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ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

**A Comparative Framing Analysis of President Trump's 72nd United Nations
General Assembly Speech: Aljazeera, CNN and Fox news in Focus**

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of Arts in Journalism and Communication**

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This is to certify that the thesis prepared by Abraham Asrat, entitled A comparative Framing Analysis of President Trump's 72nd United Nations General Assembly Speech: Aljazeera, CNN and Fox news in Focus and submitted and Presented in Partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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Abstract

The main purpose of this study is to analyze how CNN, Fox News and Aljazeera framed President Donald Trump's speech during the 72nd annual summit of the United Nations General assembly (UNGA) in their coverage from Sep. 3,2017 to Oct.4, 2017.Thirty two news stories were collected in about one-month time and analyzed qualitatively. Qualitative content analysis was used to get both the insights of the media outlets coverage of the speech of Donald Trump at the UNGA and the topics that are salient in the speech of the President as well as the media outlets. Framing analysis was used to analyze how the media outlets treated stories about the President's speech and topics that are salient were also taken from the speech of the president and analyzed separately. The major findings in the coverage of the media out lets are; conflict and attribution of responsibility frames. They are also the dominant frames in all the media houses in their coverage of President Donald Trump at the 72nd UNGA studied under this paper. Frame of danger is also the other dominant frame from the speech of the president. There were also dominant topics from both the speech of the president and the media outlets covering the event, "America first" is however, the common denominator for both the media outlets and the speech of the president.

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List of Acronyms

ABC	American Broadcasting Company
AJ	Aljazeera English Television
CBS	Colombia Broadcasting System
CNN	Cable News Network
FNC	Fox News Channel
NATO	North Atlantic Treaty Organization
NBC	National Broadcasting Company
UN	United Nations
UNGA	United Nations General Assembly
US	United States
VT	Voice News

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

1.1.1 Donald Trump and his Presidency

The current president of United States, Donald Trump's previous life is largely related to business, film making and preparation of international beauty contests. He was a business tycoon and a reality TV show personality. Even in his college time, Trump was mostly engaged in business activities; Donald Trump said he has little inclination to politics.

However, Donald Trump is also known for straightforward and sometimes blunt critics against United States Foreign Policy, immigration law, economic strategies and political correctness.

He is reputed for very unconventional speeches in several occasions; most of his public addresses are filled with repetitive words, stresses and calling of a certain adjective repetitively. For instance, he tweets. "I AM VERY VERY RICH," and I built a great great company. Rhetoric scholars (online)

Despite his unconventional and grammatically flawed speech; some Scholars believe his straightforward speech could appeal to the ordinary people who are too busy to critically examine rhetoric of the conventional speakers. Besides, the repetitive nature of his speeches could help him control people's attention in a way that people wait for something new that has to do with something repeatedly said, Kayam (2017)

Trump usually uses simple words that help him associate easily with voters that are fed up with sophisticated ideas and expression of conventional politicians in several occasions and here Trump is appealing to the people as he frequently employs salesmanship style.

According to Gelman and Azari (2017) the result of the 2016 presidential election was a shocker as it is not common to see a politician with Trumps' rhetoric to get into the white house where conventional public speakers the likes of Hilary Clinton and Barack Obama are known and much anticipated to be in.

Immediately after the election there was much talk about the failure of polls: Hilary Clinton was seen as the clear favorite for several months straight, and then she lost. After all the votes were counted, though the view is slightly different. (Page 27)

Besides, Trump's relationship with the major Global media around the world is again unusual, which adds to the unexpectedness of his nomination and Presidency at the end.

His rough relation with media houses goes beyond media houses based in the United States. This is apparently witnessed when he presented unusual kind of Award for renowned media outlets such as CNN, New York Times and even BBC outside the US.

Although influential media around the world had to frame Donald Trump's many speeches for institutional interest, political affiliation with the party that he represents and profit they are also liable to respect the major journalistic principles of Ethical Journalism among which are Truth and accuracy, fairness and impartiality, independence, humanity and accountability Pavelin (2015)

But, Trump argues mainstream Media outlets such as CNN, BBC and others are failing to be accurate and impartial, He called CNN reporter "You are fake news." And for Donald Trump the only believable media house is Fox news. This is shown in different occasions when Trump himself and people working for his administration give exclusive interviews for this media outlet. Especially now a days, this has become a trend for other big media houses to quote an interview aired at fox news on stories about the Republican Party and President Trump and his many affairs as a president and a celebrity as well.

Most of the media houses analyzed in this research have invited guests and analysts to talk on the speech of the president at the UN general assembly, and in addition to that they also did exclusive news.

And some others have also covered the event by assigning reporters who are experts in the area of Diplomacy to the UN headquarters. There are also others like AJ that assigned their reporters and included analysts take on the reporting.

The online media outlets that the researcher have analyzed reflects almost the same standing as their broadcasting counterpart, that's for example CNN online and its TV have similar position in the way they treat stories about the speech of the president except the coverage in the online medium appear to be extensive and there are many quotes from stake holders involved. Most importantly, reports have been witnessed to vary from media houses to media houses and from medium to medium as well.

When we look at Aljazeera, the popular narrative at the beginning was that Trump was portrayed as likely to face difficulty in this International Assembly as he is novice to the arena. Even before the President finished delivering his speech, the Station has taken some points from the President's speech to analyze. James Bays, the station's Diplomatic editor was engaged in analyzing and predicted what the speech of the president will be like and his prediction was circled around what he says was the focus of the speech of the president and according to James Bays's prior report the issue of the Rohingya Muslims in Myanmar would dominate the Speech of the president as the exodus of these peoples was making headlines around the world at that time. However, the presidents' focus was completely on other areas of concern for the US including making "America first" and destroying North Korea. This media has also given a fair share of emphasis toward "**Trump's Obsession**" with North Korea and Iran being Rogue Nations after the completion of the UN address by the president.

News framing of Fox news in this similar event could rather be described as extolling. The Station tried to relate this speech made by the president with those of former US presidents and it gave Trump's speech huge importance as he focused on the rhetoric of "America first" and destruction of Iran. Fox news went further and dubbed the President's speech bold and inspiring in many of the reporting's that it covered.

All the three media houses in their both television and online platform have treated the debut speech of the President in UN General Assembly with mixed frames, different perspectives and spotlighting of issues which the Media outlets found worthy.

They chose Different angles to this particular event, depth of their analysis, extracts used to confirm authenticity of their report and other techniques of news framing are set to be dealt in this study.

1.2. Rationale of the study

The coming of Donald Trump or anyone with his kind of peculiarity to the political scene particularly in a country like the US was not much anticipated before ten or so years ago, at least in the researcher's understanding of US politics. Besides, The CV of the president would not lead one to conclude that he may be president especially running against a formidable Political giant like Hilary Clinton whose CV is so robust given that she went to one of the most prestigious law schools in the Country, Yale and served in different political positions. So, this perplexed situation is among the reasons that stirred the researchers' need to conduct a research on the area. The other reason is following the election of Donald Trump as president media outlets around the world especially the ones in the west covered his speeches and policy directions comprehensively. Therefore, the researcher wants to examine the reasons behind their indulgence on the issue and framing of the speeches he has made. International Media outlets like CNN, Aljazeera and Fox has the capacity to affect decisions, policies and laws around the world. The researcher is primarily interested in this area of study after witnessing the varied presentation and impact of these global media houses on news makers (reporters and editors) and audiences like the researcher and the organization that he works for Hence; the researcher is inspired to investigate how these media outlets frame news, analyze stories and present them to the public.

1.3. Objectives of the study

The general objective of the study is to analyze how CNN, Fox News and Aljazeera framed President Donald Trump's speech during the 72nd UN general assembly in the media outlets coverage from Sep. 3 to Oct. 4, 2017. More specifically, the study aims:

- To identify the topics used in Donald Trump's speech.
- To find out whether similar topics were covered by the media outlets.
- To compare the frames used by the news outlets (CNN, Fox news, Aljazeera) in reporting on the speech of President Trump in the 72nd UNGA
- To investigate whether similar topics are framed differently by the news outlets.

1.4. Scope of the Study

The study covers the reports of three international media outlets namely CNN, Fox news and Aljazeera.

CNN is selected because of its entrenched coverage on issues involving the US and its relationship with other Countries, especially affairs featuring top officials including the president of the US. Fox news is chosen due to the apparent favor of the president to this media house and the reciprocal approach by the media to the president in particular and his party in general. Aljazeera is chosen because of its different geographic location from the other two media houses and the president and its trend of comprehensive coverage of such issues involving diplomacy. All in all, a one-month data from Sep. 3 to Oct. 4, 2017 is selected because this month is when the yearly UNGA happens and the coverage of media outlets especially the ones in this study are usually busy covering the event before and after the actual occurrence of the event.

1.5. Significance of the Study

The study will help as a springboard for researchers who are interested in framing research and media and communication students.

1.6. Limitation of the Study

It would have been palatable to include interviews of journalists from all the media houses that covered the president's speech. However, given the location and distance between the researcher and the Journalists the researcher will be limited to analyzing the television and online news found online.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

As works in research are constantly updated it's critical also to go through the academic materials to review the updated concepts in the area that the researcher is working. And the review of related literature also includes discussion of relevant theories and concepts which underpin the work of the researcher.

The researcher reviewed related literatures to get an idea of what has been written on journals, articles and academic books on this research area and not to reproduce similar studies by other researchers.

There are three popular modes of persuasion espoused by Aristotle. The first mode is by appeal to person's reason (logos), the second is appeal to person's emotions (Pathos) third appeal of the speakers personality or character (ethos) Jucker (1997) in trying to persuade others, the persuading party may use one or more of the tools, according to (Ibid) one can say that in American political discourse though all three models are employed. In the case of president Trump however one of the methods is seen predominantly used than the others Brian L. Ott (2011) critical studies of media communication attribute the persuasive power of Donald Trump as uncivil and impulsive giving emotion higher place than the other two modes of persuasion methods. He states the following:

This is the post truth era where in which twitter privileges discourse and impulsive and uncivil speeches get through the media.

On the other side of the spectrum, Ingram (2016) argues that the Comedic skills of the president enables him to shine over other stiff politicians in addition to his unconventional political style to critique the political system and his opponents that brought momentum to his campaign by creating spectacle.

The late capitalism values style over content: Trump took these characteristics to new heights, the exaggerated depictions of the sociopolitical world that Trump crafts with his hands to oppose political correctness and disarm adversaries accrue visual capital in meditized twenty first century politics that is celebrity driven.

The moral value that displayed father like control and world view that is displayed by the Republican Party which Donald Trump represents and strictness is also attributed to the success of president Trump in winning over the outright liberal leaning of the Democratic Party and Hilary Clinton representing the party Lakoff (2016)

Ingram (2017) further goes in refuting all other assertions of economic, political or moral related rhetoric for the success of Donald Trump and asserts the president's unusual humor and taking politics in another unconventional direction made him the preferred choice of the American public that is tired of hearing political rhetoric of convention and status quo.

Trump's campaign for the republican nominee was successful because it was, in a word, entertaining – not just for the white rural under class, not just for conservatives, but also for the public at large, even those who strongly oppose his candidacy.

Here again the assertion by Ingram suggests that Trump's success as a nominee and now as president is attributed to his appeal to emotion than the other two modes of persuasion.

According to Donovan and Bowler (2016) the presidency of Donald Trump is a hint on the change of course in the usual political rhetoric and predictions in political science based on the known trends of the science of politics. The 2016 election in the US is an important election in exploring some of the ways that political science as a discipline got wrong.

The president is an exception to the rule in that there are no other reasons that can be attached to his ascent to political power. He was not even favored by his own party at first let alone their other stakes in the American politics.

The Republican Party was not in favor of president Trump's nomination and reasons for their concern were lack of experience, intelligence, ideological convictions and controversial statements from his part among many other reasons Johnson, McCray and Ragusa (2018) there was even a movement against his nomination dubbed "never Trump movement".

This movement was inspired by concerns related to how strongly would he appeal to voters in different part of the Country in addition to the personality of the person himself (ibid) Johnson,

McCray and Ragusa further argue that dissatisfaction of the voters by nominees has played part for Trump to win the election:

It is important to consider the election in the context of widespread dissatisfaction with major candidates. Exit polls had 54% rating Clinton unfavorably, and 60% Trump unfavorably. A quarter of voters were motivated by dislike of the candidates; most of those voted Trump. Nearly a third of Trump voters found him not honest or untrustworthy, and 23% of Trump voters found him unqualified. This suggests wide spread dissatisfaction, as much as any embrace of Trump's or Clinton's qualities.

Depiction of the media has bearings on result of election or just supporting of certain political party or candidate. Scholars in the field of media and communication acknowledge that the information relayed through the media does not have the same impact on all citizens due to their differing personal qualities such as different personal values Shen and Edwards(2005) values guide the evaluation of actions, policies, people, and events. They are often firmly established which leads people to behave according to them even without consciously thinking about them. Considering its central function in peoples' lives, value is expected to guide citizens' interpretation of political information that they receive from the media.

However, the mixture of values and media effects on political attitudes has not been completely ignored by scholars Shen and Edwards (2005). Still, relatively little is known about the interaction of values with other factors which affects public opinion.

Therefore, to understand the extent to which values guide citizens' interpretation of political information received from the media, the researcher investigates the effect of news frames and message sources on political attitudes.

Citizens do not usually listen to an entire political speech. Therefore, chances of political speeches directly affecting audiences of the media are slim. Instead, there is a bigger possibility for citizens to be exposed to the news coverage of a political speech hence more than even the impact of the speech directly on citizens how media houses frame the same speech by taking different angles tends to affect how the information is processed by citizens.

In the issue at hand except for those people who have interest on politics and some others who have stake in the speech of the President at the annual gathering of heads of states and governments at the UN other individuals may not have the time and initiation to listen to the entire 42 minutes' speech. The role of the media comes at this point, because the media brings the gist of what they deem is important from the whole speech and then people can listen, read, watch the news and understand what happened at that specific venue. So, it's what is framed by the media that people get exposed to not the entire speech that matters most.

2.1. Approaches of Assessing Media Frames

There are different ways of framing stories by the media in order to briefly show the bigger picture to their audience. Episodic and thematic frames are two fundamental types of frames in political news reporting Gross (2008) There has been evidence that these frames have the potential to influence people's opinions on political issues, which makes them highly relevant when addressing the main aim of this study.

According to Iyengar (1993), episodic frames depict public issues in terms of specific events and concrete instances (e.g., an unemployed worker). On television, episodically framed news is visually appealing and consists of live coverage on the scene (e.g., interview with an unemployed worker)

On the other hand, thematically framed news focuses on political issues as well as events in broader contexts by presenting collective evidence (e.g., changes in the nature of employment opportunities). Both of these news framing types are employed in the coverage of Donald Trump's speech at the 72nd UN general assembly by media houses.

Although news reports have gravitated towards these two types of frames Rinke, Wessler & Lob (2009), journalists have been said to heavily use episodic frames because they are believed to be more compelling.

In fact, Iyengar (1993) found that television news coverage of political issues is mostly episodically framed. This is somehow reflected in the coverage of Aljazeera on the speech of Donald Trump on this specific case in point than the other two media outlets because of the apparent reasons that the researcher will discuss in the chapters to come.

The framing of issues by television news shapes the way the public understands the causes of and the solutions to central political problems Iyengar (1993)

Iyengar (1993) further argues since electoral accountability is the foundation of representative democracy, the public must be able to establish who is responsible for social problems.

Nevertheless, the news media systematically filter the issues and deflect blame from the establishment by framing the news as "only a passing parade of specific events, a 'context of no context. Scott London (1993)

Television news is routinely reported in the form of specific events or particular cases Iyengar(1993) calls this "episodic" news framing as distinct from "thematic" coverage which places political issues and events in some general context. "Episodic framing," he says, "depicts concrete events that illustrate issues, while thematic framing presents collective or general evidence." Iyengar found that subjects shown episodic reports were less likely to consider society responsible for the event, and subjects shown thematic reports were less likely to consider individuals responsible.

In one of the clearest demonstrations of this phenomenon, subjects who viewed stories about poverty that featured homeless or unemployed people (episodic framing) were much more likely to blame poverty on individual failings, such as laziness or low education, than were those who instead watched stories about high national rates of unemployment or poverty (thematic framing). Viewers of the thematic frames were more likely to attribute the causes and solutions to governmental policies and other factors beyond the victim's control.

The preponderance of episodic frames in television news coverage provides a distorted portrayal of "recurring issues as unrelated events," Iyengar (1991) this prevents the public from cumulating the evidence toward any logical, ultimate consequence." Moreover, the practice simplifies "complex issues to the level of subjective evidence and encourages reasoning by resemblance — people settle upon causes and treatments that 'fit' the observed problems.

These assertions present a real challenge to standard journalistic procedure. Since the early part of this century when the ethic of objectivity began to dominate news reportage, journalists have used the individual frame to dramatize a story.

The general presumption was that personalized news stories were not only more accessible and "newsworthy" but that this form of "muckraking" spurred governmental and social service agencies to action by arousing public support on behalf of the disadvantaged. Yet, Iyengar (1991) suggests that the opposite is in fact the case. He adds, however, that the effects of his experiments tend to vary widely, depending on the subject matter of the news.

In the ever-expanding body of media effects research, relatively little attention has been paid to how news is framed Scott London (1993) and still less has been written on the political consequences of media frames.

