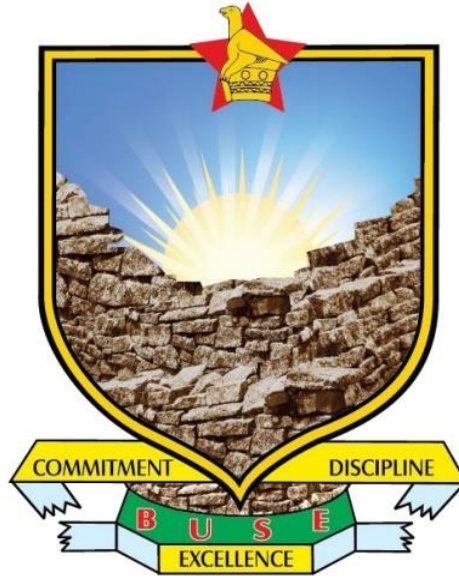


The influence of mainstream media in shaping the polar system narrative: An analysis of the British Broadcasting Corporation (BBC) reportage.

**BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES AND HUMANITIES**



**THE INFLUENCE OF MAINSTREAM MEDIA IN SHAPING THE POLAR
SYSTEM NARRATIVE: AN ANALYSIS OF THE BRITISH BROADCASTING
CORPORATION (BBC) REPORTAGE.**

BY

Darlington Mutsvairi (B230922A)

A Dissertation submitted to the Department of Peace and Governance in partial
fulfilment of the requirements for a Master of Science in International Relations
Degree.

Name of Supervisor: Dr M Zembere

Bindura, Zimbabwe

June, 2024

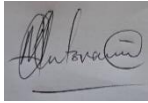
ABSTRACT

This research explored the influence of mainstream media, specifically the BBC, in shaping public perceptions of the unipolar, bipolar, and multipolar systems. Grounded in Realism and Magic Bullet theories, the study used a qualitative approach, employing in-depth interviews, analysed documents, BBC news articles and documentaries to unravel the multifaceted nature of this phenomenon. Examining its causes, the research revealed a complex interplay of factors, including power struggles, mainstream media framing, and agenda setting that shape public perceptions of the polar system narrative. For the selection of participants, purposive sampling was used. Historical roots contribute to the phenomenon, while socio-cultural dimensions, marked by diverse approaches of mainstream media, add layers of complexity. The study investigated how the corporation's reportage influences public perception and understanding of polar issues, including geopolitical tensions, and nuclear proliferation. The findings reveal that the BBC's coverage is often framed through a Western-centric lens, prioritizing scientific and political perspectives over Indigenous voices and local experiences. The study also explores the historical context of the polar system narrative, tracing the division between the USA and Russia back to the Cold War era. The fall of the Soviet Union and the rise of Russia as a global power have significantly impacted the polar system narrative, with the BBC's reportage reflecting and shaping this narrative. The research highlighted the BBC's tendency to sensationalize and dramatize polar issues, perpetuating a narrative of crisis and urgency, particularly in the context of nuclear proliferation. Furthermore, this study examined the shift from a bipolar world order (USA vs. USSR) to a unipolar world order (USA dominance) and the emerging possibility of a multipolar world order, with the rise of new powers like Russia and China. The emergence of BRICS+ (Brazil, Russia, India, China, and South Africa, plus other emerging economies) has challenged the traditional Western-dominated global governance structure, and the BBC's reportage has played a significant role in shaping public perception of these geopolitical shifts. The research contributed to the understanding of the complex relationships between media, public discourse, and the polar system narrative, emphasizing the need for more nuanced and inclusive reporting practices that prioritize diverse perspectives and contextual understanding. The study's findings have implications for media scholars, policymakers, and the general public, highlighting the importance of critically evaluating media representations of global issues and their impact on public opinion and policy decisions.

DECLARATION

I Darlington Mutsvairi (B230922A), do hereby declare that this dissertation is a result of my effort and research, except to the extent indicated in the acknowledgments, bibliography, references, and comments included in the body of the report, and that it has not been submitted in part or in full for any other degree to any other university.

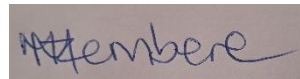
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10/09/2024

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Dr Kurebwa (Chair)

(Date)

DEDICATION

This research is dedicated to the memory of my late grandfather, Clement Kajasa, whose wisdom, guidance, and unwavering support inspired me to pursue my academic dreams. His legacy lives on through the values he instilled in me, and I hope this work honors his memory.

I also dedicate this research to my wife and kids who bring joy and purpose to my life. May this work contribute to a better understanding of the world we live in and inspire them to pursue their passions and make a positive impact on the world.

May this research be a testament to the power of love, family, and dedication, and may it inspire future generations to strive for knowledge, wisdom, and positive change.

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I thank everyone for the contributions to my growth and success. The support, guidance, and participation have made this research possible.

LIST OF ABBREVIATIONS

BBC	-	British Broadcasting Cooperation.
BRICS	-	Brazil, Russia, India, China, South Africa.
NCTA	-	National Commission on Terrorist Attacks.
NPT	-	Non-Proliferation of Nuclear Treaty.
UK	-	United Kingdome.
UN	-	United Nations.
UNSC	-	United Nations Security Council.
USA	-	United States of America.
USSR	-	Union of Soviet Socialist Republics.
WWII	-	World War 2.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the study.

The omnipresence of mainstream media dominates the world, and the intricate interplay between technology, information dissemination, and public perception has become increasingly pronounced. This, unravels the multifaceted role of mainstream media in shaping the narrative surrounding polar systems on the international stage. The polar systems under scrutiny encompassed the bipolar, unipolar, and multipolar paradigms that define the contemporary geopolitical landscape. As societies navigate an ever-expanding digital realm, the influence of mainstream media on individual and collective understandings of global political structures becomes a subject of paramount importance. This research sought not only to comprehend the extent of mainstream media's impact but also to contribute valuable insights to the ongoing discourse on the intersection of technology, information, and geopolitical perceptions. Henceforth, the background of the study lie at the intersection of mainstream media operations, geopolitics, and international relations in an era characterized by unprecedented technological advancements and global interconnectedness.

The polar system frameworks represent fundamental paradigms defining power distribution on the international stage. Krauthammer (1991) posits that polar system structures influence how nations interact, form alliances, and address global challenges. The study recognized the need to explore how mainstream media contributes to constructing narratives surrounding the polar systems. How information is presented, framed, and disseminated through various media channels, can significantly influence public understanding and opinion (McQuail & Wndhal 1993). Moreover, the study considered the potential cultural, technological, and educational factors that may influence the reception and interpretation of mainstream media narratives across diverse global audiences.

By examining the role of mainstream media in shaping narratives related to bipolar, unipolar, and multipolar systems, the research uncovered not only the mechanisms through which information is conveyed but also the implications for broader geopolitical discourse. This background underscores the timeliness and relevance of investigating the intricate dynamics between mainstream media, public perception, and the evolving landscape of international relations.

1.1 Purpose of the study.

The purpose of the study was to analyze the influence of the British Broadcasting Corporation (BBC) in shaping public perceptions of the unipolar, bipolar, and multipolar systems.

1.2 Statement of the problem.

The unipolar, bipolar, and multipolar systems are phenomena that the general populace subconsciously live in and think it is natural and to some extent think they may not be changed. They are often portrayed in mainstream media as being based on a simplistic, inaccurate, and oversimplified understanding of the world. This problem is significant because it can lead to a misunderstanding of the complexities of these systems, which in turn can lead to ineffective policy decisions. It is important to explore the role of mainstream media in shaping public perceptions of these systems and to promote a more nuanced and accurate understanding.

1.3 Objective of the study.

- To investigate the influence of mainstream media framing and agenda-setting in shaping public perceptions of the polar system narrative.
- To examine how mainstream media portray the polar systems.
- To explore the influence of mainstream media on public opinion and policy decisions regarding these systems.
- To dissect the impact of mainstream media's polar system narrative on international peace and security.

1.4 Research Questions.

- What is the influence of mainstream media framing and agenda-setting in shaping public perceptions of the polar system narrative?
- How does the mainstream media portray the polar systems?
- What is the influence of mainstream media on public opinion and policy decisions regarding these systems?
- What is the impact of mainstream media's polar system narrative on the international peace and security?

1.5 Assumptions of the study.

The research is built on a set of assumptions as

- The study assumed that the mainstream media, particularly the British Broadcasting Corporation (BBC) plays a significant role in shaping public perceptions of the international system.
- Secondly, the study also assumed that the media coverage of polar systems is impacted by political bias and economic interests.
- The study again assumed that the way polar systems are represented in the media can influence public understanding and perceptions of world events.
- Finally, the study assumed that it would not be able to control all the variables, such as the specific media outlets used or the level of expertise of the audience.

1.6 Significance of the study.

This study is important because it delved and provided insights into the influence of mainstream media in shaping public understanding and perception of bipolar, unipolar, and multipolar systems on an international scale. The evolving media landscape, characterized by the rise of digital platforms and increased accessibility, has transformed the disbursement and consumption of information. The study explored the impact of

mainstream media particularly BBC on the formation of public discourse, opinions, and decision-making processes within polar systems.

By examining diverse global perspectives and societal contexts, it aimed to develop a comprehensive understanding of how mainstream media influences narrative formation and subsequent attitudes toward the polar systems. Furthermore, the study intended to examine the implications of mainstream media on governance, diplomacy, and policy formulation, providing valuable insights for governments, international organizations, and diplomats in effectively navigating the influence of mainstream media within the realm of polar systems. As such, this research is significant to several stakeholders as stated below:

- **Governments:** By understanding how mainstream media influence public perception and opinion, the government can effectively navigate the media landscape to communicate their policies and decisions.
- **International Organizations:** This study provides valuable insights for organizations like the UN, EU and NATO on how mainstream media shapes public discourse, enabling them to develop effective communication strategies.
- **Diplomats:** Diplomats can benefit from understanding how mainstream media influences public opinion and decision-making process, enabling them to navigate complex geopolitical situations effectively.
- **Media Practitioners:** The study's findings can help media practitioners understand their role in shaping public discourse and their responsibility in promoting balanced and accurate reporting.
- **Academics and Researchers:** This research contributes to the existing body of knowledge on media studies, international relations and communication studies, providing a foundation for future research.
- **Policy Makers:** The study's insights can inform policy decisions related to media regulation, public diplomacy and international relations.

- **General Public:** By understanding how mainstream media influences public perception, the general public can become more informed and critical consumers of news and information.

Overall, this study has the potential to contribute significantly to the existing body of knowledge by uncovering the multifaceted role of mainstream media in shaping the global narrative surrounding bipolar, unipolar, and multipolar systems. Also, the research is significant because it provides valuable insights into the complex relationship between mainstream media and public perception, enabling various stakeholders to navigate the media landscape effectively and promote informed decision-making.

1.7 Delimitations of the study.

Practical reasons, such as time, money, location, population, the methods of data collection influenced the Delimitation of the study. The key informants cited heavy and tight work schedules. However, as a means of redress, the research study adopted appropriate mechanisms specifically tailored to each anticipated risk. The study used questionnaires with key informants in circumstances of busy schedules by giving them and collecting when they had completed them. It was a low cost and strongly depended on secondary sources of data and documentaries. Delimitation of the study is the process of excluding some factors and variables from the research based on the researcher's decision. Delimitation of the study helps to make the study better and more feasible and to focus on the relevant information.

1.8 Limitations of the study.

The research had several limitations. The BBC reportage case study's distinctiveness is the study's main source of limitation. Although it offered a thorough analysis of a specific case, the conclusions might not be generally relevant to evaluate the mainstream media's overall effectiveness in shaping the polar system narrative. Some of the limitations of the study include but were not limited to the following:

1.8.1 Access to data and information.

The accessibility and availability of primary sources is a potential drawback, however, the researcher benefits from a combination of purposive sampling to access relevant key informants with knowledge of the study area.

1.8.2 Data reliability.

Official data available in regards to the polar system was not complete or accurate depending on the alignment of the publisher. This researcher was cautious when using such data and cross-verify information with independent sources.

To address these limitations, researcher adopted a rigorous and transparent research methodology, maintain ethical standards, seek diverse perspectives, and acknowledge the complexity of the polar system narrative. Collaboration with experts in the field of International Relations and interdisciplinary approaches also enhanced the quality and comprehensiveness of the study. Finally, continuous updates and revisions to the study's findings is necessary as the polar system evolves.

1.9 Definition of keywords.

Anarchy - Absence of central authority or world central government (Waltz, 2000).

Bipolar - Bipolar is a system of international order in which two competing powers control the global economic, military, and political relations as the other states choose to ally with one of them. In this system, the international order is based on the rivalry and conflict between the two superpowers (Waltz, 2000).

Geopolitical - is the study of the influence of geography on political power, and the way that countries use this power to interact with each other.

Mainstream media - According to McLuhan (1960), mainstream media is the merging of media forms and technologies. In other terms, it combines different forms of media to create new integrated experiences that go beyond the sum of their parts.

Multipolar - Multipolar refers to a power distribution in which more than two equally powerful states contend for dominance. In this system, states can adjust their relationship by their own will (Tomja, 2014).

Nuclear proliferation - refers to the spread of nuclear weapons, nuclear weapons technology, or fissile material to countries that do not already possess them as recognized by the Treaty on the Non-Proliferation of Nuclear Weapons, commonly known as the Non-Proliferation Treaty (NPT).

Unipolar - The unipolar system is the system, whose structure is determined by the fact that only one state enjoys a considerable level of resources or opportunities to achieve its goals. Also, exceeds other states in every element of state capacity conventionally defined as, the size of population and territory, natural resources, economic capacity, and military forces, as well as organizational-institutional competence (Wohlforth, 1999).

Politics - refers to the activities, actions, and processes associated with the governance and decision-making of a country or multiple countries. It involves the competition and cooperation among various actors, including governments, institutions, and individuals, to exercise authority, allocate resources, and influence policies that shape the domestic and international landscapes.

Power - in international relations refers to the ability of a country or an actor to influence the behavior and actions of other countries or actors to achieve its own goals and interests. Power can be derived from various sources, such as military strength, economic resources, technological advancements, cultural influence, and diplomatic prowess.

1.10 Dissertation outline.

The research has five chapters.

Chapter One - The chapter introduces the research by giving the background of the study, the study objectives and key terms that inform the study. It explored the statement

of the problem, the purpose of the study, research objectives and questions, significance of the study, delimitations definitions of terms as well as organization of the study.

Chapter Two - Review prior research information, data, and existing literature on the influence of mainstream media in shaping the unipolar, bipolar, and multipolar systems. The chapter also presents the theoretical framework, which informs the study as well as citing its significance as it applies to the area under study.

Chapter Three – This chapter provides a detailed description of the research methodology that used by the researcher in conducting the study. It presents the research approach of this study, which is the qualitative approach, the research design, the study population, sample, sampling techniques, data collection techniques, data presentation and analysis and ethical issues to be upheld.

Chapter Four - Chapter four, present the research findings, data collected and discussed in line with the objectives. Data was presented and analyzed through thematic analysis by the responses collected from the primary participants, and data collected from key informants. The chapter discussed and harmonized the findings of the study with existing literature as an attempt to either validate or refute existing data (knowledge gap) from prior studies on the matter under study.

Chapter Five – This is the final chapter of the research which focused on the analysis of the implications of the mainstream media in shaping the polar systems narrative. It summarizes the findings, and conclusions as well as highlight recommendations on the research study marking the end of the study.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction.

For a better understanding of the influence of mainstream media in shaping the polar system narrative, it was imperative to review the relevant literature and theoretical framework. The literature review examined the current knowledge on the topic, including the existing theoretical framework and research methods. It explored the limitations of the current research and identified the gaps in the literature. This provided a foundation for the research and ensured that the findings were placed within the wider context of the existing body of knowledge.

