs. foreign news. Its presence in everyday news is presently limited, but it could be observed in journalism on climate change and other kinds of transnational issues”. Berglez distinguishes global journalism from traditional journalistic styles and forms, emphasizing the need to explore how it is represented or under-represented in today’s globalized world. (Berglez 2008:845)

According to Berglez (2008), journalism should view the world as one place and put the events into proper context by using analysis and in depth coverage in order to illustrate the main idea of a global outlook in global journalism. The global outlook in global journalism is operationalized by three characteristics of global space, global power and global identity. (Berglez 2008:849) (These three concepts has explained in detail with examples in the Appendix iii)

Berglez (2008) differentiates global outlook from national outlook in order to further understand the practice of global journalism and its characteristics:

“The national outlook puts the nation-state at the center of things when framing social reality, while the global outlook instead seeks to understand and explain how economic, political, social and ecological practices, processes and problems in different parts of the world affect each other, are interlocked, or share commonalities”. (Berglez 2008:847)
In order for news reporting in global journalism to truly reproduce a global outlook of international affairs, beyond the domestic and foreign, it has to reflect transformations of global space, global power and global identity in globalization.

Berglez (2008) argue global journalism in the transformation process of globalization emerged as a news style. It is reasonable to justify the foundation for defining global journalism as news style to be ongoing relations, as it is the central dimension of the globalization itself. (Berglez 2008:848)

Global journalism’s news stories focus on relations between people, places and their action; it also reconnects events and processes social reality. The analysis of global journalism news usually represents complex relations, thus rises the question of interconnectedness of social reality and the narrowly defined of news events as a domestic (local/regional/national) matter. (Berglez, 2008:849)

Berglez (2010) argue global news style is not necessarily in opposition to local, domestic and foreign news. In outbreak news, for example, it rather interplays with local, domestic and foreign news reporting. In an ordinary newspaper, news stories with *global outlooks* might pop up in the foreign news section, as well as in the local and domestic sections. It could appear in news article that takes its departure in a local or domestic event/issue, or it could complement a foreign news story. The possible future of most news discourse is thus combinations of local/domestic/foreign/global information elements and outlooks in one and the same news story. (Berglez, 2010:4)

To sum up the two key concepts of this study which are global crisis reporting and global journalism, both has pave the way for the study to analyze its empirical material. Reese (2008) argued that “as a condition of modern life globalization brings the growing apprehension by residents of the world as a single place”, the discussion of the representation of space has take place within the two concepts, since global crisis and global journalism both carries “global” term within them.
After the discussion on history and background, and theoretical framework, the next section that follows will discuss the methods technique, sampling technique and the way empirical data will be analyzed.
4. Methodology

4.1. Sampling technique and Material
The selection of the empirical material was done January 2015 several months after the articles were published on both digital newspapers. The initial procedure was done by open the newspaper website and search for the ‘Ebola news articles’. The search code were ‘Ebola article July, 2014’ and ‘Ebola article August 2014’. After the archive sort out the 2014 Ebola outbreak of July and August, another step was to set aside Ebola articles that were published in the inside site of the newspaper’s website. This was done by open each article and read its originality at the top of the news story and other shown below the name of the author. At the end of this process, census sampling was used to select the remain articles, (which by definition is a method of analyzing the whole population when the study is covering a specific event and that the data are not too overwhelming.\(^9\)) 72 articles in total were remain from both sites (11 from the Mail& Guardian and 61 from the Guardian) that were published solely in the main pages of the websites. Each step was done separately from each newspaper’s website.

Table 2 Distribution of Empirical material Selected based on two months of 2014 Ebola outbreak from both The Mail& Guardian and The Guardian Digital Newspapers

<table>
<thead>
<tr>
<th>Newspaper Name</th>
<th>Number of Articles selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Mail&amp; Guardian</td>
<td>11</td>
</tr>
<tr>
<td>The Guardian</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>72</td>
</tr>
</tbody>
</table>

The selection of empirical material on both digital newspapers was based only on the news stories articles that were placed on the main page of the website (HOME), no article was selected from the inside sites within the main website. In The Mail& Guardian digital distributor, the article published under Thought Leader, Voices, The Mail& Guardian Woman and The Mail& Guardian Africa were not included in the sampling selection that’s way the number of the articles selected in The Mail& Guardian are so low. Likewise in the Guardian no article was selected from the Opinion, Environment-Development-Global Development section.

\(^9\)This definition was taken from Methodology course notes, published on MH13 JMK Intranet
Regardless with the huge different in sampling number between the two newspapers it should be noted that the main focus of the study was to analyze the global crisis and global journalism concept in the articles selected which means the amount of articles found in both newspapers may not hinder the identification the two concepts.

### 4.2. Method Design

The study used a quantitative content analysis as one of the most commonly used research methodologies by scholars dealing with media and communication. By definition content analysis defined as: “an approach to the analysis of documents and texts that seek to quantify content in terms of predetermined categories and in a systematic and replicable manner”. (Bryman, 2008:275)

Burger (2011) argues that Content Analysis is most valuable when it has either a historical perspective or a comparative perspective or both perspectives. (Burger, 2011:209) Base on Burger argument this study is based on a comparative perspective which explore the notion of global crisis reporting and global journalism in 2014 Ebola news coverage from two different newspapers.