News and information has no intrinsic value unless embedded in a meaningful context which organizes and lends it coherence. News stories can be understood as narratives, which include information and factual elements, to be sure, but also carry an implicit message. The medium, in the case of news coverage, is the ultimate message. As James Britton, 2012 writes:

Experience is kaleidoscopic: the experience of every moment is unique and unrepeatable. Until we can group items in it on the basis of their similarity we can set up no expectations, make no predictions: lacking these we can make nothing of the present moment.

To identify frames, the informational content of news reports is less important than the interpretive commentary that attends it. While this is true of journalism in general, it is especially evident in television news which is replete with metaphors, catchphrases, and other symbolic devices that provide a shorthand way of suggesting the underlying storyline.

These devices provide the rhetorical bridge by which discrete bits of information are given a context and relationship to one another.

The frames for a given story are seldom conscientiously chosen but represent instead the effort of the journalist or sponsor to convey a story in a direct and meaningful way London (1993)

As such, news frames are frequently drawn from, and reflective of, shared cultural narratives and myths and resonate with the larger social themes to which journalists tend to be acutely sensitive. (ibid)

In the study at hand media outlets have used both episodic and thematic frames to tell stories relating to the president's speech. When for example, clips taken from the speech about a specific issue such as when he talks about how North Koreans have taken a girl to make her a tutor, the media house is employing episodic frame because no other angle is shown to the audience. But, when the media tells the audience how the girl was taken and what reasons are presented from all the sides involved thematic frame is employed.

2.2. Persuasive language Vs Presidential Speeches

Now let's see how frames and the use of language by politicians affect the preference of individuals to choose their leader. Because, how the politicians speak and address their public determines how the voter understands their policy among other things.

Politics pertains to the process of struggling for power; it is a struggle for power in order to put certain political, economic and social ideas into practice. In this process, language plays a crucial role, for every political action is prepared, accompanied, influenced and played by language. It is one of the vital tools that politicians use in order to shape the political thoughts of the electorates with the aim of selling their ideologies to them. According to Sharndama (2015) the main purpose of politicians is to persuade their audience of the validity of their political claims.

The ensuing political influence flows from the employment of resources that shape the beliefs and behavior of others.

The above implies that politicians make efforts to convince the electorates to discard their political ideologies and hold on to theirs.

Political speech could be defined as a speech associated with either struggle for power or maintenance/control of it. It is diverse because it encompasses the different forms of speeches that the politicians deliver at political forums. One of the popular political speeches is a speech delivered for world leaders in venues such as the United Nations. The main aim of such speeches especially when delivered by the leader of the new world such as the United States is to show implied dominance and guide conducting of affairs.

Language in this context can be seen as an embodiment of ideologies than an instrument of persuasion; a tool for controlling powers rather than a tool for acquiring powers Sharndama (2015)

The media has a tendency to manipulate such speeches in different forms both in positive and negative ways as per the need and ideological tendency of the outlet. This can be done both using thematic news packages and episodic ones. The thematic news packages are done by producing programs and mini documentaries as well as inviting guests whose expertise on the issue is credible and episodic ways are employed by reporters and editors of the news besides employing several pictures that support the assertion made by the story in the news.

Trump's administration is not that in favor of the international order which is also led by his own Country and this is seen when the president opted to disobey the usual trends of neoliberal international order. Stoke (2018) according to stoke the US national interest became globalized in the post war international system and the US-led liberal order has given its enormous positional advantages.

On 1 June, 2017 the US president announced that the US would withdraw from the Paris agreement and immediately cease implementing the agreement including implementing the nationally determined contributions and financial contributions zhang and wang (2017) his backing out of the agreement drew many criticism from world leaders, international organizations, civil society and media which voiced disappointment and protest.

According to Stavins (2014) the decision brings no benefits to either the U.S or global climate governance. During the 2016 campaign for President Donald Trump espoused that he doesn't believe in climate change and after the election he was heard saying that he would keep open mind about it until he didn't. Milaman (2017) then followed that decision to back out of the climate agreement by recognizing Jerusalem the most contested capital of both Israel and Palestine as the capital of Israel drawing a dagger into the two state solution of the two Countries. It is also public knowledge that the president recently opted to withdraw the U.S from another landmark agreement of the nuclear deal between the U.S and Iran.

So, through all these happenings the media was there covering on the events he participates and commenting on his many deeds and omissions. The two (media and Donald Trump) has very controversial relationship.

A heated debate with media and the press begun before even Donald Trump became president, in a question and answer session with Telemundo and Donald Trump, Trump characterized the media as taking half a sentence and another quarters of a sentence and by putting it together they misinterpret information this is according to him. (YouTube, Donald Trump versus the Media.)

With another one to one interview with Anderson Cooper of CNN Donald Trump is heard saying, the people don't trust CNN and the media. He did not need to conduct a research to say that on air apparently. On the same interview Trump reiterates that 60 or 70 percent of the political media is really dishonest.

To tap all that, a new buzz word in the media appears now and then in the west media and president Trump seems to be rather in love with the phrase, "fake media." The definition according to analysts is information with incorrect facts in it or misguided information.

White (2017) in Green European journal writes that a revolution is taking place in human communication. But, he and others argue the fake media rhetoric of Donald Trump does not represent the main stream media rather it is a dominant phenomenon in the social media outlets.

Fake news is thriving in the media environment presenting a threat to the democratic societies dispersed around the world. The landscape has been transformed by technology, essentially by the internet, in a way that allows us as individuals to have more choice and access to faster information from a greater range of sources. But, this has come at a high price- that our privacy and protection, and our access to pluralist and reliable information White (2017)

According to Jankowski (2018) the term "fake news" came to dominate public political discourse in late 2016 regarding possible efforts by Russian agents to manipulate the US presidential election. A similar alarm was raised during subsequent European elections the following year. This widespread concern was twisted into a nickname by some political figures, particularly President Trump, to describe traditional news outlets.

President Trump's popular use of the word has transcended to a whole lot of new height and fake media award is given by the president for selected media outlets like CNN, ABC news, New York Times and some others. In July 1, 2017 edition of the Washington post Donald Trump is portrayed as saying that the fake media tried to prohibit him from becoming president and he reiterates that now he won both the election and their negative campaign.

However, Trump keeps using the product of the major fake news source the internet while he tweets on a daily even some time hourly basis Jankowski (2018)

Compared with the coverage of media to the Clinton, Bush and Obama presidencies, news outlets' evaluation and coverage of Donald Trump were far more negative Mitchell & Gottfried (2017) about six in ten news stories carried an overall negative assessment specially during and around his 60 days in office of his words or actions.

That is about more negative than for Obama 20 times and roughly that of Bush and Clinton (28% each). The overages were also far less positive, with just 5% of stories conveying an overall positive assessment of the president and the administration.

Mitchell & Gottfried, (2017) this is in sharp contrast to Obama's first days in 2009, when 42% of the stories offered an overall positive assessment.

Another major difference between the coverage of Trump's administration so far and that of his last three predecessors is in the way journalists framed the coverage of the day's events- weather more around leadership and character or the policy agenda and ideology of the president and new administration. Grieco (2017) in previous years, the leadership and character frame never comprised more than half of overall coverage.

(ibid) in 2017, However, nearly seven in ten stories (69%) employed this lens. Coverage focusing on ideology and agenda, on the other hand, dropped from 50% in 2009 to about a third (31%) in 2017.

Tani (2017) says between Trump's declaration of the press as the "opposition party" and his adviser's use of "alternative facts," President Donald Trump's contempt for mainstream media outlets has drawn the relationship between journalists and the nation's commander in chief into

murky territory. He also discusses the deeply entrenched hatred of the president toward the mainstream media in the following way.

While Trump boasts about his war with the media, his causal relationship with facts and outright hostility toward many reporters has inspired industry leaders to reflect on the nature of political journalism during the Trump administration. News rooms including the New York Times and Reuters sent letters to their employees about their coverage of the new administration and the political currents that have shaken the post-cold war world order.

According to Drew Angerer, (2017) compared to other recent presidents the coverage of Trump has been focused on his personality than his policy, and are more likely to carry negative assessment of his actions. Stories containing refutations of the president were much more likely to be negative.

Angere again explains that though there are growing indications for the negative coverage of the president by the mainstream media outlets there are no way of knowing exactly why news coverage of the negative outweighs the positive.

There is no way of knowing why news coverage of Trump focuses on his persona and not his ideology. But, it is possible that Trump's wildly unorthodox style- the way his twitter usage stirs up controversy, his willingness to publicly battle members of his own party- upends so many norms how a president "should" act.

Martin (2018) starts his journal admitting the power of the media in the overall doing of things. He attributes the negative coverage of the president by the media to lack of performance in Trump's part.

Mr. Trump boasts of a bubbling economy. But, is that because of any major reform he initiated, or is it the continuation of the trend in place before he took office? He takes credit for downgrading the Islamic state threat. But while he has given, perhaps wisely, more leeway to generals in the field, the success similarly flows from military strategy already in place.

Much of the brutal press accorded to this president stems from his unprecedented torrent of falsehoods, lies and deliberate deceptions. They number, staggeringly, in the hundreds. While

some are based on subjective measurements and can be disputed, the vast majority are demonstrably verifiable.

Nevertheless, Since Donald Trump announced his candidacy in June of 2015 his position in the polls sky rocketed. Many analysts and journalists predicted that Trump's lead within the GOP would collapse sooner or later, but in fact the opposite was true. Schultz (2018) in mid-July Trump surpassed Jeb Bush in average polling, reported by real clear politics. By the first IOWA Caucus in February 2016, he had shot up to 35%. Despite being repeatedly demonized by the media for xenophobic and inflammatory comments; some are saying that the media are at fault. (ibid)

Framing Theory

Framing is the act of defining issues-typically by elites-for public consumption, and disseminating these definitions through the use of mass media. Bernisky&Kinder (2006)According to Schweinsberg (2017) also without frames news stories would be incomprehensible and unrecognizable, meaningless talk void of context without context also it would be difficult to understand the significance of a particular news or event frame also helps the audience get analysis of facts or occurrences that are unfolding around them and the world at large. As people are engaged in their day to day activities, unless it is their job to analyze news and events would not indulge in evaluating them. Besides, the bulk of information would not help a passerby to get the gist of a particular event as there is much content which needs to be scrutinized to give meaning Fortunato (2005) therefore, frame is very important to give context to news and events to make them easily digestible as well.

Lackoff (2004) argues communication itself comes with a frame and the elements of communication frame should include: a message, an audience, a messenger, a medium, images and higher level moral and conceptual frames.

He further states that a choice of language is also vital because language evokes moral and conceptual frames.

In explaining what the theory refers to Lackoff claims that framing theory refers to the media's ability to persuade its audiences to accept one meaning of a concept over another besides the audience interprets what is presented to them by the media.

Robert Entman defines frames as selecting some aspects of a perceived reality and makes them more salient in a communicative text, in such a way as to promote a particular problem definition, causal interpretation moral evaluation and/or treatment recommendation.

For Gatlin however, frames are persistent patterns of cognition, interpretation and presentation, selection, emphasis and exclusion by which symbol handlers routinely organize discourse. And Stephen Reese claims, frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world.

A media frame is a broad organizing theme for selecting, emphasizing and linking the elements of a story such as the scenes, the characters, their actions and supporting documentation. (Gregorio, price, Saunders and Brockhaus(2012) according to them a frame is conceptual lens that brings certain aspects of reality into sharper focus emphasizing a particular way to understand an issue while relegating other to the background. (ibid)

They are of the idea that it is easy to identify a primary frame in the news

In practice it is most straightforward to identify the primary frame first.

These will always be found in most prominent elements of the text: headline, sub heading and first paragraph.

This concept of framing is defined by different scholars differently. Let's see the different definitions given by scholars in the field. First of all, Framing involves, classifying, organizing and interpreting life experiences Baykoff (2008) Gatlin also defines framing as persistent selection, emphasis and exclusion in the production of news to enable journalists' process large amounts of information quickly and routinely to deliver the information easily to their audiences. Gatlin, (1980)

For Gamson (1988) a frame is the main organizing idea that provides meaning. And according to him, there are five major devices that signify the use of frames. These are metaphors, exemplars, catch phrases, depiction and visual images.

It is also about selecting certain part of information to make them more important or positioning that information uniquely so that they get better allocation of the audiences' cognitive resource or their special attention. Khaneman&Tversky (1991)

Entman, for example, indicates that frames serve four functions for the media organization when reporting on an issue or event. Frames have four locations in the communication process: the communicator- often guided by his mental organizations, perceptions and belief systems called schemata, the communicator consciously or unconsciously decides what to include or exclude in framing an issue. The text- consist of frames which are manifested by the inclusion/exclusion or presence/absence, "of certain key words, stock phrases, stereotyped images, sources of information, and sentence that provide thematically reinforcing clusters of facts or judgments" Entman(1993)

The receiver- who may have his own frames of an issue or frames that arise from internal structures of the mind/schemata, but this may or may not be reflected in the text. According to Entman (1993) framing carry out functions of selection and salience.

These functions of framing are essential to construct arguments about problems, causation, evaluation, and/or solution (ibid) framing is not clearly explicated and generally applicable concept. Matthes (2009) however, he says framing especially in the years from1999 to 2005 lacked either clear operational definition or there is weaknesses of translating framing definitions into operational steps Matthes (2009) however, he posits that a broad definition of framing at the initial stage of a research is acceptable, but the researcher must be clear in specifics of a frame both conceptually and operationally Hamphery(2014) espouses that there is no single essentially correct interpretation of a frame.

The process of framing is the other vital area of framing. These processes of framing are; frame building, frame setting, and individual and societal level consequences of framing. Frame building refers to the factors that influence media institutions or journalists in the process of creating news frames. These factors can be internal or external to journalism.

Factors internal to journalism can be journalists' ideology and organizational culture Fortunato (2005) Factors external to journalism, for example, the continuous interaction that journalists form with influential groups, like politicians or policy makers' may persuade journalists' opinion in constructing frames (ibid). Frame setting refers to the interaction between media frames and individuals' prior knowledge and inclination de Vreese (2005). In short, it deals with the effects of media frames on the audience. The consequence of framing refers to the impact of media frames on the individual's attitudes towards a certain issue. On the societal level, frames may contribute to shaping society's political actions and decision making processes (ibid).

2.3. Similarities and differences among Agenda setting, priming and framing theory

According to Cohan (1963) media do not tell the public what to think, but rather what to think about. Mass media are effective in determining what audiences see as news worthy. By the issues they cover media can legitimize a story or marginalize either the entire story or certain aspect of it. Here we can take political campaigns as an example; the media may not be effective in swaying public support toward or against a particular issue or candidate. But, by continually raising particular questions and issues, or simply by showing an interest in a particular political candidate or issue, the media can lead the discussion toward or away from issues important to the candidate and even the public. (ibid)

Here is how agenda setting power of the media comes into picture. However, in case of priming theory, media provide a context for public discussion of an issue, setting the stage for audience understanding Naraine (2014) the amount of time and space that media devote to an issue make an audience receptive and alert to particular themes.

Likewise, audience perceptions of events are impacted by historical context with which they are familiar either through experience or through media Abreu (2015) the effect of priming can be exemplified by constant reporting leading to games like the Olympics or world Cup. People that are not even fans of sports may be prone to watching the games because of the constant reporting of events leading to the actual games.

When we come to the issue of framing its basis is that the media focuses attention on certain events and then places them within a field of meaning. Anna Raichuk (2016) states:

News media frame all news items by emphasizing specific values, facts and other considerations, and endowing them with greater apparent applicability for making related judgments. News media promotes particular definitions, interpretations, evaluations and recommendations. (Page 56)

She further goes on expounding the effects of framing in the day today life of individuals.

With the same information being used as base, the “frame” surrounding the issue can change the audiences’ perception without having to alter the actual facts. In the context of politics or mass media communication, a frame defines the packaging of an element of rhetoric in such a way as to encourage certain interpretations and to discourage others. For political purposes, framing often presents facts in such a way that implicates a problem that is in need of a solution. (Page 61)

It is widely perceived to deal with social construction on two levels, Perception of a social phenomenon by journalists presenting news, and interpretation of that phenomenon by audiences.

It also involves the use of metaphor, spin, storytelling, jargon, word choice and other narrative elements. For example, through initial reporting, the media may present the facts of a story in such a way that the audience is given a particular point of view or frame of reference or interpretation Tewkesbury (2007)

The media may report that a political candidate has extreme views on an issue. By such reporting, the media thus have presented a frame through which the story is interpreted by audiences. It also set the baseline for future reporting on the issue.

Framing is in many ways tied to agenda setting theory. Both focus on how media draws the public's eye to specific topics- in this way they set the agenda Chernov (2009) But framing takes this a step further in the way in which the news is presented that creates a frame for that information.

Deetz, Tracy & Simpson (2000) this is usually a conscious choice by journalists. Whereas, agenda setting is the creation of public awareness and concern of salient issues by the news media, that is if a news items is covered more frequently and prominently the audience will regard the issue as more important.

It also occurs through a cognitive process known as "accessibility" However, the two differ in their functions in the process of news production, Information processing and media effects.

News production: although "both frame building and agenda building refer to macroscopic mechanisms that deals with message construction rather than media effects, "frame building is more concerned with the news production process than agenda building Chernovo (2009)

News processing: for framing and agenda setting different conditions seem to be needed in processing messages to produce respective effects. Framing effect is more concerned with audience attention to news messages, while agenda setting is more concerned with repeated exposure to the messages. (ibid)

Locus of Effect: agenda-setting effects are determined by the ease with which people can retrieve from their memory issues recently covered by mass media Gardberg (2011) while framing is the extent to which media messages fit ideas or knowledge people have in their knowledge store.

