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Conflict, Humanitarianism, and International Media: A Critical Discourse Analysis of the South Sudan and Mali Crises

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Abstract

The study examines how international media represent the conflicts in Sudan and Mali and the implications of these representations for global perceptions, humanitarian interventions, and foreign policy responses. Employing a qualitative research design, the study relies exclusively on secondary documentary sources, including international newspaper reports, news agency publications, humanitarian organisation reports, and peer-reviewed scholarly literature. Critical Discourse Analysis (CDA) serves as the principal analytical framework, complemented by framing theory, agenda-setting theory, and postcolonial theory to explore the ideological assumptions, narrative structures, and power relations embedded in international conflict reporting. The findings reveal that international media employ distinct framing strategies in representing the two conflicts. The Sudan crisis is predominantly framed through humanitarian narratives that emphasise civilian suffering, displacement, famine, and the urgent need for international assistance, whereas the Mali crisis is largely portrayed through security and counterterrorism discourses centred on violent extremism, regional instability, and geopolitical interests. Although both conflicts are recognised as major humanitarian emergencies, the differing media frames shape international public opinion, humanitarian priorities, diplomatic engagement, and foreign policy responses in various ways. The study further demonstrates that international media are not neutral conveyors of information but active participants in constructing global understandings of conflict through selective representation, linguistic choices, and ideological framing. It concludes that more balanced, context-sensitive, and inclusive conflict reporting is essential to promote equitable humanitarian responses, enhance public understanding of African conflicts, and support informed international policymaking.

Keywords: critical discourse analysis, international media, humanitarian communication, media framing, Sudan, Mali, humanitarian intervention, foreign policy, conflict reporting, and postcolonial theory.

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1. INTRODUCTION

1.1 Background to the Study

Armed conflicts in Sudan and Mali have emerged as two of the most significant humanitarian crises in contemporary Africa, attracting international concern because of their devastating effects on civilian populations and regional stability. Sudan has experienced

recurrent episodes of violent conflict, including the Darfur crisis and the ongoing war that began in April 2023 between the Sudanese Armed Forces and the Rapid Support Forces. The conflict has generated mass displacement, acute food insecurity, and widespread

humanitarian need, prompting the United Nations and humanitarian organisations to describe the situation as catastrophic (United Nations Office for the Coordination of Humanitarian Affairs (OCHA), 2023; Nakayiza and Okisai, 2025; OCHA, 2024; UNESCO, 2025). Similarly, Mali has faced prolonged instability since 2012, characterised by insurgency, intercommunal violence, political upheaval, and foreign military intervention. Scholars have noted that the Malian crisis is not only a domestic security issue but also part of a broader Sahelian conflict system involving transnational armed groups and international actors (Marchal, 2013; Christakis & Bannelier, 2013).

Beyond the material consequences of war, these conflicts International news coverage also mediates these conflicts beyond their material consequences. through international news coverage. International media organisations play a crucial role in constructing public understanding of distant crises by selecting which events to report, which actors to emphasise, and which narratives to foreground. Theoretical scholarship on media framing suggests that news reporting does not merely reflect reality; rather, it actively shapes how audiences interpret political events, humanitarian suffering, and responsibility for violence (Entman, 1993). In the context of African conflicts, media narratives have often been criticised for simplifying complex political dynamics into familiar frames such as ethnic violence, humanitarian catastrophe, terrorism, or state failure (Alozie, 2005; Marchal, 2013).

The relationship between media representation and humanitarianism is particularly important because global awareness of crises frequently depends on international news visibility. Research on humanitarian communication indicates that media attention can influence public sympathy, donor engagement, and the prioritisation of humanitarian assistance (Cottle & Nolan, 2007). In Sudan, earlier studies of Darfur demonstrated that international media coverage often emphasised humanitarian suffering and moral responsibility, thereby contributing to global advocacy campaigns and calls for international action (Zacher, 2014). In Mali, international reporting has frequently highlighted terrorism, regional insecurity, and foreign military intervention, especially in relation to French and multilateral operations in the Sahel (Marchal, 2013; Christakis & Bannelier, 2013). These differing emphases suggest that media discourse may shape not only public perception but also the political legitimacy of humanitarian and foreign policy responses.

International media narratives Foreign policy decision-making closely connects to international media narratives. to foreign policy decision-making. Agenda-setting theory proposes that media attention can influence which issues become salient in public and political discourse (McCombs & Shaw, 2017). When conflicts receive sustained international coverage, governments and international organisations may face increased pressure to respond through humanitarian aid, diplomatic engagement, sanctions, peacekeeping operations, or

military intervention. Conversely, limited or inconsistent coverage can contribute to the marginalisation of certain crises, reducing their visibility within global policy agendas. Recent commentary on Sudan has pointed to concerns that the scale of suffering has not been matched by equivalent international media attention (UNESCO, 2025; Nakayiza and Okisai, 2025). This raises important questions about how media visibility affects the hierarchy of global humanitarian concern.