The approach to content analysis was selected and employed in this study, because it is a pertinent tool to extract the data from the manifest and latent content of the selected newspapers archived through their digital distributors. Hence, in this study a content analysis of the two newspapers was conducted for the selected period and an analysis was worked out to an acceptable coding schedule on the content of selected in digital newspapers. During the study, aspects of the research themes like the analysis of representation of Ebola news as global crisis news and the global journalism as news style by identifying global power, space and identity were touched up on.

A content analysis on news story articles was based on the analysis of the whole text. By using the coding sheet and manual inverted special for this study, has made the analysis of the text very easy to read and identifying the key concepts that the researcher intended to find from the news story. That’s why content analysis was suitable for this study.
However, it must be taken into consideration that Content Analysis as a research method has its pitfalls that must be properly dealt with before embarking on the research. As Scott (1990) argues, content analysis can only be as good as the documents being analyzed, in order to deal with this problem the research will only focus on research documents that are authentic and original, credible and representative. For this study to be reliable and avoid problem in making general conclusion, only news story articles that are published on the main page of both digital newspapers were analyzed. Likewise the study variables have been defined in a narrow way that takes out all the ambiguity of the terms used in identify global crisis news, that were based on Cottle global crisis characteristics while in terms of global journalism, the study adopted Berglez guideline on defining and identify global space, global power and global identity accordingly.

4.3. The Analysis procedures

Quantitative content analysis was used in this study to explore the way the concepts of global crisis reporting, global journalism and their operationalization are constructed and applied in different media systems (in South African and the United Kingdom).

The analysis of empirical material (news stories text) was done into two phases:

The first phase: Identification of global crisis characteristics in 2014 Ebola outbreak news articles using Cottle’s idea in answering the first research question:

Global crisis reporting characteristics demand wider recognition, that demand media exposure through intensive coverage also the nature of the crisis was used to formulate research variables so as to be able to define the 2014 Ebola outbreak as global crisis news in both the Mail & Guardian and the Guardian digital newspapers.

The variable for analysis of how global crises demand a wider recognition, the study determines the spatiality of the news story was identified through the story news interest (global/single state/neutral). Here the researcher wants to see how far did the coverage reach in reporting the crisis and also to find out if the article present the interest of a global, single states or neutral. In this study news story will present the ‘global interest’ if it talk in a collective manner about the Ebola outbreak by involving several countries in
the news, however when comes to ‘single interest’ the news story has talk about a specific country regarding the Ebola outbreak by involving only one country regardless with where the news is placed in the newspapers. The logic here in this analysis is the ‘interest’ of the news story whether it present a collective interest by being global or single states interest or neutral interest by point out only the facts about the Ebola outbreak.

Also in this category, the variable for story sources used was analyzed. Through determine the story sources used in the article will help the research to find out the form of response that the media create through their coverage. The most frequently used sources in the news story were examined and categorized as ‘global actors’, ‘national actors’, ‘survivors’ and ‘others’.

Another variables for wider recognition characteristic formulate was placement of articles published in each newspapers (that is the Mail & Guardian and the Guardian digital newspapers). The placement will help to see the complex effect of the globalization that has change the news flow from local to global, and national to foreign news section.

Lastly in phase one was the nature of crisis, which according to Cottle (2009) does not guarantee the calamity to be register as global crisis was tested despite its weakness. The variable was formulated as the nature of the topic covered the in Ebola news story in both newspapers. In this category the variable were identified as ‘new development’ and ‘struggling’. The nature of topic was tested so as to find out if the 2014 Ebola outbreak could be registered as global crisis based on the nature of the crisis/threat. (See the coding book and sheet for more details in Appendix i and ii, on how variables above were defined and categorized)

The Second phase: Identification of global journalism as news style using Berglez component was aimed at answering research question two.

This research will explore the three components of the ‘global outlook’ in the Ebola news article to determine the presence of global space, global power, and global identity. (See
the appendix iii on how to determine these three components of global outlook). The presence of these global outlooks in global journalism news style in the Ebola news story according to Berglez does not deny the existence of national or foreign news in the same story. It is still very hard for news media to solely produce a global outlook. (Berglez 2008:848)

In that sense the news story published on both newspapers (The Mail & Guardian and The Guardian digital newspapers) in this study will only look for the global outlook components without limit itself to fact that the news can be identified as a nation or foreign news story.

4.4. Sample selection and rationale
Based on the argument that global crises reporting that cannot be explained within national frames and also foreign news reporting is a particularly complex product, since because it intersects with the political context of the journalist’s home countries, and with the relationship existing between home and foreign countries. The study period focused on critical moment exactly two months of the outbreak that is July & August 2014. The reason was to see how Ebola news was reported as global crisis and representation of global outlook as news style from both The Mail& Guardian and The Guardian digital newspapers.

4.5. Newspapers Used
The empirical materials of the study were selected from both The Mail & Guardian and The Guardian websites.