When we come to priming it's just about the prior effects, it just tells the audience whether something is good or bad. The media prime the audience what a news program looks like or what credible person looks like Molden (2014)

The question the researcher indulges to entertain and therefore answer focuses on the role of news framing by the Global media houses while covering the speech delivered by Donald Trump at the 72nd UN general assembly.

All these media houses shape stories in accordance with different factors, ideology, business interest, political affiliation, and favor to an elite group and mere inclination to a certain angle of the story can be mentioned among the reasons for Media to frame the issues or stories.

Besides, modern journalism has passed way into finding salience in a story to make it appealing to audiences and avoid information load Gytot (2009) states that beyond the business and competition pressures today's journalism is bound to face other strong compelling reasons the pressure from political authorities.

As news evolves to become a big business, news desks have had to cope with different forms of political and economic influences, ranging from soft pressures to strict censorship. Journalistic practices have been strongly marked by national historical situations and values linked to the particular context in which media were built and to the balance of power with political authorities. (Page 9)

Again the media have different messages to convey to their audiences according to the objective they are established for. A given story may be treated in many different ways according to the specific message the news or the news program is wanted to be understood by the target audience Gytot (2009)

It's like a given story may be crafted with varying angles as per the deep interest of the reporter, the editor or the media house at large elites may have their share of influence in shaping a frame as journalists make them their sources in several occasions. Here, sometimes what may be news is treated in accordance with its currency, immediacy and its nature.

Nevertheless, even when an issue is not as current or immediate if there's the stake of the media house or the editorial policy of a certain media the issue can be treated in a certain angle or frame to fulfill that need of the media house or the editorial policy. (ibid)

Here what can be mentioned as an example is when a public media wants to inculcate a given policy concept to the public, an issue even remotely connected to the policy at hand may be associated to the meaning of the policy that is needed to be inculcated.

Let's take for example the situation in Ethiopia. The Country has one public media for which the researcher has access to and this is Ethiopian Broadcasting Corporation. There are event based news and project news. The event based news is shaped in relation with the theme of the event.

But, the project news is designed in accordance with the angle the editor chooses to entertain the issue. This media house focuses on the positive view of news when even there are issues that are associated with some negative meanings. And issues mostly are treated choosing the positive angle alone unless the negative treatment of the issue helps the editorial policy of the house. This is mostly reflected specially in this media house's foreign language services.

Frame theory indicates that how something is presented to the audience influences the choice as to how the audience processes that information. The most common frames are the news or that employed by the media, yet speeches and communications of diverse nature can have different frames. In this regard to relate with the research objective at hand the researcher chooses to focus on speeches made by president Donald Trump at the UNGA and how this speech is framed by media houses in order to indoctrinate their messages to their target audience and how the same speech is framed by media outlets differently.

People can use frames to make meaning of the world around them and reinstate a reality which is true according to them and their respective view of the world. Frames help interpret and reconstruct reality Little John and Foss (2009)

2.4. Framing as a process

Framing focuses on communicative process. Communication is a dynamic process that involves frame-building (how frames emerge) Entman (1993) Frames have several locations, including the communicator, the text, the receiver, and the culture. These' components are integral to the process of framing that consists of diverse stages. Frame –building, Frame-setting and individual and societal level consequences of framing d' Angeleo, 2002 as cited in de Vreese (2002)

- **Frame-building** refers to the influence of the structural qualities of news frames. Factors internal to journalism determine how journalists and news organizations frame issues. Shoemaker and Reese (1996)

- Equally important however are factors external to journalism. The frame-building process takes place in a continuous interaction between journalists, elites and social movements. Snow and Benford (1992). The outcome of the frame-building process is the frames manifested in the text.
- **Frame-Setting** refers to the interaction between media frames and individuals' prior knowledge and predispositions. Frames in the news may affect learning, interpretation and evaluation of issues and events. The consequences of framing can be conceived on the individual and societal level.
 - On the individual level, the consequences may be altered attitudes about an issue based on exposure to certain frames.
 - On the societal level, the consequences may be the shaping of societal level processes such as Political socialization, decision making and collective actions

2.5. Typology of Frames

2.5.1. Media frames and individual frames

The researcher mainly employs media and deductive method because a major portion of the study involves analyzing how media outlets frame Donald Trump's speech at the 72nd UNGA speech using priory identified frames by Semetko and Valkenberg.

Scheufele and Tewksbury (2007) states the frames used by the media are termed as macro-constructs with the intention of making it less complex for the audience to understand and consume it. Once the frames are in the minds of individuals frames help the audience to form their own perception of the world. They are built by using the resource of the media themselves such as images, words and sounds to mention some.

Individual frames are information and cognitive schemas (ibid) they are frames of interpretation of reality and schemas in which new information is integrated, so they do not have a physical manifestation like media frames do. But, they can have influence on the attitudes and behavior of

individuals. These are psychological processes influenced by sociological factors such as culture. Wang (2014)

2.5.2. Strong frames and weak frames

A frame can be strong or weak basing on the persuasive nature of the frame to individuals and the public. Chong and Druckman (2007) However, it's tough to measure subjective perceptions of individuals on the strength or weakness of a certain frame (ibid)

The relative strength of a frame depends on various factors such as their frequency, accessibility and relevance. Frequency is defined as the number of times and number of media companies in which a frame is repeated: the greater the frequency, greater the force.

The strength of a frame tends to be greater when it focuses on considerations that are accessible to individuals, who have already been exposed to the frame and have understood it beforehand.

Another factor that is related to the strength of a frame is its relevance: a frame that speaks of the core of the matter will be stronger than those that speak of peripheral issues. Chong and Druckman (2007)

2.5.3. Empirical identification of media frames

A research in communication employs inductive and deductive methods to identify frames in news. The deductive method is based on predefined frames, which are subsequently quantified in the sample of analysis. This method is more replicate and, therefore, can be used for comparative analysis Semetko and Valkenburg (2000) the inductive method, on the other hand, requires an open approach to the sample analysis to detect the frames it contains. There are no frames defined a priori, so that the identified frames will come exclusively from the sample, and not from frames used previously by other authors or from previous ideas proposed by researchers Muniz (2007). The main drawback is that, generally, it is only applied on small samples because the detection process is hard to replicate.

2.5.4. The deductive Method

The content analysis carried out through deductive method is easier to perform, and can be applied to a large sample and it's easily replicable. The main drawback of this approach is the loss of relevant information, since the frames that have not been defined priori cannot be

detected or measured. Igartua and Homanes (2004) A usual strategy followed by deductive studies to carry out the previous selection of frames is to consider those frames that have been used successfully by other researchers and which are applicable to the object of study in question. The research at hand is conducted using deductive approach because the priori defined frames by Valkenberg and Semetko are more relevant to the frames that are employed by the media outlets in this study.

2.5.5. The Inductive Method

Application of inductive approach is suggested to frames, starting from the idea that in the text we cannot find explicit frames, but clues that lead to it.

These clues called framing devices or reasoning devices are terms, metaphors, examples, descriptions, arguments and images they can be explicit or implicit. Grop (2007)

Frames in the news can be identified according to Dekavalla (2016) “by the presence or absence of certain key words, stock phrases, and stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments.”

Semetko and Valkenburg (2000) as cited in (de vrees 2005) have identified seven generic frames: conflict, human interest, attribution of responsibility, morality and economic consequences, diagnostic and prognostic frame. The human interest frame brings a human face, an individual’s story, or an emotional angle to the presentation of an event, issue or problem. The responsibility frame presents an issue or problem in such a way to attribute responsibility for causing or solving to either the government or an individual or group. The morality frame interprets an issue or event in the context of religious tenets or moral prescriptions. The economic consequences frame, presents an event, problem or issue in terms of the economic consequences it will have on an individual, group, institution, region or Country. de vrees(2005). Diagnostic frame emphasizes on identifying a problem and attributing blame and casualty Shuefele (1999). It deeply investigates the underlying issues in a certain problem, clearly blames a certain government body, groups or individual for the cause of the problem. Prognostic Frame, this frame describes the effects and consequences of a problem. It can also be described as a solution frame which specifies what needs to be done Benford (2000) it suggests solutions, strategies and tactics to a problem.

Gross (2008) writes the following.

Those seeking to frame political issues to their advantage recognize the power of emotional appeal. Yet the study of framing has focused mainly on the cognitive effects of framing rather than on its emotional effects. Episodic framing is more emotionally engaging; however thematic frame is more persuasive.

The final typology is concerned with researches examining frames as independent and dependent variables Scheufele (1999). Studies of frames as independent variables are more interested in the effect of framing.

It is concerned with the effect of media frames on the attitudes of an individual or audience. Studies in which frames serve as dependent variables are concerned with various factors that influence the creation and modification of frames in the news media (ibid).

CHAPTER THREE: RESEARCH METHODOLOGY

This study was conducted to explore how Aljazeera, CNN and Fox news framed the speech of President Donald Trump at the 72nd UNGA by using qualitative content analysis and purposive sampling technique. This Chapter discusses basic methods such as selected media outlets, research method, Data sources, story selection, data analysis tools and sampling techniques and procedures.

3.1. Research Design and Method

This study analyzes how some selected global media outlets framed President Donald Trump's speech at the 72nd UN general assembly in a period of one-month time which is before, during and after the delivery of the speech in the year 2017. To do that the researcher employed a qualitative research design to present the issue.

This study uses a qualitative research method. Qualitative research is primarily exploratory research method Defranzo (2012) it is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential qualitative research (ibid)

It is also concerned with qualitative phenomenon, it is a kind of phenomena relating to or involving quality or kind Kothari (2004). According to Kothari qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. Research in such situation is the function of the researcher's insights and impressions.

Qualitative research is a type of scientific research that consists of an investigation that:

- Seeks answer to a question
- Systematically uses a predefined set of procedures to answer the questions
- Collects evidence
- Produce finding that were not determined in advance
- Produce finding that are applicable beyond the immediate boundaries of the study

Mack.N. (2005)

It is also especially effective in obtaining actually specific information about values, opinions, behaviors, and social context of particular populations. Its strength is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about “human” side of an issue, that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals (ibid).

For Daymon and Holloway (2002) qualitative research methods are depicted as being about words as the unit of analysis rather than numbers. They are associated with small –scale studies, close involvement of the researcher with context under investigation, flexibility, participant view points and a holistic focus amongst other features. Mack.N. (2005) also mentioned that the data format in qualitative research is textual (obtained from audio tapes, video tapes and field notes). This study based its source on news videos and online news.

3.2. Data Sources

Data sources are sources which include primary and secondary data’s. Primary data are the one that are gathered for the first time by the researcher. Primary data include, interview, observation, in-depth interview and other different first hand methods. Primary data sources are uninterrupted original or new materials-example an activist gave a speech, a scientist conducted original research, a student drew original conclusions from others’ work, an artist created a piece of art. They are first hand and not interrupted by anyone else and they offer a personal point of view Ajayi (2017)

Whereas secondary data are data which already existed before the researcher found them. These data are created, collected or gathered by some other person. Secondary data include various documents; publication of governments, technical and trade journals, books, magazines, newspapers, publications of various associations Kothari (2004) in this research the researcher uses secondary data which includes aired news and online resources.

3.2.1. Aljazeera English (AJ)

Aljazeera English is a private media owned by Sheik Hamad Bin Tahni al Khalifa, the Amir of Qatar. The news channel started operation in 2006 with the order of the Amir. It is the first

English-language news channel to be headquartered in the Middle East with its principal broadcast centers in Doha, Washington, London, and Kuala Lumpur.

The breadth of its coverage, particularly its emphasis on reporting from the global South, has distinguished it from many of its competitors. Aljazeera English was available to 80 million cable and satellite households at first.

The network's stated objective is "to give voice to untold stories, promote debate, and challenge established perceptions.

Aljazeera English has stated objectives of emphasizing news from the developing world, of "reversing the North to South flow of information" and of "setting the news agenda" (also the channel's slogan)

3.2.2. Fox News (FNC)

Fox News (officially known as the **Fox News Channel**, commonly abbreviated to FNC) is an American basic cable and Satellite Television news channel owned by the Fox Entertainment Group, a subsidiary of 21st Century Fox. The channel broadcasts primarily from studios at 1211 Avenue of the Americas, New York City, New York. Fox News is provided in over 90 countries worldwide. (Wikipedia Fox News)

As of February 2015, approximately 94,700,000 US households (81.4% of cable, satellite &telco customers) receive the Fox News Channel.

FNC has placed heavy emphasis on visual presentation. Fox News also created the "Fox News Alert," which interrupted its regular programming when a breaking news story occurred. Aday (2010)

3.2.3. Cable News Network (CNN)

Ted Turner launched Cable News Network (CNN), the world's first twenty-four-hour news channel, in 1980. It's the first of its kind in broadcasting television history to realize 24 hours' news coverage. Erickson (2004)

It is the first major rival to ABC, CBS, and NBC, the three free-to-air broadcast networks that had dominated American television journalism since the advent of television. After four years of its inception CNN was live on air on the 1st of June 19 80. The Gulf war in the 90s made CNN a phenomenon, most of its coverage revolves around the US and its affairs. However, it has limited time to cover other parts of the world like Africa, Asia and the Middle East. (ibid)

While the news channel has numerous affiliates CNN primarily broadcasts from the Time Warner center in New York City, and studios in Washington DC and Los Angeles. (Wikipedia CNN)

This chapter discusses methodology of the study and topic including research design, research methods, data sources, sampling technique and procedure, data collection tools and method of data organization and analysis.

3.3. Sampling Techniques and Procedures

Sample design is a definite plan before any data are actually collected for obtaining a sample from a given population. Sample is a sub-section of the population which represents the whole population. In other words, sample is a model which examines only some part of the population. Levy (2011)

There are two kinds of samples. These are probability and non-probability.

-Probability samples- each element has a known probability of being included in the sample.

-Non-probability samples-do not allow the researcher to determine probability.

This study uses deliberate sampling method, which is also known as purposive or non-probability sampling Kothari (2004) this sampling method involves purposive or deliberate selection of particular units and the universe for constituting a sample which represents the universe.

For this study 41 news stories, news programs and analysis session's 9 of which are online articles by the three media outlets are selected. The other 32 are news that are aired by the three media outlets television medium and can be accessed online. Items for the sample are selected deliberately by the researcher; in such a design, personal element has a great chance of entering into the selection of the sample. This is to mean that in deliberate sampling method the researcher decides the sample so as to his convenience.

For this study media houses are mainly selected due to the wide coverage they have given to the speech of the president at this particular venue as the first speech by the president is taken as a determining factor of the diplomatic and other relationships among countries in the World.

Story selection

For this study design the element of analysis includes television news, news programs, online analysis and online news and news commentary all on the speech of the president at the 72nd UN general assembly. The researcher first identified the media that covered the president's speech and the themes of the stories covered. After identifying the themes used by the media comes the analysis.

3.4. Data analysis tools

The data analysis tool used in this study is content analysis.

Qualitative Content Analysis

A number of definitions of content analysis are available. According to Berelson (1952) content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication. Holsti (1968) says that it is any technique for making inferences by systematically and objectively identifying specified characteristics of messages. Kerlinger (1986) defined content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.

Krippendorff (1980) defined content analysis as a research technique for making replicable and valid inferences from data to their context. As for Weber (1985) it is a research methodology that utilizes a set of procedures to make valid inferences from text. These inferences are about sender(s) of message, the message itself, or the audience of message. According to Stone, content analysis refers to any procedure for assessing the relative extent to which specified references, attitudes, or themes permeate a given message or document.

A careful examination of the definitions of the method show emphasis placed on aspects such as system, objectivity, quantification, context and validity - with reference to the inferences drawn from the communication content about the sender, the message or the receiver of the message. Thus, content analysis is all about making valid, Content Analysis.

Content analysis is a method of analyzing written, verbal, visual communication messages Hayngas H.(2008) According to Hardwood and Garry (2003) it was first used as a method of analyzing hymns, newspaper and magazine articles, advertisements and political speeches in the 19th century.

Content analysis is used in different disciplines. Neundorf (2002) also stated that content analysis has a long history of use in communication, journalism, sociology, psychology and business and during the last few decades it has shown steady growth.

The sage encyclopedia of qualitative research methods 2008, also defined content analysis as “the intellectual process of categorizing qualitative

textual data into clusters of similar entities, or conceptual categories, to identify consistent patterns or relationships between variable and themes.

Content analysis is a method that may be used with either qualitative or quantitative data in an inductive or deductive way. Elo, S. (2008) Deductive content analysis is used when the structure of analysis is operationalized on the basis of previous knowledge while inductive content analysis is used in cases where there are no previous studies dealing with the phenomena or when it is fragmented.

From the definitions given above, we can understand that content analysis deals with the process of collecting meaning from given texts. The researcher therefore applies content analysis to analyze the frames used by media outlets studied in this paper as well as to analyze the topics that are salient in the speech of the President. Let's now discuss the tool that is selected for this study, i.e., qualitative content analysis.

According to Leod (2008) the unique feature of qualitative data and analysis is the focus on text than numbers. One of the major differences between qualitative and quantitative data analysis is the priority given to the views of the researcher and those of the subjects of the researcher. When the researcher reads text, the focus is on its literal content and form. There is also a focus on meanings rather than quantifiable phenomena. It also focuses on collection of many data on few cases, rather than few data on many cases. It is sensitive to context, rather than seeking universal generalizations. Therefore, the researcher focuses on qualitative content analysis because of the nature of the research at hand which dictates finding meaning in text than numbers.

