



News Media Coverage of the South African BRICS Summit Through Indigenous Languages: A Framing Analysis of SABC Mafhungo X Account

Fulufhelo Oscar Makananise¹

Article History:

Received: 15-10-2024
Revision: 13-01-2025
Accepted: 17-01-2025
Publication: 10-03-2025

Cite this article as:

Makananise, F. O. (2025). News Media Coverage of The South African BRICS Summit Through Indigenous Languages: A Framing Analysis of SABC Mafhungo X Account. *Journal of Intercultural Communication. Journal of Intercultural Communication*, 25(1), 17-28.
doi.org/10.36923/jicc.v25i1.1006

©2025 by author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License 4.0 International License.

Corresponding Author:

Fulufhelo Oscar Makananise
Department of Communication Science, University of South Africa, South Africa. Email: omakananise5@gmail.com

Abstract: For several decades, the use of the internet to frame stories has posed significant challenges for conventional media houses globally, including in South Africa (SA). Moreover, what remains largely unexplored is the impact of using Indigenous languages to cover international events on social media platforms in South Africa. To address this research gap, this study examines the framing strategies employed by the South African Broadcasting Corporation (SABC) Mafhungo X account (formerly Twitter) in its Tshivenda-language coverage of the South African BRICS Summit 2023. It also explores how online audiences engaged with and responded to this coverage. Guided by Entman’s framing theory, this study employs a qualitative content analysis of a selected sample of tweets to identify the themes, narratives, and linguistic frames used in the coverage. Additionally, sentiment analysis was conducted to assess public engagement and perception of the Summit through Tshivenda-language news discourse. Findings reveal that SABC Mafhungo X used a diverse range of frames, including economic development, regional cooperation, technological innovations, health, electricity, and BRICS expansion. These linguistic frames were found to resonate strongly with the predominantly Tshivenda-speaking audience, contributing to positive and increased engagement on X. The study concludes that Indigenous language coverage of global events enhances public engagement, broadens media representation, and challenges dominant English-centric narratives in digital media spaces. These findings underscore the importance of linguistic inclusivity in social media news discourse and suggest that similar approaches could be adopted to promote other marginalized languages in global communication.

Keywords: BRICS Summit, Framing Analysis, Indigenous African Languages, News Media Coverage, Tshivenda, And X (Twitter)

1. Introduction

In August 2023, heads of state, government officials, diplomatic officers, business leaders, and interested parties from various parts of the Global South congregated in Sandton, South Africa, for the BRICS Summit convention. In the context of this paper, the Global South refers to developing or underdeveloped countries. Their main objective was to engage in sustainable development discourses on matters that adversely impact Global South societies. These include but are not limited to, the following crucial priorities: economic cooperation, developing partnerships for mutually accelerated growth, transforming education and skills for sustainable development, inclusive multilateralism, climate change, technological innovation, and unlocking opportunities through the African Continental Free Trade Agreement (BRICS, 2023). As usual, the summit was a significant event that attracted coverage from international news media houses and online platforms. Tshuma (2020) indicated that, over the years, the BRICS Summit has gained momentous attention through various media platforms, ranging from traditional to social media, at local, national, and international levels, framing and disseminating news in different languages.

Furthermore, Lisanza and Muaka (2024) asserted that whether a language is colonial, previously marginalized, or devalued, it remains a significant means of fostering communication and interaction among speakers. “Early language interactions over the internet occurred largely through plain text” (Johnson & Jones, 2021:4). Lisanza and Muaka (2024) further argued that in much of contemporary Africa, former colonial languages remain official or co-official languages, which continue to be the case in South Africa. Khohliso et al. (2024) contended that Indigenous languages remain marginalized, underrepresented, and undervalued in official settings such as schools, courtrooms, parliaments, and on the internet. Additionally, Makaananise and Sundani (2023) indicated that language plays a central role in facilitating business and diplomatic services by state leaders and government officials in any given setting. In essence, media houses also disseminate news in various official languages in their respective countries, some of which are considered colonial (e.g., English, Afrikaans, French, German) in both African and SA contexts.

¹ College of Human Sciences, Department of Communication Science, University of South Africa, South Africa

This paper centres on “indigenous language use” as a crucial component of communication and information dissemination on the Internet and social media platforms during both international and local events. It can thus be argued that coverage of this significant event on X through Tshivenda provides a unique perspective—not only by promoting the importance of indigenous languages in disseminating international news on social media but also by ensuring that information is conveyed and received efficiently while maintaining the intended meaning intact and undistorted (Akpan et al., 2022). In this study, X and Twitter will be used interchangeably. Makananise et al. (2023) concluded that Indigenous languages, like any colonial or official language spoken by citizens, should be highly recognized in global discourses on social media platforms and technological devices, among others.

According to Salawu (2017), studying Indigenous languages and media is essential in understanding how media can support these endangered languages and appreciate their societal functions. Indigenous languages can serve purposes beyond academic research, as they effectively communicate thoughts, ideas, and information to local communities. Additionally, it can be argued that, for years, the use of the internet to frame stories has posed significant challenges for conventional media houses globally, including in South Africa. Moreover, what remains largely unexplored is the major influence of using Indigenous languages to cover international events on social media platforms like X. To address this gap, this paper explores the significant use of the Tshivenda language by the South African Broadcasting Corporation (SABC) Mafhungo X account in framing the South African BRICS Summit in 2023 and engaging their online audience. Importantly, the internet has long been an English-dominated medium in the African context, limiting the usability and creation of online content in previously marginalized and underrepresented languages. Consequently, for decades, most international events on social media have been framed through colonial languages, such as English, which holds a dominant position in education, the economy, politics, and news discourses. This has created a critical void in Global South societies, particularly in South African languages and their lived experiences. Hence, this paper examines how news coverage of the South African BRICS Summit was framed on Twitter through Tshivenda, one of South Africa’s Indigenous languages.

Additionally, this study’s research gap emerged from concerns raised in Makananise’s (2023) study, which highlighted that the underutilization of previously disadvantaged, underrepresented, and marginalized South African Indigenous languages in various discourses places them at serious risk of extinction and abandonment in the coming decades. This concern has necessitated an exploration of the prevalent themes and narratives that emerged in the coverage of the BRICS Summit 2023 through the Tshivenda language on the X platform. The study also seeks to determine the impact of Indigenous linguistic framing on audience engagement with online discussions and their understanding of the BRICS Summit. Furthermore, it explores the relationship between framing strategies and the station’s online audience engagement with X messages and assesses the implications of using Indigenous languages like Tshivenda on social media to cover international events such as the BRICS Summit 2023. Media coverage of such an important event plays a crucial role in shaping public perceptions and understanding of the summit’s outcomes. This is because, in various cases, the summit provides diplomatic leaders and heads of state from Global South countries equal opportunities to strengthen partnerships and address common challenges on a global platform. These partnerships, opportunities, and common challenges are generally facilitated through a particular language of interaction and communication.