The Mail& Guardian newspaper (South Africa) was a weekly print newspaper that was and still owned by private known as Electronic Mail/Weekly Mail, with no government intervention. The digital newspaper was launched in 1994, and became the first African online newspaper. After the merge with The Guardian in 1995, it then became The Mail& Guardian. It is a profitable online business, deriving revenues via advertising. It covers stories from both Africa and other continent.
The Guardian newspaper was found in 1821, as family business- Scott Family, promoting Liberal interest. It started as weekly newspaper until 1836; its digital newspaper was launched 1994-95 and became more popular in UK and around the world in 2001 after its partnership with WIKIleaks.

These two newspapers digitally accessed were chosen because they represent different perspective of the world, and also they are both owned by private sectors. The Mail & Guardian (SA) was chosen because of the press freedom that South Africa has so far compared to other African countries press freedom. Also the fact that South Africa has being in the included emerging national economies (BRICS) that in other sense it has significance influence on regional and global affairs. Last The Mail & Guardian is the first African online newspaper and also it cut across as regional news events that happen within Africa continent. Meanwhile, The Guardian (UK) was chosen because it is among the most popular and prominent newspaper for both online and offline. It covers both national and foreign news story and is regarded as reliable source of information within and outside United Kingdom.

4.6. Coding
According to Bryman (2008) coding is the most crucial stage in the Content Analysis. There are basically two elements to Content Analysis coding scheme: coding schedule and coding manual. The coding schedule is a form onto which all the data relating to an item being coded will be entered while the coding manual is a statement of instructions to coder that also include all the possible categories for each dimension being coded. (Bryman, 2008:285)

The coding scheme for this study will be both mutually exclusive and will have exhaustive categories to avoid some problems in coding. This means that there will be no overlap in the categories provided for each dimension identified and each identified categories will have all possible categories available to coders in order to achieve both mutually exclusive categories and exhaustive categories respectively. Coding involves summarizing responses into group, reducing the number of the different responses to make comparisons easier and to ensure precision. The coding sheet and coding book for this study has been attached on the Appendix (i) and ii.
After the detailed Methodology on how the study has analyzed its empirical material the following section present the findings after the analysis was done.
5. Findings

5.1. Data Analysis and Results
The following are the draft results from the comparison study from two newspapers (digital accessed) with the intention to answer the research questions that were used as a guideline. By taking a comparative approach, the study focused on the main aim that is to explore the notion of global crisis and global journalism as a news style and how they were represented in the coverage of the 2014 Ebola outbreak.

5.1.1. Phase 1 (Global crisis reporting)

RQ1. To what extent did The Mail & Guardian and The Guardian newspapers cover Ebola outbreak in a way that could be said to present a ‘global crisis reporting’?

The following results shows how the Ebola was cover as global crisis by The Mail & Guardian and The Guardian within the selected two months. Data collected from 72 news story articles were analyzed in the context of news source, spatiality of the news story, number of article published per day, nature of the topic used for covered the news and the placement of the news story in the site (see more details in the methodology section and the appendices i and ii).

5.1.1.1. Story sources
Story sources based on journalist uses of source in clarifying or providing official detail in the coverage of Ebola outbreak the following sources where quoted in both newspapers; Global Actors, National actors, survivor and others.

Table 3: Distribution of Story source used in both The Mail & Guardian and The Guardian newspapers on the coverage of 2014 Ebola outbreak with the two months of analysis

<table>
<thead>
<tr>
<th>Story Source</th>
<th>The Mail &amp; Guardian (N=11)</th>
<th>The Guardian (N=61)</th>
<th>Total (N=72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Actors</td>
<td>8 (73%)</td>
<td>42 (69%)</td>
<td>50 (69%)</td>
</tr>
<tr>
<td>National Actors</td>
<td>7 (64%)</td>
<td>32 (52.5%)</td>
<td>39 (54%)</td>
</tr>
<tr>
<td>Survivors</td>
<td>0 (0%)</td>
<td>4 (7%)</td>
<td>4 (6%)</td>
</tr>
<tr>
<td>Others</td>
<td>2 (18%)</td>
<td>14 (23%)</td>
<td>16 (22%)</td>
</tr>
</tbody>
</table>
The results above show the use of story source during the critical moment of the Ebola outbreak. It should be noted that different sources were used in one article, in other words, the article could have both global actors, and national actors, or survivors and other and vice versa.

Data presented in table above shows the amount of times that sources was used in all 72 article, which means in 11 and 61 articles from The Mail& Guardian and The Guardian respectively.

As presented in the table 69% of all the sources used in both newspapers relied much on the ‘global actors’ in clarifying and elaborate more on the outbreak. In this particular stage World Health Organization has play an important role in educate and informing the public all they need to know about the Ebola outbreak.

Moreover, 54% of all the sources from both newspapers used were the ‘national actors’, while 7% of all sources were ‘survivor’ and 22% were ‘others’ from both newspaper. For comparison aspect, the use ‘global actors’ sources were 73% in The Mail& Guardian while only 70% in The Guardian. 64% of all the sources were ‘national actors’ from The Mail& Guardian while 53% of all the sources were used in The Guardian.

During this stage only The Guardian used ‘survivors’ as source in their new story, by 7%. Since the crisis touched different people in different places in the world, ‘others sources’ were used by 18% in The Mail& Guardian while 23% were used in The Guardian.