3.5. Qualitative Content Analysis

Qualitative content analysis (sometimes called latent content analysis) is a way of reducing data and making sense of them. It is commonly used method of analyzing a wide range of textual data, including, interviews, transcripts, recorded observations, narratives, response to open questioner items, speeches, posing to listeners and media (The sage Encyclopedia of qualitative research methods, 2008)

Rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, or summative. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness. In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. All three approaches are used to interpret meaning from the content of text data and hence, adhere to naturalistic paradigm. Hsieh and Shannon (2005) the researcher has employed conventional content analysis as coding Categories are derived directly from the text data.

The researcher however has chosen qualitative content analysis to serve the purpose of the study from the two types of content analysis types. The purpose is to identify frames in the text through examining the news aired from the three international media outlets.

Hsieh and Shannon (2005) put forward that qualitative content analysis is a research method for the subjective interpretation of data through a systematic classification process of coding and identifying themes or patterns.

The prerequisite for successful content analysis is that the data can be reduced to concepts that describe the research phenomenon by creating categories, concepts, a model, conceptual system or conceptual map. Elo, S. and Kyngas H. (2008)

The major issue that is raised when dealing with qualitative content analysis is dependability. Dependability refers to the sustainability of data over time and under different conditions Elo, S. et al. (2014) to tackle the problems of dependability, the researcher has mainly employed priori defined frames by Semetko and Valkenberg which have become standard in studying frames.

The categories used in this study are thematic categories. The major themes identified and analyzed are political speeches, persuasion, frames that are used by media houses, media affiliation and the power of media to shape audiences understanding of issues.

3.6. Data coding

Coding refers to identifying important evidences/samples from the population it helps researchers to reduce and simplify the evidence in order to begin to make sense of it Daymon et al (2002) Coding starts after through reading of all the data and when the researcher begins to have an overall idea of the big picture.

Moreover, coding is utilized to identify commonalities and differences in the data in order to formulate analytical categories(ibid) In addition, coding is used when the data is big and inconvenient to manage Kothari(2004) so, researcher can manage their data by applying coding to reduce the data and thereby group them in a meaningful way.

The researcher used priori defined frames by Semetko and valkenburg(2000) to analyze the frames used by the media houses under study in this paper because of the almost standard level acceptance of their frames especially in media and communication studies. However, not all the seven frames are defined by the above mentioned scholars. The frames of diagnostic and prognostic are defined by Shuefele (1999) topics on the speeches of the president are coded by the researcher.

Table 3-1 showing topics selected and given operational meaning

Topics selected	Words and phrases highly contributing for its selection.	Words and phrases contributing for its selection.	Words and phrases less contributing for its selection.
USs' contribution for the rest of the world.	US supports, our presence is there, we involved for the development in Europe and America doesn't ask for favor because of its support, we supported Europe recover, we support the UN	Breakthroughs in Science, technology and medicine are curing illnesses,	We have it in our power to lift millions from poverty; we let our way of life as an example.
Reduction of unemployment.	Unemployment in its lowest level in 16 years, we have more people working in the US today ever before, companies are moving back, companies are creating jobs,	We live in a time of extraordinary opportunity,	
Threat from rogue regimes.	Each day brings news of growing threat and danger, terrorists and extremists have gathered strength, rogue regimes support terrorist, international criminal's traffic weapons.	The perils of today can be overcome with the wisdom of yesterday.	
sovereignty	Countries should respect the interest of their people, we don't interfere in Countries sovereignty, and strong sovereign nations let diverse countries maintain their culture, the people are sovereign.	Mutual respect of countries.	Ownership of the future of Countries by themselves.
America first	Our military will soon be the strongest, our great history, I will always put America first.	Beloved constitution, the promise of our Country.	I am the president of America.

Semetko and Valkenburg (2000) identified five news frames: conflict, human interest, attribution of responsibility, morality and economic consequences frame. As the researcher finds these already identified frames relevant to analyze the speech of Donald Trump they are employed in this research.

Besides, Human interest frame, conflict frame, attribution of responsibility frame and diagnostic frames are especially relevant to the research at hand due to the coverage that the media houses gave to the particular event at the United Nations.

- **Human interest frame-** it emphasizes on the personal stories of people and brings a human face, an individual's story or an emotional angle to the presentation of an event, issue or a problem. Semetko and Valkenberg (2000) say because of the competition between market news; journalists exert greater effort to produce stories that captures the public's interest. This frame is also referred as 'human impact' frame.
- **The conflict frame-** this frame emphasizes on conflict between individuals, groups, institutions or countries so as to attract audience attention. According to Semetko and Valkenberg, 2000 among the few central frames of reporting various issues that the media entertains, conflict was the common frame in the US.
- **Attribution of responsibility frame-**is a frame that presents an issue or a problem in such a way as to attribute responsibility for causing or solving a problem to government, individual or a group. This frame states that certain part of a society or government officials have the responsibility for an incident that happened already or for any possible solution to mitigate a certain problem.
- **The morality frame-**This frame interprets an event or issue in the context of religious tenets or moral prescriptions. According to Semetko and Valkenberg (2000) in order to keep the professional norm of objectivity, journalists often make use of the moral frame indirectly by using quotation or inference.
- **The economic consequences frame-**this frame presents an event, problem or issue in terms of the economic consequences it will have on an individual, group, institution,

region or a country. When an issue or even have wide impact, it adds value to the news and its economic consequences are vital Semetko and Valkenberg(2000)

- **Diagnostic frame**-this frame emphasizes on identifying a problem and attributing blame and causality Shuefele (1999) it deeply investigates the underlying issues in a certain problem, clearly blames a certain government body, groups or individual for the cause of a problem.
- **Prognostic frame**-this frame describes the effects and consequences of a problem, it can also be described as a solution frame which specifies what need to be done Shuefele, (1999) it suggests solutions, strategies and tactics to a problem.

CHAPTER FOUR: DATA ANALYSIS

The data gathered from the selected global media outlets on the speech delivered by the US president Donald Trump at the 72nd annual assembly of heads of states and governments at the United Nations.

4.1. Positive Remarks or Views

Some of the media houses said that the speech by the president was one of a kind and they defended the stand of Donald Trump about the rhetoric of America first and destroying “North Korea” by airing some clips selected from the whole speech and defending his stand accompanied by analysts take on it. The following are among the clips that were aired time and again.

Present at fox’s news hour analysis Newt Gingrich, who is also the author of the book called “Understanding Trump” says that he agrees with the presenter who also expressed his appreciation to the speech of the president on air in supporting ‘America first’ rhetoric which is espoused several times during the General assembly speech by the president. He expresses his appreciation to the president in the following way.

I think your world view and mine are the same and I am with you on this and radically different from the appeasement oriented west. It’s a speech that says America first.”He is talking to the presenter of the news show.

Newt Gingrich continues “Then he says he’s going to put America first he went on to say he expects other Countries to put their Countries first. He’s not saying America first over everybody else but, he’s saying if you have a national leader and if they are not putting their Country first they are not doing their duty to their people. (Fox news, sep.20, 2017)

Here is another clip that fox news airs in support of the presidents’ rhetoric of demonization of the regime in North Korea on the same show.

If the righteous man does not confront the wicked few then evil will triumph. When decent people and nations become bystanders to history the forces of destruction only gather power and strength. No one has shown more contempt for other nations and the well-being of their people than the depraved regime in North Korea. (Fox news, sep.18, 2017)

Fox news had Wall Street Journal Washington executive editor Jerry Saib to reflect on the President's speech.

Jerry portrays the speech by the president unlike any other speech made by presidents in the United Nations, and the fact that there was a threat to annihilate a country made it that way according to Saib. This type of comment about the same speech was also given by Israeli Prime minister Benjamin Netanyahu to complement Donald Trump's speech which also has been given emphasis by fox news. Besides, Saib goes on to say the following as a token of appreciation for the speech.

It's a good observation I think the first part of it was very traditional kind of homage to the United Nations to pull Countries together on the ordeals. It was a kind of speech that I don't think anyone from that hall heard from American President. He talked about the possibility of totally destroying North Korea. So, it's a blunt speech that you can expect Donald Trump to give but it's not kind of Normal in this setting. (Fox news, sep.19, 2017)

4.2. Condemning Remarks or Views

There were media houses that depicted the speech by the president as irresponsible and in contradiction to what the world body stands for. CNN politics on its online edition dubs the speech of the president "A speech against the political norms of the United States" and calls the speech totally disruptive.

It was dark, desolate, had a whiff of authoritarianism and pulsated with threats: None of his predecessors, for instance, stood in the well of the UN chamber and threatened to wipe a country in this case, North Korea off the face of the planet.

It was the "axis of evil" on steroids as the President blasted "rogue states" and trumped George W. Bush-era rhetoric to put Pyongyang, Iran, Venezuela and Cuba on notice. (CNN politics, online, sep.18, 2017)

And also his threat of using a nuclear weapon was just inappropriate according to CNN. The station airs the sound bites of Trump to show how inappropriate his speech was.

The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea," he said.

Some may argue that the President's threat was simply a reiteration of the vow that the US would respond overwhelmingly if a nuclear weapon was ever used against the US or its allies.

But his casual threat of the use of nuclear weapons was chilling coming from an American President. (CNN politics, online, sep.19, 2017)

Framing is giving priority to some issue while ignoring others and it can be influenced by many factors. Here in our case of studying the things that might have influenced the framing of Donald Trumps' speech at the UNGA we can start from the discussion presented in the sage handbook of political communication.

The book distinguishes the factors that are manifested in frame building process and determine framing. These are factors internal to journalism shoemaker and Reese (1996) and factors external to journalism Scheufele (1999).

The internal factors as to Shoemaker and Reese (1996) determine how journalists and news Organizations frame issues. For De verse (2005) the internal factors are editorial policies and news values which shape the day today activities of journalists.

Factors external to journalism takes place in a continuous interaction between journalists and elites. Hanggli and Kriesi (2010) and social movements, In the process of frame building news framing is informed by factors like the type of political orientation of the medium a journalist is

working for. Snow and Benford (1992) External forces such as political elites or interest groups are important for the framing process.

Elite influence becomes apparent when journalists use part of political speeches, or 'sound bites' to illustrate an issue. (ibid) Journalists are most likely to adapt elite framing when the issue at stake is 'relatively new on the media agenda. Scheufele(1996)

The other factors are related to the political economy in which a country where the media operates follows.

According to Collison (2003) political economy is concerned with how political forces influence the economy and economic outcomes.

However, the interactions run both ways and political economy is interested in both. Thus, it is economic activity that generates the resources that are required to sustain political activity. Moreover, whilst policy might lead to a certain economic activity prospering, this success in itself can generate a political constituency with an interest in maintaining the economic activity, because a sizable number of people now benefit from it.

Simply put, Political economy is a theory that studies how the broader economic and political realities of a system affect the working institutions. In journalism, political economy studies "the conditions and constraints under which journalism is practiced." It is interested in the structure of ownership and control over media institutions that consequently influences the content.

Media houses depend on the word of elites mostly because they are afraid of suits that may come if there is a mistake committed and they want to appear objective dispenser of news. So, in strong bid to portray them as objective they quote official sources. Herman and Chomsky (1988)

From what is presented above we can argue that the internal and external factors determine the frames in journalism.

4.3. Discussion of the Findings

4.3.1 Topics and Frames in Donald Trump's speech at the 72nd UNGA

This speech given by the president at the 72nd UN General assembly is made using tele prompter a device attached mostly to a camera that helps speech presenters read from it. Aerial (2016) states that people tend to think of speech as a less contrived medium than writing when delivered using teleprompter. Nonetheless, the assistive technology of the teleprompter is a routine feature of contemporary speechifying. It relies upon an unstated contract between the speaker and listener. We, the audience, know that we are hearing a pre-written presentation; but somehow we forget the artifice, and feel as if the speaker is creating something for us afresh.

Aerial (2016) further claims even when one knows the text is being read from a screen, their perception of what counts as 'true' speech seems to be bound up with a particular rhetorical style that suggests spontaneity and self-confidence: a direct gaze, no cue cards, a natural pace.

In the case of Donald Trump, the whole speech was scripted and the president did not drift away from it unlike the other times when he makes it about what he feels to talk about on that specific moment with a drive of hunch or his instinct.

The president's speech got applause from the diplomats in the world body (UN) in some of the occasions, yet there was also uncomfortable silence and a look of bewilderment from some of them as well. It's however, undeniable that his base in the US feels highly empowered listening to his speech as this speech vastly resembles to several speeches he made during his campaign in 2016 presidential election. This insertion of "America first" which the researcher believes is the dominant topic of the speech adds to his fans excitement at home.

There are five major topics that are frequently highlighted in the speech of the president. These topics are chosen because of their frequency in the whole text of the speech of the president. In the process of coding of the topics a graduate level student has participated in the validation of the existence of the texts and their frequency.

The following checklist has been given to the other coder. The researcher has oriented the other coder what could be the latent texts and the manifest text to determine the existence or absence of a topic.

The topics that are entertained here are the dominant ones in number or frequency of occurrence. As per the orientation given for the coder texts that are latent are those that indicate the existence of a specific topic which cannot directly be told to exist though. For example, the topic of sovereignty exists latently when Donald Trump addresses the fatal consequence of communism in Venezuela. Because the country as a sovereign nation has the right to adopt any kind of ideology it sees fit. Whereas, when he tells the assembly that the US has no intention of ordering other Countries what to do the topic of sovereignty exists manifestly. In that he is telling the Countries that the US respects the sovereignty of other member states of the UN.

The following are topics identified after reading and rereading and listening and re listening to the speech of Donald Trump ant the 72nd UNGA.

1. The US's contribution to the rest of the world.
2. Reduction of unemployment during the presidency of Donald Trump.
3. Threat from rogue regimes.
4. Respect for sovereignty.
5. America first.

There are positive topics associated with what the United States has achieved in his time of Presidency and the times before he became the president of that Country. Employment opportunity, growth in science and technology, the strongest military capacity and rise in the stock market are mentioned as some of the achievements that his Country has gained so far during his presidency. (Trump UNGA 72 speech, p.1) The first topic of his speech in the analysis and cursory reading of the speech is **“the US's contribution to the other world”** specially the European Countries in the Marshall plan during which time European countries suffered immeasurably compared to what life in Europe is today. By then, Europe was devastated by years of conflict during World War II. Millions of people had been killed or wounded. Industrial and residential centers in England, France, Germany, Italy, Poland, Belgium and elsewhere lay in ruins. Much of Europe was on the brink of famine as agricultural production had been disrupted by war. Transportation infrastructure was in shambles Marshall (2015)

The only major power in the world that was not significantly damaged was the United States. The president sought for applause for his country for its contribution during this harsh time for the Europeans even if it was done by his Country far before his presidency.

“Reduction of unemployment” The president makes creation of job opportunities in the United States a priority and a success story of the beginning of his presidency highlighting on Companies that are functioning now at his country in recent times. The beginning of his speech in the world body is also marked by emphasizing chances in creating employment.

This topic of him availing jobs for the people of America is frequented in his speech in different places.

“Threat from Rogue regimes” is the other topic in his speech which both the media outlets and the President himself have given a wide period of time to entertain. The president in the first page highlights the threat from North Korea and Iran. These Countries are depicted as being a threat against the world as a whole. However, he presents the world has grown in other areas of innovation and technology. The president brings up the action of some of the UN member states that he refers as “rogue states” being against even the people that they lead. They are also presented as supporting terrorists as well.

President Trump used terms like depraved regime and Rogue state to express countries like North Korea and Iran. It's with his justification that the Iranian government is using the wealth it has to equip what he calls terrorists. Therefore, he highlights the US may get out of the Iran nuclear deal in this same speech.

Their threat is presented as being accompanied with weapons that can destroy huge number of people. In the same page drug traffickers and people that exploit technology to cause harm to the entire world are also presented as a threat for the modern day law and order of the world as we know it today.

The second page of the speech comes up with a solution like proposal by which the perils of today is depicted as the one fundamental thing that can be tackled with the wisdom of the past in which case the president mentions the collective strength of the world body as a solution provider through unity.

This is also reflected in the fourth page by which Donald Trump calls on the nations around the world to come together to face the perils facing it. Here Trump calls the nations other than the ones that he condemned in his speech as righteous and these Countries are called to come together to face the countries that he calls the wicked few. Then he claims unless this solution is speedily acted upon properly evil will triumph.

It is in this page that North Korea is depicted as a rogue regime that is imposing a threat to Countries in the world and its people as well. Requiring other nations to come together to fend off this peril he goes on to say that the US itself has the power to annihilate this rouge regime but patience is the stance the Country is following according to him.

Another Country that is depicted in the next page as being a special threat to the US and Israel is Iran. The president tries to show the cultural and historical significance of Iran in its hey days. Nevertheless, this same Country is described as exporting bloodshed, violence and chaos in the present day. Again like those of the people of North Korea the people of Iran in here are depicted as being victims of their own governments.

“Respect for sovereignty and America First” are the other topics that the president has given an emphasis. The president in page two of his speech asks countries to respect the interest of their own people and the rights of every other sovereign nation. According to him his Country has no intention of imposing its culture, values and ways of life on other sovereign nations of the world. The issue of sovereignty and “America first” are mentioned in different places of his speech.

According to Simon (2016) The rhetoric of “America first” was not coined by president Trump, the “America first committee” was first founded in 1940 by a group of Yale students, many of who would go on to the distinguished careers, and funded by prominent Chicago business leaders. It was one of the largest peace organizations in U.S. history, with more than 800,000 registered members.