1.1. Contextualisation of the BRICS Summit, Indigenous Language Use, and Social Media

This section provides a vivid context for the BRICS Summit and how social media platforms play a pivotal role in promoting the use of Indigenous languages to frame global events. According to Armijo (2007), BRICS is an acronym that refers to the most developing national economies: Brazil, Russia, India, China, and South Africa. This acronym was first used as “BRIC” in 2001 by economist Jim O’Neill of Goldman Sachs in his paper titled *Building Better Global Economic BRICs* (Käkönen, 2014: 85). During that period, uncertainties arose regarding how the economic transformations and revolutions of China, Brazil, Russia, and India might affect the world economy due to their notable expansion and development in Global South societies. Additionally, Dooley (2023) indicated that in 2006, for the first time, foreign ministers from these nations met informally, leading to the commencement of more official yearly meetings in 2009. Lowe (2016) asserted that the purpose of these summits and gatherings was to enhance the economies of the BRICS nations and provide their leaders with a diplomatic opportunity to collaborate on various projects of mutual interest. After joining the informal organisation in December 2010, South Africa renamed it BRICS (Asuelime, 2018). This created opportunities for South Africa in trade and market access, foreign direct investment, and, most importantly, increased bargaining power and a stronger voice in international affairs (Asuelime, 2018). Moreover, Gouvea and Gutierrez (2023) indicated that with the expansion of the BRICS group, it is now referred to as BRICS Plus. This is due to Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates joining BRICS as new members at the beginning of 2024 (Ismail, 2023).

It is further important to note that most BRICS countries address these crucial diplomatic discourses and engagements through their native or Indigenous languages, such as Mandarin in China, Gujarati in India, and German and Russian in Russia. However, in the African context, the South African president continuously addresses the summit in the colonial language of English. Hence, Fedorenko et al. (2024a) argued that language is a defining characteristic of the human species; it is a tool for global discourses and communication, contrary to the prominent view that people primarily use language for thinking. More importantly, Harrison (2014) asserted that the South African BRICS Summit holds significant importance in the global geopolitical, technological, and

economic landscape. The summit provides a platform for discussing key issues facing these emerging economies while exploring opportunities for future collaboration and sustainable development in the Global South (Tshuma, 2020; Gouvea & Gutierrez, 2023). However, this paper argues that the framing of such events often overlooks the perspectives and voices of Indigenous language speakers, despite their significant presence in the South African context. Since the rise of the internet, new media technology, and digital platforms, diplomatic services have undergone pioneering transformations and modifications in how they are rendered and covered through local, national, continental, and global media (Makananise & Sundani, 2023).

Contrary to popular philosophies and arguments, this paper highlights that any form of media—whether the internet or social media platforms—plays a significant role in shaping public perceptions and attitudes toward global events such as health, the economy, education, and the BRICS Summit. Makananise et al. (2023) argued that any language used to propagate economic, health, political, or educational messages transmits knowledge, values, ideas, and meanings, thereby driving significant transformation and national growth. Moreover, Makananise (2023) asserted that, in all instances, language and media are central to disseminating information and promoting awareness of issues of national and international importance in a democratic state. Additionally, it is essential to recognize that language, like politics, plays a crucial role in the political and socio-economic development of a nation. It can further be argued that the underrepresentation and underutilisation of Indigenous languages in online news media coverage limit their visibility, availability, and accessibility to a significant portion of the South African population. This could contribute to their neglect and, eventually, extinction.

The major argument in this paper is that the use of Indigenous languages in online news media is often overlooked, despite its crucial role in representing the diverse linguistic and cultural landscape of a country. Therefore, by exploring framing strategies in Indigenous language media, this paper contributes to amplifying diverse voices, knowledge systems, and perspectives in public discourse. This would serve as a step toward promoting Indigenous linguistic inclusivity, representation, and the utilisation of Indigenous languages on social media. Additionally, the paper could challenge the dominance of mainstream colonial languages, such as English and Afrikaans, in shaping public narratives, influencing perceptions, and covering international events of significant proportions.

2. Theoretical Perspective and Literature Review

2.1. Framing Theory in Social Media News

This paper is reinforced by Entman's framing theory, which advocates that various media outlets—including social media platforms—construct cognitive narratives and frame events in ways that influence public perception and opinion on salient matters of public interest. Moreover, previous studies by Goffman (1974), Scheufele (1999), and Entman (1993) indicate that framing is a theory rooted in the fields of sociology, communication, and media studies, providing a discursive lens for researchers to analyze how various media entities modify news narratives across different contexts, from local to international levels. In the same vein, scholars such as Erving Goffman (1974) and Robert Entman (1993) have extensively explored framing, emphasizing its role in shaping public perception and opinion on matters of public interest. Significantly, these salient issues, which are essential for public discourse and perception, are framed through a particular language. Klein and Amis (2021) established that framing theory deals with how rhetorical strategies and cognitive narratives are employed to persuade audiences of a specific viewpoint's merits. Additionally, Arowolo (2017) noted that the cognitive process of interpreting news items in familiar circumstances is addressed by framing theory. It can also be argued that, in some instances, the theory expands on the agenda-setting strategy by focusing on the substance of issues rather than specific topics. However, what differentiates the application of this theory in this paper is that these seminal studies did not explore the significance of language use in framing international events and constructing cognitive narratives on social media. This is because these frames are selectively constructed and written in a particular language to create an apparent reality, simplifying the message to engage the audience effectively.

Furthermore, Scheufele (1999) argued that framing in a news text represents the imprint of power, registering the identity of actors or interests competing to dominate the text. Moreover, Tshuma (2020) added that mass media actively set the frames of reference that readers and viewers use to interpret and discuss public events. Makananise (2024b) asserted that framing is a process that involves selecting certain aspects of a perceived reality and making them more salient in a communication text to promote a particular causal interpretation, moral evaluation, and treatment recommendation for the described item. At its core, framing theory posits that the media, through the use of language, directs attention to particular events and news items, contextualizing them within a broader field of significance. When applied to social media, the theory illustrates how Twitter (X) employs Indigenous languages to shape and construct news stories, influencing how online audiences perceive and interpret international events such as the BRICS Summit. Additionally, this theory highlights the role of social media not only in reporting on events but also in framing them in particular languages, such as Tshivenda, thereby influencing public opinion and understanding of the prominent topics and issues discussed at the event. Most significantly, in the context of the South African BRICS Summit 2023, framing theory becomes a crucial tool for understanding the construction of cognitive narratives surrounding the event and major issues of discourse. Makananise (2024b) further asserted that framing describes the practice of thinking about news items and story content within a familiar context. These frames act as abstractions that structure and organize message meaning and understanding among

audiences. Nguyen and Hekman (2024) indicated that the most common application of frames is in how the news media construct and contextualize the information they convey. Framing theory explains that media outlets create these frames by introducing news items with predefined and narrow contextualization (Makananise, 2024b).