From this results then the research has manage to determine global crisis in the Ebola news coverage from both newspapers (which were accessed digital) through the use of different sources within the news story. Each sources played an important role in summoning the global recognition of the problem. Also in terms of similarities and difference of source used in both newspapers, we do see both relied more on global actors while they differ in the representation or the use of survivor in their news coverage.

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10Refer to the methodology section on how the sources were determine and also see the appendix i and ii for more details on who are the global actors, national actors, survivor and others
5.1.1.2. News spatiality

News spatiality was identified through answer the leading question how far did The Mail & Guardian and The Guardian newspapers reach in reporting the 2014 Ebola outbreak within the two months of the study? (As it has been explained in the methods section) The following results were found from the analysis of 72 news story articles from both The Mail & Guardian and The Guardian newspapers.

Table 4: Distribution of news spatiality in Ebola news coverage as global Crisis from both The Mail& Guardian and The Guardian within the two months of analysis

<table>
<thead>
<tr>
<th>News spatiality</th>
<th>The Mail&amp; Guardian (N=11)</th>
<th>The Guardian (N=61)</th>
<th>Total (N=72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Interest</td>
<td>9 (82%)</td>
<td>37 (61%)</td>
<td>46 (64%)</td>
</tr>
<tr>
<td>Single State Interest</td>
<td>1 (9%)</td>
<td>8 (13%)</td>
<td>9 (13%)</td>
</tr>
<tr>
<td>Neutral</td>
<td>1 (9%)</td>
<td>16 (26%)</td>
<td>17 (24%)</td>
</tr>
</tbody>
</table>

Results shows that Ebola crisis had been covered in a wider area, where 64% of all the 72 articles did present the ‘global interest’ by involve several countries in their news story. While thirteen percent (13%) of all the news story articles from both newspapers did present the ‘single state interest’, where the news story present the interest of a certain country. 24% of all the news story articles analyzed within the two months of the study covered in ‘neutral’, where they did not present the interest of either global or single state. But they stick with the facts about Ebola virus or new vaccine. (See the Appendix (i) and (ii) on how these variables were define to fit in with this analysis. Also the Methodology section provides details on how these variables were formed).

For comparison aspect, both newspapers went far in term of geographical covered of the Ebola news and presenting the global interest on the crisis. In The Mail & Guardian we do see the ‘global interest’ in the news story by 82%, ‘single state interest’ and ‘neutral’ was covered by 9% each out of all the 11 news story articles. The Guardian presents the ‘global interest’ by 61%, while ‘single state’ and ‘neutral’ were covered by 13% and 26% respectively.
Is the 2014 Ebola outbreak covered as a global crisis? The answer is yes, since both newspapers articles has present the ‘global interest’ in high percentage compare with the ‘single state’ and ‘neutral’. Are the two newspapers’ coverage similar, or do they differ? Yes, they differ as the Guardian did present more ‘single interest’ and ‘neutral’ news story than The Mail& Guardian.

5.1.1.3. Nature of the topic

Nature of the topic was identified by answer the leading question “what topics did The Mail& Guardian and the Guardian newspapers covered more while reporting the 2014 Ebola outbreak as a global crisis within the two months analyzed in this study?” The following results were found after analyzing 72 news story articles from both The Mail& Guardian and The Guardian:

Table 5: Distribution of different Ebola news topics covered by both The Mail& Guardian and the Guardian within the two months of analysis

<table>
<thead>
<tr>
<th>Topic</th>
<th>The Mail&amp; Guardian (N=11)</th>
<th>The Guardian (N=61)</th>
<th>Total (N=72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Development</td>
<td>2 (18%)</td>
<td>16 (26%)</td>
<td>18 (25%)</td>
</tr>
<tr>
<td>Struggling</td>
<td>9 (82%)</td>
<td>45 (74%)</td>
<td>54 (75%)</td>
</tr>
</tbody>
</table>

Results shows that majority of the news story published during the two months of this study analysis covered the struggling story as their topic by 75%. While the presence of new development in terms of new vaccine, survivors’ story topics as explained in the coding sheet are low by 25%.

In terms of comparison aspect, the Guardian was up with 26% on the news topic that focused on new development while The Mail& Guardian was low for 18%. In the news topic of struggle, The Mail& Guardian newspaper was up for 82% while The Guardian was low for 74%.

Did the uses of different topic represent the 2014 Ebola outbreak as global crisis? The answer is yes since the majority of topics covered, shows struggling which represent the current situation of the outbreak that more people were dying, more new spread, present the shortage of funds and so on. Likewise both newspapers are similar in represent the
global crisis through the topic they used since both The Mail& Guardian and The Guardian present more struggling topics than the new development.

5.1.1.4. Placement of articles

Global crisis event usually demand wider recognition. In Order to answer the question how did The Mail& Guardian and The Guardian (digital newspaper) cover the 2014 Ebola outbreak as crisis that demands wide recognition? The question was answered by identified the news article placement section in the digital newspaper and also by counting the number of times that article appeared in that section.