These topics of sovereignty and “America first” were mentioned in several sentences in varying ways during the campaign of Donald Trump and the speech of president Trump at the UNGA. In the page two of the speech of President Donald Trump it is stated that the United Nations was founded to protect the sovereignty of member states.

How these several Countries are given that right of exercising their sovereignty is a question that is to be answered after conducting comprehensive researches, but here the president immediately comes and orders on the affairs of other nations in the international body. In the same page also Trump says that the perils that are facing the world can be averted if countries that he calls sovereign come together and work in unison against those illustrated evils according to him. Strong sovereign Countries are put there as working together without compromising their culture, values and dreams. The researcher finds out in the speech that among these strong sovereign nations there are Countries that are condemned because of the political ideology they follow and how they conduct business in their Country.

Because these Countries have their own values, cultures and different dreams if they are called by the President to work side by side with each other and the United States there is no way for Iran, North Korea or Cuba for that matter to be considered as rogue nations. Because, all these Countries are given the power to exercise Sovereignty by their Country's law and that of the United Nations resolutions.

The President on the next paragraph says that the US does not impose its way of conducting things or the way of life of its people on other countries. He justifies his country's noninterference policy and sovereignty pro action by telling that his Country is celebrating the 230th anniversary of the US constitution which according to him protects the above mentioned values. (Donald Trump 72nd UNGA speech p.2)

The topic of sovereignty is mentioned also in relation with the people of America. He goes on to affirm that, saying power in the US comes from the sovereign people of the Country. He puts his country first as should other leaders in the house.

And the researcher has no problem with the "America first" assertion of the president because it's not logical for any leader to make any other Country first than his own country, especially true for leaders that are elected by their people it's unimaginable to think of otherwise than make ones Country always first. However, the bewilderment comes when President Trump tries to put the assertion that after fulfilling the needs of the interest of his Country he says that it is in every ones interest to seek the future where all nations can be sovereign, prosperous and secure.

This assertion alone seems to justify the policing trend of the US through meddling in the affairs of other nations. Because the fact on the ground shows us otherwise, and for that matter those are not put in any Countries domestic law or that of the resolutions of The United Nations as exceptions for independence of Countries. i.e., there is no custom, tradition or any sort of resolution that says if a Country is sovereign enough or prosperous enough that Country can meddle in other Countries business because it defeats the very essence of autonomy of Countries and the other principles that Trump has set as his Country's rule such as not imposing any sort of way of life rather let it shine for others to see.

The last paragraph of page three of the speech of the president should be read verbatim as the researcher believes that it shows the clear contradiction.

It is an eternal credit to the American character that even after we and our allies emerge victorious from the bloodiest war in history, we did not seek territorial expansion, or attempt to oppose and impose our way of life on others. Instead, we helped build institutions such as this one to defend the sovereignty, security, and prosperity for all." (Donald Trump 72nd UNGA speech p.3)

Here the President is saying though his Country has come as a winner in the Second World War alongside the allies it's not the character of the American people to seek for territorial expansion or imposition of the way of life of the American people on other Countries. Rather the US is depicted as helping build institutions such as the United Nations to make sure all of the above are not against other Countries around the world.

So, if the definition of sovereignty is not changed still now what are the undertakings that the US is carrying out around the world? And where is the necessity of those threats by the president to other member states that are conducting the businesses of their Country the same way the president is conducting his affair in the way his people think is the right way.

In the president's speech sovereignty is put there in the fourth page as a responsibility given to the member states in the international body which needs to be protected as protection of sovereignty is the protection of the trust put by the people that elected the leaders in the house according to him.

Here again some Countries that are represented in the body have been depicted as a threat to the sovereignty of other Countries in the same house. In this specific case the condemnation is again imposed on North Korea but here other Countries that are condemned as well for helping this Country to arm itself with nuclear arsenal. Here also the president justifies his condemnation by presenting the act of North Korea as against all Countries around the world thereby seeking for justification for his action of denunciation.

It is an outrage that some nations would not only trade with such a regime, but would arm, supply, and financially support a country that imperils the world with nuclear conflict. No nation on earth has an interest in seeing this band of criminals arm itself with nuclear weapons and missiles.” (Donald Trump 72nd UNGA speech p.2)

Going further Donald Trump on the first paragraph of the fifth page goes on to say that his Country will play the role of defending itself and those of its allies if the North doesn't accept the proposal of ceasing to working on missiles.

According to an article entitled, worldwide deployment of nuclear weapons there are nearly 15,000 nuclear weapons in the world, located at some 107 sites in 14 Countries. Roughly, 9400 of these weapons are in military arsenals; the remaining weapons are retired and awaiting dismantlement. Nearly 4000 are operationally available, and some 1800 are on high alert and ready for use on short notice.

By far, the largest concentrations of nuclear weapons reside in Russia and the United States which possess 93 percent of the total global inventory Kristine and Norris (2013)

Here the President did not require the consent of the Countries that he called allies of the US to defend their sovereignty but because he saw the action of North Korea to be against his country's interest he goes on and professes destruction of another sovereign Country.

The speech of the president in the view of the researcher seems to incline toward amassing justification for the actions that the US wants to take against regimes that seems to stand in the other spectrum of the way of life or political ideology that is followed by the people in the United States of America.

These Countries are opposite to the US in their political ideology and the way of life their respective people follows is also what can be characterized as different and that may even be called old fashioned. However, the president's speech is tilted in a way that these Countries pose threat to the whole more than 190 member states in the United Nations.

Even when the President used the sovereignty as a dominant topic it was not in the sense of the principle as we know them or put in the laws of individual Countries or the UN itself for that matter, but rather to garner justification for the many doings that the President himself wants to undertake which are mostly against the principle of independent autonomy of Countries and their sovereign rights.

Although the fact of the matter requires deep scrutiny of the speech of the president against principles of the international body yet a lay passerby would buy the speech to be about the whole member states in the assembly and about keeping their sovereignty, hence the US is depicted here as only facilitator of executing the proper performance of those virtues which are required by members not its own interest.

Frames identified from the speech of Donald Trump after reading and rereading and listening and re listening to the speech of Donald Trump ant the 72nd UNGA.

In order to identify the specific frames promoted and advanced by the speech of the president at the 72nd UNGA the researcher has read the speech itself and listened to the president speak to get a clue on the gesture of the president while he emphasized or deemphasized on certain terms. The researcher determined Donald Trump was pushing three main frames and to verify this after preparing a checklist and orienting a coder has came up with the main frames. In this instance the checklist is not composed of count of words or phrases rather it focused on the general connotation of the text coupled with the direct use of words. For example, for the frame of danger the president has raised the fact of being defiant or Rogue for Regimes such as North Korea and Iran as a danger to the rest of the world. And for the promise frame the first two pages of the speech is filled with promises for job opportunity in his time of presidency, innovation and peace among other things. So, the coder is made to read and re read the whole paper and differentiates where the president promised or showed in his speech that there is promising future, where he indicated there are dangers and the duty to protect America.

However, there were frames proposed by the researcher but the coder was not in agreement with these other two frames such as Frame of UN as weak body and Frame of Socialism as a failed ideology. Even though the two phrases are used by the president in his speech but, their salience is finally agreed upon by the researcher and the coder to be minimal.

#1.Frame of Danger

#2.Frame of Promise

#3.Frame of Duty to protect Americans

The origins of these frames

#1.Frame of Danger

President Trump has indicated throughout his speech that there is imminent danger posed by Countries, terrorist groups and Nature itself. The nature element is put in there because during the delivery of the speech America was struck by successive Hurricanes. The danger coming from Countries was mainly attributed to the act of North Korea and Iran and their alleged engagement in enrichment of Nuclear weapons. The speech was also focused on making Countries in the hall aware of the threat from these Countries and Join him in condemning the acts done by these nations.

#2.Frame of Promise

The frame of promise was also dominant throughout the speech, but the promise seems to come always from the United States For example, in the first page he says “We have it in our power to lift millions from poverty” of course he is referring to his own Country however, in another place he states that nations in the world also have the power to promote their prosperity. Going further on the frame of promise Trump professes the capacity of strong sovereign Nations to help their citizens flourish.

#3.Frame of duty to protect Americans

Donald Trump justifies his rhetoric of “America first” with the intent of protecting America. Not only that when he threatens to annihilate Countries that he says possess Nuclear weapon it is because of his duty to protect Americans.

There is one very famous statement shared almost by all media houses, it reads “The United States has great strength and patience, but if it’s forced to defend its self or its allies we will have no choice but to totally destroy North Korea.” Here Trump goes beyond protecting America and goes to protect its allies.

4.4. Topics from the media outlets

Different media outlets covered the speech of the President at this specific assembly one because it was the first time for the president to address world leaders at one venue together. Some of these media houses through their guests and analysts were appreciative of the speech given by the president with regard to both its content and the way it was presented. And there were other media houses that condemned the speech saying it was violent and not cognizant of the sovereignty of member states in the United Nations and not mindful of the tents that the United Nations stand for such as multilateralism and peace among many other tenets.

These are the topics that are dominant from the speech of the president sovereignty, America first, Destroy North Korea and Iran, Donald Trump as a bully and new form of presentation by Trump. These topics are selected by the researcher after analyzing their dominance in the speech delivered during the UNGA.

4.5. Frames by the media outlets

Table 4-1 Numbers and Types of Frames Used by Media Outlets

News outlets	Human interest frame	Conflict frame	Attribution of responsibility frame	Prognostic frame	Diagnostic frame	Morality frame	The economic consequences frame
CNN	1	6	4	Not used	Not used	Not used	Not used
FNC	Not used	3	4	1	Not used	Not used	Not used
AJ	1	7	5	1	Not used	Not used	Not used

The selected media houses used different frames in presenting Trumps' speech to the world body. Those frames include attribution of responsibility frame, in which the media made the U.S in general and the president individually responsible for the damage caused by the president on the diplomatic relationship of the Country with other states because of his speech. Economic frames in which the media houses especially hammered on the nuclear deal the U.S made with Iran and the economic consequences if Donald Trump severs the tie of the deal because there are sanctions involved on Iran. There is also conflict frame because of the path the president chose to address countries in the house. Media houses especially CNN and fox news has employed diagnostic frame to indicate where the speech went wrong. There is also a clip aired by CNN which contains presentation of individuals who got hurt by the regime in North Korea which amounts to use of human interest frame by CNN. Now let's see the media and the frames used.

Conflict frame and **attribution of responsibility frame** were used by most media houses and therefore, the two frames are the most dominant frames in all the three media outlets both in their online and television mediums.

It must be noted that seeing the natures of all the frames that are used by the media houses all of them have targeted to grab the attention of the audience and thereby gain or maximize profit. This is because of the nature of the frames focus or has as a common denominator grabbing the attention of their audience and maximizing their viewership.

Let's see fox news in relation with the above stated frames. The news station chose to use clips of the president where he threatens countries repeatedly.

The news presenter after telling his audience the three takeaways from the presidents' whole speech (the takeaways are) he plays the following clip. When airing the clips FNC aims to blame other countries that the president also blames supporting the assertions of the president's speech. Here in this clip Trump states that if the world does not do anything to prevent it, North Korea would get power to destroy the world. He is in a way attributing responsibility to countries around the world in their failure to condemn North Korea because attribution of responsibility frame is a frame that presents an issue or a problem in such a way as to attribute responsibility for causing or solving a problem to government, individual or a group Trump here is by Fox is

depicted as attributing responsibility to nations as bystanders seeing the destructive country gets even more power.

If the righteous man does not confront the wicked few then evil will triumph. When decent people and nations become bystanders to history the forces of destruction only gather power and strength. No one has shown more contempt for other nations and the well-being of their people than the depraved regime in North Korea. (Fox news online sep.19, 2017)

The act of the president to thank Russia and China is taken as another very important salient feature of the story and a clip is dedicated to it as well.

Here again comes the conflict frame when Trump lauds China and Russia for helping impose sanction on North Korea.

The two countries supported a Security Council sanction proposed by the United States to the Security Council to impose sanction on North Korea, apparently China and Russia were part of this imposition of the sanction hence the gratitude of the president, but the same clip advocates hard hitting sanctions against North Korea.

It's time for North Korea to realize that the denuclearization is its only acceptable future. The United Nations Security council recently held two unanimous 15 to nothing votes adopting hard heating resolutions against North Korea and I want to thank China and Russia for joining the vote to pose sanctions along with all of the other members in the Security Council. (Fox news online sep.19, 2017)

The other major frame by fox news is the hard line taken by the president against Iran. Fox news has dedicated another clip for this as well.

The conflict frame comes as Trump asks for condemnation of Iran by member states because he thinks that the country wishes death and destruction for America and Israel.

It's far past time for the Nations of the world to confront another reckless regime, one that speaks openly of mass murder, Vowing death to America, destruction to Israel and ruin for many leaders and nations in this room. The Iranian government masks a corrupt dictatorship behind the false guise of democracy. (Fox news, sep.17, 2017).

Fox news had Wall Street Journal Washington executive editor Jerry Saib to reflect on the President's speech. Jerry in his analysis of the speech of Trump says that the speech was one of a kind underlining that it was traditional homage to the United Nations and says it was a blunt speech that the president threatened to totally destroy a country. There cannot be any reason to say that the speech gave respect to the undertakings of the United Nations to say at the same sentence a destruction of a sovereign country was sought in the same speech.

It's a good observation I think the first part of it was very traditional kind of homage to the United Nations to pull Countries together on the ordeals. It was a kind of speech that I don't think anyone from that hall heard from American President. He talked about the possibility of totally destroying North Korea. So, it's a blunt speech that you can expect Donald Trump to give but it's not kind of Normal in this setting. (Fox news online sep.19, 2017)

The very popular phrase of destroying North Korea comes right after jerry gave such analysis on the speech of the president in form of a clip.

The United States has great strength and patience. But if it is forced to defend itself or its allies we will have no choice but to totally destroy North Korea. Rocket man is on a suicide mission for himself and for his régime, the United States is ready willing and able but hopefully this will not be necessary. (Fox news online sep.19, 2017)

In fox news on the same speech the news station has invited Newt Gingrich who starts his analysis with a word of appreciation to the speech made by Donald Trump, he is the author of Understanding Trump. He went on to say that the speech is all about the right of every Country to be sovereign. The conflict frame in his speech arises when Newt Gingrich tells fox news

audience that the speech is the fourth greatest speech of Trump's Presidency, but he doesn't tell the audience why the speech is as such. Are there measurements to say some one's speech great? Here is how he puts the greatness of the speech by the president.

I thought that the historic speech that President Trump made at the United Nations was really about defending America, but also about defending the right of every Country to be a sovereign nation. It was remarkable speech and it was the fourth greatest speech of his presidency and I think it sets stage for debates worldwide. (Fox news television sep.19, 2017)

In the interview with Newt Gingrich the news station seems to come back to what it is known for, creating stark contrast with the Democratic Party and what this party is known to stand for.

The presenter here asks questions wondering what the problem is if the United States supervises which Country owns what weapon. He also questions why anyone is criticizing Trump underling according to Newt Gingrich everything Trump said during his speech deserves only appreciation.

Democrats have been saying that this is a bombastic speech. But he reiterated his commitment to America first. Our government's first duty is to its people, to serve their needs and ensure their safety, preserve their rights and defend their values. As president I would always put America first. And he talks on North Korea firing missiles over Japan on a weekly basis and he talks on radical Islam and saying radical Islamists like Iran will not get nuclear weapon. Why am I hearing a criticism here? (Newt Gingrich, fox news sep.20, 2017)

The researcher has no problem with Donald Trump advocating for making his Country first or this presenter reaffirming that assertion.

Again Newt Gingrich goes further in saying that he agrees with the presenter supporting America first frame. And this phrase is wanted to be salient feature of the speech of the President in the whole speech by this media house. He expresses his agreement with the presenter in this way.

He is of the idea that because Trump doesn't prohibit other countries from making their Countries first according to Gingrich fox's guest analyst the president should not be condemned. The conflict here is again regardless of Gingrich's thought on the speech he should not have advocated against criticism of the speech of Trump.

I think your world view and mine are the same and I am with you on this is radically different from the appeasement oriented west. It's a speech that says America first.

Then he says he's going to put America first and he went on to say that he expects other Countries to put their Countries first. He's not saying America first over everybody else but, he's saying if you have a national leader and if they are not putting their Country first they are not doing their duty to their people. (Fox news television sep.19, 2017)

The researcher explored two major articles written by fox news online media outlet related to the speech made by the president at the UNGA. The first article is written by John Moody and this article seems to have rather appreciative tone over the president's speech.

Appreciating the president for calling North Korea and Iran "Rogue nations" the writer admits to confer with Trump's way of addressing how the UN itself is not doing its job properly. Here fox news goes to attribute responsibility to the UN for not doing its job properly.

It's hard to imagine Donald Trump presenting a more direct, focused and needed speech than the one he gave at the United Nations Sticking to teleprompter, he told the world body it was not doing its job. He also called out some of its bad actor members, in particular North Korea, which he baldly threatened with total destruction. (John Moody, UNGA and Trump, sep.20, 2017)

This writer furthers his article appreciating the definition given by the president as what the phrase "America first" is all about. The frame in the article is more or less similar to that of fox news television in that America first; Iran and North Korea are made to be salient. And all these are presented emphasizing the way that Trump wants to punish the two countries and advance

the interest of the US by "America first" still, in some of the circumstances a few of the phrases are made more salient than the others for example, "America first" is emphasized and explained in such a way. John here attributes responsibility to other nations of the world for not making their own Countries first.