Furthermore, what makes framing analysis crucial and suitable for this paper is that framing plays a pivotal role in persuading online audiences regarding the outcomes and significance of specific events. For instance, social media platforms like X may frame economic and climate change discussions as crucial opportunities for growth and collaboration, or conversely, highlight potential conflicts and disparities among BRICS nations. Additionally, Goffman's concept of frame analysis helps dissect the subtle ways in which Indigenous languages, such as Tshivenda, and visuals, including text and images, contribute to these portrayals. In this instance, the work of scholars like Entman, who introduced the concept of framing bias, is pertinent in understanding how social media outlets may selectively emphasize certain aspects of the summit through specific languages, thereby influencing public opinion and perceptions of the issues discussed during the BRICS South African Summit. Instances of this framing bias can be observed in the emphasis on specific agreements, disagreements, or diplomatic exchanges during the summit. Consequently, the application of framing theory to the South African BRICS Summit 2023 enables a clear examination of social media representations and their impact on public understanding of international events. This perspective is crucial for comprehending the complexities of international relations, diplomatic practices, and the role that social media and Indigenous languages play in shaping public discourse and perception in the digital era.

With that in mind, the central questions for this paper are as follows: What are the common framing strategies employed in Twitter coverage of the South African BRICS Summit through the Tshivenda language? How did the framing of the summit in Indigenous-language news media differ from that of English-language news outlets? How do these strategies influence online audience perceptions and engagement with the event? These questions serve as the fundamental basis for analyzing and interpreting news media coverage, focusing on the representation of the summit in Indigenous-language news outlets and the potential impact of such coverage on public perceptions and understanding of the event.

2.2. Indigenous Language and the Coverage of International Events on Twitter

The coverage of the BRICS Summit on social media platforms in the Tshivenda language offers a unique viewpoint that diverges from mainstream English and Western-centered media, which declared this project a “divided club” (Khalid, 2023). It was labeled a subdivided club because most African countries, including South Africa, are home to unparalleled linguistic diversity, with over 2,000 distinct Indigenous languages spoken across the continent (Tshabangu & Salawu, 2021). Moreover, Ndlovu-Gatsheni (2018) argued that colonial regimes not only dehumanized and demoralized the colonized peoples of Africa but also excluded and marginalized their Indigenous languages and epistemic knowledge systems, which are rooted in lived experiences and social interactions. In addition, Makananise and Madima (2024) contended that the impact of colonial systems and hegemonic colonial languages—such as Afrikaans, English, French, Portuguese, and Spanish—remains apparent, as these languages still serve as official languages in many African countries today. Hence, it can be argued that in democratic South Africa, Africans should maximize the use of social media as “epistemic colonial sites” to develop and engage in diplomatic discourses that could transform political, economic, educational, and technological innovations in their countries. This is particularly relevant because, since the dawn of technological innovations, more people have turned to social media platforms rather than traditional media tools to access news and information (Makananise & Madima, 2021).

Therefore, an analysis of the SABC Mafhungo X news account as an “epistemic site of news production” has the potential to provide valuable insights into how the BRICS Summit is portrayed and understood within the context of the Indigenous language community and social media platforms. Mukwevho et al. (2022) indicated that framing international news through Indigenous languages instils pride in Indigenous communities, encouraging them to use their native languages across different platforms, including social media. Most importantly, Indigenous language media play a crucial role in providing news coverage of major international events such as the BRICS Summit in South Africa. Fedorenko et al. (2024b) established that language networks plausibly store linguistic knowledge and support core linguistic computations related to accessing words and constructions from memory, facilitating the interpretation (decoding) and generation (encoding) of linguistic messages. Makananise (2024a) asserted that the digitization of Indigenous languages and knowledge from the Global South would contribute to and open avenues for their equal promotion, use, and preservation in global discourses for economic and educational purposes. Moreover, Indigenous language media not only serve as a platform for disseminating information to a diverse audience but also contribute to the preservation and promotion of the Indigenous languages and cultures of the Global South or developing countries through X.

According to the World Bank Group (2024), the combined population of these developing markets accounts for 42 % of the global total and contributes more than 31 % of global GDP. However, over 40 countries have expressed interest in joining the economic forum, driven by the anticipated advantages of increased trade, investment, and access to development funding (Reuters, 2023). It can be argued that analyzing the framing of news accounts is crucial to understanding how the summit was portrayed through the lens of Indigenous African languages such as Tshivenda on social media platforms. In addition, through an exploration of the specific framing

used in the coverage, this paper highlights the diverse narratives and perspectives that emerged from Indigenous African language news media during this important event within the South African context. The study employs framing analysis to examine the strategies and narratives used in news accounts to understand how the event is represented and interpreted within the context of African languages.

Furthermore, it is crucial to indicate that the South African BRICS Summit held significant importance for the African continent, and media coverage of the event was pivotal in shaping public perception. This is essential for understanding the role of African language media in shaping the narrative around international events and their implications for the African audience (Abiolu & Teer-Tomaselli, 2018). Understanding how the BRICS Summit was framed in Indigenous African language media is crucial for capturing the perspectives and priorities of the African community. As Tshuma (2020) concluded, focusing on framing is important for analyzing how these media employed various framing strategies and assessing whether there was an emphasis on economic cooperation, political alliances, cultural exchange, or other relevant frames of the summit.