1.2 Problem Statement

Although a substantial body of scholarship exists on media framing, humanitarian communication, and African conflicts, research has often examined Sudan and Mali separately. Studies of Sudan have focused on the framing of the Darfur conflict, humanitarian narratives, and international advocacy (Alozie, 2005; Zacher, 2014). Studies of Mali have examined insurgency, terrorism discourse, political instability, and international intervention (Marchal, 2013; Christakis & Bannelier, 2013). However, there is limited comparative research that critically examines how international media represent both conflicts within the same analytical framework.

This gap is significant because Sudan and Mali offer contrasting yet interconnected cases of conflict representation. Sudan has often been portrayed through humanitarian and atrocity-centred narratives, while Mali has frequently been framed through security, terrorism, and geopolitical lenses. Without a comparative analysis, it remains difficult to understand how these representational differences shape global perceptions of African conflicts, influence humanitarian intervention priorities, and contribute to foreign policy responses. Furthermore, existing studies have not sufficiently explored the ideological assumptions embedded in international media discourse or the power relations involved in representing African crises to global audiences.

1.3 Research Objectives

The primary objective of this study is to critically examine how international media represent the conflicts in Sudan and Mali and how these representations influence global perceptions, humanitarian interventions, and foreign policy responses.

The specific objectives are to:

1. Analyse the dominant discursive frames used by international media in reporting the Sudan crisis.
2. Analyse the dominant discursive frames used by international media in reporting the Mali crisis.
3. Compare the similarities and differences in the representation of the two conflicts.
4. Examine how media narratives construct humanitarian suffering, responsibility, security threats, and political legitimacy.

5. Assess the implications of these media representations for international humanitarian intervention and foreign policy decision-making.

1.4 Research Questions

This study is guided by the following research questions:

1. How do international media represent the conflict in Sudan?
2. How do international media represent the conflict in Mali?
3. What dominant discursive frames characterise the coverage of each crisis?
4. In what ways do the media representations of Sudan and Mali differ or converge?
5. How do these representations influence global perceptions, humanitarian interventions, and foreign policy responses?

1.5 Significance of the Study

This study is significant for several reasons. First, it contributes to scholarship on media studies and international relations by providing a comparative analysis of two major African conflicts. By examining Sudan and Mali together, the study moves beyond single-case analyses and highlights broader patterns in the international representation of conflict and humanitarian crises.

Second, the study contributes to the field of humanitarian communication by exploring how media narratives shape understandings of suffering, victimhood, responsibility, and intervention. Since humanitarian responses often depend on international visibility and public engagement, understanding the discursive construction of crises is essential for evaluating the politics of humanitarian action.

Third, the study has practical relevance for journalists, humanitarian organisations, and policymakers. A critical examination of media discourse can help identify biases, omissions, and representational inequalities that may affect international responses to conflict. Such insights may encourage more balanced and context-sensitive reporting of African crises and improve the communication strategies of humanitarian actors. Finally, the study contributes to postcolonial and critical discourse perspectives by interrogating how power operates in the production of global narratives about Africa. It examines whose voices are amplified, whose experiences are marginalised, and how international media may reproduce particular assumptions about conflict, governance, and humanitarianism on the continent.

1.6 Scope and Limitations

This study focuses on international media

representations of the conflicts in Sudan and Mali. It examines news reports, media articles, and secondary documentary sources produced by major international media organisations, as well as relevant academic literature and reports from humanitarian institutions. The analysis is limited to the discursive construction of the two crises and does not attempt to provide a comprehensive historical or political account of the conflicts themselves.

The study adopts a qualitative critical discourse analysis (CDA) approach and relies exclusively on secondary data. Consequently, it does not include primary data collection such as interviews, surveys, or direct observation. While secondary sources provide valuable material for analysing media discourse, they may also reflect the limitations and biases of the original publications. In addition, the study focuses primarily on international media and therefore does not provide an extensive analysis of local Sudanese or Malian media perspectives.

Despite these limitations, the study offers a valuable comparative examination of how international media construct narratives of conflict and humanitarianism in Sudan and Mali. The following sections review the relevant literature, outline the theoretical framework, explain the methodology, and present the findings of the discourse analysis.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 International Media and Conflict Reporting

International media play a central role in constructing global understandings of armed conflicts by determining which events receive attention, how conflicts are interpreted, and whose voices are amplified. Rather than serving as neutral transmitters of information, news organisations actively participate in the social construction of reality through processes of selection, framing, and interpretation. Galtung and Ruge (1965) were among the first scholars to argue that news production is guided by identifiable news values, including negativity, conflict, elite involvement, and unexpectedness, which influence the likelihood that particular events become international news. Their pioneering work established that news coverage is shaped by institutional routines and editorial priorities rather than by the objective significance of events alone (Allern, 2002).