Table 6: Distribution of news story placement on both The Mail& Guardian and The Guardian (website) newspapers on the coverage of 2014 Ebola outbreak within the two months of analysis

<table>
<thead>
<tr>
<th>Section</th>
<th>The Mail&amp; Guardian (N=11)</th>
<th>The Guardian (N=61)</th>
<th>Total (N=72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Section</td>
<td>6 (55%)</td>
<td>60 (98%)</td>
<td>66 (92%)</td>
</tr>
<tr>
<td>National Section</td>
<td>4 (36%)</td>
<td>1 (1%)</td>
<td>5 (7%)</td>
</tr>
<tr>
<td>Leading Story</td>
<td>1 (9%)</td>
<td>0</td>
<td>1 (1%)</td>
</tr>
</tbody>
</table>

From the analysis above, the placement of Ebola news article in foreign news section represented in high number by 92% of all the articles analyzed. 7% of all the articles were placed in the national news section, which shows although the outbreak was happened outside the two countries still the crisis manage to affect both countries indirectly. The placement of front pages news story was only 1% of the articles analyzed within the two months of the study.

For comparison aspect, The Guardian placed the Ebola news story in the foreign section (see the methodology section for more details on the categories used as foreign section) by 98%, while national section was used by 2% and no Ebola articles were placed in the home or used as a leading story during the time of this study analysis. Meanwhile The Mail& Guardian placed the Ebola article in foreign news by 55%, which is low compared to The Guardian newspaper. Also the Ebola news story articles were placed in national news section and in front page by 36% and 9% respectively. From these results, only The
Mail& Guardian placed the Ebola news story in the front page or used the news story as a leading story in their newspapers.

To sum up the findings, the analysis of how did The Mail& Guardian and The Guardian cover Ebola Outbreak as global crisis, the results shows the existence of the notion global crisis in both newspapers and the way they present their news story articles. Based on different media system and also being from different countries the notion of global crises still find it way and make them similar in the way they used story sources, (global Actor), defending the ‘global’ and ‘single state’ interest when present news, placed the news article in foreign news section more than using them as leading story or placed them in national news section and so on as it is explain in the above pages. Likewise the placement of news in foreign section more than front page and other section reflect the media history that took us back to the early newspapers that UK and other pioneer newspapers prefer to cover foreign news more than national story.

After the results of RQ 1 that were presented in the pages above, based on the analysis of global crisis in the coverage of Ebola the following paragraphs below will present the results from the analysis of the RQ 2. The analysis was based on Berglez idea of defining global journalism as news style, by only identifying three global outlook components in the Ebola news text from The Mail& Guardian and the Guardian.

5.1.2. Phase 2 (Global Journalism news style)

RQ2. How did their coverage of the Ebola outbreak reflect a ‘global journalism’ approach, as defined by Berglez?

The following results represent the way The Mail& Guardian and the Guardian covered the news of the Ebola outbreak within the global outlook context. The aim was to look for the presence of the three components that make up the global outlook in global journalism by analyzing the Ebola news presentation.

The data collected through census analysis of 72 articles from both The Mail& Guardian (11) and the Guardian (61) newspapers (digital accessed), based on the coverage of Ebola as global journalism news style from two months of analysis shows the following results:
Table 7: Distribution of global space, global power and global Identity in the 2014 Ebola news coverage on The Mail& Guardian and The Guardian newspapers based on the two months analysis

<table>
<thead>
<tr>
<th>Global outlook Components</th>
<th>The Mail&amp; Guardian (N=11)</th>
<th>The Guardian (N=61)</th>
<th>Total (N=72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representation of global Space</td>
<td>9 (82%)</td>
<td>34(56%)</td>
<td>45 (63%)</td>
</tr>
<tr>
<td>Representation of global power</td>
<td>0%</td>
<td>2 (3%)</td>
<td>2 (3%)</td>
</tr>
<tr>
<td>Representation of global identity</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>No global Outlook</td>
<td>2 (18%)</td>
<td>25 (41%)</td>
<td>25 (35%)</td>
</tr>
</tbody>
</table>

5.1.2.1. **Global space**

Global space as one of the three components of global outlook has been represented more in both newspapers (digital accessed), which means most of the articles published during the critical moment of Ebola outbreak in West Africa covered different places that were affected by Ebola in one news story.

From the table above the representation of global space in both newspapers shows a high numbers which means most of the articles published during the two months of analysis have represent global space by mention more than one country in a single article (See Appendix iii on how to identity global space in a news). In other words 63% of all the Ebola articles published within the two months of this study analysis, from both newspapers (digital accessed) has represent a global space. By comparison aspect, the global space representation in The Mail& Guardian newspaper is higher than in the Guardian, 9 out of 11 Ebola articles have present the global space that make it 82%. Which means out of 61 articles published in the Guardian, only 34 present global space that average 56%.

5.1.2.2. **Global Power**

The representation of global power in both newspapers was very low. Only 3% of all Ebola articles published during the selected two months of this study presented global power. That means, global actors have been mentioned in articles published in both newspapers in a small extent. (See the methodology section and appendix (i) and (ii) on how to identify global power in the news). To be more mindful of the comparative
aspect, the presences of global power in the news were identified in The Guardian newspaper only with 3% that means no global power was identified in The Mail& Guardian news text.