3. Study Methods

This exploratory paper employs qualitative content analysis and sentiment analysis as research methods and data analysis techniques, respectively. According to Mayring (2000), Berg (2001), Patton (2002), and Bhattacharjee (2019), qualitative content analysis entails the systematic examination of qualitative data, including textual, video, and written materials. This type of analysis relies heavily on the researcher's analytic and interpretive capabilities, as well as a deep understanding of the social environment in which the data were obtained (Bhattacharjee, 2019). Furthermore, sentiment analysis, as a branch of content analysis, focuses on the automated extraction of attitudes, opinions, perspectives, and emotions from text, audio, tweets, and databases using Natural Language Processing (Kharde & Sonawane, 2016). In most instances, this technique is used "to capture people's opinions or attitudes towards an object, person, phenomenon" or event (Bhattacharjee, 2019: 116)—in this case, the BRICS Summit 2023. Additionally, qualitative content analysis has been described by Hsieh and Shannon (2005: 1278) as "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns." For this paper, a combination of these analyses has been employed to extract and examine relevant tweets from the SABC Mafhungo X account, identifying frames, themes, and narratives used in the coverage of the BRICS event through Tshivenda as an Indigenous language.

The study adopted a purposive sampling technique to carefully select tweets that aligned with the research objectives. The inclusion criteria required tweets to (i) explicitly reference the BRICS Summit 2023, (ii) be written in Tshivenda, thereby highlighting the use of this Indigenous language, and (iii) be sourced from the SABC Mafhungo X account, a verified platform known for disseminating news in Indigenous languages. The sample size consisted of 50 tweets, selected to provide a manageable yet comprehensive dataset for in-depth analysis. The timeframe for data collection spanned two months, starting one month before and ending one month after the BRICS Summit, thereby capturing pre-event, real-time, and post-event discourse. These criteria ensured that the dataset was representative of the event's coverage and public engagement over a significant period. For sentiment analysis, the study utilized NVivo to automate the extraction of emotional tones and attitudes within the dataset. This strengthened the reliability and validity of the analysis by demonstrating the technical rigour applied.

Additionally, this exploratory study employed qualitative and sentiment analyses to condense raw data into categories or themes based on valid inference and interpretation. In this process, the researcher used inductive reasoning, allowing themes, frames, and categories to emerge from the data through careful examination and constant comparison of selected tweets. This can be further explained by noting that, throughout the process, the researcher identified and applied systematic rules to segment the text into analyzable units. These units of analysis were then coded based on themes and sub-themes that aligned with the study's focus. Lastly, the coded data were analyzed to determine the most frequently emerging themes and sub-themes.

The goal of the analysis was to gain insights into how the South African BRICS Summit was interpreted and communicated to Indigenous language audiences, as well as to explore the potential influence of Indigenous language news media on public perceptions and understanding of the summit. As such, the findings from this data analysis contribute to a deeper understanding of the role of Indigenous language news media and social media platforms in shaping public discourse and knowledge about global events such as the BRICS Summit.

4. Study Findings

4.1. Framing the BRICS Summit in Social Media through Tshivenda Language

The study findings established the widespread use of the Tshivenda language on social media platforms like Twitter (X) to disseminate news and facilitate engaging discourses on the BRICS Summit and other sustainable development matters in Global South countries, including South Africa. Tshuma (2020) previously argued that, over the years, the BRICS event has gained significant attention across various news media, including traditional and social media platforms at local, national, and international levels. In addition, Cassels (2019) and Moraca and Nuntiis (2022) indicated that framing online news through Indigenous languages provides a platform for emphasizing essential matters and prioritizing issues relevant to Indigenous communities. This also creates an

opportunity for local language speakers to participate in global discourses through a language they are familiar with and understand.

This assertion is supported by Tweet #4, written in Tshivenda, which states:

"Vhone vhari mini nga zwe muṅwaleli muhulwane wa mashango o faranaho Vho-Antonio Guterres vhari vha humbela vharangaphanda vha mashango uri vha shumisane vhoṭhe u ṭuṭuwedza nyaluwo ya zwaikononi dzavhupo havho nga murahu ha COVID-19."

("What do you think about the proclamation of the Secretary-General of the United Nations, Mr. Antonio Guterres, who indicated that global leaders must work together to grow their respective economies post the COVID-19 pandemic?")

This tweet is significant because it not only disseminates BRICS-related news in Tshivenda on social media but also encourages online audiences to engage in discussions on how BRICS countries can contribute to South Africa's economic growth post-pandemic. Responses from Tweet #1, Tweet #11, and Tweet #20 reinforced this view, stating:

"Zwivhonala munwaleli Vho Antonio Guterres vhana mbuno ya uri mutangano wa BRICS kha la Afurika Tshipembe u do ri thusa uri ri kone u shumisana na manwe mashango u alusa ikonomi yashu, u fhelisa u khauwa ha mudagasi na zwa thekinolodzhi."

("It seems that Secretary-General Mr. Antonio Guterres has a point that the BRICS Summit in South Africa will help us collaborate with other countries to grow our economy, address electricity load-shedding, and advance technology.")

Onyenankeya (2022) previously asserted that Indigenous language media need to digitally reimagine their operations to thrive in the rapidly evolving, technology-driven world. The engagements observed in the study demonstrate how Tshivenda-speaking communities have leveraged social media (X) to interact and gain insights into how the BRICS Summit was framed, the messages conveyed, and the potential influence on public perceptions.

Furthermore, the use of Indigenous languages to create online discourses and disseminate news not only enables audiences to discuss crucial matters in their native language but also plays a vital role in advancing these previously marginalized languages through social media platforms. Alia (2010) and Makananise and Madima (2024) emphasized that the emergence of social media platforms and Artificial Intelligence technologies has provided cutting-edge tools to promote and preserve these endangered languages. Through these technologies, speakers of Indigenous languages can engage in sustainable development discourses on a global scale.

A similar sentiment was expressed in Tweet #10, which stated:

"Muphuresidennde wa China Vho Xi Jinping vho ri fanela u vha na nyambedzano uri ri kone u lwisana na u hanedzana, nahone ri shumisane rothe uri ri kone fhaṭa tshitshavha tsho tsiredzo."

("The President of China, Mr. Xi Jinping, indicated that we should have dialogue and oppose confrontation, forge partnerships rather than alliances, pursue win-win outcomes rather than zero-sum games, and work together to build a secure global community.")

Similarly, Tweet #6 added:

"Nne ndi vhona BRICS i tshi do ri vhuedza arali Muphuresidennde wa lino vha tshinga amba na vho ramabindu vho pfumaho u bva kha mashango a nnda uri vhade u ita vhubindudzi kha la Afurika Tshipembe."

("The BRICS Summit could benefit us if our President initiates talks with wealthy business leaders from other countries to encourage investment in South Africa.")

As Tshuma (2020) highlighted, mass media actively set the frames of reference that readers, viewers, and audiences use to interpret and discuss public events. It can thus be argued that SABC Mafhungo X has strategically employed diverse linguistic framings to disseminate BRICS Summit information in a manner that resonates with Tshivenda-speaking audiences. Moreover, through this analysis, the study identified how news stories were structured and framed using Tshivenda on social media platforms such as X. The use of Tshivenda-based frames allowed the online audience to engage actively in discussions and deepen their understanding of the key priorities and discourses of the BRICS Summit.