Perhaps most important to Trump, he laid out an honest and honorable definition of what he means by America first: it's his job as president of the United States to put the interests of his citizens at the top of his priority list.

The same burden, he said, falls on other world leaders with regard to their countrymen. What the U.S. is no longer willing to do, he said in plain (and scripted) language, is to allow it to be out-dealt and outvoted on issues that affect Americans. (John Moody, UNGA and Trump sep.20, 2017)

In justifying the frames that he used to put together his article on the speech of the president John Moody the author of the article on fox news on!ine tries to back up with another person's analysis of the speech.

Here at one place he brings what John Bolton, former United Nations ambassador to the US says about the speech of the President to justify his assertion. While conducting this research John Bolton is elected by the president to be a security adviser to the president. Fox news presents John Bolton that says the speech of the president was the best in his presidency, but the conflict frame come in that at the same sentence he states that it was the best because it condemns North Korea and Iran.

John Bolton says President Donald Trump's address to the United Nations General Assembly was the "best speech of the Trump presidency. (Fox news, sep.20, 2017)

Bolton, a former U.S. Ambassador to the UN, said the centerpiece of Trump's speech was his criticism of the behavior of North Korea and Iran.

It's safe to say, in the entire history of the United Nations, there has never been a more straightforward criticism of the unacceptable behavior of other member states, Bolton said. (Fox news, sep.20, 2017)

As for Iran, Bolton said, Trump was just as direct in his criticism of former President Obama's nuclear deal with the Islamic republic.

Here again the writer of the article puts John Bolton's statement to express Donald Trump's word on the Iran US deal regarding nuclear weapon. The writer attributes responsibility for the Iran nuclear deal to the administration that came before Trump.

I think these are about as clear an indication as a president can make that he's not going to live with the kind of half-measures and compromises that frankly for 25 years have marked American policy and led us to the present desperate situation where both these countries are on the verge of getting deliverable nuclear weapons. (John Moody, UNGA and Trump, Fox news, sep.20, 2017))

Another article written by Judith Miller was rather outlandish for fox news's usual trend.

Miller in her article entitled "President Trump spoke his version of Truth to power" used Diagnostic frame. According to Benford and Snow (200) shows what the problem is and how it is defined and she came up with a little bit of different approach in that she tried to show that the speech was short of solutions or even proposals for any sort of solutions. Here is what she wrote verbatim.

His first address to the General Assembly was vintage Trump – a 40-minute mixture of bombast, insults, threats, praise for the ideals of the UN, and a declaration of his belief that America's pursuit of its own interests was in America's best interests and the world's. (Fox news online, Sep. 20, 2017)

The speech, which Mr. Trump read from a teleprompter, was also long on contradictions and short on proposals for solving the threats he denounced. (Fox news online, Sep. 20, 2017)

This article tries to see the Trump way of doing things in different perspective. It further seems to emphasize that as expected as the President's debut speech was solutions to the problems faced by Countries or at least providing proposals to problems is what could be expected from the

speech which is not found at the end of the speech, according to her. She identifies the problem in the speech as consumed with contradictions.

CNN's approach of the president's speech was somehow broad in coverage and lacking in presentation styles, except for the live transmission of the speech itself.

Still, it doesn't not mean that CNN's coverage was irrelevant, rather this news station has included in its coverage of Donald Trump personalities like senators that are not featured to at least the knowledge of the researcher in the other two media outlets coverage of the event.

Most of the analysis part is covered by the media's online medium. The television medium has both in news and news program's platform has covered the speech of the president at the UNGA. There are specific frames that this news media outlet has dealt with.

"State of America" is a 20 minutes talk show featuring different analysts on variety of issues. This show comes on air from Monday through Friday discussing issues of current affair specially issues that focus on the Politics of the United States. Kate Bolduin, the host of the program had a guest on her show to talk about the speech of the president at the UNGA couple of hours before the speech was delivered.

This specific talk show aired clips of the president before he was elected as president of the US. The clips that CNN specifically chose to air are focused on what he said about the United Nations while he was on the campaign trail and after that as well. Nevertheless, it was in this show that indications were given as what the focus of the president's speech will be in this general assembly.

The following is a clip that is chosen to be aired in the middle of the show.

Sound bite of Donald Trump

The United Nations is not a friend of democracy, it's not a friend to freedom, and it's not a friend even to the United States of America.

Attribution of responsibility frame shows the problem or issue focusing on who caused a situation. Here CNN in airing these clips or sound bites seems to attribute responsibility to Donald Trump for the bad reception he may get from the organization.

The following clip can also be seen in the way of espousing conflict frame at the same time because this frame presents the issue from the perspective of polarization or confrontation of individuals or groups because, he calls the United Nations in this specific clip a political gang.

Sound bite of Donald Trump

Where do you ever see the United Nations? I love the United Nations in New York they are wonderful. Did they ever settle anything? It's just like a political gang. We pay for it vastly though.

Using these clips CNN intended to make the president feel ashamed before he delivered his first speech at the world body. Trump has said those words before his presidency. So, the question asked by the presenter after playing such clips was the following.

Is he going to come out with that level of criticism when addressing the UN?

If he doesn't, what does that mean?

It is the question the host of the show, Kate Bolduin forwarded to her guest, Here CNN seems to be focused on making an attack against the competence of the World body by the president the frame of his speech comparing his former speeches about the same body the presenter asking the same question about the president's criticism of the world body wanted the audience to look for his speech in relation with the criticism he would make against the UN. However, in answering to the presenter's repeated query the respondent has this to say.

First of all, what is gone is gone, the campaign trail is one thing and governing is another. I think what the president understands and another very well-known thing is that the United Nations is a tool, a tool that the United States is unusually set to use because the UN really works for the Security Council; the Security Council is dominated by the United States. This is the tool that he has at his disposal and I don't think that he wants to destroy it rather he wants to make it better. And actually being a little bit

skeptical is the wrong way to see things. It may even make the UN stronger than otherwise be. (CNN, sep. 17, 2017 state of the Union)

Here the respondent answers the question by comparing the Donald Trump that was on the campaign trail and the Donald Trump the president.

Here the president according to the respondent on the show is the main beneficiary of the resolutions coming out of the United Nations and especially the UN Security Council.

According to him because the UN is the puppet of the US it should not be insulted by the president who will benefit majorly from the actions of the house. He used here conflict frame because of the advocated polarization in getting benefit out of the works of the United Nations.

Besides, the live coverage of the speech of the president CNN has also done other live shows and news on the speech of the president, but what is similar with that of the fox news is that it has also used clips from the speech of the president to confirm its frame of what the speech is all about. However, the content of the speech from the clips is not the same as that of the fox news several clips. Rather these clips are made to attribute responsibility to the president in negative ways for threatening to destroy a country. However, fox news ways of presenting the clips is accompanied by appreciation of what Trump says he will do with regard to North Korea and Iran.

CNN in airing the following clip of the speech of the president employs the human interest frame. This frame is used to bring the issue or problem closer to the emotion of the audience to garner support from them thereof, because the human emotion captivates everyone. In this clip to justify his vilification of North Korea tells the story of people that suffered at the hand of the Country and CNN presents the clip in the following way.

Sound bite of Donald Trump used by CNN

No one has shown more contempt for the nations and for the well-being of their own people than the deprived regime in North Korea. It is responsible for the starvation deaths of millions of North Korean, and for the

imprisonment, torture and killing and oppression of countless more. We were all witness to the regime's deadly abuse when an innocent American college student Otto Warmbier was returned to America only to die a few days later. We saw in the assassination of the dictator's brother using banned nerve agents in international airport. We know it kidnapped a sweet 13-year-old from a beach in her own Country to enslave her as a language tutor for North Korea's spies. If this is not twisted enough now North Korea's reckless pursuit of Nuclear weapons and ballistic missiles threatens the entire world with unthinkable loss of human life.

It's an outrage that some nations would not trade with such a nation but would armed supply and financially supports a country that imperils the world with nuclear conflict. (CNN sep.19, 2017)

CNN politics on its online edition dubs the speech of the president as against the political norms of the United States and calls the speech totally disruptive. By comparing what the predecessors of Trump has spoken at the same chamber with that of the speech of Trump the station attributes responsibility to Trump for threaten to destroy a country.

It was dark, desolate, had a whiff of authoritarianism and pulsed with threats: None of his predecessors, for instance, stood in the well of the UN chamber and threatened to wipe a country -- in this case, North Korea -- off the face of the planet.

Here also "the axis of evil" the infamous George Bush UN general assembly popular phrase to condemn Iraq claiming that the Country has pile of weapon of mass destruction.

CNN online writes the "rogue states" phrase was worse than that of Bush's. As the language of war is employed here frame of conflict comes in picture again.

It was the "axis of evil" on steroids as the President blasted "rogue states" and trumped George W. Bush-era rhetoric to put Pyongyang, Iran, Venezuela and Cuba on notice." (CNN online, CNN politics, Sep, 19, 2017)

CNN politics sees the speech as full of bombast and says that the speech depicts anti globalist and populist rhetoric that Donald Trump came up with during the campaign for presidency. CNN on the same article presents that the speech will not appeal to the leaders in the assembly as Trump does not even mention world's current threat which is global warming.

Here again comes the insertion of ideologies by the media houses and CNN using frame of attribution of responsibility by blaming the president for not talking about global warming.

However, the frames that are put in this article are more or less foreign leaders already wary of Trump's approach, which he may call upon for military sacrifice at some point, may question his call for burden sharing when he did not even mention the threat that many see as paramount, the one posed by global warming. (CNN online, CNN politics, Sep, 19, 2017)

For CNN Trump's rhetoric of "America first" is negative and the media portrayed him as anti-unity and multilateral order of the current world.

For fox news the phrase "America first" was depicted as important and seen as heroic deed conversely, the move here for CNN is a move of seclusion and calling North Korea's leader a "Rocket Man" is a sign of Strength for fox news. But, for CNN its using inappropriate tweeter vernacular which is devoid of diplomacy.

The same word harnessed to achieve different goals of media. And also his threat of using a nuclear weapon was just inappropriate according to CNN. Here again the media attributes responsibility by airing the following clips from the speech of the president.

The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea," he said.

Some may argue that the President's threat was simply a reiteration of the vow that the US would respond overwhelmingly if a nuclear weapon was ever used against the US or its allies.

But his casual threat of the use of nuclear weapons was chilling coming from an American President. (CNN online, CNN politics, Sep, 19, 2017)

CNN repeatedly attributes responsibility while fox news employs conflict frame to inculcate their respective agendas.

Trump's speech being short of proposals for solution, by which diagnostic frame is used which was also framed by CNN quoting what a senator said about the presidents' speech.

The senator indicated the problem in the speech of the president with regard to the Iran Nuclear deal and how he will proceed if the deal fails.

Trump offered no details, of how he will prevent Tehran resuming its race towards a nuclear bomb if the deal collapses, or how he will martial support of most US allies who strongly back the Iran deal. (CNN online, sep.21, 2017)

Trump's critics found his saber rattling distasteful, and alarming, according to CNN and quoting a senator again CNN attributes responsibility to the actions of the president suggesting that he would rather adhere to the status quo of what the UN is.

The goals of the United Nations are to foster peace and promote global cooperation. Today, the President used it as a stage to threaten war," said Democratic Sen. Dianne Feinstein. "He missed an opportunity to present any positive actions the UN could take with respect to North Korea, and he launched a diatribe against Iran, again offering no pathway forward. (CNN global politics, Sep, 19 2017)

The contradiction in respecting sovereign states and threatening to annihilate them at the same time was another dilemma that CNN wanted so much to indulge in employing conflict frame. Here the station used conflict frame to show contradictions in the speech of the president, because Trump at the same venue where he said that he will annihilate North Korea stated that his Country does not impose its way of life onto other Countries and respects the sovereignty of other states.

There were a lot of contradictions ... we're going to respect the sovereignty of other people ... but what was ironic, in many cases he talked about countries that the United States was not prepared to live with, like North Korea, but because of the way they treat their inhabitants," said Patrick Stewart, a senior fellow at the Council on Foreign Relations. (CNN online, CNN politics, Sep, 19, 2017)

Aljazeera appears rather inclusive of vast events of the speech before, during and after this general assembly compared to the other media houses that embarked on specific portion of the speech. From the plight of the Rohingya Muslims to other leaders speech for and against Donald Trump's speech were given due attention by the stations online and television platform. And again compared to the other media houses AJ was rather deep in coverage of project or episodic and thematic news than focusing on bits and pieces of clips from the speech of the president. However, it does not mean the clips may have any less effect on the audience. It's just a difference in presentation of messages not the actual content of the message.

Besides, AJ covered the event both in news and news programs inviting personalities who are known to be accomplished in the area of international relations and diplomacy which is actually practiced by other outlets as well though there's a difference in the frequency such type of coverage.

In the first coverage of the 72nd UNGA AJ starts with their reporter hinting on the speech of President Donald Trump who is expected to give his debut speech on the following day. The reporter makes his predictions using a narration after the intro or the lead of the news and then he provides the following using attribution of responsibility frame, because Trump according to the reporter does not accept the multilateral order of the world his speech will not have that much of acceptance from other leaders who constitute the house.

Every year when World leaders gather in New York in September they listen carefully to the World's most powerful person on earth. But, for the first time since the UN was created at the end of the Second World War the US president will address them from this podium. This year it's someone who at

times has appeared to question the multilateral order the United Nations represents. (Aljazeera television, Sep.18, 2017)

James Bays, the UN correspondent to Aljazeera employs the conflict frame by mentioning the controversy that Trump created in another summit with other leaders from around the World.

Donald Trump does not perform well at big international summits. When he attended a NATO summit he actually managed to physically push another leader out of the way and his advisors must hope that he will do better here.

Because, this is his last chance to really convince other world leaders that he is someone they can do business with and he's not just a nativist who wants to hand over the UN to China. (Aljazeera television, Sep.18, 2017)

AJ again espouses the conflict frame through the sound bite of an expert who talked that the issue of Nuclear will be the dominant one to be emphasized by the president. Basing on the number of missile tests and launches the analysis has the following to say.

The number of launches, the number of tests is much greater even in this year than it's been over the last decades and this is the very immediate question and yes I think it will be the top question here in this week at the UN. (Aljazeera television, Sep.18, 2017, Sound Bite of president of East west institute)

AJ also tries to bring comparatively what the president said on the message he will give to the UNGA before he actually delivered it and they compiled an analysis on his word before the message on the nature of his most anticipated speech and after the delivery of the message. This is what Donald Trump said the message will be like before the message was given to the world body.

“The message is really a message of peace. It's a message of coming together. “President Trump one day before the UNGA

But, the message really was not one of coming together and peace and AJ seems to focus on the inconsistency on the word of the president before giving the speech and after he gave the speech.

After showing a clip of Donald Trump saying that he will deliver a message of peace the reporter of the news narrates the following and gives what actually happened during the delivery of the message.

Once he headed to the general assembly chamber he had a very different message delivering a speech that astonished many diplomats by including an unprecedented threat to annihilate another UN member state. (AJ reporter's narration, sep.18, 2017)

The clips in which Donald Trump actually vowed to destroy another Country have also gotten a fair share of airtime, hence the dominance of conflict frame.

The United States has great strength and patience. But if it's forced to defend itself or its allies we will have no choice but to totally destroy North Korea. Rocket man is on a suicide mission for himself and for his regime. (Aljazeera television, Sep.18, 2017)

Generally, the story is made smooth by using what the president actually says to the public which contradicts what he actually does. And, not only has that AJ showed the audience how his message was against what the UN secretary general said against the use of fiery words before the speech was delivered by President Trump. This is what the UN secretary General Antonio Guterres said on the eve of the delivery of the speech by Donald Trump.

Fiery talk can lead to fatal misunderstandings. The solution must be political and this is a time for statesmanship. We must not sleep walk our way into war. (UN Secretary General Antonio Guterres) (Aljazeera television, Sep.18, 2017)

AJ has also compiled what other leaders have said about the speech of the president. President Trump and Prime Minister Benjamin Netanyahu are known to be supportive of one another. Their two countries are also very close allies in different aspects including trade, diplomacy and people to people relations Zanotti (2016)

Though the researcher is not aware of the cause for the sudden boost in friend between the two countries, Robert D.Blackwill and Philip H.Gordon in their book repairing the US- Israel relationship in 2016 boldly stated that the two countries relationship is in trouble.

The US-Israel relationship is in trouble. The cause of the difficulty is not a mere lack of personal chemistry between Barack Obama and Benjamin Netanyahu, nor can it be reduced to a single policy disagreement, such as the debate over the Iran Nuclear deal.

Rather, serious differences on long list of policy issues in the Middle East and significant demographic and political changes on both sides are pushing the two countries apart and making it harder for those who care deeply about the relationship to maintain it.

The other leaders in the UN are not seen at least publicly either lauding or condemning the speech of the president. However, it is in the same chamber that Netanyahu said he had never heard such speech from the leaders of the US before Trump both in valor and directness.

The speech receives strong support from Israel's Prime Minister but only tepid applause from those in the General assembly. Reporter's narration from AJ

And a sound bite taken from Israeli Prime Minister Benjamin Netanyahu follows.

So, I listened to countless speeches in this hall, but I can say this none were bolder, none were courageous and forthright than the one delivered by President Trump today. (Aljazeera television, Sep.20, 2017)

Nevertheless, the analysis by CNN contradicts the presentation of the sound bite of prime Minister of Israel lauding the speech of the President.