Subsequent scholarship has expanded this perspective by examining how international media influence political agendas and public opinion during crises. According to Wolfsfeld (2004), media coverage and political conflict exist in a reciprocal relationship in which political actors seek to influence media narratives while journalists simultaneously shape public interpretations of political events. This interaction is particularly evident in armed conflicts, where

governments, humanitarian organisations, military institutions, and non-state actors compete to define the causes, legitimacy, and consequences of violence. The media therefore become an important arena through which competing narratives are produced, negotiated, and contested.

The increasing globalisation of news has further amplified the influence of international media in humanitarian emergencies. Cottle (2009) argues that contemporary communication technologies have transformed humanitarian crises into global media events capable of mobilising transnational audiences and influencing international responses. Through continuous news broadcasts, digital journalism, and social media dissemination, conflicts that occur within national borders are rapidly incorporated into global political discourse. However, the intensity and duration of media attention remain uneven, with some conflicts receiving sustained international coverage while others remain largely invisible. This disparity has significant implications for humanitarian intervention because international awareness frequently determines political urgency, donor engagement, and diplomatic attention.

Scholars have also questioned the structural inequalities embedded within international news production. Klaehn (2002) contends that media institutions operate within broader political and economic systems that influence editorial decisions through ownership structures, advertising interests, sourcing practices, and ideological assumptions. Although their propaganda model was developed primarily to explain media behaviour in Western democracies, its broader insight—that news production is influenced by institutional power—has informed subsequent analyses of international conflict reporting. In the context of African conflicts, this perspective suggests that media narratives may privilege geopolitical interests and elite perspectives over local experiences and community voices.

2.2 Humanitarian Narratives in Global News

Humanitarian communication has become an increasingly important area of scholarship because media representations significantly influence how global audiences perceive suffering, vulnerability, and moral responsibility. Humanitarian narratives typically emphasise civilian suffering, displacement, famine, disease, and human rights violations to generate empathy and encourage international action. Chouliaraki (2006) argues that humanitarian media discourse constructs relationships between distant sufferers and privileged audiences by presenting crises within moral frameworks that invite compassion and responsibility. Rather than simply documenting suffering, humanitarian communication shapes the ethical relationship between viewers and those affected by conflict.

Cottle and Nolan (2007) similarly observe that humanitarian organisations increasingly depend on

media visibility to attract public support and financial resources. International news organisations therefore function not merely as observers of humanitarian crises but also as intermediaries that influence donor priorities and public engagement. Images of displaced populations, starving children, and devastated communities frequently become symbolic representations of broader conflicts, simplifying complex political realities into emotionally compelling narratives. While such reporting may generate humanitarian assistance, it may also reduce conflicts to spectacles of suffering that overlook historical, political, and structural causes of violence.

The concept of the "CNN effect" further illustrates the relationship between media visibility and humanitarian intervention. Robinson (2002) argues that intensive media coverage can influence foreign policy by increasing public pressure on governments to respond to humanitarian emergencies. Although scholars continue to debate the consistency of this effect, evidence suggests that extensive international reporting may accelerate diplomatic initiatives, humanitarian assistance, peacekeeping operations, or military intervention under particular political conditions. Conversely, conflicts receiving limited media attention often struggle to attract comparable international support despite equally severe humanitarian consequences.

Critics have also highlighted the ethical limitations of humanitarian journalism. Joye (2013) argues that humanitarian communication sometimes reproduces unequal power relationships by portraying affected populations primarily as passive victims requiring external rescue. Such representations may unintentionally reinforce stereotypes of dependency while minimising local agency, resilience, and political resistance. Consequently, humanitarian narratives require critical examination to understand how they shape global perceptions of conflict beyond their immediate humanitarian objectives.

2.3 Media Framing of African Conflicts

Media framing theory provides an important framework for understanding how international news organisations construct narratives of African conflicts. Entman (1993) defines framing as the process of selecting particular aspects of reality and making them more salient in communication in ways that promote specific problem definitions, causal interpretations, moral evaluations, and policy recommendations. Through framing, journalists influence not only what audiences know but also how they understand the causes, consequences, and appropriate responses to conflict.

Research has consistently demonstrated that African conflicts are frequently framed through recurring narratives emphasising instability, violence, corruption, poverty, ethnic divisions, and humanitarian disaster. Martin (2008) and Ezeru (2022) argue that Western media have historically portrayed Africa through negative

stereotypes that privilege crisis-orientated reporting over nuanced political analysis. Such representations often overlook the continent's social diversity and political complexity, reinforcing simplistic understandings among international audiences.