In conclusion, these findings demonstrate that social media platforms are becoming predominant tools that African societies can utilize to disseminate news and participate in global discourses using their native languages, rather than being restricted to colonial languages such as English and Afrikaans.

The use of Tshivenda on social media platforms like X underscores the transformative power of digital tools in promoting linguistic and cultural inclusivity, enabling Indigenous communities to participate meaningfully in both local and global discussions, such as the BRICS Summit. This approach makes global narratives more

relatable and actionable for Tshivenda speakers, fostering informed public discourse and active participation in global development. Additionally, it elevates the status of Tshivenda by integrating it into significant global conversations, promoting cultural preservation, and setting a precedent for other marginalized language communities to amplify their voices. Ultimately, this contributes to equitable representation in global communication, enriching international dialogues and advancing sustainable development.

4.2. BRICS Summit Discourses through Tshivenda Language on the Twitter Platform

In this study, it can be argued that, although English remains the predominant language used to report and frame BRICS events on social media, Indigenous languages like Tshivenda are also being utilized to develop frames and narratives that emphasize specific focal points. However, Ligidima and Makananise (2020) previously argued that while English is predominantly used by South African youth in digital spaces, Indigenous African languages are underutilized and not sufficiently promoted as languages of communication, particularly for creating dialogues, posting comments, and sharing statuses.

Despite this, the framing of the BRICS Summit in the SABC Mafhungo X news account highlighted key themes such as economic potential, global cooperation, free trade agreements, technological advancements, and energy solutions—all reflecting the core objectives and priorities of the BRICS Summit in South Africa. A study by Makananise and Malatji (2021) found that a majority of online audiences engage in public discussions by retweeting, commenting, and liking posts on Twitter. This is exemplified by Tweet #13 from the SABC Mafhungo X account, which stated:

"Minisita wa muhasho wa mafhungo a zwa nda Vho Dokotela Naledi Pandor vhari Shango la Afrika Tshipembe lo di lugisela u shumisana na mashango maswa ane a vha mirado ya BRICS. Manwe a mashango maswa ane a vha mirado ya BRICS hu katelwa Egypt, Ethiopia, Iran, Saudi Arabia, and UAE."

("The Minister of International Relations, Dr. Naledi Pandor, stated that South Africa is ready to cooperate with the new BRICS member countries. Some of the new BRICS member countries include Egypt, Ethiopia, Iran, Saudi Arabia, and the UAE.")

Similarly, BRICS (2023) identified economic cooperation, partnerships for mutually accelerated growth, education and skills transformation, inclusive multilateralism, climate change mitigation, technological innovation, and the African Continental Free Trade Agreement as key priorities of the Summit. The coverage of this international event in Indigenous languages provides a more comprehensive and nuanced perspective on the significance of the BRICS Summit for South Africa, its broader implications for the global community, and particularly, its role in global cooperation.

This is further illustrated by Tweet #15, which responded:

"Hoyo ndi muhumbulo wa mathakheni...sa vhunga Shango lashu li kha global stage...zwo tea u sumbedza vhuimo hashu nauri ro lugela u ima na Shango linwe na linwe zwiwulu mashango o kandlewaho."

("It is a strategic thought...as our country is on the global stage...we must demonstrate our position and readiness to stand with any country, especially those that have been marginalized.")

The coverage of the BRICS Summit in Tshivenda not only highlights the potential for economic growth and global cooperation but also emphasizes South Africa's role as a key player within the BRICS alliance. This positions the country as a significant contributor to the global economy, international partnerships, and diplomatic cooperation.

4.3. Framing Strategies on the Benefits of South Africa in BRICS and SABC Mafhungo X Online Audience Engagement

The study focused on various framing strategies regarding how South Africa could benefit from BRICS partnerships and how SABC Mafhungo X framed the event through audience engagement. Moreover, a question was posed on the SABC Mafhungo X account:

"Vha vhona mutangano wa BRICS u tshi do vhuedza hani lino Shango na manwe ane avha mirado ro sedza khedu dzein dza vha hone kha lino Shango dza ikonomi- dzinwe dzi tshi khou naniswa nga u govhelwa ha Ukraine nga Russia?"

("How do you think the BRICS Summit will benefit this country and other member countries, especially considering the current economic challenges, some of which are being exacerbated by Russia's invasion of Ukraine?")

In response to the above statement, Tweets #2, #6, #8, and #14 indicated:

"Sa Afrika Tshipembe ringa vhuvelwa siyani la gas na goroyi, ri nga si irenge u dura sa hezwi Russia li lone lono veledza goroyi na gas nanzhi lifhasi lothe, zwa ita uri zwivhaswa na zwiliwa mitenge itse."

(“As South Africa, we can benefit from gas and wheat, as Russia is the main producer of wheat and gas worldwide, which has caused the prices of goods and food to rise.”)

This demonstrates that framing news in an Indigenous language on X gave the online audience hope that South Africa’s involvement in BRICS could still benefit the member states.

Similarly, Tweet #19 asserted:

"Ndi vhona mutangano wa BRICS u tshido vhuyedza Shango lashu nau vuledza economy ya Shango lashu ngauri manwe mashango a ngada a ita vhubindudzi kha Shango lashu."

(“I believe the BRICS Summit will benefit our economy and grow businesses in our country.”)

In agreement, Abiolu and Teer-Tomaselli (2018) emphasized that the use of Indigenous languages in social media is essential for understanding the role of African language media in shaping the narrative around international events and their implications for the African audience.

In this segment, it has been established that economic growth and food security were the major frames that ignited debates on social media through the Tshivenda language. Moreover, it can be argued that framing strategies of this nature are essential for local communities to actively participate in debates and discourses around salient issues that could affect their livelihoods and how the BRICS alliance could benefit Global South societies.

Furthermore, the study findings established that the use of diverse strategic framings in shaping the news narrative and public perception of the 2023 BRICS Summit played a vital role in promoting inclusive and diverse media representation in South African society. The findings also highlighted that the representation of international news events in local languages like Tshivenda ensures greater inclusivity and accessibility for all communities of interest.

For example, Tweets #5, #7, and #1 emphasized:

"Muphuresidende vha tea u ambedzana na mashango o pfumaho uri vhade vha ite vhubindudzi na lino lashu."

(“The president should be in conversation with businessmen and women from wealthy countries to encourage investment in South Africa.”)