5.1.2.3. Global Identity

Global Identity as another component that was operationalized in defining global journalism as news style, from the analysis of 72 Ebola news story articles published on the two months selected for this study, no article mention or presented the global identity. For a comparison aspect, neither The Mail& Guardian nor The Guardian did presented the global identity in the two months chosen for analysis in this study.

In the analysis of global outlook, the study has found out that not all articles analyzed under this study presented a global outlook (by shown global space, power, and identity). In statistic 35% of the article did not presented a global outlook. For a comparison aspect only 18% of articles published on The Mail& Guardian, during the time of analysis did not present global outlook. Meanwhile, 41% of the articles published on the Guardian did not present a global outlook.

To sum up these finding, the notion of global journalism as a news style from both newspapers have somehow presented the global outlook, using Berglez idea the research has identify the global space is higher in both media, while global power has been represented in low in both media. Newspapers from both sides did not present the global identity, which means the presentation of global outlook from these results is determined by the presence of single global outlook component that is ‘global space’. In relations of the study aim, the results have manage to explore the notion of global journalism as news style by identify the presence of global outlook components in news through showing multiple spaces of the Ebola outbreak in the news story articles.
6. Discussion and Conclusion

The study explored the notion of a ‘global crisis’ in the context of media reporting and ‘global journalism’ as a news style in the 2014 Ebola outbreak. It examined the similarities and differences of the coverage of the outbreak by The Mail & Guardian from South Africa and The Guardian from the United Kingdom. The study presented in this research paper focuses on the two questions; one based on global crisis and the other based on global journalism as news style. The two notions were explored in both newspapers that were digitally accessed.

In the first Research Question (RQ1) the notion of global crisis was explored in both newspapers as it shown in the finding section, in summary both newspapers depended more on the global actors in covering their news story, which reflect the critical moment of the outbreak and also only expertise like WHO, CDC and MSF were quoted. The 2014 Ebola outbreak was determine as a global crisis in the findings above, the results shows different geographical location that the outbreak reach in covering the crisis, also several articles in the both newspapers were covered in presenting the global interest on Ebola news, which means the outbreak impact were globe. Based on Cottle (2009) Ebola outbreak as a global event has managed to appear in different section of the news from National news section to Foreign news section, that shows the impact of Ebola outbreak was not adequately be encompassed or explained by national and even international frames, and also the existence of a complex news media ecology has shift the simple proportion of the news from local to global and sometimes national to international news. The placement of news in both foreign and national section shows the way this complex news media ecology transform the news media industries.

With regards to global crises characteristics that Cottle identified for a threat or conflict to be register as global crises, the 2014 Ebola outbreak has manage to present some characteristics of global crisis as shown in the finding section. The nature of the epidemic, which according to (Cottle 2009:17) does not guarantee the calamity to be register as global crisis unless the news media exposure has taken place, has been proven in the 2014 Ebola outbreak reporting. The outbreak affected most only three West African countries, which means the outbreak was not spread globally but the intensive
media coverage of the outbreak has register the epidemic as global crisis. That also implies the 2014 Ebola outbreak was a ‘global crisis’ due to social construction in news media.

Research Question (RQ2) was focused in the notion of global journalism as news style, by identifying epistemological global outlook components as they are discussed elsewhere in this study. In summary the results shows the presentation of global space in higher percentage compare with the global power and global identity. From the study analysis this results do implies that the existence of global outlook in the news event depending much in the appearance of the global space; for this study the analysis of the global outlook was centered on the global space where as the probability of global power and global identity to appear in the same news was based on the presences of global space. In other words if the news did not presented the global space it means the news is not global which also means there is a zero probability for global power and identity to appear. In the results above, global identity was not be identified at all within the two months of this study analysis that may also implied that: a global crisis news will present the global identity in the moment that the crisis started to generate impact (stigma or segregations) in the world. Based on Berglez’s (2008) definition of global identity, news should present a global public or global people in terms of defending the interest of humankind and also unites people with similar identity across nation-state borders. (Berglez 2008:852)

Probably for further research, the study may identify the presences of global identity in the Ebola news coverage by analyses the news stories that were published six months after the outbreak. From there, may be the chance of find out the general impact of the Ebola outbreak will be high.

Also the nature of the crisis may determine the presence of global identity within the fresh moment or later. The global identity can be identified early in the fresh moment when it’s the earthquake, take a closer look on the recently Nepal earthquake more global identity can be identified since the Nepal community need help from all over the globe. And global humanitarian aids unite people to provide help to them.
Lastly but not least the study has managed to present some similarities and differences in the coverage of 2014 Ebola news from both The Mail & Guardian and the Guardian newspaper which in this case were digitally accessed. As analyzed in the findings; the results implies that having different media system and history or being from different continent, journalism professional in reporting global crisis events brings together the unique reporting of the crisis as long as the crisis is not happen within one of the chosen countries as a case study.

The results do demonstrate this by the way both newspapers placed their news story articles more in foreign news and less in front page. Also the way both newspapers relied more on global Actors (Experts) as their story sources in the news coverage. Less national actors (as politician) were touched upon. That implies critical global event need global actor’s attention in order to handle the crisis in a prompt way that will reduce a global risk.