It's almost as if he was advised that upping the rhetoric will intimidate, or can have some intimidation effect on Kim Jon gun. I think that is a very risky proposition. I don't see any evidence that is the case," said former State Department spokesman John Kirby, who is now a CNN analyst.

CNN again comes with attribution of responsibility frame by airing the concern of Democratic Sen. Dianne Feinstein.

The goals of the United Nations are to foster peace and promote global cooperation. Today, the President used it as a stage to threaten war," said Democratic Sen.

Dianne Feinstein. "He missed an opportunity to present any positive actions the UN could take with respect to North Korea, and he launched a diatribe against Iran, again offering no pathway forward.

In addition to the news and news presentation formats, the questions that were asked by the Journalists of CNN were tuned in the direction of attribution of responsibility frame. Here for example at the first question the journalist understands that Trump has no much care for global mission of the UN as "America first" and "make America great again" are the phrases that he is popularly known for. However, the question is posed in such a way.

Question.... John if you would set this moment at the world stage for Donald Trump, how does America first meet the Global mission of the United Nations?

Question.....is he going to come out with that level of criticism when addressing the UN? If he doesn't, what does that mean?

Question..... What can he accomplish this week with regard to North Korea?

Question.....Does he need to address the criticisms that he had about the UN in any way?

Aljazeera online has seen the speech with deep scrutiny by including the assessment of scholars in the area of Diplomacy politics and journalism as a whole. However, think tanks like the Doha Institute have played a major role in identifying and dissecting the speech by the President.

"The interventionist mode of Trump's speech" on the foreign affairs of Countries has been analyzed in a way that his base in the US even would not support the rhetoric used against totally annihilating North Korea and the analysts believe that though he started his speech with humble and conciliatory mode he delved into his circle of neoconservative line.

Mark Farha, assistant professor of international relations at the Doha Institute, said that Trump had - once again - embraced an interventionist foreign policy.

He did so gradually in the speech; in the beginning, he began in a more conciliatory manner and towards the end, he adopted squarely a neoconservative line of regime change and war in fact, Farha told Aljazeera. (Aljazeera English, Sep, 17, 2017)

Concerning North Korea as well Aljazeera has incorporated analysis of individuals such as, director at the Center for Conflict and Humanitarian Studies at the Doha Institute, also said that Trump's rhetoric had raised the stakes. Barakat, in this clip tells that North Korea through the speech of Trump is given a green light to go ahead and enrich Nuclear weapon if, it doesn't not have enriched the weapon so far. Here is also conflict frame by AJ.

North Korea” Sultan Barakat says “now has the script and the excuse to why they need the nuclear programme, he told Aljazeera. “If they haven't got one, they need to work very quickly to develop one.

Media houses differ in how they frame issues because they want to make their audience understand an issue in their way of presentation and give their particular taste of it on the way. In their treatment of the speech of President Trump the selected media outlets framed the speech differently leaving some facts out and giving emphasis to others (they employed both omission and salience) The media houses have also addressed topics that are made salient by the topics of the president both directly and indirectly. The major frames that were covered were attribution of responsibility frame to the president himself because of his rhetoric of annihilation of North Korea and Iran among other things and conflict frame by creating mostly contradictions between what he says and what he does afterwards.

The presentation of the data previously showed how the selected media outlets, have covered the speech by identifying major frames portrayed in them. Fox news viewed the speech as a landmark one through its depiction of the rhetoric of the president “America First” This news media seems to need the audience understand the speech in the way of making other countries

responsible if they fail to tackle the acts of Countries like that of North Korea and Iran through the selection of clips or sound bites that are reflective of this reality.

Through the sound bites of guests of the station like Newt Gingrich also the news media attributes responsibility to other nations to make their own countries first as Trump is making his Country first and he argues that he should not be blamed for doing so.

However, the America first rhetoric according to researchers like Jason A. Edwards states that the pursuit of the rhetoric has the consequence of losing the leading position that the country has in the globe.

Edwards (2018), argues that Trump's rhetoric of "America first" broke with the post-world war second consensus of maintaining and extending US globalism. He further asserts the following.

Trump modified America's exceptionalist arguments that served as rhetorical support for the above consensus. Trumps' rhetoric suggested the United States' current path in foreign policy was in state of chaos that needed to be curtailed. His rejection of post war consensus and turn toward an "America First" foreign policy would restore order to the United States' foreign policy universe. Trump's rhetoric set to redefine the United States' role in the 21st century but has serious implications for the leadership position it has taken for the past 75 years.

The other dominant frame used by fox news is conflict frame; it is a frame that emphasizes on conflict between individuals, groups, institutions or Countries so as to attract audience attention. Semetko and Valkenburg (2000) It seems that fox news wants a war between the US and Iran because all provocative words used by the president during the general assembly is also repeated by the news station in what sounds like advocacy for war and conflict between Countries Especially the sentence that reads, "If the righteous man does not confront the wicked few then evil will triumph."

This sentence was aired several times in most of the news shows of the station. Almost all of the clips that the news station aired and the guests that are invited by the news station seem to be in favor of conflict especially between the US and Iran and North Korea.

All in all, from 14 news clips that are chosen by the researcher to conduct this research in 10 of them there is direct or indirect calling of North Korea, Iran, Nuclear weapon, annihilation and threat. The rest three are focused on attributing responsibility to other Countries and one is Diagnostic frame which is found in one online article by the news station where the writer of the article calls the speech devoid of solutions.

CNN also has employed conflict frame in many of its coverage of the President's speech beginning with presentation of comparison of the clips on which the president said that his address will be one of advocating coming together and peace which is presented in stark contrast with the fiery clips in which the president threatens to destroy a country during his actual speech.

The station has also dedicated airtime to the negative comments forwarded toward the United Nations that the president gave while he was on the campaign trailer.

This was presented by the television station to indicate what he will be met with while presenting his first ever speech at the United Nations.

In a show called state of the Union with Kate Bolduin also CNN has invited a guest in which she asked what the previous comments by the president do mean to the president now who is going to give a speech to the house that he used to use offensive terms to express, the guest answers that the UN is a tool that the US uses to pass or decline resolutions in the security council.

The United Nations is a tool, a tool that the United States is unusually set to use because the UN really works for the Security Council; the Security Council is dominated by the United States. (CNN, Sep. 17, 2017 state of the Union)

CNN is the only media outlet that aired the clip of Donald Trump in which the president was mentioning names of individuals that are affected by the regime in North Korea so as to appeal to the emotion of his audiences.

In the same clip that CNN aired the president is heard attributing responsibility to the aforementioned government saying that it is responsible for the death and starvation of the people in North Korea.

Donald Trump attributes responsibility and at the same time uses human interest frame to appeal to the emotion of people through telling the story of individuals who suffered at the hand of North Korea. Nonetheless, the same cannot be said about the station's intention in airing the clip. However, the material contains both attribution of responsibility frame and human interest frame.

No one has shown more contempt for the nations and for the well-being of their own people than the deprived regime in North Korea. It is responsible for the starvation deaths of millions of North Korean, and for the imprisonment, torture and killing and oppression of countless more. We were all witness to the regime's deadly abuse when an innocent American college student Otto Warmbier was returned to America only to die a few days later. We saw in the assassination of the dictator's brother using banned nerve agents in international airport. We know it kidnapped a sweet 13-year-old from a beach in her own Country to enslave her as a language tutor for North Korea's spies

"If this is no twisted enough now North Korea's reckless pursuit of Nuclear weapons and ballistic missiles threatens the entire world with unthinkable loss of human life." (CNN sep.19, 2017)

Most of the frames used by CNN online are conflict frames, in some of the frames the presidents' act of threat to destroy North Korea is equated with George Bushes' Axis of evil frame by CNN analysts. The station also brought the sound bites of Senators to confirm that he breached the protocols of the United Nations.

The main purposes of the United Nation say democratic senator Dianne Feinstein are to foster peace and promote global cooperation, but on that day according to her the president used the stage of the UN to threaten war instead. All in all, CNN under the 13 coverage it gave to the president both online and broadcasted on television 1 of the frame is human interest frame, one other story is both attribution of responsibility and conflict frame 8 of the frames were conflict frames and the other three are attribution of responsibility frames.

Aljazeera English has 14 coverage of news, news programs and correspondents on spot coverage based on the speech of the president.

The coverage by this station started before the delivery of the speech by the president and lasted until the last day on the third day after the speech was delivered. Unlike the other media houses AJ was engaged in preparing full package voice news featuring the reporter of correspondents, analysts and the sound bites from the speech of the president. Fox news coverage for example was dominated by airing of clips of the speech of the president. Compared to the other media houses under study in this paper AJ has more analysts including UN experts and its coverage lasted longer than the other two.

AJ has also presented the comments of President Trump on the nature of the speech in comparison with what actually happened in the chamber. CNN presented this by airing two clips one depicts Trump saying that the message will be one of peace and Unity and the next clip shows him saying that Iran has to be completely annihilated. However, AJ chose a different path to show this story by inviting guests to say words on what he meant by totally destroy North Korea. And the guest says that it's totally expected of Trump.

The stories presented by AJ were comprehensive; nevertheless, in this media house also the frame of conflict dominates the coverage. For example, in a report James Bays has done after the speech the sound bites taken from the speeches of the president and guests show this clearly.

The sound bites of president Trump taken after the speech

The United States has great strength and patience, but if it is forced to defend itself or its allies we will not have choice but totally destroy North Korea.

And the station airs the warning of the UN secretary general Antonio Guterres before the speech was actually delivered.

Sound bite of UN secretary General

Fiery talk can lead to fatal misunderstanding. The solution must be political and this is a time for statesmanship. We must not sleep walk our way into war.

The conflict frame is seen in other coverage of the station as well. James Bays the UN correspondent of AJ reminds his audience how badly Donald Trump acted in his previous encounters with world leaders at different summits and highlights the summit in which he actually managed to physically push another world leader and the summit he reminds was at the NATO. Here the correspondent is not even giving the president the benefit of the doubt that may be he will do better. Bays suggest in the same piece that Donald Trumps' advisors should do something about his behavior such as this one.

AJ also uses attribution of responsibility frame in condemning the presidents' rejection of multilateral order that the United Nations represents. This news is done before the speech was actually delivered at the UN.

A prognosis frame is also used by the station in airing the speech of Israeli Prime Minister Benjamin Netanyahu in which he admired the speech by Donald Trump as bold and forthright and addressed the issues that needed to be addressed.

Even though the presentation of the news by all the media outlets entertained in this paper differ greatly. The dominant frame in all the three outlets including their online platform is conflict frame, followed by attribution of responsibility frame.

The frame of human interest and prognosis frame are the other frames employed by the media houses but their frequency is very low. Prognosis frame is used by fox news and AJ. Fox news has used this frame in its online platform and AJ used this frame while airing the remark by Benjamin Netanyahu to the speech by Donald Trump.

4.6. Similarities among the media houses in framing of the speech of Donald Trump at the 72nd UNGA

The news, news programs and analysis coverage of the media house houses was dominated by two frames, Conflict and attribution of responsibility frames respectively. Especially conflict frame held most of the television and online coverage by media studied by this researcher.

The occurrence of conflict frame by Aljazeera and CNN was accompanied by airing contradictory messages given by the president about the relevance of the United Nations. Fox news however, aired clips of the presidents' remarks containing aggressive messages towards other states. This is reflected in their both online and television platforms.

Followed by conflict frame attribution of responsibility frame was also used by the three media out lets even though the frequency differs from media to media. In most of the coverage of CNN the station condemned his rhetoric of "America first" and accused him of speaking against the sovereignty of other UN member states including Venezuela, Iran, North Korea and Cuba as well. With analysis given by senators the station also blamed him of going against the principles of the United Nations. AJ shares these accusations with CNN.

Attribution of responsibility frame by fox news however is directed toward other media houses and Democratic Party members that have criticized the speech of the president as guest and news presenters of the station believed that the speech was flawless.

4.7. Differences among the media houses in framing of the speech of Donald Trump at the 72nd UNGA

There is a wide range of difference in presentation of the news. The news coverage of fox news was dominated by clips while CNN and Aljazeera concentrated on inviting guests on their shows alongside the presentations of the news.

AJ however, featured number of guests specialized in different relevant areas. When we see their differences in framing the event; CNN aired a clip by the president containing both human interest frames where he talks about the people that suffered on the hand of the North Korean government which also blames the government for the death and its own people.

While, fox news on its online platform writes an article containing diagnostic frame indicating what the problem in the speech of the problem was.

The writer indicates that lack of provision of solution is the major problem of the speech delivered by the president. This diagnostic frame was also used by CNN at the same time indicating where the speech was flawed.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

The aim of this study was to investigate the framing of the speech by President Donald Trump during the 72nd annual summit of the United Nations General assembly by selected international media outlets. To achieve the goal, the researcher selected Fox news (FNC), Cable News Network (CNN) and Aljazeera (AJ)

News stories and online articles were analyzed by the researcher qualitatively. Qualitative content analysis was used to get the insight of the media outlets coverage of the speech of Donald Trump at the UNGA. The major findings are;

- Five topics are identified in Donald Trump's speech at the 72nd UNGA. They are reduction of unemployment, America first, US's contribution for the rest of the world, threat from rogue regimes and sovereignty.
- Similar topics were covered by the media outlets but they were not entirely the same.
- The media outlets studied under this thesis framed the speech of Donald Trump at the 72nd UNGA differently. However, conflict frame is the dominant frame in all the three media houses studied.
- In covering the speech of the media outlets the media houses employed different frames even when the topic is the same.
- Frame of danger is the dominant frame in the speech of the president.

Based on the analysis it was found out that all three media houses inclined toward depicting the parts of the speech where there are controversial points. It has shown once again the mainstream media both in the west and the one in the Middle East are interested in airing points of contradiction to make their content mostly more competent than the other media houses engaged in similar works of selling news.

The one media that is known to be favored by the president, which is fox news focused upon airing clips in which the president has said negative things to other nations, in the way this media house tried to justify the content of the speech by the president as pro-America and the interest of it. However, in airing its contents it displayed more of the controversial points in the speech. And CNN and Aljazeera were not any different in their coverage of the president's speech as well. Because, the news and program stories that dominated in these media houses on the speech of the president were geared toward creating controversy and attributing responsibility on the president than indicate other parts where their audience would focus on the economy or other aspects of politics that the president covered in his speech.

However, we cannot deny the place attribution of responsibility was given by all the three media. Fox news attributed responsibility to other member states of the United Nations through the clips of the president and CNN has also role in attributing responsibility to the president himself calling him indirectly dishonest.

Aljazeera's leaning to attribute responsibility was very low, rather the station was engaged in conflict frame depicting the presidents' actions as uncultured and undiplomatic and portraying the president against the multilateral order that the UN advocates.

There is no media house among the three that appeared different in covering the event except the difference in using different types of frames i.e. the focus of one media in employing one sort of frame was not the same as its other counterpart.

Conclusion

The finding of the study in framing Donald Trumps' speech showed that the media houses in whatever corner of the world they might do their news they seem more concerned about what can be sold to their audience. The media houses regardless of their difference in political inclination the most frequent thing the media houses aired was the marketable part of the speech of the president which is conflict, fault and blame. Nevertheless, if one goes through the entire speech of the president one can find talks of economic cooperation, highlighting of the importance of the constitution of the US, the economic growth of the US since he became president and how his country wants to work and even used to work with other nations. However, it appears like none of these were marketable to the media outlets as they don't stir controversy.

The president talked about different other things but, the frames that got popular coverage in all the three media outlets irrespective of location and presumed political affiliation are those that are thought to catch the attention of the audience, conflict frames, attribution of responsibility frame, diagnosis frame and human interest frame.

The researcher is of the understanding now that market drives the main stream media than substance. And the implication is the news the public gets from mainstream media outlets is influenced by factors ranging from politics, advertisers interest and the level of understanding and adherence to the principles of Journalism.

Recommendation

- Future studies while studying speeches of presidents they can consider the gestures and tonality like the poses and the strength of the voice used by the president while delivering the speech, where he has given emphasis and how the emphasis was given.
- Media outlets from Countries such as North Korea and Iran can be included because as most part of the speech directly concern them their stand on the speech and how they frame the speech can be different from that of the western media outlets. Besides, it can help the research to be comprehensive.

The news outlets should also consider following the major principles that are tenets of journalism as a profession. They have to also consider give information in view of the importance of the information to the public not to their advertisers and stakes closer to them. In framing the issues also one of the principles of journalism, impartiality should always be upheld by the media outlets.

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Appendices

Appendix A

The speech of President Donald Trump at the 72nd UN general Assembly

Mr. Secretary General, Mr. President, world leaders, and distinguished delegates, welcome to New York. It is a profound honor to stand here in my home city as a representative of the American people to address the people of the world. As millions of our citizens continue to suffer the effects of the devastating hurricanes that have struck our country, I want to begin by expressing my appreciation to every leader in this room who has offered assistance and aid. The American people are strong and resilient, and they will emerge from these hardships more determined than ever before.

Fortunately, the United States has done very well since Election Day last November 8. The stock market is at an all-time high, a record. Unemployment is at its lowest level in 16 years, and because of our regulatory and other reforms, we have more people working in the United States today than ever before. Companies are moving back, creating job growth, the likes of which our country has not seen in a very long time, and it has just been announced that we will be spending almost \$700 billion on our military and defense. Our military will soon be the strongest it has ever been. For more than 70 years, in times of war and peace, the leaders of nations, movements, and religions have stood before this assembly.