In addition, these frames included discussions on the economic impact of the Summit on South Africa, its participation in the BRICS partnership, and the geopolitical implications of its involvement.

In agreement, Asuelime (2018) indicated that South Africa’s entry into BRICS has provided several advantages, including trade and market access, foreign direct investment, and increased bargaining power in international affairs. Furthermore, the findings revealed that Indigenous voices and perspectives are becoming more prominent in news coverage on social media. As such, these platforms have enabled X users and audiences to access and engage with information about the Summit in a language that is familiar and meaningful to them.

Makananise (2022) previously argued that digital media platforms, despite being primary disseminators of sensational news, conspiracy theories, and misinformation, are still considered valuable sources of credible news stories and information.

Tweets #18 and #20 reinforced this idea, stating:

"Nne ndi vhona uri Mutangano wa BRICS u do vhuedza Shango lashu la South Africa kha sia la thendelano dzo vhaho hone musi ri tshivha thsipida tsha BRICS partnership, vhushaka hashu na vhaledzani na rine vhuna zwivhuya na zwivhi zwine rakho tea u wana thandululo khaho."

(“The BRICS meeting will benefit South Africa through the agreements we had when we joined BRICS.”)

Furthermore, through framing analysis of these Twitter-based news accounts, the study uncovered various ways in which the Summit was framed within Indigenous language media, in this case, through the use of Tshivenda on social media platforms.

The framing strategies used by SABC Mafhungo X to present the BRICS Summit in Tshivenda highlight the transformative role of Indigenous languages in fostering inclusive discourse. For the Tshivenda-speaking community, these frames provided a platform to engage meaningfully with complex issues, including economic growth, food security, and international relations, making global narratives more relatable and actionable.

By emphasizing key benefits such as trade opportunities, foreign investment, and strengthened geopolitical ties, these frames inspired hope and participation among local communities. For broader audiences, this approach demonstrated the importance of diverse media representation in amplifying marginalized voices and ensuring accessibility to critical global conversations. Ultimately, it enriched the understanding and participation of all stakeholders in international development narratives.

5. Discussion

The study's findings highlight the critical role of Indigenous languages, such as Tshivenda, in fostering inclusive and accessible communication about global events like the BRICS Summit. By framing news in Tshivenda on platforms like SABC Mafhungo X, the study underscores how previously marginalized languages can be utilized to bridge gaps between global narratives and local communities. This aligns with South Africa's constitutional commitment to promoting linguistic diversity and inclusivity, particularly in a country with 11 official languages and a history of linguistic marginalization. The use of Tshivenda on social media platforms not only democratizes access to information but also empowers speakers of Indigenous languages to engage meaningfully in discussions about economic growth, global cooperation, and sustainable development.

The findings demonstrate how Indigenous languages can shape news narratives and influence public engagement with global issues. The strategic use of Tshivenda frames allowed audiences to interpret and interact with BRICS Summit themes in ways that resonate with their linguistic and cultural contexts. This highlights the transformative potential of social media as a tool for amplifying diverse perspectives and fostering participatory communication. The study further builds on framing theory by illustrating how linguistic framing can prioritize local concerns, making complex global discussions more accessible and relatable. Additionally, it contributes to an understanding of how digital platforms can serve as catalysts for linguistic and cultural preservation in media practices.

The integration of Tshivenda into digital discourses surrounding the BRICS Summit showcases its viability in addressing global topics, thus reinforcing the importance of preserving and promoting Indigenous languages in South Africa. By demonstrating that Indigenous languages can articulate complex geopolitical and economic issues, the study provides a practical framework for leveraging media to sustain and elevate these languages. This approach not only aids in preserving cultural heritage but also aligns with broader efforts to achieve equitable representation in global communication. The findings suggest that similar strategies could be applied to other marginalized languages, promoting linguistic inclusivity and empowering local communities to contribute to global discourses, ultimately advancing the fields of intercultural communication and sustainable development.

5.1. Practical and Theoretical Implications of the Study

The framing analysis of the SABC Mafhungo X news account offers insights into how Indigenous languages are used on social media platforms to represent and interpret the Summit. It has shown that these languages can also be used to report and cover major international events, such as the BRICS Summit, on social media platforms. This could contribute to a more balanced media discourse that challenges dominant narratives and amplifies voices that are often marginalized in mainstream media.

In addition, a major implication of the study is that social media platforms, like X, serve as potential conduits of information, communication, representation, and coverage of the South African BRICS Summit through Indigenous languages. Given that the Summit is a major international event, it presents a valuable opportunity for Indigenous languages and social media platforms to cover and report on its proceedings, discussions, and outcomes in languages that are accessible and meaningful to local communities. This could increase the visibility and relevance of Indigenous languages in the media landscape, contributing to their preservation and promotion.

Additionally, the coverage of the BRICS Summit through Indigenous languages can enhance the understanding and engagement of diverse local audiences with global issues and developments, fostering a sense of inclusivity and empowerment.

From a theoretical perspective, this study contributes to framing theory by demonstrating how Indigenous languages, like Tshivenda, can be used on social media platforms such as X to frame international news differently from mainstream dominant languages like English and Afrikaans. However, this challenges the existing framework and raises questions about the impact of language diversity on media representation.

Furthermore, the findings of this study have implications for policymakers and stakeholders interested in promoting linguistic diversity and cultural representation in the media. This research contributes to a deeper understanding of the role of Indigenous languages in shaping news content on social media platforms and provides valuable insights for both theoretical and practical applications in the field of media studies.

6. Future Research Directions

This study recommends further investigations into the role of social media platforms in shaping public discourse about the BRICS Summit, particularly within Indigenous language-speaking communities. Such research could reveal the potential influence of digital communication on media framing. Moreover, a qualitative analysis of audience reception and interpretation of news coverage in Indigenous languages would provide a more comprehensive perspective on the impact of language and cultural context on media framing.

A comparative analysis of news media coverage of BRICS Summits in other BRICS countries—such as Brazil, Russia, India, and China—could provide valuable insights into how the South African Summit was framed in comparison to similar events in different cultural and linguistic contexts. Additionally, a longitudinal study tracking the evolution of news framing of BRICS Summits in South Africa over time would offer a deeper

understanding of the dynamics of media discourse on this topic. Finally, a comparative study of the framing of the BRICS Summit in Indigenous language media versus mainstream English-language media could illuminate the differences in perspectives and representation across linguistic lines.