This pattern has also been examined within postcolonial media scholarship. Said (1978) argues that Western systems of knowledge frequently construct non-Western societies through representations that emphasise difference, disorder, and backwardness while legitimising external intervention. Although Said's analysis focused primarily on the Middle East, his broader critique of representational power has informed studies of African media coverage. Scholars have argued that international reporting sometimes reproduces colonial patterns by privileging Western perspectives while marginalising African voices and local interpretations of conflict (Falola & Jennings, 2002).

Furthermore, Powers (2014) notes that humanitarian crises in Africa often receive episodic rather than sustained coverage, with international attention increasing only when conflicts threaten international security or involve major humanitarian catastrophes. This selective visibility contributes to unequal patterns of global concern, whereby some crises become international priorities while others remain relatively neglected despite comparable levels of human suffering.

2.4 The Sudan Crisis in International Media

International media coverage of Sudan has evolved considerably over the past two decades, reflecting changing political dynamics and humanitarian concerns. During the Darfur conflict, international reporting emphasised allegations of genocide, ethnic cleansing, and widespread human rights abuses. De Waal (2007) argues that although humanitarian advocacy successfully mobilised global attention toward Darfur, media narratives frequently simplified the conflict's political complexity by emphasising moral dichotomies between perpetrators and victims. Such portrayals facilitated international advocacy but sometimes obscured historical, economic, and regional factors contributing to violence.

Research examining Darfur coverage also demonstrates how humanitarian narratives shaped international political responses. Mamdani (2009) contends that Western media frequently presented Darfur through highly moralised frameworks that prioritised humanitarian intervention while paying comparatively less attention to local political dynamics and conflict resolution mechanisms. This framing influenced international advocacy campaigns and contributed to debates surrounding sanctions, peacekeeping operations, and international criminal justice.

More recent scholarship concerning the conflict that erupted in April 2023 suggests that international media initially struggled to maintain sustained global attention

despite the conflict's enormous humanitarian consequences. Reports by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA, 2023) indicate that millions of civilians have been displaced internally and across borders, creating one of the world's largest humanitarian crises. Nakayiza and Okisai (2025) similarly note that journalists operating within Sudan continue to face severe threats while attempting to report the conflict, highlighting the challenges associated with documenting violence under dangerous conditions. These developments underscore continuing concerns regarding the adequacy, consistency, and framing of international coverage.

2.5 The Mali Crisis in International Media

International reporting on Mali has generally differed from coverage of Sudan by emphasising terrorism, regional security, and counterinsurgency operations. Since the 2012 rebellion and subsequent military interventions, media narratives have frequently focused on Islamist armed groups, political instability, and international military responses rather than humanitarian conditions alone. Marchal (2013) argues that the Malian conflict cannot be understood solely through terrorism narratives because it also reflects longstanding political, economic, and governance challenges affecting the wider Sahel region.

The French military intervention in 2013 significantly influenced international media coverage by shifting attention toward questions of regional security and counterterrorism. Christakis & Bannelier (2013) observe that media discussions frequently examined the legal and political legitimacy of foreign military intervention while devoting comparatively less attention to the everyday experiences of conflict-affected communities. Consequently, humanitarian suffering often became secondary to geopolitical narratives emphasising international security interests.

Recent analyses further indicate that international reporting on Mali increasingly links the country's instability with broader concerns regarding migration, violent extremism, and regional governance. While these issues are undoubtedly important, such framing may overshadow local peacebuilding initiatives, community resilience, and the socioeconomic factors contributing to prolonged instability. Comparative analysis therefore suggests that Sudan is more commonly represented through humanitarian discourse, whereas Mali is frequently framed through security-orientated narratives.

2.6 Theoretical Framework

This study is anchored primarily in Critical Discourse Analysis (CDA) while drawing complementary insights from

2.6 .1 Framing Theory, Agenda-Setting Theory, and Postcolonial Theory.

Critical discourse analysis provides the principal analytical framework because it examines how language constructs social realities and reproduces relations of power. Tavadze et al. (2024) argue that discourse simultaneously reflects and shapes social structures by legitimising particular ideologies while marginalising alternative perspectives. CDA therefore enables researchers to investigate how international media construct representations of conflict, humanitarianism, responsibility, and intervention through linguistic choices and narrative structures. Afzal et al. (2026) similarly emphasises that discourse is closely connected to power because dominant institutions influence public knowledge by controlling access to information and representation. Applying CDA to international media coverage allows this study to identify ideological assumptions underlying representations of Sudan and Mali.

Framing theory complements CDA by explaining how journalists select and emphasise particular dimensions of conflict. According to Entman (1993), framing influences audiences by defining problems, identifying causes, making moral judgements, and recommending solutions. In this study, framing theory assists in identifying dominant narrative patterns, including humanitarian, security, terrorism, victimhood, and intervention frames employed in reporting both conflicts.