The theoretical framework was drawn from relevant theories and concepts from fields of international relations and media studies and communication such as realism and magic bullet among others. This provided the basis for understanding how the polar system is portrayed in the media and how it can influence public opinion on these international systems. Hence, the literature review and theoretical framework provided a solid foundation for the subsequent research and ensured that the findings were robust and well-grounded in the existing literature. The research was then built on this foundation to offer new insights into the role of mainstream media in shaping the polar system narrative.

2.1 Theoretical framework.

As earlier alluded to, the study was centred on the concept of Realism an International Relations perspective, and the Magic Bullet a media school of thought about the unipolar, bipolar and multipolar systems' narrative.

2.1.1 Realism theory: understanding power dynamics.

Realist theory, anchored in the seminal work of Hans Morgenthau, focuses on the dynamics of power and state-centric behavior within the anarchic international system. This perspective, as expounded by scholars like Kenneth Waltz and discussed by Wolin

(2019), emphasizes the primacy of self-interest, security, and the relentless pursuit of power among states. It contends that within the global arena, states are primarily motivated by survival and the perpetual quest for power in an environment lacking overarching authority. This theory of Realism, particularly the aspect of neorealism, asserts that states' core objective is survival, leading to a strategic preoccupation with power balancing and security concerns.

Realism is the constraints in politics imposed by human nature and the absence of international government (Donnelly, 2006). Realists emphasize the dominance of egoism, a natural and inherent nature of a human being. Machiavelli as cited by McGlinchey *et al*, (2017) substantiated this thought when he stated that in politics men must act as if all men were wicked and that they will always vent to the malignity that is in their minds when the opportunity is offered. The realist assumption is that the egoistic nature of a human is imparted to nation-states, as the latter is presided over by egoistic humans. The foreign policy of a nation therefore carries the egoistic nature of political individual and institution influencers within and without its government. Donnelly (2002), states that the quest for glory, which is one of the main elements of egoism, causes the war of all against all to continue indefinitely. In the same vein, Morgenthau (1948), emphasized that men are driven by competition, diffidence, and glory, leading to the same destiny of war of all against all. The behavior of both Israel and Palestine against each resulting in one of the world's oldest conflicts in the Gaza Strip is a good example, where from the realism point of view, the selfish nature of man is exhibited in their foreign policies.

Egoism demands restraint, which is absent in the international system. Waltz (1979) describes the anarchic nature of the international system as a big jungle where one's safety relies only on one's ability to defend oneself. Hence, states' foreign policies are founded on self-help regarding survival and security in the international system. Donnelly (2002) adds that in international relations, anarchy does not only allow but even encourages the worst aspects of human nature to be exhibited. Indeed, the worst aspects of human nature were exhibited in the September 11 attacks by the militant Islamist terrorist group al-Qaeda against the United States. According to the National Commission on Terrorist Attacks (NCTA) (2002; 454), the attacks resulted in 2,977 fatalities, over 25,000 injuries,

and substantial long-term health consequences. At least \$10 billion in infrastructure and property damages. Of interest, is the retaliatory war behavior of the US on Afghanistan soil, which, according to the Costs of War Project, killed 176,000 people NCTA (2002; 545). All this, not coming as a surprise to the realists, as they argue that conflict is endemic in anarchy. Hence, foreign policies of most nations are centered on survival and security. The BBC reports all these stories in a biased position labeling others, “terrorists” and praising the United States of America (USA) for getting rid of them and giving a picture that the USA is superior and can deal with any situation unchallenged.

2.1.2 Magic bullet.

Harold Lasswell propounded the Magic Bullet theory after World War I (McQuail, 2005). The theory emerged in the 1930s and it is argued that its dominance is on the quality and quantity of media messages that have notable effects on the target audience (McQuail, 2005). As radio, movies and advertisements gained vast popularity between the 1930s and 1950s, the media effects on peoples’ behavior seemed all too apparent and, in some cases, extremely frightening. Adolf Hitler used the media to spread Nazi propaganda in Germany, creating a unified force bent on conquering Europe (Wilkinson 1999). To the common observer, people truly seemed powerless to resist the messages that came from the media. For the first time, messages were crafted with the target audience in mind to achieve specific responses.

Given this, therefore the substance of the magic bullet theory that the media messages do have direct and maximal influence on the target audience was used to analyze how media contents (propaganda) influenced the minds of the target audience in the Second World War. According to McQuail (2005), during the Second World War media played a vital role in both the United States and Germany in influencing the minds of the people.

The position of the Magic Bullet theorists is directly challenged by the Uses and gratifications theory, an approach that arose originally in the 1940s and underwent a revival in the 1970s and 1980s (Buzan & Hansen, 2009). The theory is an audience-centered approach by pointing its focus on “What do people do with the media?” instead of the traditional researches which focus on “What media do with the people (hypodermic view of media)?” It depicts the importance of media consumers and termed them as active

media users who get exposed to any media content with their consent. This approach is unique as compared to other traditional approaches. It does not view the audience as passive but as contributors to the formation of the messages and they have the power to scrutinize media messages and make a decision which may be against or for the received media message.

2.2 Applicability of the theories to the study.

The applicability of Realism and Magic Bullet theories to the study in the context of the effectiveness of mainstream media in shaping the polar system narrative and their relevance in International Relations are as follows;

2.2.1 Power politics.

Realism contends that states are primarily motivated by the pursuit of power in an anarchic international system (Nesimi, 2018). In the context of polar systems, nations capitalize on the power of media, in this case, Britain uses the British Broadcasting Corporation (BBC) to sell the notion that Western countries are invincible. This power struggle has perpetuated the unipolar mentality in the world viewing mainly the United States of America as the big brother of all nations.

2.2.2 State behaviour.

Realism assumes that states act in their self-interest (Wolin, 2019). In the case of the USA and other core countries, the BBC has consistently prioritized the national interests in their reportage over fostering peaceful resolution on conflicts involving the USA, directly or indirectly like the Russia-Ukraine and Israel-Palestine conflicts.

2.2.3 Security dilemma.

Realists highlight the security dilemma, wherein one state's efforts to enhance its security can be perceived as a threat by others (Hussain, 2019). In the BBC context, they in so many cases reported that Russia and North Korea are contravening the Non-Proliferation of Nuclear Treaty (NPT) of 1968 by increasing their nuclear arsenal and sharing the technology with other nations. They never mention that the USA is doing

equally the same because they are pushing a Western agenda of a unipolar global political system. The United Nations Security Council Resolution (UNSCR) 1540 reaffirms the obligation of the states under the NPT.

2.2.4 Alliances and balancing.

Realism explains the strategic alliances formed by states to balance power (Nesimi, 2018). In the case of BBC, their reportage is structured in a way that the consumers of their stories see as the USA and her allies are the only countries to have and/or seek alliances with, as they are the major global players. Though it may be viewed as an achievement to align with the Western powers particularly the USA and United Kingdom (UK) among other states, the BBC will never report the disadvantages that come with such an alliance such as the continued siphoning of natural resources, brain drain and neocolonialism among others.

2.2.5 Economic cooperation.

Realism's rational actor assumption helps explain the limited economic cooperation between Western countries and the Global South. Despite potential mutual economic benefits, distrust and historical grievances have prevented significant economic integration. For example, energy cooperation projects have faced numerous obstacles due to these underlying tensions. In their reportage, BBC will never bring to light such issues but it will make it appear as if the Core is doing favors to the global south. Also, those who do not agree with the Western ideology, risk being sanctioned by the global superpowers, in most cases, the USA and UK.

2.3 Neo-Liberal perspective.

Neo-liberalism offers an alternative lens through which to view international relations, emphasizing cooperation, institutions, and mutual interests. Its applicability to the BBC reportage in shaping the polar system narrative and this study is as follows:

2.3.1 Cooperation and diplomacy.

Neo-liberalism posits that states can cooperate in areas of shared interests. While the USA's interests are characterized by hostility, there have been instances of diplomatic disagreements with other nations mainly those from the Global South, and as always, the USA punishes such nations who go against their ideology. In such scenarios, the BBC reportage usually points at the wrongdoing of the receiving nation, justifying the position of the USA and her allies.

Neo-Liberals emphasize the role of international institutions in fostering cooperation (Nesimi, 2018). Organizations like the United Nations have been involved in mediating different conflicts. This perspective helps to examine the effectiveness of such institutions in mitigating tensions and how the BBC reports such issues.

2.3.2 Economic interdependence.

Neo-liberalism suggests that economic interdependence can deter conflict (Whitehead, 2014). The study will analyze the potential benefits of economic integration between the Western Powers and other powers such as China and Russia as well as the Global South and look at how these relationships have been covered and reported by the BBC.

2.3.4 Conflict resolution.

Neo-liberalism provided a framework for exploring conflict resolution mechanisms and confidence-building measures. Instead of enhancing peace negotiations and reporting the wrongdoing of the superpowers like the USA and UK, the BBC rather gives a thumbs up for the position that these nations take at the expense of peace. A very good example is that of the Russia-Ukraine conflict. In 2021, when these two nations were two months into the conflict and the Russian President had tabled a peace deal, the then UK Prime Minister, Boris Johnson quickly intervened and disrupted the peace deal. Together with the USA they promised Ukraine huge support which they did but did not save Ukraine from losing more territory to date. The BBC reported this position, it was like the war was going to end the following day by defeating Russia but to date, bombs are plundering day and night, drones flying all over and by the look of things, Ukraine is losing more and more territory to Russia.

2.4 Magic bullet.

The theory emphasizes the quality and quantity of effects media messages have on the target audience members (McQuail, 2005). The Magic Bullet theory, also known as the Hypodermic Needle Model or the Transmission, is a model of communication that suggests that a message (in this case, a mainstream media message by the BBC) is transmitted directly and intact from the sender to the receiver. This theory has been largely discredited in modern communication research, but it is worth exploring how it applies to this study. The Magic Bullet theory suggests that a mainstream media message, such as a film or video, has a direct and powerful effect on the audience's perceptions and beliefs towards the polar systems.

The theory also suggests that the audience would be directly influenced by the message, and would form their understanding of the polar system narrative based on the information presented in the mainstream media message, in this case presented by the BBC.

All in all the Realist and Neo-Liberal perspectives offer distinct yet complementary insights into how the mainstream media in the form of BBC shapes the polar systems narrative. While Realism underscores the power struggle, security concerns, and alliance dynamics, Neo-Liberalism emphasizes the potential for cooperation, economic interdependence, and conflict resolution which the BBC tries to foster. The magic bullet suggests that the audience is influenced by the media messages which are disseminated with a predetermined outcome. However, this approach does not take into account other factors that may affect how the audience interprets the message, such as their prior knowledge and beliefs, their cultural context, and their access to alternative sources of information. Therefore, while the Magic Bullet theory may be applicable in some limited circumstances, it is not a comprehensive model of how the audience may react to a mainstream media message about the polar system narrative.

2.5 Empirical evidence of the polar system.

2.5.1 The cold war (1945–1989).

The Cold War, which spanned from the end of World War II until the fall of the Soviet Union in 1991, was a geopolitical rivalry between the United States and the Soviet Union. According to Gaddis (2005), before the war, the two states had been allies against Nazi Germany, but after the war, they became increasingly divided over their political and economic systems. The United States promoted democracy and capitalism, while the Soviet Union promoted communism and state control (Brockmann, 2004). This ideological conflict led to a series of proxy wars, including in Korea and Vietnam, as well as an arms race and a nuclear arms race.

The Union of Soviet Socialist Republics (USSR) was a communist state that existed from 1922 to 1991. According to Cohen (2015), it encompassed 15 republics, including Russia, Ukraine, Belarus, and Kazakhstan. The Soviet Union was the successor to the Russian Empire, and it became one of the world's two superpowers after World War II. Under the leadership of Joseph Stalin, the Soviet Union industrialized rapidly and built a powerful military. It also promoted a policy of "socialist realism" in art and literature. During the Cold War, the United States and the Soviet Union each sought to expand their sphere of influence, resulting in a divide between the two powers and the countries that aligned with them. Granbacher (2004) posits that the Western Europe and the countries of the North Atlantic Treaty Organization (NATO) fell under the influence of the United States, while Eastern Europe and the countries of the Warsaw Pact fell under the influence of the Soviet Union. This was a divide between East and West Europe, with countries on either side becoming satellites of the superpowers. The Cold War was not just a struggle between the United States and the Soviet Union, but a global conflict that affected the entire world.

The Cold War, which lasted from 1947 to 1991, was a prolonged ideological and strategic conflict between the United States and the Soviet Union. Westad (2006) indicates that both countries used a variety of tactics, including intimidation and subversion, to try to gain an advantage over the other. While the two powers never

fought a direct military confrontation, they only came close to nuclear war on several occasions. The concept of nuclear deterrence, or the threat of mutually assured destruction, prevented the Cold War from turning into a hot war. However, the desire to maintain a nuclear arsenal drove both sides to develop more and more powerful weapons, leading to an arms race. Despite the tension and hostility, during the Cold War, there were also periods of detente, or improved relations between the two sides (Gaddis 2005).

These periods were often triggered by events such as the Cuban Missile Crisis of 1962, which made both sides realize the dangers of their nuclear arms race (Dockrill, 2006). However, the periods of improved relations were usually temporary, and the tensions would eventually return. Political expert Raymond Aron summed up this dynamic perfectly with his phrase "impossible peace, improbable war," which perfectly captures the paradox of the Cold War. The two sides were locked in a tense standoff, but neither was willing to risk an all-out war. The Cold War finally came to an end in 1989 with the fall of the Berlin Wall and the collapse of the Communist regimes in Eastern Europe (Friedman 2016).

2.5.2 The bipolar world (1945–1953).

The end of the Second World War did not signal a return to normality, on the contrary, it resulted in a new conflict. The major European powers that had been at the forefront of the international stage in the 1930s were left exhausted and ruined by the war, setting the scene for the emergence of two new global superpowers. According to Chavez (2022), the two blocs developed around the Soviet Union and the United States, with other countries being forced to choose between the two camps.

The Soviet Union emerged from the Second World War with a new sense of power and prestige. It had expanded its territory during the war and gained international recognition for its role in defeating Nazi Germany. Friedman (2016) posits that the Red Army, which remained in place after the war, gave the Soviet Union a significant military advantage over the demobilized US Army. Furthermore, Nilsson (2021) states the Soviet Union presented a model of economic and social organization that was

spreading rapidly across Europe. The combination of these factors gave the Soviet Union a new stature on the world stage, making it a formidable adversary for the United States.

At the end of the Second World War, the United States emerged as the world's foremost military and economic superpower. According to Motin (2020), despite demobilizing its army in the months following the end of hostilities, the United States remained the world's prominent military power, with its navy and air force outclassing those of any other nation. It also became the only country in the world with the capability to produce nuclear weapons, giving it a significant advantage in military technology (Motin, 2020). Moreover, the US economy was booming, and the US dollar became the main international currency, further solidifying the United States' position as the world's leading economic power. With all these advantages, the United States entered the post-war era in a position of unparalleled strength and influence. But the Soviet Union was a formidable challenger, and the Cold War between the two powers was just beginning.

Winston Churchill's "Iron Curtain" speech in 1946 was a prophetic statement about the increasing division between the East and the West (Fettweis, 2018). As the Cold War intensified, the world was increasingly polarized into two rival blocs, with the US-led West facing off against the Soviet-led East. This division was particularly evident in Europe, where the Marshall Plan and Soviet influence split the continent into two spheres of influence. Fettweis (2018) also notes that the Berlin blockade of 1948-49 was a dramatic confrontation that highlighted the growing tensions between the two superpowers. The development of nuclear weapons by the Soviet Union further heightened the sense of a divided and dangerous world.