These future research directions hold the potential to deepen our understanding of how Indigenous languages and social media shape public perception of global events such as the BRICS Summit. Furthermore, future studies could pursue questions such as: How do social media platforms influence public discourse on global events like the BRICS Summit within Indigenous language-speaking communities? What role do social media algorithms play in amplifying or suppressing Indigenous language content related to international events? How does the framing of the BRICS Summit in South African Indigenous language media compare with its coverage in other BRICS countries (Brazil, Russia, India, and China)? What are the thematic and linguistic differences in the framing of the BRICS Summit between Indigenous language media and mainstream English-language media in South Africa?

These research questions could offer important insights into the intersection of Indigenous languages, social media, and media framing, ultimately enriching academic discourse and policy considerations in global communication, digital media studies, and intercultural communication.

7. Conclusion

This study sought to explore the framing strategies used in the South African BRICS Summit 2023 coverage by the SABC Mafhungo X account through the Tshivenda language. In summary, the framing analysis of the South African BRICS Summit coverage on social media platforms like X, through Indigenous languages, revealed several key findings. Firstly, the coverage primarily focused on themes such as the economy, trade agreements, technology, and political alliances, with a strong emphasis on the potential benefits for South Africa and the African continent as a whole. Secondly, the analysis highlighted the use of the Tshivenda language and framing techniques to portray the Summit in a positive light, potentially influencing public perception of the event. Therefore, the findings underscore the importance of diverse and balanced news coverage in Indigenous languages and raise questions about the potential impact of social media platforms on framing audience understanding, engagement, and interpretation of international events.

Acknowledgement Statement: The authors would like to thank to all participants and the reviewers for providing comments in helping this manuscript to completion.

Conflicts of interest: The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Authors' contribution statements: Author 1 contributes to Conceptualisation, formal analysis, Investigation, Writing –Original Draft, Project Administration, Methodology, Validation, Writing - Review & Editing, Visualisation, Data Curation, and Resources.

Funding statements: This project has been funded by the University of South Africa.

Data availability statement: Data is available at request. Please contact the corresponding author for any additional information on data access or usage.

Disclaimer: The views and opinions expressed in this article are those of the author(s) and contributor(s) and do not necessarily reflect JICC's or editors' official policy or position. All liability for harm done to individuals or property as a result of any ideas, methods, instructions, or products mentioned in the content is expressly disclaimed.

References

- Abiolu, R., & Teer-Tomaselli, R. (2018). Media broadcasters as agents of participatory communication through audience involvement: MultiChoice's strategies. *Critical Arts*, 32(5–6), 1–16. <https://doi.org/10.1080/02560046.2018.1552979>
- Akpan, U. J., Mkhize, S. M., & Patrick, H. O. (2022). The role of indigenous language and appropriate channels as strategies for effective health communication in Vrede. *Journal of African Languages and Literary Studies*, 3(3), 91–109. <https://doi.org/10.31920/2633-2116/2022/v3n3a5>
- Alia, V. (2010). *The New Media Nation: Indigenous peoples and global communication*. New York: Berghahn Books. <https://doi.org/10.3167/9781845454203>
- Armijo, L. E. (2007). The BRICS countries (Brazil, Russia, India, and China) as analytical category: Mirage or insight? *Asian Perspective*, 31(4), 7–42. <https://doi.org/10.1353/apr.2007.0001>
- Arowolo, S. O. (2017). Understanding framing theory. *Mass Communication Theory*, 3(6), 4–10.
- Asuelime, L. E. (2018). The pros of South Africa's membership of BRICS: A re-appraisal. *Journal of African Union Studies*, 7(1), 129–150. <https://doi.org/10.31920/2050-4306/2018/v7n1a7>
- Bhattacharjee, A. (2019). *Social science research: Principles, methods, and practices (Revised edition)*. Florida: Creative Commons.
- BRICS. (2023). *BRICS and Africa: Partnership for mutually accelerated growth, sustainable development, and inclusive multilateralism*. Retrieved August 23, 2023, from Sandton, Gauteng, South Africa.

- Cassels, M. (2019). Indigenous languages in new media: Opportunities and challenges for language revitalization. *Working Papers of the Linguistics Circle of the University of Victoria*, 29(1), 25–43.
- Dooley, Y. (2023). *BRICS: Sources of information*. Retrieved May 23, 2024, from <https://guides.loc.gov/brics>
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Fedorenko, E., Ivanova, A. A., & Regev, T. I. (2024a). The language network is a natural kind within the broader landscape of the human brain. *Nature Reviews Neuroscience*, 25, 289–312. <https://doi.org/10.1038/s41583-024-00802-4>
- Fedorenko, E., Piantadosi, S. T., & Gibson, E. A. F. (2024b). Language is primarily a tool for communication rather than thought. *Nature*, 630(8017), 575–586. <https://doi.org/10.1038/s41586-024-07522-w>
- Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Cambridge: Harvard University Press.
- Gouvea, R., & Gutierrez, M. (2023). BRICS Plus: A new global economic paradigm in the making? *Modern Economy*, 14, 539–550. <https://doi.org/10.4236/me.2023.145029>
- Harrison, P. (2014). South Africa in the BRICS. *OASIS*, 19(1), 67–84.
- Hsieh, H.-F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1278–1288. <https://doi.org/10.1177/1049732305276687>
- Ismail, S. (2023). A wall of BRICS: The significance of adding six new members to the bloc. Retrieved May 16, 2024, from <https://www.aljazeera.com/news/2023/8/24/analysis-wall-of-brics-the-significance-of-adding-six-new-members>
- Johnson, A., & Jones, G. (2021). Language, the Internet, and digital communication. In J. Stanlaw (Ed.), *The international encyclopedia of linguistic anthropology* (pp.1–13). John Wiley & Sons, Inc. <https://doi.org/10.1002/9781118786093.iela0210>
- Käkönen, J. (2014). BRICS as a new power in international relations? *Geopolitics, History, and International Relations*, 6(2), 85–104.
- Khalid, I. (2023). BRICS shows resilience despite the West's media spin. Retrieved June 23, 2024, from <https://mg.co.za/thought-leader/opinion/2023-08-15-brics-shows-resilience-despite-the-west-media-spin>
- Kharde, V. A., & Sonawane, S. S. (2016). Sentiment analysis of Twitter data: A survey of techniques. *International Journal of Computer Applications*, 139(11), 5–15. <https://doi.org/10.5120/ijca2016908625>
- Khohliso, X., Bwire, A. M., Ngugi, P., Miima, F. A., & Babusa, H. (2024). State of African languages teaching and learning in higher education in Kenya and South Africa. *Journal of Languages and Language Teaching*, 12(3), 1119–1136. <https://doi.org/10.33394/joltt.v12i3.10787>
- Klein, J., & Amis, J. M. (2021). The dynamics of framing: Image, emotion, and the European migration crisis. *Academy of Management Journal*, 64(5), 1324–1354. <https://doi.org/10.5465/amj.2017.0510>
- Ligidima, M., & Makananise, F. O. (2020). Social media as a communicative platform to promote indigenous African languages by youth students at a rural-based university, South Africa. *Gender and Behaviour*, 18(2), 15824–15832.
- Lisanza, E. M., & Muaka, L. (Eds.). (2024). *The Palgrave handbook of language policies in Africa*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-031-57308-8>
- Lowe, P. (2016). The rise of the BRICS in the global economy. *Teaching Geography*, 41(2), 50–53.
- Lune, H. & Berg, B. L. (2021). *Qualitative research methods for the social sciences*. Boston: Allyn and Bacon.
- Makananise, F. O. (2022). Youth experiences with news media consumption: The pursuit for newsworthy information in the digital age. *Journal of African Films & Diaspora Studies*, 5(2), 29–50. <https://doi.org/10.31920/2516-2713/2022/5n2a2>
- Makananise, F. O. (2023). Reimagining South African political campaigns through indigenous language posters in the 4IR: A political communication perspective. *Communicare: Journal for Communication Studies in Africa*, 42(1), 52–63. <https://doi.org/10.36615/jcsa.v42i1.1404>
- Makananise, F. O. (2024a). Digital preservation of indigenous languages and participatory epistemic knowledge systems of the global south: Insights from South African experiences. In F. O. Makananise & S. E. Madima (Eds.), *Digital media and the preservation of indigenous languages in Africa: Toward a digitalized and sustainable society*. London: Lexington Books.
- Makananise, F. O. (2024b). Ubuntu precepts and the coverage of xenophobic discourses in South African community newspapers: An Afrocentric systematic critique. *E-Journal of Humanities, Arts and Social Sciences*, 5(6), 904–916. <https://doi.org/10.38159/ehass.2024569>
- Makananise, F. O., & Madima, S. E. (2021). Exploring the impact of demographic information on news media consumption preferences among the youth at a rural-based university in South Africa. *Journal of African Films & Diaspora Studies*, 4(1), 77–101. <https://doi.org/10.31920/2516-2713/2021/4n1a5>
- Makananise, F. O., & Madima, S. E. (2024). *Digital media and the preservation of indigenous languages in Africa: Toward a digitalized and sustainable society*. London: Lexington Books.
- Makananise, F. O., & Malatji, E. J. (2021). The use of Twitter by South African television news channels to engage the rural-based youth about coronavirus pandemic. *Journal of African Films & Diaspora Studies*, 4(3), 85–105. <https://doi.org/10.31920/2516-2713/2021/4n3a5>