Agenda-setting theory further explains the relationship between media attention and political priorities. McCombs & Shaw (2017) argue that media influence public perceptions by determining which issues become most salient within public discourse. Applied to Sudan and Mali, the theory suggests that differences in media visibility may contribute to variations in humanitarian engagement, diplomatic attention, and foreign policy responses.

Finally, postcolonial theory provides a critical perspective for examining representational inequalities within international media. Said (1978) argues that Western discourse has historically produced knowledge about non-Western societies through unequal power relations that reinforce stereotypes and legitimise intervention. Applied to African conflicts, postcolonial theory facilitates critical examination of how international media construct Africa as a site of perpetual crisis while privileging external actors over local voices. Together, these theoretical perspectives provide a comprehensive framework for understanding how international media shape global perceptions of the Sudan and Mali crises and influence humanitarian and political responses.

3. METHODOLOGY

3.1 Research Design

This study adopts a **qualitative research design** to examine how international media construct narratives

surrounding the conflicts in Sudan and Mali and the implications of these narratives for humanitarian intervention and foreign policy. Qualitative research is particularly appropriate for studies that seek to understand meanings, interpretations, and socially constructed realities rather than quantify observable phenomena. Unlike quantitative approaches that emphasise statistical relationships, qualitative research facilitates an in-depth examination of language, discourse, and the contextual factors that shape media representations (Creswell & Poth, 2018; Suleiman et al., 2026).

The qualitative design is suitable because the study investigates media texts as communicative artefacts through which ideological meanings, political assumptions, and humanitarian narratives are produced and disseminated. Qualitative inquiry offers the flexibility needed to comprehensively interpret the complex linguistic choices, symbolic representations, and contextual framing involved in media discourse. As Hannes et al. (2022) observe, qualitative research enables scholars to investigate how social realities are constructed through language, institutions, and cultural practices, making it particularly relevant for media and communication research.

Furthermore, this study relies exclusively on **secondary data** rather than primary data collection. The use of secondary documentary sources is justified because international media reports, humanitarian publications, and scholarly analyses already constitute the primary communicative materials through which the Sudan and Mali conflicts have been represented globally. The objective of the study is not to investigate individual perceptions through interviews or surveys but to critically examine existing public discourses embedded within these published documents. Consequently, secondary data provide both the empirical evidence and analytical context required to answer the research questions.

3.2 Research Approach (Critical Discourse Analysis)

The study employs **Critical Discourse Analysis (CDA)** as its principal analytical approach. CDA is a qualitative methodology concerned with examining how language reflects, reinforces, and challenges social power, ideology, and inequality (Tavadze et al., 2024; Afzal et al., 2026). Rather than treating media texts as objective representations of reality, CDA assumes that discourse is socially constructed and that linguistic choices contribute to shaping public understanding of political events, humanitarian crises, and international relations.

Tavadze et al. (2024) conceptualise discourse as operating simultaneously at three interconnected levels: the textual level, the processes through which texts are produced and interpreted, and the broader social practices within which discourse is situated. This three-dimensional framework enables researchers to examine

both the linguistic characteristics of media reporting and the wider political, institutional, and ideological contexts that influence news production. In the present study, CDA facilitates a systematic examination of how international media frame the conflicts in Sudan and Mali, construct humanitarian narratives, attribute responsibility, and legitimise specific policy responses.

Afzal et al. (2026) further argue that discourse functions as an instrument through which dominant institutions exercise symbolic power by shaping public knowledge and influencing social cognition. Applied to international media reporting, this perspective enables the study to investigate whether media organisations privilege particular political actors, humanitarian perspectives, or geopolitical interests while marginalising others. CDA is the right tool for this study because it wants to find out the hidden ideas, beliefs, and power dynamics that are behind international reporting on African conflicts, not just describe what the media says.

3.3 Sources of Secondary Data

The study relies exclusively on **secondary documentary sources**, which provide rich textual material suitable for discourse analysis. Multiple categories of secondary data We also examined reports produced by international news agencies, including Reuters, Associated Press (AP), Agence France-Presse (AFP), and the BBC, utilised to ensure comprehensive coverage of media narratives and scholarly interpretations.

3.3.1. International Newspaper Articles

International newspaper articles constitute one of the principal sources of data. Newspapers published by globally recognised media organisations such as *The New York Times*, *The Guardian*, *The Washington Post*, *the Financial Times*, and *Le Monde* provide extensive reporting on the conflicts in Sudan and Mali. We selected these publications for their broad international readership, influence on global public opinion, and sustained coverage of international affairs. Newspaper articles offer insightful perspectives on how conflicts are framed, which actors receive prominence, and how humanitarian issues are communicated to international audiences.

3.3.2. News Agency Reports

Reports produced by international news agencies, including **Reuters**, **Associated Press (AP)**, **Agence France-Presse (AFP)**, and the **BBC**, were also examined. News agencies occupy a central position within the global news production system because their reports are frequently republished or adapted by newspapers and broadcast organisations worldwide. Consequently, they have a major impact on determining

the initial framing of international events and influencing subsequent media narratives.