In response to Soviet nuclear capability, the United States launched the policy of "containment", first enunciated by diplomat George F. Kennan in 1947 (Tyrone, 2019). According to Tyrone (2019), the policy of containment sought to contain the spread of Soviet influence and prevent the growth of Communism worldwide. This doctrine led to the formation of NATO (North Atlantic Treaty Organization) in 1949, a military alliance of Western nations led by the US. In 1955, the Soviet Union formed its alliance, the Warsaw Pact, in response to NATO. Cimballa (2017) posits that these two military

alliances, along with the development of nuclear weapons, raised the stakes of the Cold War and made the threat of global conflict more frighteningly real.

The Cold War also played out in Asia, as Communist China under Mao Zedong joined the Soviet Union in its opposition to the West. Johnson & Bradley (2016) posits that this dynamic was evident in the Korean War (1950-53), in which Communist North Korea, backed by China and the Soviet Union, fought against South Korea, which was supported by the US-led UN coalition. The conflict ended in a stalemate, but it did not resolve the deep divisions between the two sides. The growing nuclear capabilities of both the US and the Soviet Union, along with the ever-present threat of all-out war, made the Cold War a tense and dangerous period in world history. Although there were moments of detente (such as the 1962 Cuban Missile Crisis, during which the world came perilously close to nuclear war), the Cold War remained a tense and uncertain struggle until the collapse of the Soviet Union in 1991. The end of the Cold War ushered in a new era of international relations, but the legacy of the US-Soviet rivalry continues to influence world politics to this day.

2.5.3 The collapse of the Soviet Union 1989–1992.

In 1989, President George H.W. Bush sought to change the United States' strategy toward the Soviet Union, developing a new approach to nuclear arms control. According to Kotkin (2000), Bush did not want to continue Reagan's policies and instead focused on more practical steps to reduce the nuclear threat. This shift in approach was influenced by Bush's own experiences and beliefs, and it led to the signing of the Strategic Arms Reduction Treaty (START) in 1991. According to Hough (1991), this treaty reduced the number of nuclear weapons held by both countries. However, the collapse of the Soviet Union and the emergence of a new Russia in 1991 presented new challenges for the US-Soviet relationship. Bush's policy demonstrated a desire to move beyond the ideological confrontation of the Cold War, and to work with the Soviet Union to reduce the threat of nuclear war. However, the new Russian government under Boris Yeltsin did not always share Bush's vision, and the two countries faced several challenges in the post-Cold War era. Despite these challenges,

Bush's policy represented a significant change in the US approach to the Soviet Union and laid the groundwork for future arms control agreements.

The Cold War, the political landscape of Eastern Europe and the Soviet Union changed dramatically and this presented a challenge for US foreign policy. According to Gerner & Hedlund (1993), President Bush responded by taking a cautious approach, prioritizing stability and reform over rapid change. He sought to avoid actions that might destabilize the Soviet Union or undermine Gorbachev's leadership. His policies reflected a belief that reform should be gradual and that the US should not act in a way that might provoke a backlash against reform.

In December 1989, President Bush and Soviet leader Gorbachev met in Malta to discuss a range of issues, including arms control, economic cooperation, and the rapid changes taking place in Eastern Europe (Gerner & Hedlund, 1993). The meeting, which took place against the backdrop of the fall of the Berlin Wall and the collapse of Communist regimes in Eastern Europe, was a crucial opportunity for the two leaders to assess the new situation and chart a course for future cooperation. Bush encouraged Gorbachev to continue his reform efforts and expressed hope that the Soviet Union would move toward a democratic and market-oriented system. The Malta Summit laid the foundation for further progress in U.S.-Soviet relations, including the completion of the START treaty and the Conventional Forces in Europe treaty. However, the Malta Summit also revealed deep divisions between the two leaders, particularly on the issue of Eastern Europe. Gorbachev was wary of the rapid changes taking place in the region and feared that the United States and its European allies were taking advantage of the situation. Despite these tensions, the Malta Summit marked a significant step forward in the relationship between the United States and the Soviet Union.

The democratization process that began with Gorbachev's decision to allow multi-party elections ultimately led to the collapse of the Soviet Union. Gorbachev's reforms created a slow but steady process of change that eventually destabilized the Communist Party's control over the country (Dunlop, 1993). Boris Yeltsin and other reformers pushed for further democratic reforms, while hardline Communists sought to maintain the status quo. These conflicting political pressures caused a growing sense of uncertainty and

instability within the Soviet Union. In May of 1990, Gorbachev faced a difficult political environment, as the democratic movement continued to gain strength and his own Communist Party pushed back against his reforms.

Despite the growing tensions between Gorbachev and Yeltsin, Vardys (1997) states that the United States government continued to work primarily with Gorbachev. The United States had several reasons for this decision, including the view that Gorbachev was more willing to make concessions that were favorable to U.S. interests. As a result, the START treaty was eventually signed, and Gorbachev agreed to the withdrawal of Soviet troops from East Germany and the reunification of Germany. The United States and the Soviet Union also worked together to respond to the Iraqi invasion of Kuwait. These examples illustrate how the two countries were able to find ways to cooperate despite the political divisions within the Soviet Union. However, the worsening economic situation in the Soviet Union presented a significant challenge. The Bush administration believed that continued support for Gorbachev's reforms would bring stability to the region and prevent a collapse of the Soviet Union. However, it became increasingly clear that the Soviet Union was in a state of irreversible decline, and that its collapse was all but inevitable.

As the Soviet Union teetered on the brink of collapse in 1991, the Bush administration was forced to reevaluate its policy options. According to Backer (1995), the three main courses of action were continuing to support Gorbachev and the Communist Party in the hopes of preserving the Soviet Union, backing Boris Yeltsin and the leaders of the Soviet republics in a controlled dissolution of the Soviet Union, or using conditional aid and support to pressure Gorbachev into implementing more radical political and economic reforms. Each option had its risks and potential benefits, and the Bush administration carefully considered the potential ramifications of each course of action.

Even though the Bush administration was not certain about how much power Gorbachev retained, it decided to pursue a strategy that incorporated elements of both the second and third options (Backer, 1995). On the one hand, the United States wanted to ensure that the Soviet nuclear arsenal and conventional forces were controlled through agreements like the START treaty. On the other hand, the administration was

cognizant of the growing popularity of Boris Yeltsin and wanted to increase its engagement with him. The administration attempted to balance these competing interests by supporting Gorbachev while also engaging with Yeltsin.

The attempted coup against Gorbachev in August 1991 was a turning point in the history of the Soviet Union. The coup, which was led by hardline Communists, severely weakened Gorbachev's authority and enhanced the position of Boris Yeltsin and his democratic supporters. President Bush publicly condemned the coup as "extra-constitutional" and destabilizing. Gorbachev resigned as head of the Communist Party, and the party itself was effectively dissolved (Walker, 2003). With Gorbachev's authority severely diminished, Ukraine and Belarus declared independence from the Soviet Union, and the Baltic States sought international recognition of their independence. The coup had effectively sealed the fate of the Soviet Union, paving the way for the formal dissolution of the USSR in December 1991 (Walker, 2003). Yeltsin emerged as the dominant figure in Russian politics, and the United States and other Western countries shifted their focus to engaging with the new Russian Federation. The collapse of the Soviet Union marked the end of the Cold War and ushered in a new era of uncertainty and instability in Europe and beyond.

In the wake of the Soviet Union's collapse, the Bush administration faced new challenges and opportunities. Its primary goals were to prevent nuclear catastrophe, curb ethnic violence, and ensure a stable transition to new political orders. The administration also laid out five guiding principles for its policies, focusing on democracy, borders, the rule of law, human rights, and international law. The emergence of the Commonwealth of Independent States further complicated the situation and required a reassessment of the U.S. approach. Overall, the end of the Soviet Union marked a momentous shift in the global order, with far-reaching implications for the United States and its allies. In the years that followed, the United States would face significant challenges in its dealings with the former Soviet republics. These included tensions between Russia and Ukraine, ethnic violence in the Caucasus region, and economic instability across the region. In the coming decades, the United

States would have to navigate a complex and rapidly changing geopolitical landscape, as the former Soviet republics struggled to find their footing in a new world order.

On December 25, 1991, the Soviet Union collapsed, leaving a major shift in global politics (Hanson, 2003). The world faced new numerous challenges such as but not limited to how to handle a new Russia, how to help new republics, and how to face a changing global economy. In the aftermath of the Soviet Union's dissolution, the Bush administration worked to build economic, political, and security relationships with the former Soviet republics. Secretary of State Baker visited the region and met with presidents. The main goals were to stabilize the region and work on nuclear security.

The meetings between President Yeltsin and President Bush were marked by a wide range of discussions on a variety of topics. The first and foremost concern was the nuclear arsenal of the Soviet Union, which had to be secured and dismantled in a manner that would prevent rogue states or terrorist organizations from gaining access to the weapons. The Nunn-Lugar Act, passed by the U.S. Congress, allocated funding for this purpose. According to Taylor (2003), the two leaders also discussed the economic reforms being implemented in Russia, and how the World Bank and the International Monetary Fund could assist in stabilizing the economy. The economic situation in Russia was further complicated by the collapse of the Council for Mutual Economic Assistance (CMEA), which had provided financial and trade support to socialist countries. Without the support of the CMEA, the Russian economy struggled to adjust to the new global economic order. The country faced high levels of inflation, a shortage of basic goods, and widespread poverty. President Bush and his advisors recognized that these issues could pose a serious threat to the political stability of Russia, and sought to develop a comprehensive strategy to address the situation. In addition to economic reforms, the United States also sought to support the democratic transition taking place in Russia (Beissinger, 2002).

2.5.4 Multipolar and the BRICS.

The current global landscape is characterized by a gradual transition from unipolar world, dominated by the United States, to a more complex and diverse world, where

multiple countries have significant power and influence. According to Bound & Garcia (2015), in 2008, the "BRIC" group was formed, consisting of Brazil, Russia, India, and China. This group, which was later expanded to include South Africa and renamed "BRICS," has been a prominent example of the growing influence of emerging economies. The concept of the "BRIC" group was originally proposed by economist Jim O'Neill in 2001, who predicted that these countries would have a significant impact on the global economy in the coming decades (Bound & Garcia, 2015). The formation of BRICS was not meant to compete with or replace existing international organizations, but rather to supplement them with a different perspective and voice.

BRICS seeks to actively participate in international decision-making, taking into account the needs and priorities of its member countries. Larionova & Kirton (2018) posits that this is in line with the goals of other regional organizations such as ASEAN and the African Union and reflects a commitment to a more inclusive and representative global order. Critics of BRICS have pointed to the diverse geographical locations of its member countries, the lack of shared history, culture, or language, and the absence of collective decision-making and foreign policy alignment.

However, these criticisms may not take into account the potential for BRICS to transcend these differences and leverage its diversity as a strength, as well as the shared commitment to a multipolar world order. Robert (2014) posits that the BRICS group dynamic, rooted in the idea of a multipolar world, offers an alternative to the traditional bipolar or unipolar models, and has the potential to strengthen diversity, autonomy, and prosperity in the international system.

2.5.5 The bloc's expansion and de-dollarization.

After the addition of South Africa to BRICS in 2011, the group did not focus on expansion until the 2023 BRICS Summit in Johannesburg, when six new members joined. Sarka (2016) highlights that many other countries are interested in joining the group, including Algeria, Bolivia, Indonesia, and more. Sarka (2016) further notes that these nations were interested in joining the grouping because of the historical dynamics of international governmental organizations, which have predominantly featured

developed countries as the main participants. According to Ravi (2012), these developed nations wield significant influence in most decision-making processes, predominantly consisting of North American and Western European states. Consequently, a substantial portion of the world, comprising developing and underdeveloped countries, has long been underrepresented in the critical deliberations that shape global agendas, trade regulations, and other consequential international matters.

The modern international system consists of three concentric circles namely the core, which includes advanced nations, the semi-periphery, which is composed of countries with economies dependent on oil and gas and the periphery, which consists of countries struggling with political, social, and economic disparities (Wallerstein, 1974). Megre & Ribeiro (2023) posits that the global COVID-19 pandemic increased interest in BRICS membership, as countries sought to amplify their voices in the international system. This was driven by concerns about vaccine monopolies held by developed nations and the resulting inequality in access to COVID-19 vaccines. Developing countries saw BRICS as an opportunity to promote a new model of cooperation that would foster an inclusive and more equitable multipolar world.

To illustrate the desire for greater financial autonomy among BRICS nations, take the issue of de-dollarization. According to Hartman & Salvatore (2017), the U.S. dollar and the euro dominate global trade, and developing nations are disadvantaged by their weaker currencies. To address this, BRICS countries have considered using their currencies for intra-BRICS transactions rather than relying on the U.S. dollar. The original "R5" currencies include the Brazilian Real, Russian Ruble, Indian Rupee, Chinese Renminbi, and South African Rand (Hartman & Salvatore, 2017). With the addition of new members, the initiative will expand to include their respective currencies. This reflects BRICS' aim to promote financial autonomy and equality among its member states. The initiative is not aimed at destabilizing the global financial system, but rather at providing an alternative that is more suited to the needs of developing countries. It is hoped that this will lead to greater prosperity for all members and contribute to global economic growth.

2.5.6 BRICS+: New members and the evolving global landscape.

The recent expansion of BRICS has rekindled debates among political scientists and analysts. With a considerable number of countries expressing their interest in joining, questions arose regarding the selection process and the criteria used to extend invitations to only six specific nations.

With the addition of six new members to BRICS, three of which are from Latin America and Africa, representation from these regions has been strengthened. BRICS Report (2024) states that Argentina, Egypt, and Ethiopia were specifically chosen for their economic development and regional influence, and their membership was also supported by Brazil and South Africa, their BRICS counterparts. Additionally, the new members' external relationships with other countries were considered, such as China and Russia's engagement with African nations. A notable example of this engagement was the "Russia-Africa in a Multipolar World" conference in Saint Petersburg. Egypt's hosting of the COP27 climate summit and the location of the African Union headquarters in Ethiopia further reinforced the selection of the new BRICS members. This demonstrates the importance of regional and international relationships in BRICS membership selection, as well as the commitment to expanding representation and fostering cooperation. The addition of these new members represents a significant step towards strengthening BRICS as a global force for development and cooperation.

The inclusion of Iran, Saudi Arabia, and the UAE expands BRICS to the Middle East, a region rich in oil and gas resources. According to the BRICS Report (2024), The collective share of the BRICS+ countries in global oil and gas reserves has increased from 8% and 27% respectively to 40% and 53%, while the top 10 oil and gas producers now include 4 BRICS+ countries (Russia, Saudi Arabia, Iran, and UAE). This expansion is a strategic move, capitalizing on the region's energy resources to diversify and bolster the economic foundation of BRICS+.

2.5.7 The petrodollar.

Before the BRICS expansion, the group had already established itself as a key player in the global oil and gas sector, with Russia as a major producer. China and Brazil have

also made strides in the energy sector (Ben & Aceto, 2015). However, according to the BRICS Report (2024), the addition of 6 new members in 2023 has had a transformative impact, increasing the bloc's share of global oil production to around 50%. This significant rise reflects the strategic selection of member countries with substantial oil reserves and production capacity. The new BRICS+ bloc has firmly established itself as a force to be reckoned with in the global energy landscape.

BRICS is unique because its member countries both produce and consume energy. China and India have massive populations that are driving up global demand (Potlat, 2013). This creates a virtuous cycle in which BRICS+ members trade energy with each other. This cycle benefits all the members and strengthens the now BRICS+ economic grouping.

According to Nande *et al* (2014), in financial terms, the "petrodollar" has long been a major factor in global oil transactions, and for BRICS countries, trading oil in dollars boosts their foreign currency reserves and gives them leverage in international negotiations. However, a new trend is emerging that could challenge the dollar's dominance. Some BRICS+ members are increasingly trading oil in local currencies. This is a significant shift that could have major implications for global economics. Marino (2024) says the BRICS+ bloc has a large amount of oil reserves, with Saudi Arabia, Iran, and the UAE collectively accounting for about 30% of the world's proven oil reserves. In addition, Russia is a leader in the production of natural gas, including liquefied natural gas (LNG), which has the potential to reshape global energy markets. Brazil and Argentina also have promising oil reserves that could further boost their standing as oil-producing nations. In particular, Argentina's Vaca Muerta formation is rich in shale gas and could make the country a leading exporter of LNG in the future. All of these factors could significantly affect global economics and the balance of power in the energy sector.