- Makananise, F. O., & Sundani, N. D. (2023). Digital media and their implications on diplomatic practices in the fourth industrial revolution: A global south perspective. In F. Endong (Ed.), *The COVID-19 pandemic and the digitalization of diplomacy* (pp. 1–26). Pennsylvania: IGI Global. <https://doi.org/10.4018/978-1-7998-8394-4.ch001>
- Makananise, F. O., Malatji, E. J., & Madima, S. E. (2023). Indigenous languages, digital media, and COVID-19 pandemic in the global south: A South African discourse. In A. Salawu, A. Molale, E. Uribe-Jongbloed, & M. S. Ullah (Eds.), *Indigenous language for social change in the global south* (pp. 76–92). London: Lexington Books.
- Mayring, P. (2000). Qualitative content analysis. *Forum: Qualitative Social Research*, 1(2). Retrieved May 28, 2024, from <http://217.160.35.246/fqs-texte/2-00/200mayring-e.pdf>
- Moraca, S., & Nuntiis, P. (2022). Indigenous journalists: Perceptions of mainstream media coverage of indigenous affairs and climate change. *Journal of Global Indigeneity*, 6(3), 1–14. <https://doi.org/10.54760/001c.55680>
- Mukwevho, R., Makananise, F. O., & Madima, S. E. (2022). Youth perceptions on the use of African languages by Univen FM radio station to promote COVID-19 awareness in the Vhembe District, South Africa. *Journal of African Films and Diaspora Studies*, 5(4), 101–122. <https://doi.org/10.31920/2516-2713/2022/5n4a5>
- Ndlovu-Gatsheni, S. J. (2018). *Epistemic freedom in Africa: Deprovincialization and decolonization*. New York: Routledge. <https://doi.org/10.4324/9780429492204>
- Nguyen, D., & Hekman, E. (2024). The news framing of artificial intelligence: A critical exploration of how media discourses make sense of automation. *AI & Society*, 39, 437–451. <https://doi.org/10.1007/s00146-022-01511-1>
- Onyenakeya, K. (2022). Indigenous language newspapers and the digital media conundrum in Africa. *Information Development*, 38(1), 83–96. <https://doi.org/10.1177/0266666920983403>
- Patton, M. Q. (2002). *Qualitative research and evaluation methods*. Thousand Oaks, CA: Sage.
- Reuters. (2023). What is BRICS, which countries want to join and why? Retrieved April 25, 2024, from <https://www.reuters.com/world/what-is-brics-who-are-its-members-2023-08-21>
- Salawu, A. (2017). Institutionalising African language journalism studies. *African Journal of Indigenous Knowledge Systems*, 16(2), 193–204.
- Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of Communication*, 49(1), 103–122. <https://doi.org/10.1111/j.1460-2466.1999.tb02784.x>
- Tshabangu, T., & Salawu, A. (2021). Indigenous-language media research in Africa: Gains, losses, towards a new research agenda. *African Journalism Studies*, 43(1), 1–16. <https://doi.org/10.1080/23743670.2021.1998787>
- Tshuma, L. A. (2020). For better or worse? A frame analysis of BRICS activities by digital journalists in South Africa. *Juiz de Fora*, 14(1), 7–19. <https://doi.org/10.34019/1981-4070.2020.v14.30237>
- World Bank Group, (2024). Global Growth is Stabilising for the First Time in Three Years. Retrieved July 12, 2024, from <https://www.worldbank.org/en/news/press-release/2024/06/11/global-economic-prospects-june-2024-press-release>

About The Author(s).



Fulufhelo Oscar Makananise is an Associate Professor in the Department of Communication Science at the University of South Africa (UNISA). He has co-edited two books and authored and published several book chapters and academic articles in peer-reviewed international and DHET-accredited journals. His research interest is in digital media, African epistemologies, indigenous language media and social media, political communication, digital diplomacy, and news media consumption.