Like them, I intend to address some of the very serious threats before us today, but also the enormous potential waiting to be unleashed. We live in a time of extraordinary opportunity. Breakthroughs in science, technology, and medicine are curing illnesses and solving problems that prior generations thought impossible to solve. But each day also brings news of growing dangers that threaten everything we cherish and value. Terrorists and extremists have gathered strength and spread to every region of the planet. Rogue regimes represented in this body not only support terror but threaten other nations and their own people with the most destructive weapons known to humanity.

Authority and authoritarian powers seek to collapse the values, the systems, and alliances that prevented conflict and tilted the world toward freedom since World War II. International criminal networks traffic drugs, weapons, people, force dislocation and mass migration; threaten our borders and new forms of aggression exploit technology to menace our citizens. To put it simply, we meet at a time of both immense promise and great peril. It is entirely up to us whether we lift the world to new heights or let it fall into a valley of disrepair. We have it in our power, should we so choose, to lift millions from poverty, to help our citizens realize their dreams, and to ensure that new generations of children are raised free from violence, hatred, and fear.

This institution was founded in the aftermath of two world wars, to help shape this better future. It was based on the vision that diverse nations could cooperate to protect their sovereignty, preserve their security, and promote their prosperity. It was in the same period exactly 70 years ago that the United States developed the Marshall Plan to help restore Europe. Those these beautiful pillars, they are pillars of peace, sovereignty, security, and prosperity. The Marshall Plan was built on the noble idea that the whole world is safer when nations are strong, independent, and free. As president, Truman said in his message to Congress at that time, our support of European recovery is in full accord with our support of the United Nations.

The success of the United Nations depends upon the independent strength of its members. To overcome the perils of the present, and to achieve the promise of the future, we must begin with the wisdom of the past. Our success depends on a coalition of strong and independent nations that embrace their sovereignty, to promote security, prosperity, and peace, for themselves and for the world. We do not expect diverse countries to share the same cultures, traditions, or even systems of government, but we do expect all nations to uphold these two core sovereign duties, to respect the interests of their own people and the rights of every other sovereign nation.

This is the beautiful vision of this institution, and this is the foundation for cooperation and success. Strong sovereign nations let diverse countries with different values, different cultures, and different dreams not just coexist, but work side by side on the basis of mutual respect. Strong sovereign nations let their people take ownership of the future and control their own destiny. And strong sovereign nations allow individuals to flourish in the fullness of the life intended by God.

In America, we do not seek to impose our way of life on anyone, but rather to let it shine as an example for everyone to watch.

This week gives our country a special reason to take pride in that example. We are celebrating the 230th anniversary of our beloved Constitution, the oldest constitution still in use in the world today. This timeless document has been the foundation of peace, prosperity, and freedom for the Americans and for countless millions around the globe whose own countries have found inspiration in its respect for human nature, human dignity, and the rule of law. The greatest in the United States Constitution is its first three beautiful words. They are "We the people." Generations of Americans have sacrificed to maintain the promise of those words, the promise of our country and of our great history.

In America, the people govern, the people rule, and the people are sovereign. I was elected not to take power, but to give power to the American people where it belongs. In foreign affairs, we are renewing this founding principle of sovereignty. Our government's first duty is to its people, to our citizens, to serve their needs, to ensure their safety, to preserve their rights, and to defend their values. As president of the United States, I will always put America first. Just like you, as the leaders of your countries, will always and should always put your countries first.

All responsible leaders have an obligation to serve their own citizens, and the nation state remains the best vehicle for elevating the human condition. But making a better life for our people also requires us to work together in close harmony and unity, to create a safer and peaceful future for all people.

The United States will forever be a great friend to the world and especially to its allies. But we can no longer be taken advantage of or enter into a one-sided deal where the United States gets nothing in return. As long as I hold this office, I will defend America's interests above all else, but in fulfilling our obligations to our nations, we also realize that it's in everyone's interests to seek the future where all nations can be sovereign, prosperous, and secure.

America does more than speak for the values expressed in the United Nations charter. Our citizens have paid the ultimate price to defend our freedom and the freedom of many nations represented in this great hall. America's devotion is measured on the battlefields where our

young men and women have fought and sacrificed alongside of our allies. From the beaches of Europe to the deserts of the Middle East to the jungles of Asia, it is an eternal credit to the American character that even after we and our allies emerge victorious from the bloodiest war in history, we did not seek territorial expansion or attempt to oppose and impose our way of life on others. Instead, we helped build institutions such as this one to defend the sovereignty, security, and prosperity for all. For the diverse nations of the world, this is our hope.

We want harmony and friendship, not conflict and strife. We are guided by outcomes, not ideologies. We have a policy of principled realism, rooted in shared goal, interests, and values. That realism forces us to confront the question facing every leader and nation in this room, it is a question we cannot escape or avoid. We will slide down the path of complacency, numb to the challenges, threats, and even wars that we face, or do we have enough strength and pride to confront those dangers today so that our citizens can enjoy peace and prosperity tomorrow.

If we desire to lift up our citizens, if we aspire to the approval of history, then we must fulfill our sovereign duties to the people we faithfully represent. We must protect our nations, their interests and their futures. We must reject threats to sovereignty from the Ukraine to the South China Sea. We must uphold respect for law, respect for borders, and respect for culture, and the peaceful engagement these allow.

And just as the founders of this body intended, we must work together and confront together those who threaten us with chaos, turmoil, and terror. The score of our planet today is small regimes that violate every principle that the United Nations is based. They respect neither their own citizens nor the sovereign rights of their countries. If the righteous many do not confront the wicked few, then evil will triumph. When decent people and nations become bystanders to history, the forces of destruction only gather power and strength.

No one has shown more contempt for other nations and for the well-being of their own people than the depraved regime in North Korea. It is responsible for the starvation deaths of millions of North Koreans. And for the imprisonment, torture, killing, and oppression of countless more. We were all witness to the regime's deadly abuse when an innocent American college student, Otto Warmbier, was returned to America, only to die a few days later.

We saw it in the assassination of the dictator's brother, using banned nerve agents in an international airport. We know it kidnapped a sweet 13-year-old Japanese girl from a beach in her own country, to enslave her as a language tutor for North Korea's spies. If this is not twisted enough, now North Korea's reckless pursuit of nuclear weapons and ballistic missiles threatens the entire world with unthinkable loss of human life. It is an outrage that some nations would not only trade with such a regime, but would arm, supply, and financially support a country that imperils the world with nuclear conflict.

No nation on Earth has an interest in seeing this band of criminals arm itself with nuclear weapons and missiles. The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea. Rocket Man is on a suicide mission for himself and for his regime. The United States is ready, willing, and able, but hopefully this will not be necessary. That's what the United Nations is all about. That's what the United Nations is for. Let's see how they do.

It is time for North Korea to realize that the denuclearization is its only acceptable future. The United Nations Security Council recently held two unanimous 15-0 votes adopting hard-hitting resolutions against North Korea, and I want to thank China and Russia for joining the vote to impose sanctions, along with all of the other members of the Security Council. Thank you to all involved. But we must do much more.

It is time for all nations to work together to isolate the Kim regime until it ceases its hostile behavior. We face this decision not only in North Korea; it is far past time for the nations of the world to confront another reckless regime, one that speaks openly of mass murder, vowing death to America, destruction to Israel, and ruin for many leaders and nations in this room.

The Iranian government masks a corrupt dictatorship behind the false guise of a democracy. It has turned a wealthy country, with a rich history and culture, into an economically depleted rogue state whose chief exports are violence, bloodshed, and chaos. The longest-suffering victims of Iran's leaders are, in fact, its own people. Rather than use its resources to improve Iranian lives, its oil profits go to fund Hezbollah and other terrorists that kill innocent Muslims and attack their peaceful Arab and Israeli neighbors.

This wealth, which rightly belongs to Iran's people, also goes to shore up Bashar al-Assad's dictatorship, fuel Yemen's civil war, and undermine peace throughout the entire Middle East. We cannot let a murderous regime continue these destabilizing activities while building dangerous missiles and we cannot abide by an agreement if it provides cover for the eventual construction of a nuclear program. The Iran deal was one of the worst and most one-sided transactions the United States has ever entered into. Frankly, that deal is an embarrassment to the United States, and I don't think you've heard the last of it. Believe me.

It is time for the entire world to join us in demanding that Iran's government end its pursuit of death and destruction. It is time for the regime to free all Americans and citizens of other nations that they have unjustly detained. Above all, Iran's government must stop supporting terrorists, begin serving its own people, and respect the sovereign rights of its neighbors. The entire world understands that the good people of Iran want change, and, other than the vast military power of the United States, that Iran's people are what their leaders fear the most. This is what causes the regime to restrict internet access, tear down satellite dishes, shoot unarmed student protesters, and imprison political reformers.

Oppressive regimes cannot endure forever, and the day will come when the people will face a choice. Will they continue down the path of poverty, bloodshed, and terror, or will the Iranian people return to the nation's proud roots as a center of civilization, culture, and wealth, where their people can be happy and prosperous once again? The Iranian regime's support for terror is in stark contrast to the recent commitments of many of its neighbors to fight terrorism and halt its finance, and in Saudi Arabia early last year, I was greatly honored to address the leaders of more than 50 Arab and Muslim nations. We agreed that all responsible nations must work together to confront terrorists and the Islamic extremism that inspires them.

We will stop radical Islamic terrorism because we cannot allow it to tear up our nation and, indeed, to tear up the entire world. We must deny the terrorists safe haven, transit, funding, and any form of support for their vile and sinister ideology. We must drive them out of our nation. It is time to expose and hold responsible those countries whose support and fi — who support and finance terror groups like al-Qaeda, Hezbollah, the Taliban, and others that slaughter innocent people.

The United States and our allies are working together throughout the Middle East to crush the loser terrorists and stop the reemergence of safe havens they use to launch attacks on all of our people. Last month I announced a new strategy for victory in the fight against this evil in Afghanistan. From now on, our security interests will dictate the length and scope of military operation, not arbitrary benchmarks and timetables set up by politicians. I have also totally changed the rules of engagement in our fight against the Taliban and other terrorist groups.

In Syria and Iraq, we have made big gains toward lasting defeat of ISIS. In fact, our country has achieved more against ISIS in the last eight months than it has in many, many years combined. We seek the de-escalation of the Syrian conflict, and a political solution that honors the will of the Syrian people. The actions of the criminal regime of Bashar al-Assad, including the use of chemical weapons against his own citizens, even innocent children, shock the conscience of every decent person. No society could be safe if banned chemical weapons are allowed to spread. That is why the United States carried out a missile strike on the airbase that launched the attack.

We appreciate the efforts of the United Nations agencies that are providing vital humanitarian assistance in areas liberated from ISIS, and we especially thank Jordan, Turkey, and Lebanon for their role in hosting refugees from the Syrian conflict. The United States is a compassionate nation and has spent billions and billions of dollars in helping to support this effort. We seek an approach to refugee resettlement that is designed to help these horribly treated people and which enables their eventual return to their home countries to be part of the rebuilding process. For the cost of resettling one refugee in the United States, we can assist more than 10 in their home region.

Out of the goodness of our hearts, we offer financial assistance to hosting countries in the region and we support recent agreements of the G20 nations that will seek to host refugees as close to their home countries as possible. This is the safe, responsible, and humanitarian approach. For decades the United States has dealt with migration challenges here in the Western Hemisphere.

We have learned that over the long term, uncontrolled migration is deeply unfair to both the sending and the receiving countries. For the sending countries, it reduces domestic pressure to pursue needed political and economic reform and drains them of the human capital necessary to

motivate and implement those reforms. For the receiving countries, the substantial costs of uncontrolled migration are born overwhelmingly by low-income citizens whose concerns are often ignored by both media and government.

I want to salute the work of the United Nations in seeking to address the problems that cause people to flee from their home. The United Nations and African Union led peacekeeping missions to have invaluable contributions in stabilizing conflict in Africa. The United States continues to lead the world in humanitarian assistance, including famine prevention and relief, in South Sudan, Somalia, and northern Nigeria and Yemen.

We have invested in better health and opportunity all over the world through programs like PEPFAR, which funds AIDS relief, the President's Malaria Initiative, the Global Health Security Agenda, the Global Fund to End Modern Slavery, and the Women Entrepreneur's Finance Initiative, part of our commitment to empowering women all across the globe.

We also thank — we also thank the secretary general for recognizing that the United Nations must reform if it is to be an effective partner in confronting threats to sovereignty, security, and prosperity. Too often the focus of this organization has not been on results, but on bureaucracy and process. In some cases, states that seek to subvert this institution's noble end have hijacked the very systems that are supposed to advance them. For example, it is a massive source of embarrassment to the United Nations that some governments with egregious human rights records sit on the UN Human Rights Council.

The United States is one out of 193 countries in the United Nations, and yet we pay 22 percent of the entire budget and more. In fact, we pay far more than anybody realizes. The United States bears an unfair cost burden, but to be fair, if it could actually accomplish all of its stated goals, especially the goal of peace, this investment would easily be well worth it. Major portions of the world are in conflict, and some, in fact, are going to hell, but the powerful people in this room, under the guidance and auspices of the United Nations, can solve many of these vicious and complex problems. The American people hope that one day soon the United Nations can be a much more accountable and effective advocate for human dignity and freedom around the world.

In the meantime, we believe that no nation should have to bear a disproportionate share of the burden, militarily or financially. Nations of the world must take a greater role in promoting secure and prosperous societies in their own region. That is why in the Western Hemisphere the United States has stood against the corrupt, destabilizing regime in Cuba and embraced the enduring dream of the Cuban people to live in freedom.

My administration recently announced that we will not lift sanctions on the Cuban government until it makes fundamental reforms. We have also imposed tough calibrated sanctions on the socialist Maduro regime in Venezuela, which has brought a once thriving nation to the brink of total collapse. The socialist dictatorship of Nicolás Maduro has inflicted terrible pain and suffering on the good people of that country.

This corrupt regime destroyed a prosperous nation — prosperous nation, by imposing a failed ideology that has produced poverty and misery everywhere it has been tried. To make matters worse, Maduro has defied his own people, stealing power from their elected representatives, to preserve his disastrous rule. The Venezuelan people are starving, and their country is collapsing. Their democratic institutions are being destroyed. The situation is completely unacceptable, and we cannot stand by and watch.

As a responsible neighbor and friend, we and all others have a goal — that goal is to help them regain their freedom, recover their country, and restore their democracy. I would like to thank leaders in this room for condemning the regime and providing vital support to the Venezuelan people. The United States has taken important steps to hold the regime accountable. We are prepared to take further action if the government of Venezuela persists on its path to impose authoritarian rule on the Venezuelan people.

We are fortunate to have incredibly strong and healthy trade relationships with many of the Latin American countries gathered here today. Our economic bond forms a critical foundation for advancing peace and prosperity for all of our people and all of our neighbors. I ask every country represented here today to be prepared to do more to address this very real crisis. We call for the full restoration of democracy and political freedoms in Venezuela. The problem in Venezuela is

not that socialism has been poorly implemented, but that socialism has been faithfully implemented.

From the Soviet Union to Cuba to Venezuela, wherever true socialism or communism has been adopted, it has delivered anguish and devastation and failure. Those who preach the tenets of these discredited ideologies only contribute to the continued suffering of the people who live under these cruel systems. America stands with every person living under a brutal regime. Our respect for sovereignty is also a call for action. All people deserve a government that cares for their safety, their interests, and their well-being, including their prosperity. In America, we seek stronger ties of business and trade with all nations of goodwill, but this trade must be fair and it must be reciprocal.

For too long the American people were told that mammoth, multinational trade deals, unaccountable international tribunals, and powerful global bureaucracies were the best way to promote their success. But as those promises flowed, millions of jobs vanished and thousands of factories disappeared. Others gamed the system and broke the rules, and our great middle class, once the bedrock of American prosperity, was forgotten and left behind, but they are forgotten no more and they will never be forgotten again.

While America will pursue cooperation and commerce with other nations, we are renewing our commitment to the first duty of every government, the duty of our citizens. This bond is the source of America's strength and that of every responsible nation represented here today. If this organization is to have any hope of successfully confronting the challenges before us, it will depend, as President Truman said some 70 years ago, on the independent strength of its members.

If we are to embrace the opportunities of the future and overcome the present dangers together, there can be no substitute for strong, sovereign, and independent nations, nations that are rooted in the histories and invested in their destiny, nations that seek allies to befriend, not enemies to conquer, and most important of all, nations that are home to men and women who are willing to sacrifice for their countries, their fellow citizens, and for all that is best in the human spirit.

In remembering the great victory that led to this body's founding, we must never forget that those heroes who fought against evil, also fought for the nations that they love. Patriotism led the Poles to die to save Poland, the French to fight for a free France, and the Brits to stand strong for Britain. Today, if we do not invest ourselves, our hearts, our minds, and our nations, if we will not build strong families, safe communities, and healthy societies for ourselves, no one can do it for us.

This is the ancient wish of every people and the deepest yearning that lives inside every sacred soul. So let this be our mission, and let this be our message to the world. We will fight together, sacrifice together, and stand together for peace, for freedom, for justice, for family, for humanity, and for the almighty God who made us all. Thank you, God bless you, God bless the nations of the world, and God bless the United States of America. Thank you very much

Declaration

I hereby declare that this thesis is my original work, has not been presented for a degree in any other University and that all sources of Materials used for the thesis have been duly acknowledged.

Name: Abraham Asrat

Signature:.....

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