The energy landscape is evolving rapidly, and BRICS+ countries face a critical decision point. While their oil and gas reserves offer great potential in the short term, the long-term viability of these resources is uncertain. The transition to greener energy sources is underway, and by 2050, oil and gas may no longer be as economically attractive as

they are today. Therefore, BRICS+ nations need to invest their energy revenues in sustainable technologies and renewable energy, laying the groundwork for a more environmentally friendly and prosperous future.

2.6 The power of media in polar Systems.

Hallin (2004) came up with a significant contribution to the field of social sciences and media studies. He focuses on the concept of polarized media systems, wherein media outlets align themselves along ideological lines. He examines three distinct models of media systems namely, the Liberal model, the Democratic Corporatist model, and the Polarized Pluralist model to understand how they shape the coverage of news and influence public opinion (Nesimi H, 2018).

Hallin (2004) asserts that the power of media lies not only in its ability to shape public opinion but also in its capacity to frame issues. Media frames influence how individuals perceive and interpret news events. By analyzing media frames within each model, Hallin (2004) demonstrates how different systems produce contrasting understandings and interpretations of the same event.

The author argues that the Polarized Pluralist model, found primarily in the United States, promotes the notion of "two-sidedness." This results in media outlets presenting opposing viewpoints on contentious issues, fostering public debate and political polarization. In contrast, the Liberal and Democratic Corporatist models tend to offer a more consistent and consensual narrative that reflects their particular political and cultural contexts.

Hallin emphasizes that media systems play a crucial role in shaping public discourse and political agendas. Power imbalances within media structures can lead to the dominance of certain voices, limiting the plurality of opinions available to the public. The author contends that media ownership, regulation, and public policy interventions significantly influence media power dynamics within polarized systems.

Overall, this literature review offers valuable insights into the power dynamics within media systems and their impact on public discourse. It serves as a significant resource for scholars and researchers interested in the relationship between media, politics, and public opinion in contemporary society.

However, while the article effectively explores the concept of polarized media systems, it could have provided a more substantial critique of the models and their potential consequences on how the audience views the polar systems in the international setup. Additionally, considering the rapid changes in power dynamics and since this article's publication in 2004, further research is necessary to understand the evolving role of mainstream media in shaping the polar system narrative.

2.7. Media, power, and polar Systems.

This is a thought-provoking writing and insightful exploration of the relationship between media, power, and polar systems. Nye (1992), an influential political scientist, delves into how media influences and is influenced by power dynamics in international politics, with a particular focus on polar systems such as the United States and the Soviet Union. Nye (1992) argues that the role of media in shaping public opinion and culture is often overlooked, and he explores how media has been used to influence and control public opinion throughout history. Nye's analysis is instrumental in understanding the relationship between media, power, and polar systems, as he delves into the historical context of these systems and how media has been used to manipulate public opinion and create division.

The book provides a comprehensive analysis of how media functions as a tool of power, shaping public opinion, and influencing government policies and international relations. Nye also examines the role of the media in perpetuating or challenging polar systems, and how changes in technology and global communication networks have impacted these dynamics.

Nye's work provides a critical and insightful analysis of the role of media in polar systems, and it highlights the importance of considering the role of media in shaping and influencing public opinion and culture. It is an important and timely contribution to the field of political science, providing valuable insights for scholars, policymakers, and anyone interested in understanding the influence of media in shaping international politics. His analysis is well-researched and provides a clear understanding of the role of media in polar systems. Nye's work provides a valuable and nuanced

perspective on the relationship between media and power. His argument that media is a crucial factor in shaping public opinion and attitudes is well-supported by historical and contemporary examples. Nye's analysis is especially relevant in today's world, where media has become more pervasive and accessible than ever before.

However, Nye's work could benefit from a deeper examination of the implications of media power in the context of the digital age and the rise of social media. Nye's work provides a strong starting point for understanding media's influence on public opinion and in creating and maintaining polar systems, but it could be expanded to incorporate a more in-depth analysis of the evolving media landscape and its implications for power and division.

2.8 Chapter summary.

This chapter served as a foundational exploration of the dynamic nature of the polar system, how it transitioned from bipolar to unipolar, and the current traits signalling a possible multipolar world system. It also looked at the influence of mainstream media in shaping the polar system narrative, offering a robust theoretical framework rooted in Realist traditions in international relations as well as the Magic Bullet school of thought in communication studies. The chosen theories demonstrated profound relevance to the complex dynamics of the unipolar, bipolar, and multipolar systems, providing a solid base for the study. The chapter meticulously examined various causative factors shaping public opinion about the polar systems, revealing a complex interplay of historical, political, and socio-cultural elements. This multifaceted understanding is crucial for a comprehensive analysis of the polar systems in world geopolitics.

Furthermore, the chapter extended its focus to the consequences emanating from the polar systems, emphasizing its profound impact on bilateral relations between superpowers and the global south. By unravelling the extensive ramifications, the section shaded light on the BBC's far-reaching effects on global stability and peace. In summary, this literature review provided a panoramic view of the role played by mainstream media in shaping the polar system narrative, anchoring the study in a robust theoretical framework, unravelling its multifaceted origins, elucidating wide-ranging

consequences, and presenting potential pathways for better understanding of the phenomenon. The insights and findings from this chapter formed the bedrock upon which subsequent research will build, promising a deeper exploration into the intricacies of this complex phenomenon.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction.

This chapter outlined the methodology used in this study, including data collection, presentation, analysis, and ethical considerations. It begins by explaining the research approach and design, followed by a description of the sample demographics and selection methods. The chapter then detailed the data collection techniques, tools, and methodologies used, as well as strategies for ensuring validity and reliability. Finally, it discussed plans for data analysis and presentation, providing a comprehensive overview of the research methodology.

3.1. Research approach.

This study employed a qualitative research approach to investigate the influence of mainstream media in shaping the polar system narrative. This approach is particularly apt for exploring the intricate geopolitical dynamics and security implications that have emerged since the fall of the Soviet Union and the rise of the Russian State, leading to the current unipolar system. By utilizing qualitative research methods, this study delved deeply into the complex effects of mainstream media on the polar system narrative, gathering detailed, context-specific data and gaining insight into the viewpoints of key stakeholders. This approach enabled a nuanced understanding of the media's role in shaping the narrative and its far-reaching consequences.

3.2. Research design.

A qualitative case study approach was employed to investigate the role of mainstream media in shaping the polar system narrative. This approach allowed for an in-depth analysis of documents and the BBC reportage, considering its historical, political, and security dimensions as well. A research design serves as a structured framework that enables a thorough and organized exploration of a research problem. As Kumar (2012) highlights, it outlines the comprehensive plan that guides conducting the research study.

The research preferred qualitative research for its exploratory nature, which is ideal for investigating new topics or phenomena, such as the influence of mainstream media on public perceptions. Qualitative research provides rich, detailed insights into people's thoughts, feelings and behaviours, offering a comprehensive understanding of complex issues like media influence.

Qualitative research also considers the context in which people live and experience the world, which is crucial for understanding how media messages are interpreted and internalized. Additionally, it allows for flexibility in data collection and analysis, enabling researchers to adapt to new findings and emergent themes. This approach provides a nuanced understanding of the research topic, capturing subtleties and complexities that might be lost in quantitative research.

Furthermore, qualitative research can be conducted with smaller sample sizes, which is advantageous when working with specific populations or cases. This approach also enables the development of new theories or refinement of existing ones, advancing knowledge in the field. By choosing qualitative research, the study aimed to gain a deeper understanding of how mainstream media shapes public perceptions, rather than just quantifying the extent of the influence.

Qualitative research offers several benefits, including the ability to capture depth and richness of data, providing detailed, nuanced insights into people's thoughts, feelings, and behaviours. Its exploratory nature makes it ideal for exploring new topics or phenomenon, identifying patterns and themes that may not have been previously considered.

Qualitative research also provides a contextual understanding, considering the environment and circumstances in which people live and experience the world. This approach is flexible, allowing for adaptability in data collection and analysis, and captures subtleties and complexities that might be lost in quantitative research. Additionally, qualitative research can help develop new theories or refine existing ones, and can be conducted with smaller sample sizes, making it a cost-effective option. It provides insights into people's experiences, perspectives and meanings, and helps

identify patterns, themes and categories. Qualitative research can also inform and guide the study and provides real world insights, enhancing our understanding of real-world phenomena.

3.3. Population and sample.

The population for this study comprised of a Conflict/Political analyst, Media Experts, International Relations Expert, and University Scholars. These individuals possess expertise and knowledge on the geopolitical dynamics, media's influence, and international relations, making them ideal for providing insightful perspectives on the research topic. The sample was drawn from this population, consisting of a purposive selection of five participants who have demonstrated expertise and experience in their respective fields. This sample size allowed for in-depth exploration of the research questions, and the purposive sampling strategy ensures that the participants are information-rich and capable of providing detailed, contextualized data.

3.4. Sampling methods.

In the process of selecting representatives of relevant respondents, this research employed purposive sampling, also known as judgmental sampling, as described by Babbie (2010).

The researcher employed purposive sampling to select a diverse group of participants, including a Conflict/Political analyst, a Media expert, an International Relations expert, and two university students (one studying media and the other studying International Relations). This deliberate selection was made to gather a range of perspectives and expertise on the research topic. The Conflict/Political analyst and International Relations expert were chosen for their in-depth knowledge of geopolitical dynamics and conflict resolution. The Media expert was selected for his understanding of the media's influence in shaping public opinion and influencing political discourse. The two university students were included to provide a fresh and youthful perspective, as well as insight into how the next generation of scholars and leaders are thinking about these issues. By combining these different viewpoints, the researcher aimed to gain a

comprehensive understanding of the complexities surrounding the influence of multimedia in shaping the polar system narrative.

Purposive sampling entails the selection of samples based solely on the researcher's knowledge and expertise. In this case, the researcher drew upon his insights and credibility to carefully choose these participants, emphasizing the importance of their qualifications and being specialists who possess expertise in analyzing this phenomenon in Zimbabwe and beyond. This method facilitated the identification of individuals with specialized knowledge in the field, enhancing the research's depth and quality.

3.5. Data collection methods.

The research design incorporated a multi-method approach, combining in-depth interviews, content and document analysis to gather data. These methods were selected due to their direct relevance to the research question and their feasibility within the available resources. In-depth interviews offered a qualitative perspective, providing detailed and nuanced insights that examined emerging themes and patterns. Content and document analysis, on the other hand, provided a quantitative perspective, enabling the systematic analysis of relevant documents and media sources. By combining these two methods, this study ensured a comprehensive and robust dataset, leveraging the strengths of both approaches to yield reliable and valid findings.

3.5.1. In-depth interviews.

In-depth interviews represented a cornerstone of this research methodology. The researcher engaged in one-on-one interview with the Conflict/Political analyst and semi-structured interviews with the Media Expert and university students. These interviews served as primary means of data collection, enabling an in-depth exploration of their unique perspectives, experiences, and interpretations concerning the security implications posed by BBC reportage. The interviews were guided by interview guides which are informed by the research questions.

These interviews were carefully designed to allow participants to express their viewpoints in a nuanced and comprehensive manner. Semi-structured interviews

provided the flexibility needed to delve deeply into specific aspects of the conflict, as well as to encourage participants to share their insights and personal experiences. By engaging with a range of stakeholders, researcher aimed to capture a holistic and multifaceted understanding of how mainstream media influences polar system narrative and security globally.

3.5.2 Content/document analysis.

Complementing the insights gathered through interviews, qualitative content analysis was employed to scrutinise a variety of relevant documents. These documents encompass a broad spectrum, including government reports, international treaties, policy documents, academic publications, and media sources. The purpose of this content analysis was to provide an extensive historical and contextual understanding of the unipolar, bipolar and multipolar systems.

Government reports were chosen to provide official perspectives and insights into government policies, decisions, and actions related to the polar systems. International treaties were analysed to understand the agreements, alliances, and commitments made between nations and international organizations, shaping the global political landscape. Policy documents, such as policy briefs, white papers, and strategy documents, were included to comprehend the rationales, goals, and approaches of governments and organizations in navigating the different political systems. Academic publications, including peer-reviewed articles, books, and research papers, were incorporated to gather expert analyses, theoretical frameworks, and empirical findings on the evolution and implications of the unipolar, bipolar, and multipolar systems. Finally, media sources, such as news articles, editorials, and opinion pieces from diverse outlets, were examined to capture public discourse, perceptions, and debates surrounding the political systems, as well as to identify patterns and trends in media coverage. These documents were chosen to gather a range of perspectives, gain a comprehensive understanding of the historical and contextual development of the political systems, identify patterns and themes, triangulate findings with interviews, and provide a rich and nuanced understanding of the complex issues and dynamics surrounding the polar systems.

Through content analysis, the researcher systematically examined these documents to identify recurring themes, patterns, and key events associated with the polar systems. This method not only helped corroborate and augment the information obtained from interviews but also provided a crucial backdrop for interpreting contemporary developments in the polar systems. By analyzing official reports, policy statements, and media coverage, researchers can trace the polar systems' trajectory and gain insights into how it has been perceived and framed over time, contributing to a more comprehensive analysis of their understanding by the general populace.

3.6. Validity and reliability.

In essence, this serves as an indicator of how well an instrument aligns with its designed purpose. In the context of this research, validity testing was conducted to ensure that the findings accurately reflect the perspectives and experiences of the participants. Specifically, the research aimed to establish content validity, ensuring that the interview questions and document analysis accurately captured the concepts and themes related to the unipolar, bipolar, and multipolar systems, as well as construct validity, verifying that the study's findings align with the theoretical frameworks and concepts related to international relations and political systems.

The researcher employed data triangulation when conducting validity test. The researcher employed multiple sources of data, including interviews, documents, and media sources, to triangulate findings and increase the validity of the results.

The researcher aimed to increase the accuracy, reliability, and generalizability of the findings, and to ensure that the study contributes meaningfully to the field of international relations by conducting the validity test. Validity test provided a comprehensive approach to ensuring the validity of the findings, and increased confidence in the results of the study.

3.7. Data presentation and analysis.

Regarding the presentation and analysis of data, the primary analytical approach employed was thematic analysis. This method involved a systematic examination of the

collected data to identify recurring themes and patterns. By doing so, the researcher comprehensively explored and understood the multifaceted media dynamics in shaping the polar system narrative. The thematic analysis helped distil the wealth of information gathered into meaningful and organized categories, enabling a deeper understanding of the complex dynamics at play by mainstream media and geopolitics.

Regarding data analysis, a critical component of this study involved a comprehensive examination and analysis of the collected data in the context of the reviewed literature presented in Chapter Two (literature review). This approach aimed to establish a strong connection between the empirical findings and the existing body of knowledge in the field. By contrasting the data with the insights and theories presented in the literature review, researcher uncovered meaningful associations, drew insightful comparisons, and identified corroborations or deviations from prior research. This analytical approach not only enriched the depth of the study but also enhanced the validity of the conclusions, as they are situated within the broader academic discourse. Furthermore, this integrated analysis enabled a nuanced exploration of how the study's empirical data aligns with or contributes to the theoretical frameworks and perspectives discussed in the literature review. In essence, it fostered a holistic understanding of the influence of mainstream media in shaping the polar system narrative's security implications, grounded in both empirical evidence and scholarly insights. The data is presented in themes in Chapter Four (data presentation, analysis and discussion of findings).