3.3.3. Humanitarian Organization Reports

The study also draws upon reports published by major humanitarian organisations, including the United Nations Office for the Coordination of Humanitarian Affairs (OCHA, 2023), **the** International Committee of the Red Cross (ICRC), Amnesty International, Human Rights Watch, and relevant United Nations agencies. These reports provide authoritative documentation concerning humanitarian conditions, civilian protection, displacement, human rights violations, and emergency response efforts. While these organisations are themselves institutional actors with particular mandates, their publications offer valuable contextual information against which media narratives These organisations, as institutional actors with specific mandates, provide valuable contextual information that allows for critical examination of media narratives.

3.3.4. Academic Journal Articles

Peer-reviewed academic journal articles constitute another important source of secondary data. Existing scholarly literature provides theoretical perspectives, empirical findings, and critical analyses concerning conflict reporting, humanitarian communication, media framing, international journalism, and African conflicts. The inclusion of academic publications enables the study to situate its findings within broader scholarly debates while identifying areas where existing research remains limited.

3.4 Data Selection Criteria

The selection of documentary sources was guided by clearly defined inclusion criteria to ensure relevance, credibility, and analytical consistency. First, all selected materials addressed either the Sudan conflict, the Mali conflict, or broader issues relating to international media representation, humanitarian communication, or foreign policy.

Second, only publications produced by internationally recognised media organisations, humanitarian institutions, or peer-reviewed academic journals were included. This criterion ensured that the data originated from credible and authoritative sources with established editorial or scholarly standards.

Third, the study prioritised publications that contained substantive discussions of humanitarian issues, conflict narratives, political actors, military interventions, international responses, or representations of affected civilian populations. Documents consisting solely of statistical summaries or brief news updates without sufficient narrative content were excluded because they

offered limited material for discourse analysis.

Finally, academic sources were selected based on their relevance to the theoretical framework, particularly scholarship concerning critical discourse analysis, media framing, humanitarian communication, postcolonial media studies, and agenda-setting theory.

3.5 Data Analysis Procedure

The collected documentary materials were analysed using the principles of critical discourse analysis following Tavazze et al.'s (2024) analytical framework. The analysis involved several interconnected stages.

The first stage consisted of repeated reading and familiarisation with all selected documents to identify recurring themes, dominant narratives, and patterns of representation. During this stage, attention – During this stage, we focused on identifying recurring terminology, descriptive language, metaphors, and rhetorical strategies used by media organisations toward recurring terminology, descriptive language, metaphors, and rhetorical strategies employed by media organisations.

The second stage involved thematic coding of textual materials according to key analytical categories, including humanitarian framing, security framing, terrorism discourse, victim representation, attribution of responsibility, international intervention, political legitimacy, and representations of local actors. These categories emerged from both the theoretical literature and repeated engagement with the documentary data.

The third stage examined how linguistic choices contributed to broader ideological constructions of the conflicts. Particular attention was given to lexical selection, headline construction, agency attribution, inclusion or exclusion of particular actors, and the use of evaluative language. This stage enabled the identification of underlying assumptions regarding conflict causation, humanitarian responsibility, and appropriate policy responses.

The final stage involved a comparative analysis of media representations across the Sudan and Mali cases. Similarities and differences in framing strategies, humanitarian narratives, and geopolitical discourses were identified and interpreted in relation to the theoretical framework and existing literature.

3.6 Ethical Considerations

Since the study relies exclusively on publicly available secondary documentary sources, it does not involve direct interaction with human participants. Consequently, issues relating to informed consent, confidentiality, and participant anonymity are not applicable in the conventional sense. Nevertheless, ethical standards remain important throughout the research process.

The study ensures appropriate acknowledgement of all original authors through accurate citation and

referencing in accordance with APA (7th edition) guidelines. Interpretations of documentary materials are presented objectively and without deliberate misrepresentation of original texts. Furthermore, care has been taken to analyse media reports critically while recognising that all documentary sources are themselves socially situated texts that reflect particular institutional perspectives.

3.7 Trustworthiness and Limitations

To enhance the trustworthiness of the study, several strategies commonly employed in qualitative research were adopted. First, **data triangulation** was achieved by drawing upon multiple categories of documentary sources, including newspaper articles, news agency reports, humanitarian publications, and peer-reviewed academic literature. The use of diverse sources enabled the comparison of perspectives across different institutional contexts and reduced reliance on any single category of evidence (Ninan, 2020).

Second, transparency was maintained throughout the research process by clearly documenting the criteria used for data selection, analytical procedures, and theoretical assumptions. This transparency enhances the dependability and credibility of the study by enabling readers to understand how interpretations were developed.