But do journalists aware of the style they used in writing global crisis reporting or global journalism news? Or is it just a matter of coincidence that the news appeared to have these global features? The question of global journalism education for journalist around the world was and still questioning by different global journalism scholars: Weaver & Löffelholz, Reese, Wasserman and Weaver & Willnat, whom most of them have been mentioned early in this study.

A proper education on how to write for global crisis and global journalism news for young journalists and those who are already in the field is needed, just as the way public relations students learn how to handle and deal with crisis communication in their field.

The use of Cottle’s global crises characteristics and Berglez’s idea of defining global journalism as news style in this study has managed to define the 2014 Ebola outbreak as global crisis that was socially constructed by media. The intensive media coverage that was done by several media including the two newspapers analyzed in this study has made the Ebola outbreak to be recognized globally and registered as ‘global crisis’. Moreover, through the placement of the Ebola news in different section in news media like nation section, foreign section, economic to sport news section has prove the way media
exposure can register the threat as global crisis. The finding of this research has also answer Berglez (2008:849) questions: In what way and to what extent does news journalism shed light on the interconnectedness of social reality? And as to whether particular news event narrowly defined as a domestic (local/regional/national) matter, solely explain by domestic factors, or is journalist also bringing in transnational and global aspect. All the Ebola outbreak coverage had managed to show some global outlook component in its news story does not mean those news stories are solely defined as global news.
7. Appendix i- Coding Manual

Spatiality of the News Story

1. Global Interest
2. Single state Interest
3. Neutral

Nature of the news story topic

1. New development
2. Struggling

Source of the News Story

1. Global Actors
2. National State Actors
3. Survivors
4. Others

Story placement section

1. Leading Story
2. Foreign/ International news
3. National news

Global outlook in the news style

1. Global Space
2. Global power
3. Global identity

Months Selected: July and August 2014

Name of the Newspapers: ‘The Mail& Guardian’ and ‘The Guardian’ (Website)
8. Appendix ii – Coding sheet

Phase 1

In order to identify similarities and difference on the coverage of 2014 Ebola outbreak as global crisis news in the “The Mail& Guardian” and “The Guardian”, the following description was used to analyze the coding variables of this study:

How far did The Mail& Guardian and the Guardian newspapers covered in reporting the 2014 Ebola outbreak within the two months of the study? In other sense is the Ebola reported as global crisis news in terms of news spatiality?

1. Global interest: Is identified by mentioning several countries’ interest in news story.
2. Single state interest: A news story has to present the interest of a single country. Regardless the placement of the news story (foreign/national).
3. Others: not global news, not national state interest but still reports about 2014 Ebola outbreak.

What topics did The Mail& Guardian and The Guardian newspapers cover more while reporting the 2014 Ebola outbreak as a global crisis within the two months analyzed in this study?

1. New development: here the topic can be identified as those covered about new research, new vaccine, survivor.
2. Struggling: here the topic can be identified as those covered about Ignorance, Threat and Fear, Shortage of Funds, Shortage of Health services resources, Death toll, new spread and transmission of the virus.

What sources did both newspapers used in covered the 2014 Ebola outbreak within the two months analyzed in this study?

1. Global Actors: in this study they can be identified as World Health Organization (WHO), Center for Disease and Control (CDC), Medicine Sans Frontiers (MSF).
2. National Actors: can be identified as Governments officials, Health workers, Politician.
4. Others: can be identified by anyone who in one way or the other was touched/affected by the outbreak.
How did The Mail & Guardian and The Guardian (digital newspaper) cover the 2014 Ebola outbreak as a crisis that demanded wider recognition? What section did The Mail & Guardian and The Guardian place the Ebola news in digital newspapers? And how many times did the news appear in that section?

1. Leading news story: Front page news found in the home page
2. Foreign news story: which can be found in subsection of Africa/Europe/World news section
3. National news story: found in National Health/Sciences news section

**Phase 2**

How did The Mail & Guardian and The Guardian newspapers cover the 2014 Ebola outbreak as the global news style?

For the identification of global journalism as news style the following epistemological global outlook components has to appear in the news: global space, global power and global identity. These three terms have been defined and analyzed according to Berglez concept of defining global journalism as news style.11

1. **Global Space**: the news story has to mention more than one country in single news that is affected by the event. In other sense no singular space over determined the current coverage. Its news stories are not limited to an event of particular location. For the Ebola outbreak the news has to mention Nigeria, Sierra Leone, Guinea, Liberia, United States, and United Kingdom, China etc.

2. **Global Power**: For a news story to represent a global power, it has to mention one of political and economical powers (global actors) with the potential to influence the entire world. For example: EU, G8, NATO, IMF, World Bank and its effect to the nation-state/ how people within a nation state challenge the power of global actors.

3. **Global Identity**: for a news story to representing global identity, in term of defending the humankind interest. The news has to uniting people with similar identity across nation-states borders. Example of global identity can appear

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11 A Detailed example on how to identify the three global outlook components has been attached to the appendix iii.
through mentioning WWF, Amnesty International, Climate Action Network, Global Climate Campaign and Women’s Lib Movement.
9. Appendix iii- Global outlook components
How global journalism epistemological global outlook components, global space, global power and global identity can be identified and defined in news based on Berglez 2008.