3.8. Ethical considerations.

Ethical considerations in research are of paramount importance, and they encompass a set of principles that guide the design and practices of the study (Kumar, 2012). In the context of this research on the role of mainstream media in shaping the polar system narrative, several key research ethics principles will be diligently observed, reinforcing the study's integrity and respect for participants' rights.

3.8.1. Confidentiality.

In alignment with these principles, this research utilised pseudonyms for all participants. This practice effectively shields their identities and ensures that the source

of information remains undisclosed. Confidentiality will be maintained throughout the research process, instilling trust and safeguarding the privacy of the participants.

3.8.2. Informed consent.

Participants in this study received a comprehensive explanation of the research's purpose, objectives, goals, and the intended utilization of the collected data. This rigorous process guarantees that participants possess a clear and detailed understanding of the research and actively choose to engage in the study, as highlighted. Informed consent, a fundamental ethical principle, upholds the participants' right to participate willingly, without any form of coercion or pressure. It ensures that participants are fully aware of what their involvement entails and that they provide their consent freely.

3.8.3. Voluntary participation.

The study steadfastly adhered to the principle of voluntary participation, in line. Voluntary participation signifies that individuals choose to be part of the data collection process without any form of coercion, inducement, or external pressures. Participants are neither compelled nor incentivized to take part in the research, underscoring the importance of free will in their involvement. This principle reinforced the ethical foundation of the study and respects the autonomy of participants.

In summary, this research was underpinned by a strong commitment to ethical principles, including confidentiality, informed consent, and voluntary participation. These principles ensured that the study was conducted with the utmost integrity, upheld the rights of participants, and safeguarded their privacy throughout the research process.

3.9 Chapter summary.

In summary, this chapter has provided a comprehensive roadmap for the data collection and analysis processes integral to the investigation. It commenced by establishing the fundamental framework for our study, firmly anchored in the chosen research methodology. The research navigated through the intricacies of the research approach and design, offering a clear understanding of the study's organizational structure. The exploration extended to the characterization of the study's participant demographics,

elucidating the composition of the research population. The research then ventured into the realm of sample selection, meticulously considering various approaches that guided our choices and informed our research methodology. The chapter unveiled the meticulous planning behind our data collection, encompassing methodologies, techniques, and tools thoughtfully selected to acquire robust and comprehensive data. With unwavering commitment, the research scrutinized the study's validity and reliability, recognizing their vital roles in ensuring the trustworthiness of our findings. Moreover, ethical considerations took center stage, reflecting the study's dedication to responsible and principled research conduct. This chapter has laid the solid groundwork for the subsequent phases of the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS.

4.0. Introduction.

This chapter constituted the analytical core of this study, providing a detailed examination of the role of mainstream media in shaping the polar system narrative. It is structured to address the research questions systematically, offering a comprehensive analysis of the mechanisms by which mainstream media influences the polar system narrative, the reactions of the parties involved, the historical and contemporary context of the polar system, and how mainstream media manipulates media messages to promote a particular narrative. Through a meticulous examination of these elements, this chapter aimed to provide insights into the broader implications of mainstream media's influence on the polar system narrative.

4.1. Biographic data of participants and response rate.

This research employed in-depth interviews with five key informants, selected for their expertise and insight. The participants consisted of a conflict/political analyst, a media expert, an international relations expert, and two university students. The analysts and experts were recruited from academia, international affairs, and media organizations. Four in-depth interviews were conducted, yielding an 80% response rate. To supplement the data from the key informants, the researcher also drew on secondary sources, including scholarly publications and credible reports from international institutions, to provide a comprehensive and well-rounded understanding of the topic.

Participants	Age	Gender	Level of Education	Nationality
Political/Conflict Analyst	42	Male	Ph.D in Political Science	Zimbabwean
Media Expert	40	Male	Degree in Media Studies	Zimbabwean
International Relations Expert	38	Female	Master's degree in Media and Communication Studies	Zimbabwean
University Student 1	33	Female	Master's Degree in International Relations	Zimbabwean
University Student 2	20	Female	Degree in Media Studies	Zimbabwean

4.2 Understanding the polarity of the world.

A complex web of relationships, interests, and influences that shape the global political landscape characterizes the world today. At the core of this landscape is the concept of polarity, which refers to the distribution of power and influence among nations and international actors. The polar system, in particular, has undergone significant transformations throughout history, with various factors contributing to its evolution. This chapter delved into the historical background of the polar system, socio-cultural dimension, external influence, and economic factors that mainstream media, particularly the BBC, draw upon to shape the polar system narrative.

By examining these factors, this chapter provided a comprehensive understanding of how the polar system narrative is constructed and disseminated through mainstream media. It explored how historical events such as the Cold War era considered a bipolar period, the fall of the USSR when the USA dominated the world alone and that being a unipolar world and subsequently the emergence of other economies like China and Russia and the emergence of BRICS, the socio-cultural context, external influences, and economic interests intersect and interact to shape the dominant narrative of the polar system. Furthermore, this chapter presented how the BBC, as a prominent mainstream media outlet, plays a significant role in perpetuating and reinforcing this narrative, and the implications this has for the understanding of the world and its complexities. From the analysed documents and the interviews conducted, several factors were noted as to how mainstream media influences the polarity system narrative. These include among other factors on mainstream media framing and agenda-setting, the political factors, historical background, socio-cultural dimension, external influences and economic factors.

4.2.1 Mainstream media framing and agenda-setting.

Mainstream media, particularly the BBC, plays a significant role in shaping the polar system narrative through framing and agenda-setting. Historical events like the Cold

War and the fall of the USSR have been framed to perpetuate a narrative of US dominance, reinforcing a unipolar world order. The emergence of China and Russia as global powers, and the formation of BRICS, have been downplayed or framed as a threat to US hegemony. This narrative is perpetuated through political factors, such as the emphasis on US military power and diplomatic influence, and economic factors, like the highlighting of US economic dominance. The socio-cultural dimension is also utilized, with the media often portraying the US as a beacon of democracy and freedom, while China and Russia are depicted as authoritarian regimes. External influences, like think tanks and policymakers, further reinforce this narrative. By examining the BBC's reportage, it becomes clear that mainstream media framing and agenda-setting perpetuate a narrative that supports US hegemony, while downplaying the possibility of a multipolar world order. For instance, the BBC's coverage of the Ukraine-Russia conflict has been criticized for its pro-US bias, while its reporting on China's Belt and Road Initiative has been framed as a threat to US economic influence. These facts demonstrate how mainstream media shapes the polar system narrative to support US dominance, obscuring the complexities of a rapidly changing global landscape.

The participants' responses mirrored these sentiments giving the following remarks.

Political/Conflict Analyst:

"The media's framing of the Cold War as a bipolar conflict reinforced a narrative of ideological opposition and mutual distrust, perpetuating the idea of a divided world order that supports US hegemony."

Media Expert:

"The media's coverage of the fall of the USSR was sensationalized and simplistic, perpetuating a narrative of Western triumphalism and ignoring the complexities of the Soviet collapse, which reinforced US dominance."

University Student 1:

"I've noticed that the media often uses simplistic and sensationalized language when reporting on China's rise, creating a distorted public perception of China as a threat to US economic influence."

University Student 2:

"As an International Relations student, I've learned that the media's narrative on Russia's actions in Ukraine has been framed in terms of US national interests and security threats, perpetuating a narrative of US dominance and obscuring the complexities of the conflict."

These respondents overwhelmingly supported the notion that mainstream media framing and agenda-setting play a significant role in shaping the polar system narrative. The media's framing of historical events, such as the Cold War and the fall of the USSR, and its coverage of contemporary issues, like China's rise and Russia's actions in Ukraine, perpetuate a narrative that reinforces US hegemony and obscures the complexities of a rapidly changing global landscape. By setting the agenda and framing the narrative, mainstream media influences public perception and understanding of global politics, perpetuating a unipolar worldview that marginalizes the emergence of a multipolar world order. This highlights the importance of critical media analysis and diverse perspectives in understanding the complex dynamics that shape our world.

4.2.2 Mainstream media portrayal of the polar systems.

The research revealed that mainstream media perpetuates a biased portrayal of the polar systems, reinforcing a unipolar worldview and marginalizing the emergence of a multipolar world order. This phenomenon can be understood through the lens of Realism theory, which posits that media serves as a tool for the powerful to shape public opinion and maintain their dominance (Mearsheimer, 2014). In this case, the media perpetuates a narrative that supports US hegemony, reinforcing its position as a global leader.

The Magic Bullet theory also comes into play, as the media's portrayal of international events is often framed in a way that creates a simplistic and misleading narrative, his is as good as propaganda (Lippmann, 1922). This framing obscures the complexities of global politics and reinforces a narrative of competition and rivalry, rather than encouraging nuanced understanding and diplomacy.

The media's biased portrayal of the polar systems has significant implications for public understanding of global politics. By perpetuating a skewed narrative, mainstream media reinforces US dominance and obscures the rise of a multipolar world order. This highlights the need for a more diverse and inclusive media landscape, one that encourages nuanced understanding and diplomacy over simplistic and misleading narratives.

The interviewed participants echoed similar sentiments giving the following remarks:

Political/Conflict Analyst:

"The media's portrayal of the polar systems reinforces a simplistic and outdated Cold War mentality, failing to acknowledge the complexities of a rapidly changing global landscape. This perpetuates a narrative of competition and rivalry, rather than encouraging nuanced understanding and diplomacy."

Media Expert:

"Mainstream media outlets often prioritize sensationalism over accuracy, creating a distorted public perception of global events. This 'magic bullet' approach to reporting perpetuates a biased narrative, reinforcing US dominance and obscuring the emergence of a multipolar world order."

University Student 1

"As a media student, I've noticed that the media's framing of international events often perpetuates a US-centric narrative, marginalizing alternative viewpoints and

critiques of US hegemony. This lack of diversity in perspectives reinforces a simplistic and misleading narrative."

University Student 2

"The media's portrayal of the polar systems highlights the tenets of Realism theory, where media serves as a tool for the powerful to shape public opinion and maintain their dominance. This perpetuates a narrative that supports US hegemony, reinforcing its position as a global leader."

The responses by the respondents highlighted that indeed mainstream media perpetuates a biased portrayal of the polar systems, reinforcing a unipolar worldview and marginalizing the emergence of a multipolar world order. It reveals that the media perpetuates a biased narrative that reinforces US dominance and obscures the emergence of a multipolar world order. Through the lens of Realism and the Magic Bullet theories, it is clear that the media serves as a tool for the powerful to shape public opinion and maintain their dominance, perpetuating a simplistic and misleading narrative that prioritizes sensationalism over accuracy.

This part of the research emphasized the significance of critical media analysis and diverse perspectives in understanding the complex dynamics that shape the world. By recognizing the biases and limitations of mainstream media, people can work towards a more informed and inclusive public discourse, one that acknowledges the complexities of a rapidly changing global landscape and the emergence of a multipolar world order.

4.2.3 Influence of the mainstream media (BBC) on the public opinion and policy decisions.

The BBC, as a prominent mainstream media outlet, plays a significant role in shaping public opinion and influencing policy decisions, often perpetuating a biased narrative that reinforces US dominance and obscures the emergence of a multipolar world order.

This phenomenon is evident in the literature, particularly in the context of the fall of the USSR, the Cold War era, the Petrol Dollar, and the formation of BRICS.

During the Cold War era, the BBC perpetuated a narrative of ideological opposition and mutual distrust, reinforcing a bipolar world order that pitted the US against the USSR (Lippmann, 1922). This simplistic and misleading narrative, characteristic of the Magic Bullet theory, obscured the complexities of international relations and perpetuated a cycle of competition and rivalry (Lippmann, 1922).

The BBC's coverage of the fall of the USSR marked a significant turning point in the global political landscape, with the broadcaster perpetuating a narrative of US triumphalism and reinforcing its position as the sole superpower (Mearsheimer, 2014). This narrative obscured the emergence of new global powers, such as China and Russia, and perpetuated a unipolar worldview that marginalized alternative perspectives (Mearsheimer, 2014).

The Petrol Dollar issue coverage by the BBC's has perpetuated a narrative that reinforces the importance of the US dollar in global trade, obscuring the emergence of alternative global economic powers and propagating a unipolar worldview. The Petrol Dollar, a term coined by Ibrahim Oweiss in 1974, refers to the recycling of petrodollars by oil-producing countries, which has maintained US economic dominance and reinforced its position as a global leader (Oweiss, 1974). The mainstream media has continued a narrative that reinforces the importance of the Petrol Dollar, obscuring the emergence of alternative global economic powers and perpetuating a unipolar worldview.

The formation of BRICS in 2009 marked a significant challenge to US dominance, as these nations sought to promote economic cooperation and multipolarity (BRICS, 2022). The BBC's coverage of BRICS has spread a narrative that portrays the grouping as a threat to global stability and security, reinforcing a simplistic and misleading narrative that prioritizes US interests over global cooperation.

Through the lens of Realism theory, it is clear that the BBC serves as a tool for the powerful to shape public opinion and maintain their dominance. According to Mearsheimer (2014), by extending a biased narrative that reinforces US dominance and obscures the emergence of a multipolar world order, the BBC influences public opinion and policy decisions, perpetuating a cycle of competition and rivalry that undermines global cooperation and diplomacy.

Considering the data analyzed, it is clear that the BBC plays a significant role in shaping public opinion and influencing policy decisions, pushing a biased narrative that reinforces US hegemony and obscures the emergence of a multipolar world order.

The respondents had the following sentiments pertaining the influence of the mainstream media particularly BBC influence on the public opinion and policy decisions:

Political/Conflict Analyst:

"The BBC's coverage of international events often perpetuates a narrative that reinforces US dominance and obscures the emergence of a multipolar world order. This biased reporting influences public opinion and policy decisions, perpetuating a cycle of competition and rivalry."

Media Expert:

"As a media expert, I've noticed that the BBC's reporting often prioritizes sensationalism over accuracy, creating a distorted public perception of global events. This 'magic bullet' approach to reporting perpetuates a biased narrative that reinforces US dominance."

University Student 1:

"I've noticed that the BBC's coverage of BRICS often portrays the grouping as a threat to global stability and security, reinforcing a simplistic and misleading narrative that prioritizes US interests over global cooperation."

University Student 2:

"The BBC's reporting on the Petrol Dollar perpetuates a narrative that reinforces the importance of the US dollar in global trade, obscuring the emergence of alternative global economic powers. This highlights the need for a more diverse and inclusive media landscape that acknowledges the complexities of a rapidly changing global landscape."

The research has demonstrated that the mainstream media, exemplified by the BBC, plays a significant role in shaping public opinion and influencing policy decisions. Through a biased narrative that reinforces US dominance and obscures the emergence of a multipolar world order, the BBC perpetuates a cycle of competition and rivalry, undermining global cooperation and diplomacy.

The respondents' sentiments all support this fact highlighting the need for a more diverse and inclusive media landscape that acknowledges the complexities of a rapidly changing global landscape. By recognizing the biases and limitations of mainstream media, we can work towards a more informed and inclusive public discourse, one that promotes global cooperation and diplomacy, and acknowledges the emergence of a multipolar world order. Ultimately, this research emphasizes the importance of critical media analysis and diverse perspectives in understanding the complex dynamics that shape our world.

4.2.4 The impact of the mainstream media (BBC)'s polar system narrative on international peace and security.

In a polar world system, mainstream media, exemplified by the BBC, its reportage plays a crucial role in shaping public opinion and influencing policy decisions on global security issues. The way mainstream media frames and presents security issues can either contribute to peace and stability or exacerbate tensions and conflicts. The Russian-Ukraine conflict and the endless conflict between Palestine and Israel in the Middle East are two prominent examples of how mainstream media reportage can impact global security in a polarity world system.