Despite these strengths, several limitations should be acknowledged. The exclusive reliance on secondary data means that the study cannot capture the lived experiences or personal perspectives of journalists, humanitarian practitioners, policymakers, or conflict-affected communities. Similarly, because the analysis focuses primarily on international media, local Sudanese and Malian media perspectives receive comparatively less attention. Finally, critical discourse analysis involves interpretive judgement; although the analysis is grounded in established theoretical principles and supported by documentary evidence, alternative interpretations of media discourse may also be possible.

Notwithstanding these limitations, the qualitative methodology adopted in this study provides a rigorous and theoretically informed framework for examining how international media construct narratives of conflict and humanitarianism in Sudan and Mali and how these narratives shape broader political and humanitarian responses.

4. FINDINGS AND DISCUSSION

4.1 Media Framing of the Sudan Crisis

The analysis of international media coverage of the Sudan crisis reveals that reporting is predominantly framed around humanitarian catastrophe, civilian suffering, political instability, and international concern.

Across the secondary sources examined, international news organisations consistently portray Sudan as experiencing one of the world's most severe humanitarian emergencies. This finding addresses the first research objective by demonstrating that humanitarian discourse constitutes the dominant frame through which the Sudan conflict is communicated to global audiences. The findings also answer the first research question by showing that international media largely constructs Sudan through narratives that emphasise displacement, famine, violence against civilians, and institutional collapse.

4.1 1. Dominant Narratives

The discourse analysis indicates that humanitarian narratives dominate international reporting on Sudan. News reports frequently employ expressions such as *humanitarian catastrophe*, *civilian crisis*, *mass displacement*, *famine*, and *collapse of essential services* to communicate the severity of the conflict. Such lexical choices position the conflict primarily as a humanitarian emergency requiring immediate international attention rather than merely a domestic political dispute.

These findings support Entman's (1993) framing theory, which argues that the media define problems by emphasising particular aspects of reality while minimising others. In the Sudan case, international media consistently define the conflict through humanitarian consequences rather than through detailed discussions of Sudan's political history, governance challenges, or socioeconomic inequalities. Tavadze et al.'s perspective (2024) further suggests that this pattern of discourse contributes to constructing particular understandings of Sudan that become accepted within international public debate.

The analysis also reveals considerable emphasis on emergency response. Reports regularly focus on shortages of food, medicine, healthcare, and humanitarian access. Such narratives correspond with humanitarian communication literature suggesting that global media frequently prioritise immediate human suffering to encourage international awareness and donor support (Chouliaraki, 2006; Cottle & Nolan, 2007).

4.1 2. Humanitarian Imagery

A significant feature of Sudan's media representation is the extensive use of humanitarian imagery. International reporting consistently highlights displaced families, overcrowded refugee settlements, injured civilians, women, children, and destroyed infrastructure. These representations personalise the humanitarian crisis by transforming statistical information into emotionally compelling narratives.

According to Chouliaraki (2006), humanitarian communication establishes moral relationships between distant audiences and suffering populations. The findings indicate that media organisations frequently invite audiences to sympathise with Sudanese civilians through

emotionally charged descriptions and visual representations. Such reporting contributes to what Chouliaraki describes as the "spectatorship of suffering", whereby distant audiences become witnesses to humanitarian emergencies occurring elsewhere.

However, the analysis also suggests that humanitarian imagery occasionally simplifies the complexity of the conflict. While substantial attention focuses on civilian suffering, Sudan's historical political dynamics, economic structures, and local peacebuilding initiatives receive comparatively less emphasis. Consequently, audiences may primarily associate Sudan with humanitarian disaster rather than with broader political processes.

4.1 3. Attribution of Responsibility

The discourse analysis demonstrates that international media generally attribute responsibility for the crisis to political and military actors rather than to civilian populations. Reporting frequently identifies the Sudanese Armed Forces and the Rapid Support Forces as principal actors responsible for escalating violence and disrupting humanitarian assistance.

This attribution reflects Tavadze et al.'s (2024) argument that discourse shapes perceptions of causality and responsibility through linguistic choices. Rather than presenting violence as spontaneous or inevitable, media narratives typically identify identifiable political actors whose decisions contribute to civilian suffering.

Nevertheless, the analysis indicates that responsibility is often discussed within simplified moral frameworks that distinguish perpetrators from victims. Although such framing facilitates audience understanding, it may under-represent the complexity of political alliances, historical grievances, and regional dynamics that characterise the conflict in Sudan.

4.1 4. Representation of Victims and Political Actors

The international report, "Victims First, it consistently portrays both conflicts as involving victims who are vulnerable, displaced, and dependent on humanitarian assistance. The report depicts victims as vulnerable, displaced, and dependent on humanitarian crises that demand attention. The report depicts victims as vulnerable, displaced, and dependent on humanitarian assistance. Women and children appear most frequently as symbolic representations of civilian suffering, while humanitarian organisations are portrayed as essential providers of relief in extremely difficult circumstances.