Global Space  the point of departure here is “the world as a single place” due to global capital ICTs, which also take us back to the introduction part of this research when discussed the effect news media technology in globalized world- (internet). As global news style arises when journalists integrate this condition into news in terms of representing the world as one unified body in which an event and the news story could take place in various locations across the world simultaneously.

In the following Ebola news reporting on how different airlines cancel their router to/from most affected West African countries (Liberia, Sierra Leone, and Guinea) is drawn as how global space can appear in the news text:

Ebola: airlines cancel more flights to affected countries (Heading)
Airlines have cancelled more than a third of international flights to three West African countries over fears that an outbreak of the Ebola virus could spread, as more African countries introduce measures to block visitors from affected areas…Air Côte d’Ivoire, Nigeria’s Arik Air, Togo’s ASKY Airlines, British Airways, Emirates Airlines and Kenya Airways have together cancelled a combined 76 scheduled flights to Guinea, 70 to Liberia and 70 to Sierra Leone 12.

As Berglez argue, with this news there is no spatial center for cancellation is taking place, but instead the relations between activities in different place such as Kenya, Togo, UK and UAE as seen in the news extract. In summary global news story here has no singular space over determines the current news coverage. Its news stories are not limited to an event in particular location13.

Global power  represents power as something transnational and ultimately global, Berglez use the line “the decreasing power of the nation-state due to globalization” as the point of

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12News Extract from The Guardian online newspaper, August 22, 2014 http://www.theguardian.com)

13Berglez, 2008:850
departure. A global style arises when a global news power are included in the news reporting. According to Berglez global powers are here defined as economic and political power with the capability to influence the whole world. When appeared in the news, it focuses on how such power affect people’s lives at domestic level and vice versa. To mention a few of those global power are such as IMF, the World Bank, and G8\(^\text{14}\).

The following news extract is the example of the global power news style in the recently 2014 Ebola outbreak:

**IMF grants Ebola-hit countries $100m debt relief** (Heading)

*International Monetary Fund urges other lenders to Guinea, Liberia and Sierra Leone to take similar action to ease financial burden*

The three countries stricken by Ebola have been granted debt relief of about $100m (£65m) by the International Monetary Fund, which has been under pressure to relieve the financial burden on Guinea, Liberia and Sierra Leone. The IMF also urged other international lenders to the countries to take similar action as it established a catastrophe containment relief trust to provide grants to countries suffering epidemics and other natural disasters\(^\text{15}\).

In this news extract as urged by Berglez (2008), the global capital is continually making the nation-state less powerful in terms of political and economically, the economy of the nation-state is are more or less in the hands of external power. Global power in this news extract shows the economic status of Liberia, Guinea and Sierra Leone are more in the hands of the IMF, the economic growth of these countries are now determined by the IMF financial support.

*Global identity* in global journalism, represent identity just as it is in global power it copies political dynamic as something transnational and yet global. It covered conflict and yet it unites. For it to be in news has at least three different ways: news should represent global identity struggle, news should representing a global public or global people in terms of defending the interest of humankind and last news should unite people with similar identity across nation-state borders. In summary the most far-reaching global identities appear in the news is by journalist cover about all women or discriminated

\(^{14}\text{Berglez, 2008:851}\)

\(^{15}\text{The Guardian, ThursdayFebruary 5, 2015 http://gu.com/p/45hba/sbl}\)
minorities in the world\textsuperscript{16}. With clear example from the Anti-Gay Law in Uganda that became hit in international news in 2013, can clear show how global identity news style appears in the news:

\textbf{Amnesty International condemns 'homophobia' in Africa} (Heading)

\textit{Homophobic attacks have reached dangerous levels in sub-Saharan Africa and must stop.}

\textit{Amnesty International has said in a report.}

Governments are increasingly criminalizing "homosexual acts" by seeking to impose new laws and draconian penalties, it adds. This sends the "toxic message" that lesbian, gay, bisexual and transgender people are criminals, the report says.

Some of the continent's leaders say homosexuality is un-African. In 2011, the UK and US hinted that they could withdraw from countries that did not respect homosexual rights on the socially conservative continent. However, Amnesty said US religious groups "actively fund and promote homophobia in Africa", while many of the laws were inherited from the colonial era… (BBC News June 25, 2013)

Global journalism pays attention to and covers political identities which do not primarily rest on particular national culture or ethnic belonging, but which emanate from universal ideologies or transnational issues such as fight against inequalities in the world\textsuperscript{17}. This argument reflected the news extract for Amnesty report on homophobia in Africa. The report came after Uganda put the Law against gay people in their country, which results to massive attack and killing of gay. The Amnesty defend the global identity of minority group ‘gay’ in the world by condemns homophobia in Africa.

\textsuperscript{16}Berglez, 2008:852

\textsuperscript{17}Berglez, 2008:853
10. References

10.1. Online Articles and e-Books


3. The Blokehead. (2014). Ebola outbreak survival guide 2015: 5 key things you need to know about the Ebola pandemic & top 3 preppers survival techniques they don't want you to know. Miami, FL: Yap Kee Chong, Marston Gate


10.2. Books