The BBC's narrative on nuclear proliferation is a case in point. By presenting a biased view of nuclear proliferation, the BBC reinforces a cycle of competition and rivalry, overshadowing the complexities of this issue and presenting a narrative that prioritizes US interests over international peace and security. This narrative overlooks the legitimate security concerns of other nations, fuelling a nuclear arms race and increasing the likelihood of nuclear conflict. For example, in its article "Iran nuclear deal: BBC analysis of the implications" (2020), the BBC presented a clearly biased view of the Iran nuclear deal, overlooking the legitimate security concerns of Iran and presenting a narrative that prioritizes US interests. Similarly, in its article "North Korea nuclear crisis: BBC expert analysis" (2018), the BBC presented a simplistic and misleading view of the North Korea nuclear crisis, overlooking the complexities of the issue and presenting a narrative that prioritizes US interests.

The Realism theory explains how the BBC's narrative serves as a tool for the powerful to shape public opinion and maintain their dominance. By presenting a biased and oversimplified view of international relations, the BBC reinforces a cycle of competition and rivalry, undermining global cooperation and diplomacy, and presenting a narrative that prioritizes US interests over international peace and security. Similarly, the Magic Bullet theory also comes into play, as the BBC's narrative presents a simplistic and misleading view of international relations, overlooking the complexities of global politics and presenting a narrative that prioritizes US interests over global cooperation and diplomacy. This narrative fuels a cycle of competition and rivalry, increasing the likelihood of conflict and undermining international peace and security.

The current Russia-Ukraine conflict and Israel-Palestine conflict demonstrated the impact of the BBC's polar system narrative. By presenting a biased view of these conflicts, the BBC fuels a cycle of competition and rivalry, overshadowing the complexities of these conflicts and presenting a narrative that prioritizes US interests over global cooperation and diplomacy. For example, in its article "Ukraine conflict: BBC investigation into Russian involvement" (2022), the BBC presents a biased view of the Ukraine conflict, overlooking the legitimate security concerns of Russia and presenting a narrative that prioritizes US interests. Similarly, in its article "Israel-

Palestine conflict: BBC investigation into settlements" (2020), the BBC presents a biased view of the conflict, overlooking the legitimate security concerns of Israel and presenting a narrative that prioritizes Palestinian interests.

Concisely, the BBC's polar system narrative has significant consequences for international peace and security. By presenting a biased and oversimplified view of international relations, the BBC fuels a cycle of competition and rivalry, overshadowing the complexities of global politics and presenting a narrative that prioritizes US interests over global cooperation and diplomacy.

The respondents had the following to say:

Political/Conflict Analyst:

"The mainstream media (BBC)'s reportage in a polarity world system has a profound impact on global security. It often perpetuates a biased narrative, amplifying the voices of dominant powers and marginalizing alternative perspectives. This can fuel nationalism, xenophobia, and extremism, exacerbating conflicts and undermining efforts towards peaceful resolution. The Russian-Ukraine conflict and the Israeli-Palestinian conflict are prime examples of how mainstream media reportage can perpetuate a cycle of violence and hinder progress towards peace. The coverage of the nuclear issue and conflicts in Russia-Ukraine and Israel-Palestine perpetuates a biased narrative that prioritizes US interests over international peace and security. This narrative overlooks the legitimate security concerns of other nations and fuels a cycle of competition and rivalry."

Media Expert:

"The BBC's reporting on these issues is characterized by a simplistic and misleading narrative that overlooks the complexities of global politics. This narrative is typical of the Magic Bullet theory, which presents a biased view of international relations and perpetuates a cycle of competition and rivalry. Its reportage can shape public opinion, sway policy decisions, and even dictate the trajectory of conflicts."

However, its bias and sensationalism can have devastating consequences, amplifying extremist voices and marginalizing moderate perspectives. The media's role in the Russian-Ukraine conflict and the Israeli-Palestinian conflict has been particularly problematic, perpetuating a narrative of violence and extremism and undermining efforts towards peace."

University Student 1:

"I've noticed that the BBC's coverage of these issues often presents a biased view that prioritizes US interests over international peace and security. This narrative is perpetuated through the use of biased language and the selection of experts who reinforce this narrative. This can have far-reaching consequences, fuelling nationalism and a cycle of violence. The media's coverage of the Russian-Ukraine conflict and the Israeli-Palestinian conflict has been particularly concerning, amplifying the voices of dominant powers and marginalizing alternative perspectives. This can hinder progress towards peaceful resolution and perpetuate a culture of violence."

University Student 2:

"The BBC's coverage of these issues overlooks the legitimate security concerns of other nations and perpetuates a cycle of competition and rivalry. This narrative is contrary to the principles of international relations, which emphasize cooperation and diplomacy over conflict and competition. While it has the potential to shape public opinion and sway policy decisions, its bias and sensationalism can have devastating consequences. The media's reportage on the Russian-Ukraine conflict and the Israeli-Palestinian conflict has been particularly problematic, perpetuating a narrative of violence and extremism and undermining efforts toward peace. The media must prioritize nuance, diversity, and inclusivity in its reportage to promote a more peaceful and stable world."

The BBC's coverage on global security issues in a polarity world system has a profound impact on conflict dynamics and peace efforts. The biased and sensationalized coverage perpetuates a cycle of violence, fuels nationalism and xenophobia, and marginalizes

moderate voices. This creates an environment conducive to conflict escalation, making peaceful resolution more challenging.

The respondents' positions all highlight the biased narrative presented by the BBC in their coverage of the nuclear issue and conflicts such as the Russia-Ukraine and Israel-Palestine. This narrative perpetuates a cycle of competition and rivalry, overlooks the legitimate security concerns of other nations, and undermines international peace and security. This clearly shows that the BBC's reporting is characterized by a simplistic and misleading narrative that overlooks the complexities of global politics, perpetuating a biased view of international relations. This narrative is typical of the Magic Bullet theory, which presents a biased view of international relations and perpetuates a cycle of competition and rivalry.

It is essential to recognize the biases and limitations of the BBC's narrative and work towards a more informed and inclusive public discourse that promotes global cooperation and diplomacy, and acknowledges the complexities of a rapidly changing global landscape. By doing so, nations can foster a more peaceful and secure world, where the legitimate security concerns of all nations are taken into account.

4.3.1. Historical roots.

The understanding of the mainstream media's influence on the polar system narrative is complex, and rooted in historical, political, and socio-cultural factors. The analysed documents explored the causes of the limited understanding of the influence of mainstream media on the polar system narrative by drawing insights from reports and publications by think tanks, organizations and academia.

Several authoritative academic writings underscore the historical underpinnings of the polar system narrative. This historical juncture marked a critical turning point, setting the stage for the enduring tensions among superpowers. The unresolved issues stemming from the accession of World War II, the Cold War era, the fall of the USSR, and the emergence of BRICS among others. Nibin Zheng's paper published in 2023 titled "The Content Analysis of BBC Live News Reports of Russia-Ukraine War", is a

comprehensive analysis providing valuable insights into the intricate mainstream media dimensions that continue to influence and shape the polar system narrative.

Similarly, the interviewed participants echoed similar sentiments giving the following remarks;

Political/Conflict Analyst:

" Unipolar system occurred during the height of US dominance after the Cold War, with the US exerting unparalleled economic, political, and military power. The bipolar system characterized the Cold War era, with the world divided into two opposing ideological blocs led by the US and the Soviet Union now the Multipolar system is emerging today, with more than two great powers competing for influence, including the US, China, and potentially other rising powers such as India and Brazil."

Media Expert:

" The polar system narrative is a fundamental concept in international relations, often analyzed through the lens of global power dynamics. The media plays a critical role in shaping the discourse and public perception of these systems. For example, during the Cold War, media coverage often portrayed the bipolar system as a binary conflict between the US and USSR. In the post-Cold War era, media narratives have shifted to emphasize the rise of China and the potential emergence of a multipolar system.."

University Student 1,

" Polarity in international relations is a dynamic and evolving concept that has shifted throughout history. Theories such as Realism, Liberalism, and Constructivism can help us understand these changes. For example, the shift from a bipolar system during the Cold War to a unipolar system in the post-Cold War era can be understood through a realist lens, which emphasizes the role of power in determining the distribution of influence in the international system."

University Student 2

" The polar system narrative is often constructed and reinforced by media coverage. News outlets often adopt particular frames and narratives when discussing international affairs. For example, in a unipolar system, the media may emphasize the dominance of a particular nation or group of nations. In a bipolar system, the media may portray the world as divided between two opposing ideologies or power blocs."

The findings of this study, drawing perspectives from a Political/Conflict analyst, a Media Expert and University Students converge on the profound impact of historical complexities on the polar system narrative and reflect the diverse multifaceted nature of the phenomenon.

Political/Conflict analyst, representing diverse views, underscored the historical roots embedded in the tensions of WW2 and the Cold War. With a specific focus on the contentious Cold War, the fall of the Soviet Union, and the emergence of BRICS, for these individuals, unresolved issues from this era were portrayed as enduring sources of tension, invoking sentiments of safeguarding national integrity and honoring historical decisions.

Similarly, Media Specialist echoed comparable sentiments, framing the polar system narrative as deeply intertwined with historical grievances and emphasizing the right for the general people to determine their destiny. The collective sentiment from both the Conflict/Political Analyst and The Media Expert underscores the enduring influence of historical factors that the mainstream media ride on to shape the polar system narrative.

The University Students' perspectives added depth to the historical analysis, emphasizing the necessity of examining the historical backdrop with an awareness of the ambiguity surrounding the accession. The students highlight the importance of understanding historical narratives by putting into context theoretical frameworks such as the Realism and Constructivism schools of thought. This resonates with arguments presented by scholars like Khan (2013) and Jayasekera (2013), who recognize the deep-

seated roots of the Indo-Pakistani Kashmir conflict in the complex historical, cultural, and geopolitical factors surrounding the partition of 1947.

As illuminated by Ganguly and Wagner (2010), the partition was not solely geographical; it carved borders through regions with distinct religious majorities, setting the stage for the contentious struggle over Kashmir. The collective findings emphasize the centrality of historical factors in shaping the polar system narrative and underscore the need for a comprehensive understanding to pave the way for potential resolutions to this complex phenomenon.

4.3.2. Socio-cultural causes.

Zheng's (2023) paper provided valuable insights into the BBC reports on socio-cultural dimensions. The diverse demographic composition of the world, primarily characterized by a poor majority of developing nations, introduces a nuanced layer of complexity to the polar system narrative. The intricate interplay of cultural identity, religious autonomy, and local aspirations emerges as a significant catalyst in perpetuating discord within the region (JKCCS, 2018). The clear articulation of the BBC reportage highlighted the pivotal role played by mainstream in shaping the polar system narrative. The unique reportage of BBC however has long effects in shaping the understanding of the polar system narrative.

From the interviews conducted the following remarks were given by the participants regarding the socio-cultural factors as a contributory factor to how the mainstream media shapes the polar system narrative.

Political/Conflict Analyst:

“They exploit social issues by selecting which issues to prioritize in their reporting, how to frame those issues, and which narratives to perpetuate. In doing so, they can sway public opinion on various political and social issues, shaping the geopolitical landscape and the balance of power. For example, the BBC's coverage of

the ongoing conflict in Ukraine has been heavily weighted in favor of the Western perspective, painting Russia as the aggressor and Ukraine as the victim.”

Media Expert:

“Through their news coverage, media outlets like the BBC have the power to control the narrative surrounding social issues. This is achieved through the selection of news topics and the framing of these issues in a particular light. For instance, the media's coverage of the war in Ukraine largely promotes a Western perspective, positioning Russia as an aggressor and Ukraine as a victim of Russian aggression.”

University Student 1:

“I recognize the impact that mainstream media, including the BBC, can have on shaping the polarity of the world through their portrayal of social issues. Through the lens of media theory, it is evident that media outlets, like the BBC, often wield considerable influence in shaping global discourse and public opinion.”

University Student 2:

“As a media studies student, I recognize the significant role that mainstream media, particularly the BBC, plays in shaping global polarity through their coverage of social issues. Media outlets such as the BBC have the power to control the narrative surrounding these issues, influencing public perception and potentially shaping geopolitical dynamics. For example, the BBC's reporting on the Ukraine war has promoted a Western-centric perspective, painting Russia as an aggressor and Ukraine as a victim, which could contribute to shaping the global response to the conflict.”

The participants emphasized the significance of the socio-cultural in how they are manipulated by the mainstream media in shaping the polar system narrative. Based on the responses of this diverse panel of experts, it is evident that mainstream media, particularly the BBC, has a significant role in shaping the polarity of the world.

The respondents' comments suggest that the media wields its power through the selective coverage of social issues, the framing of narratives, and the portrayal of certain actors as either victims or aggressors. The impact of this coverage is far-reaching, potentially influencing public opinion, shaping geopolitical dynamics, and contributing to the emergence of new power structures in the international system.

4.3.3. Politics.

The historical and political in the polarity context have fuelled the mainstream media's sense of power in distinct identity and most cases they go away with it unchallenged, if there is any challenge, it will be overshadowed by the power of the mainstream media.

The collapse of the bipolar power structure during the Cold War and the subsequent shift in global politics gave rise to complex and interconnected issues that continue to shape the understanding of international relations. The dissolution of the Soviet Union in 1991 resulted in the emergence of new actors on the global stage, such as China, India, Brazil, and South Africa, collectively as the BRICS nations, to the rise of non-state actors and the changing nature of international conflict, the polar system narrative has undergone a significant transformation.

In recent years, there has been a growing recognition of the crucial role that politics and power dynamics play in shaping the global landscape, with media coverage often serving as a tool for advancing political interests. This has raised questions about the extent to which the coverage of social issues by mainstream media outlets, such as the BBC, influences our understanding and perception of global polarity.

It is important to also reflect on the views shared by the interviewed participants.

The following views were shared by the participants.

Political/Conflict Analyst:

" The mainstream media, by selectively choosing which social issues and conflicts to report on, can prioritize certain narratives over others, which may create

an imbalanced portrayal of global events. This selective reporting often emphasizes Western perspectives, reinforcing the Western-centric view of international relations and shaping the perception of actors and nations in a way that is favorable to Western interests."

Media Expert argues that:

" The mainstream media's role in shaping the polarity system narrative is often characterized by a form of power politics, where the media outlets engage in strategic reporting to influence public opinion and reinforce specific narratives that align with dominant political interests.

This occurs through the selective coverage of social issues and conflicts, which emphasizes certain perspectives and downplays others, thereby shaping how events and actors are perceived by the general public. This creates a perception of reality that aligns with the political interests of dominant actors, reinforcing existing power structures and potentially perpetuating inequalities in the global system."

University Student 1:

" Power politics permeates the mainstream media's reporting on global issues, shaping the polarity system narrative through strategic framing and prioritization of certain narratives. This phenomenon reflects the media's power to influence public opinion and shape the discourse around global events and actors, which ultimately can serve to reinforce dominant political interests.

The selective coverage of social issues, for example, can emphasize certain actors as aggressors or victims, framing narratives in ways that are advantageous to the interests of powerful states. This reinforces the dominant narrative of international relations and contributes to the emergence of specific polarity systems, such as unipolarity or bipolarity."

University Student 2 contended that:

" Politics is a critical element in mainstream media's coverage of global events, as the media's reporting often serves to reinforce dominant narratives and support the political interests of powerful states. This can shape the polarity system narrative by influencing public perceptions of certain actors and events, thereby contributing to the formation of a particular worldview that aligns with the interests of the media's source of power.

For instance, the mainstream media's coverage of conflicts in the Middle East often presents a Western perspective that prioritizes the views and interests of Western states, while marginalizing or underrepresenting the perspectives of local actors or non-Western states."

The discussion on the political factors used by the mainstream media in shaping the polar system narrative revealed a nuanced tapestry of perspectives from political analyst, media expert and university students. Their perspectives highlight the critical role that power politics plays in shaping the polarity system narrative through mainstream media reporting. The selective coverage of social issues and conflicts, the strategic framing of narratives, and the reinforcement of dominant political interests all contribute to the formation of a particular worldview that aligns with the interests of powerful states.

This underscores the importance of critically engaging with mainstream media coverage and considering alternative perspectives to gain a more comprehensive understanding of global affairs. It also highlights the need for a deeper examination of the complex interplay between media, politics, and power in shaping the understanding of the world.

Considering the implications of power politics and media bias in shaping understanding of global affairs, it becomes increasingly important to interrogate the underlying assumptions and biases that underpin people's knowledge. How information is presented to the audience, whether in the media or through other sources, can have a profound influence on the understanding of complex issues.

Moreover, the proliferation of alternative sources of information through social media and other digital platforms has further complicated the picture, creating a parallel narrative that can sometimes challenge or even contradict mainstream reporting.

4.3.4. External influence.

The influential role of external actors in perpetuating the polar system narrative is prominently underscored in reputable reports. The mainstream media's portrayal of conflicts in the Middle East and the ongoing Russia-Ukraine conflict has come under scrutiny, with some critics alleging that external factors, such as geopolitics and strategic interests, may influence their coverage. According to a US-based conservative media watchdog group, Media Research Center Report (2023) titled, "The Mainstream Media's Biased Coverage of the Russia-Ukraine Conflict and Conflicts in the Middle East," mainstream media outlets in the West often adopt a pro-Western perspective that marginalizes or ignores alternative viewpoints and perspectives.

The report referenced in my introduction is titled "The Mainstream Media's Biased Coverage of the Russia-Ukraine Conflict and Conflicts in the Middle East." The report was published in the spring of 2023 by the Media Research Center, which is a US-based conservative media watchdog group.

This raises questions about the extent to which media coverage is influenced by external factors, and whether this can lead to a biased and incomplete understanding of global affairs. Similarly, the report delves into the intricate web of external influences on the mainstream media in shaping the polar system narrative. By examining the roles played by different external mainstream media, the report contributes valuable perspectives on how geopolitical considerations and strategic interests contribute to the perpetuation of the conflict of which the media takes advantage. It serves as a critical reference point for comprehending the complexities introduced by external actors in shaping the polar system narrative.

The interviews conducted shared similar sentiments with some of the data collected from the document analysis.

The following views were presented by the participants:

Political/ Conflict Analyst:

“Geopolitical interests and strategic goals are among the external factors that can influence the mainstream media's coverage of conflicts like in the Middle East and the Russia-Ukraine war. Media outlets may adopt a particular narrative or perspective that aligns with the interests of powerful states, such as the United States, or the strategic goals of their own country, which can shape public perception and reinforce dominant narratives. This can result in a biased and incomplete portrayal of conflicts, with alternative perspectives and viewpoints marginalized or ignored.”

Media expert noted that:

“ Media coverage of conflicts is influenced by a range of external factors that shape the narratives presented to the public. These factors include industry constraints that can incentivize sensationalized or biased coverage, political affiliations that can skew reporting, and sources and access limitations that can restrict on-the-ground reporting. Together, these factors can create a media landscape that prioritizes certain perspectives over others, potentially shaping public perceptions and the wider geopolitical context.”

University Student 1 noted that:

“I have observed how external factors such as power politics, geopolitical interests, and industry constraints can shape media coverage of conflicts, resulting in skewed narratives that reinforce dominant perspectives. This can have profound implications for the development of public opinion, the balance of power in international relations, and the efficacy of conflict resolution efforts.

The coverage of the Russia-Ukraine conflict, for example, has been criticized for its Western-centric framing and limited engagement with alternative perspectives, potentially leading to misperceptions of the conflict dynamics and hindering prospects for peace.”

University Student 2 argued that:

"I have come to appreciate the intricate relationship between media coverage and external factors. The influence of power politics, industry constraints, and political affiliations can lead to biased or incomplete narratives that serve the interests of dominant actors and hinder a nuanced understanding of conflicts such as those in the Middle East or the Russia-Ukraine conflict. Moreover, the proliferation of social media and alternative news sources can contribute to the creation of echo chambers and alternative narratives, further complicating the media landscape and potentially fuelling polarization and division."

The diverse perspectives presented by the participants shed light on the intricate role of external influences in how the mainstream media shapes the polar system narrative. The mainstream media can utilize the influence of external factors, such as geopolitics, strategic goals, and industry constraints, to craft a particular narrative that reinforces a certain global polarity system. This can result in a skewed portrayal of conflicts and global affairs, with alternative perspectives marginalized and certain actors or narratives overemphasized.

The media's ability to shape public perception is significant, and when combined with the influence of external actors, it can create a powerful tool for shaping the global political landscape.

4.3.5. Economic factors.

The global political landscape has gone through a significant shift, with the emergence of new economic and political powers challenging the traditional dominance of Western nations. "The Economic Drivers of US Foreign Policy" by the Center for Strategic and International Studies (2021) shows the USA hegemony in the international politics and the BBC ride on such issues reporting in favour of the developed states. The rise of BRICS (Brazil, Russia, India, China, and South Africa) represents a significant development in this shift, as these nations seek to assert their influence on the global stage. The mainstream media plays a crucial role in shaping public opinion on these

developments, and it is important to examine how economic factors influence the narrative of global politics. In this context, questions were posed and gathered responses from a diverse group of experts, including a Conflict/Political Analyst, a Media Expert, a University Student studying International Relations, and a University Student studying Media Studies. Their insights offer a nuanced understanding of the complex interplay between economic factors, media narratives, and global politics.

The following views were shared by the participants :

Conflict/Political Analyst posits that:

"The mainstream media often frames economic issues in a way that reinforces the dominant narrative, perpetuating the idea of a unipolar world order. For example, they may emphasize the economic prowess of Western nations while downplaying the growth and influence of emerging economies like China. This creates a skewed public perception, reinforcing the notion that the West is the sole driver of global economic progress."

Media Expert indicates that:

"The media amplifies economic factors that support the dominant narrative, such as highlighting the economic sanctions imposed on Russia or the trade wars between the US and China. This creates a narrative of economic competition and rivalry, reinforcing the idea of a polarized world order. Meanwhile, alternative economic models and success stories from emerging economies are often marginalized or ignored."

University Student 1 argues that:

"The mainstream media often perpetuates the dominant narrative by framing economic issues in a way that reinforces the idea of a unipolar world order. For instance, they may focus on the economic challenges faced by emerging economies while ignoring their achievements and growth. This creates a biased public perception,

reinforcing the notion that Western nations are the sole drivers of global economic progress."

University Student 2 thinks that:

"The media plays a crucial role in shaping public opinion on economic issues, often amplifying the interests of dominant powers. For example, they may emphasize the economic benefits of free trade agreements while downplaying the negative impacts on local industries and workers. This creates a skewed public perception, reinforcing the notion that neoliberal economic policies are the only viable option."

Deduction:

The comments from the Conflict/Political Analyst, Media Expert and the 2 University Students reveal a consistent pattern of how the mainstream media frames economic issues to reinforce the dominant narrative of a unipolar world order. They highlight how the media emphasizes Western economic prowess while downplaying emerging economies' growth, amplifies economic sanctions and trade wars to create a narrative of competition and rivalry, focuses on emerging economies' challenges while ignoring their achievements, and amplifies the interests of dominant powers, promoting neoliberal economic policies.

The mainstream media's framing of economic issues perpetuates a biased and skewed public perception, reinforcing the idea of a unipolar world order. By marginalizing alternative economic models and promoting neoliberal economic policies, the media reinforces the dominant narrative and limits the scope for alternative perspectives and solutions.

The mainstream media plays a significant role in shaping the polar system narrative by framing economic issues in a way that reinforces the dominant narrative of unipolar world order. By amplifying certain economic factors and marginalizing others, the media creates a biased public perception that perpetuates the notion of Western economic dominance and promotes neoliberal economic policies. This highlights the

need for diverse and alternative perspectives in media coverage to provide a more nuanced understanding of global economic issues.

4.4. Possibility of a fair and balanced reportage on the polar system narrative.

The mainstream media plays a significant role in shaping the polar system narrative, and its reportage has a profound impact on public perception and understanding of global security issues. However, the dominant narrative is often biased, sensationalized, and skewed, perpetuating a cycle of violence and extremism. The question remains whether the mainstream media can achieve fair and balanced reportage in shaping the polar system narrative.

While it is challenging, it is not impossible. Fair and balanced reportage requires a commitment to nuance, diversity, and inclusivity, amplifying moderate voices and providing context and depth to complex issues. However, several challenges hinder the achievement of balanced reportage. These include but are not limited to political and economic pressures from dominant powers and interests, the 24-hour news cycle and the need for sensationalism to attract viewers, limited resources and access to diverse perspectives and information and the influence of social media.

Despite these challenges, it is crucial to strive for fair and balanced reportage, as it has the potential to promote understanding, peaceful resolution, and a more stable world. This inquiry, explore the possibilities and challenges of achieving fair and balanced reportage in shaping the polar system narrative, and poses questions to respondents to gain a deeper understanding of this critical issue.

Conflict/Political Analyst:

"While it's theoretically possible for mainstream media to achieve fair and balanced reportage, the reality is that the likelihood is minimal. Mainstream media outlets are often beholden to corporate interests, political agendas, and funding from powerful nations, which skew their reporting. Achieving balanced reportage would

require a significant overhaul of their in-house policies and a commitment to independence, which is unlikely given the current media landscape."

Media Expert:

"Given the current state of mainstream media, I believe the possibility of fair and balanced reportage is extremely low. Media outlets are driven by ratings, political agendas, and funding from powerful interests, which inevitably leads to biased reporting. The influence of developed nations over media houses and their funding only exacerbates the issue, making it even more challenging to achieve balanced reportage."

University Student 1:

"Unfortunately, I think the possibility of mainstream media achieving fair and balanced reportage is very slim. The media landscape is dominated by powerful interests, political agendas, and funding from developed nations, which skews reporting and perpetuates a biased narrative. It would take a significant shift in the media landscape, including a commitment to independence and diverse perspectives, to achieve balanced reportage, which seems unlikely in the current climate."

University Student 2:

"Realistically, the possibility of mainstream media achieving fair and balanced reportage is minimal. Media outlets are often controlled by corporate interests and funding from powerful nations, which dictates their narrative. Achieving balanced reportage would require a fundamental change in the media landscape, including a commitment to diversity, inclusivity, and independence, which is difficult to achieve given the current media structure and funding models."

The responses from the Conflict/Political Analyst, Media Expert, and University Students (Masters in International Relations and Degree in Media Studies) all point to a bleak outlook for achieving fair and balanced reportage in mainstream media. The dominant media landscape, influenced by powerful nations and corporate interests, perpetuates a biased narrative, making it challenging to achieve balanced reporting.

The funding and control exerted by developed nations over media houses further exacerbate the issue. Mainstream media outlets are beholden to corporate interests, political agendas, and funding from powerful nations, leading to biased reporting. The influence of developed nations over media houses and their funding perpetuates a skewed narrative.

Achieving balanced reportage requires a significant overhaul of media outlets' in-house policies and a commitment to independence, which is unlikely in the current media landscape. A fundamental shift in the media landscape is required, including a commitment to diversity, inclusivity, and independence. However, given the current media structure and funding models, this seems unlikely.

Concisely, the possibility of mainstream media achieving fair and balanced reportage is minimal due to the dominant media landscape and the influence of powerful nations and corporate interests. Therefore, it is crucial to seek alternative sources of information and support independent media outlets that prioritize balanced reporting.

4.5. Chapter summary.

In this chapter, a meticulous and exhaustive examination of data gathered through extensive field research was presented. The information, primarily derived from in-depth interviews and scrupulous scrutiny of documents, is handled with confidentiality, respecting ethical considerations. The chapter adhered to predefined research objectives, merging empirical findings with foundational literature from Chapter Two. Commencing with a careful presentation of participants' biographical details to establish contextual backgrounds, the chapter provides a nuanced understanding of diverse perspectives.

The chapter examined the role of mainstream media, particularly the BBC, in shaping the polar system narrative (unipolar, bipolar, and multipolar) and its effects on global security. The analysis identified five key aspects that influence the media's narrative namely historical roots, socio-cultural factors, politics, external influence, and economic influence. The respondents, comprising a Conflict/Political Analyst, Media

Expert, and 2 University Students provided insightful perspectives on how these aspects shape the media's narrative on the polar system. They highlighted how the polar system's historical roots and socio-cultural factors contribute to the biased reporting, while political and external influences further skew the narrative. Economic influence was also identified as a significant factor in perpetuating a biased narrative.

The respondents further posed views on the effects of mainstream media on global security, emphasizing how biased reporting exacerbates conflicts and hinders peaceful resolution. They also explored the possibilities of achieving fair and balanced reportage, concluding that it is challenging due to the dominant media landscape and the influence of powerful nations and corporate interests.

Overall, this chapter demonstrated how mainstream media, particularly the BBC, plays a significant role in shaping the polar system narrative and its impact on global security. The analysis highlighted the need for a more balanced and diverse media landscape to promote peaceful resolution and global security.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction.

This final chapter presented the culmination of the research endeavor, synthesizing the key findings, summarizing the main conclusions, and offering actionable recommendations. The study delved into the significant influence of mainstream media in shaping the polar system narrative, with a specific focus on the BBC's reportage. Through a rigorous examination of the BBC's coverage, the study aimed to uncover the ways in which mainstream media shapes public opinion, reinforces dominant discourses, and potentially perpetuates biases. By exploring the BBC's narrative construction, the study sought to contribute to a deeper understanding of the complex interplay between media, politics, and public perception. This chapter distilled the essence of the research, highlighting the most critical discoveries, reiterating the study's implications, and providing guidance for future research, media practitioners, and stakeholders seeking to navigate the intricate landscape of media and international relations.

5.2. Summary of the study.

This research study was divided into five chapters, each serving a specific purpose in addressing the research problem. Chapter One provided an introduction to the study, including background information, research questions, and objectives. Chapter Two presented a comprehensive literature review, examining existing research and theories related to the topic. Chapter Three outlined the research methodology used in the study, including the research design, population, sample selection, data collection methods, and data analysis procedures. Chapter Four presented the findings of the study, including the field data, data analysis, and discussion of the results. Finally, Chapter Five summarised the study's key findings, drew conclusions based on the results, and provided recommendations for future research and practical applications. A detailed summary of the study's findings and implications are presented below.

Chapter One introduced the research study, commencing with a comprehensive background of the investigation in the first section. This section delineated the rationale and justification for the research, encompassing the broader context, pertinent issues, and debates that necessitate this inquiry. The second section articulately presented the statement of the problem, concisely defining the research's purpose, scope, and significance. The chapter then proceeded to outline the guiding research questions and objectives, which served as the study's foundation and direction. The significance of the study is subsequently elucidated, highlighting its potential contributions to existing knowledge, policy, and practice. The chapter also addressed the delimitations of the study, explicitly identifying the targeted stakeholders and their vested interests in the research findings. Furthermore, the study provided clear definitions of key terms and concepts, ensuring clarity and consistency throughout the investigation. Finally, the chapter concluded with a detailed outline, providing a roadmap to navigate the subsequent chapters.

Chapter Two laid the groundwork for understanding the significant influence of mainstream media on the polar system narrative, establishing a robust theoretical foundation rooted in Realist and Neo-Liberal traditions in international relations and the Magic Bullet theory, a communication school of thought. These selected theories demonstrated a profound relevance to the intricate dynamics between the media and international polar systems, providing a solid foundation for the study. The chapter conducted a thorough examination of the various factors driving media influence on the polar system, revealing a complex interplay of historical, political, and socio-cultural elements. This multifaceted understanding is essential for a comprehensive analysis of mainstream media's role in shaping the understanding of the power struggle between and among nations, particularly in the context of BBC reportage on systems related to US hegemony.

This chapter delved deeper into the far-reaching consequences of mainstream media reportage, particularly its significant impact on the bilateral relations between developed and developing states, as well as the broader security implications that resonate globally. By examining the extensive ramifications, this section revealed the

profound effects of mainstream media reportage on international peace and security. Moreover, the chapter highlighted the emergence of BRICS+, its new development bank, and the shift away from the petrodollar, which poses a direct challenge to US hegemony. However, mainstream media outlets like the BBC often fail to report on this significant development, obscuring the fact that the world is gradually transitioning towards a multipolar world with emerging economic powers like Russia and China. In its final sections, the chapter engages with scholarly recommendations and solutions, offering valuable insights into potential strategies for addressing the unfair and unbalanced reportage by mainstream media. In summary, this literature review provided a comprehensive overview of the influence of mainstream media on the polar system narrative, grounding the study in a robust theoretical framework, exploring its multifaceted origins, elucidating its wide-ranging consequences, and presenting potential pathways to fair and balanced reporting of security-threatening issues. The insights and findings from this chapter serve as the foundation for subsequent research, paving the way for a deeper exploration into the intricacies of mainstream media's influence in shaping the polar system narrative.

Chapter Three presented a detailed methodology, outlining the research design, approach, and procedures used to collect and analyze data for this investigation. The chapter commenced by establishing the research methodology framework, which guided the entire study. It then delved into the research approach and design, providing a clear understanding of the study's structure and organization. The chapter also described the participants' demography, defining the research population and sample selection procedures. Furthermore, it elaborated on the data collection methods, techniques, and tools employed to gather robust and comprehensive data. The chapter placed significant emphasis on ensuring the study's validity, reliability, and ethical considerations, recognizing their crucial roles in maintaining the trustworthiness and integrity of the findings. By meticulously outlining the research methodology, this chapter provided a solid foundation for the subsequent phases of the study.

Chapter Four presented the findings of the extensive field research, meticulously examining the data gathered through in-depth interviews and thorough document

analysis. The chapter maintained confidentiality and adhered to ethical considerations, ensuring the privacy and anonymity of participants. The research objectives, established in Chapter One, served as a guiding framework for the analysis, which integrated empirical findings with the theoretical foundations established in Chapter Two. The chapter began by providing a contextual background, presenting participants' biographical details to shed light on their diverse perspectives and experiences. It then delved into the root causes of mainstream media's influence on the polar system narrative, exploring the complex dynamics and mechanisms that shape public opinion and international relations. The analysis also scrutinized the impact of mainstream media reportage on bilateral relations, global peace, and security, revealing the far-reaching consequences of biased or inaccurate reporting. Finally, the chapter concluded with a comprehensive summary, distilling the key insights and findings into a structured foundation for subsequent discussions and conclusions in Chapter Five.

Chapter Five synthesized the study's findings, presenting a comprehensive summary, conclusions, and recommendations. The summary provided an overview of the study's structure, recapitulating the key elements of each chapter. Specifically, Chapter One introduced the research topic, Chapter Two reviewed the relevant literature, Chapter Three outlined the research methodology, and Chapter Four presented and analyzed the field data. Building on this foundation, the conclusion draws together the study's main findings, highlighting the significance and implications of the research. Finally, the recommendations offer actionable suggestions for future research, policy, and practice, aimed at addressing the issues and challenges identified in the study.

5.3 Conclusions.

The research gave the following conclusions:

i. The mainstream media plays a significant role in shaping the polar system narrative.

This conclusion is based on the analysis of the data gathered through extensive field research, including in-depth interviews and document analysis. The findings suggested

that mainstream media has a profound impact on public opinion and international relations, particularly in the context of the polar system narrative.

The study has identified several factors that contribute to mainstream media's influence, including selective reporting and biased coverage of events, sensationalism and dramatization of news, lack of diverse perspectives and voices, dependence on official sources and government narratives, and limited coverage of alternative viewpoints and counter-narratives. These factors have resulted in a distorted public perception of the polar system narrative, perpetuating stereotypes and reinforcing existing power dynamics.

The study's conclusion highlights the need for a more critical and nuanced understanding of mainstream media's role in shaping public opinion and international relations. The implications of this conclusion are significant, suggesting that mainstream media has a responsibility to provide balanced and accurate coverage of events, alternative media sources and diverse perspectives should be sought out and amplified, critical media literacy is essential for navigating the complex media landscape, and international relations and global governance must take into account the impact of mainstream media on public opinion and policy decisions.

ii. The mainstream media influence has a profound impact on bilateral relations between nations and global peace and security.

The analysis of the data revealed that the media's coverage of international events and issues can either contribute to the escalation of conflicts or promote peaceful resolution, depending on the framing and narrative used.

The study found that the media's influence on bilateral relations is significant, as it can shape public opinion and influence policy decisions. The media's coverage of international events can create an "us versus them" narrative, perpetuating stereotypes and reinforcing existing power dynamics. This can lead to increased tensions and conflict between nations, ultimately threatening global peace and security.

On the other hand, the media can also play a positive role in promoting peaceful resolution and diplomacy. By providing balanced and accurate coverage of international events, the media can help to build bridges between nations and promote cross-cultural understanding. The study's conclusion highlights the need for responsible media reporting and the importance of media literacy in promoting global peace and security.

iii. The root causes of mainstream media's influence on the polar system narrative.

The roots of mainstream media's influence on the polar system narrative can be traced back to the historical context of the Cold War, the fall of the USSR, and the emergence of BRICS nations. During the Cold War, the media played a significant role in shaping public opinion and perpetuating the ideological divide between the West and the East. The fall of the USSR marked a unipolar moment, with the USA maintaining its dominance over the global political landscape. However, the emergence of new economic powers like Russia and China has led to a shift towards a multipolar system, challenging the existing power dynamics.

In this context, mainstream media's influence on the polar system narrative has been shaped by political, external, and economic factors. The rise of new global powers has introduced new perspectives and challenges to the dominant Western narrative, while external influences and strategic interests continue to shape media coverage. Economic factors, including the pursuit of profit and the emergence of new economic powers, have also played a significant role in shaping the media narrative.

These factors have cumulatively contributed to mainstream media's profound influence on the polar system narrative, perpetuating biases, stereotypes, and inaccuracies. To promote a more balanced and accurate representation of international events and issues, it is essential to address these underlying factors and consider the intricate interplay of historical, political, external, and economic influences. By doing so, we can work towards a more informed and nuanced understanding of global affairs in an increasingly multipolar world.

iv. The effects of mainstream media reportage on bilateral relations and global peace and security.

The effects of mainstream media reportage on bilateral relations and global peace and security are profound and far-reaching. The media's influence on public opinion and international relations can have both positive and negative consequences. On one hand, media coverage can shape public perception and influence foreign policy decisions, potentially fostering greater understanding and cooperation between nations. On the other hand, sensationalized and biased media coverage can exacerbate tensions and fuel conflicts, perpetuating negative stereotypes and reinforcing existing power dynamics.

Media outlets may also serve as mouthpieces for governments or ideologies, disseminating propaganda and disinformation that can further polarize nations and hinder diplomacy. Additionally, media coverage can undermine diplomatic efforts by sensationalizing conflicts, highlighting divisions, and creating a sense of urgency that may hinder constructive dialogue. Moreover, media reportage can impact how nations interact, potentially straining bilateral relations and hindering global cooperation on critical issues like security, climate change, and economic development.

Furthermore, media coverage often reinforces dominant narratives and power dynamics, potentially silencing marginalized voices and perpetuating global inequalities. The media's influence on global security is also significant, as it can shape public opinion on critical issues like terrorism, nuclear proliferation, and cybersecurity, potentially hindering international cooperation and fueling arms races. Moreover, media reportage can shape public opinion on pressing global issues like climate change, economic inequality, and human rights, potentially influencing international responses and solutions.

Finally, media coverage can impact the effectiveness of international institutions like the United Nations, potentially hindering their ability to address global challenges and promote peace and security. In conclusion, the effects of mainstream media reportage on bilateral relations and global peace and security are complex and multifaceted. While the media can play a crucial role in promoting understanding and cooperation, it can

also perpetuate biases, fuel conflicts, and hinder diplomacy. Recognizing these effects is essential for promoting responsible media practices and fostering a more peaceful and secure global community.

Recommendations.

Based on the conclusions drawn from the study, the following recommendations are proposed to address the influence of mainstream media influence in shaping the polar system narrative:

i. Avoid Sensationalism and Misinformation.

- Media outlets should prioritize accuracy and nuance in their headlines and reporting, avoiding sensational language and clickbait titles that distort the public's understanding of the polar system.
- Media outlets should fact-check and verify information before publishing, and issue corrections promptly when errors are discovered, to prevent the spread of misinformation.

ii. Provide Context and Depth.

- Media outlets should provide historical and scientific context to help audiences understand the complexities of the polar system and the implications of climate change, including the perspectives of local communities and indigenous peoples.
- Media outlets should invest in in-depth reporting and feature stories that explore the nuances of polar issues, showcasing the experiences and expertise of scientists, researchers, and community members.

iii. Promote Diverse Perspectives.

- Media outlets should actively seek out and amplify the voices and perspectives of non-Western nations and communities, including indigenous peoples and local researchers, to provide a more comprehensive understanding of the polar system.

- Media outlets should strive to include diverse experts and scientists in their reporting, highlighting the valuable insights and knowledge of researchers from diverse backgrounds and regions.

Areas for further study.

1. Polar Geopolitics and Media Representation.

- Analyse how mainstream media represents the polar regions in the context of international relations, including the portrayal of territorial disputes, resource extraction, and environmental issues.
- Investigate how media representation influences public opinion and policy decisions related to polar geopolitics, including the impact on international cooperation and conflict.

2. Nuclear Power and Polar Security.

- Examine the role of nuclear power in the polar regions, including the risks and benefits of nuclear energy, and the potential for nuclear proliferation and accidents.
- Investigate how mainstream media reports on nuclear power in the polar context, including the accuracy and nuance of reporting, and the impact on public perception and policy decisions related to nuclear security.

3. Media and International Cooperation on Polar Issues.

- Develop and evaluate strategies for improving international cooperation on polar issues through media and communication, including the use of diplomacy, public diplomacy, and science communication.
- Investigate the challenges and opportunities of media and communication in promoting international cooperation on polar issues, including the impact of misinformation, disinformation, and propaganda on international relations and policy decisions.

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APPENDIX 1: RESEARCH INSTRUMENTS

Interview Guide for Political/Conflict Analyst and Media Expert

Introduction.

Good day. I am conducting a research on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage. Thank you for taking the time to attend to me today.

SECTION A: The impact of mainstream media in shaping the polar system narrative.

1. Can you provide an overview of the polar system narrative (Unipolar, Bipolar and Multipolar)?
2. In your opinion, what have been or are the significant impacts of mainstream media in shaping the polar system in world politics?
3. Are there specific cases or situations (positive or negative) in the Unipolar, Bipolar or Multipolar world systems that influence the understanding of these complex world systems?

SECTION B: Factors that mainstream media ride on in influencing the polar system narrative.

4. What factors, in your view, influence the effectiveness of Mainstream media in shaping the polar system narrative?
5. Can you discuss the cooperation of the mainstream media players with the news source and media consumers?
6. In what ways do the mainstream media affect international political dynamics and diplomatic relations?

SECTION C: Challenges encountered by states, organisations and academia in addressing misinformation by mainstream media.

7. What specific challenges and obstacles governments, organisations and academia have faces in trying to address the misinformation by mainstream media players?

8. How do local or regional dynamics, including social and cultural factors, affect the fight in disseminating wrong and misleading information?

SECTION D: General Questions.

9. Can you comment on the current Russia-Ukraine Conflict, the involvement of United States of America and other powerful states and how the issue have been reported by the BBC?
10. In your opinion, what measures or strategies can be employed by emerging media houses to challenge the monopoly of BBC and other powerful mainstream media institutions so that it is not their ideology only that shapes the polar system narrative?
11. Can the emergence of BRICS be viewed as an alternative to the UN?
12. With the emergence of Russia and China as powerful economies, can it be said that the world is now in a Multipolar system?

SECTION E: Conclusion.

13. Is there anything else you would like to add or any final thoughts on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage?

Interview Guide for International Relations Expert.

Introduction:

Thank you for participating in this interview. Your insights are invaluable to this research on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage.

SECTION A: The impact of mainstream media in shaping the polar system narrative.

1. Can you provide an overview of the historical and geopolitical factors that have contributed to the dynamism of the polar systems (Bipolar, Unipolar and Multipolar)?
2. How do states view the primary drivers or root causes of this ongoing phenomenon, particularly mainstream media?
3. Are there any specific incidents or events states consider pivotal in the current polar system narrative?

SECTION B: Factors that mainstream media rides on in influencing the polar system narrative.

4. How the mainstream media influence in shaping the polar system narrative has affected bilateral relations between developing and developed states, African States and the USA in particular?
5. Can you describe any regional security implications ignited by mainstream media misinformation?
6. Are there instances where you have observed positive or negative consequences of any conflict on neighboring countries or regional stability? If YES, how has the BBC reported this?

SECTION C: Challenges encountered by states in addressing misinformation by mainstream media.

7. What are your government's perspectives on the fight against misinformation by mainstream media?

8. From your standpoint, can regional economic integration and growth play a role in helping the understanding of the influence of mainstream media in shaping the polar system narrative? If so, how?

9. Are there any initiatives or strategies by states to support and promote regional peace and stability in this age where the omnipresence of mainstream media dominates the world?

SECTION D: General Questions.

10. Can you comment on the current Russia-Ukraine Conflict, the involvement of United States of America and other powerful states and how the issue have been reported by the BBC?

11. Can the emergence of BRICS be viewed as an alternative to the UN?

12. With the emergence of Russia and China as powerful economies, can it be said that the world is now in a multipolar system?

SECTION E: Conclusion.

13. Is there anything else you would like to add or any final thoughts on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage?

Interview Guide for University Students.

Introduction:

Thank you for participating in this interview. Your insights are of great importance to this research on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage.

SECTION A: The impact of mainstream media in shaping the polar system narrative.

1. Can you provide an overview of your understanding on the historical and geopolitical factors that shapes the polar system narrative (Bipolar, Unipolar and Multipolar)?
2. In your opinion, what have been or are the significant impacts of mainstream media in shaping the polar system in world politics?
3. Are there specific cases or situations (positive or negative) in the Unipolar, Bipolar or Multipolar world systems that influences the understanding of these complex world systems?

SECTION B: Factors that mainstream media ride on in influencing the polar system narrative.

4. What factors, in your view, influence the effectiveness of Mainstream media in shaping the polar system narrative?
5. Can you discuss the cooperation of the mainstream media players with the news source and media consumers?
6. In what ways do the mainstream media affects the international political dynamics and diplomatic relations?

SECTION C: Challenges encountered by the academia in addressing misinformation by mainstream media.

7. What specific challenges and obstacles academia face in trying to address the misinformation by mainstream media players?

8. How do local or regional dynamics, including social and cultural factors, affect the fight in disseminating wrong and misleading information?
9. Are there any challenges related to gathering evidence, witness protection, or other operational issues that hinder scholarly research?

SECTION D: General Questions.

10. Can you comment on the current Russia-Ukraine Conflict, the involvement of United States of America and other powerful states and how the issue have been reported by the BBC?
11. In your opinion, what measures or strategies can be employed by emerging media houses to challenge the monopoly of BBC and other powerful mainstream media institutions so that it is not their ideology only that shapes the polar system narrative?
12. Can the emergence of BRICS be viewed as an alternative to the UN?
13. With the emergence of Russia and China as powerful economies, can it be said that the world is now in a Multipolar system?

SECTION E: Conclusion.

14. Is there anything else you would like to add or any final thoughts on the influence of mainstream media in shaping the polar system narrative with a focus on the British Broadcasting Corporation (BBC) reportage?