Political actors, by contrast, in conflict-orientated narratives emphasising military confrontation, political rivalry, ceasefire violations, and failed negotiations largely represent political actors. Through conflict-oriented narratives that emphasise military confrontation, political rivalry, ceasefire violations, and failed negotiations, political actors are largely represented. Conflict-

orientated narratives largely represent political actors by emphasising military confrontation, political rivalry, ceasefire violations, and failed negotiations. The resulting discourse constructs a clear distinction between innocent civilian victims and political elites responsible for prolonging violence.

From a critical discourse analysis perspective, these representational patterns reveal how international media establish particular moral hierarchies within conflict reporting. While such narratives effectively communicate humanitarian urgency, they may inadvertently reduce local populations to passive recipients of assistance, a concern previously identified within humanitarian communication scholarship (Joye, 2013).

4.2 Media Framing of the Mali Crisis

Unlike Sudan, international media frame the Mali crisis predominantly through security and counterterrorism narratives. Although humanitarian concerns remain visible, the analysis indicates that terrorism, regional instability, military operations, and international security dominate media discourse. This finding addresses the second research objective and demonstrates that the framing of Mali differs substantially from Sudan despite both experiencing severe humanitarian consequences.

4.2.1. Security versus Humanitarian Framing

The findings indicate that Mali is primarily represented as a regional security challenge rather than solely as a humanitarian emergency. International reports emphasise armed insurgencies, extremist organisations, military coups, regional instability, and counter-terrorism operations. Displacement and food insecurity are humanitarian issues. Discussions of humanitarian issues like displacement and food insecurity often occur within broader security contexts. However, discussions of these issues typically occur within broader security contexts.

This finding aligns with Entman's (1993) argument that framing determines which dimensions of complex events become most salient. Whereas Sudan is framed predominantly through humanitarian suffering, Mali is framed largely through geopolitical and security concerns.

4.2.2. Terrorism Discourse

One of the most dominant themes within international reporting concerns terrorism. International media frequently describe Mali within the context of violent extremism operating across the Sahel region. References to insurgent organisations, cross-border insecurity, and international counterterrorism efforts consistently appear in news coverage.

From a discourse perspective, repeated association with terrorism shapes international perceptions by positioning

Mali within global security agendas. Afzal et al. (2026) argue that discourse influences public cognition through repetitive narrative structures. In this case, terrorism discourse reinforces the perception of Mali as a security threat requiring international military cooperation.

However, the findings also indicate that this emphasis occasionally overshadows discussions of governance failures, poverty, environmental pressures, and socioeconomic inequalities that contribute to prolonged instability.

4.2.3. Representation of Local Communities

The analysis demonstrates that local communities in Mali receive comparatively limited representation relative to military and political actors. Civilians often appear as displaced populations affected by violence rather than as active participants in peacebuilding or governance processes.

This pattern reflects broader criticisms within postcolonial scholarship regarding the limited visibility of African agency in international reporting (Said, 1978; Clifford, 1980; Van Binsbergen & Van Dijk, 2004). While humanitarian consequences receive acknowledgement, local initiatives, traditional conflict resolution mechanisms, and community resilience remain comparatively under-represented.

4.2.4. Coverage of Regional and International Actors

International media devote substantial attention to regional organisations, foreign governments, and international military missions. French military operations, United Nations peacekeeping activities, ECOWAS initiatives, and African Union responses receive significant coverage.

Consequently, broader geopolitical discussions frequently position Mali within the context of regional security, migration, and international cooperation. The prominence given to external actors reinforces the perception that international intervention constitutes the principal mechanism for conflict management.

4.3 Comparative Analysis

4.3.1 Similarities in Media Discourse

Comparative analysis reveals several important similarities in international reporting on Sudan and Mali. First, both conflicts are consistently represented as humanitarian crises requiring international attention. Civilian suffering, displacement, food insecurity, and humanitarian assistance appear prominently within coverage of both countries.

Second, both conflicts receive considerable attention only after violence reaches significant humanitarian proportions. This observation supports agenda-setting theory (McCombs & Shaw, 2017), which

argues that media influence public priorities by determining which issues become internationally visible.

Third, international organisations—including the United Nations, humanitarian agencies, and foreign governments—receive extensive coverage in both cases. Their activities frequently dominate discussions concerning humanitarian response and conflict resolution.

4.3 2. Differences in Framing Strategies

Despite these similarities, substantial differences distinguish media representations of Sudan and Mali. Sudan is framed primarily through humanitarian discourse emphasising civilian suffering, whereas Mali is framed predominantly through security discourse emphasising terrorism, military intervention, and regional stability.

These differing framing strategies influence how international audiences interpret each conflict. Sudan encourages humanitarian sympathy and emergency assistance, while Mali generates concern regarding international security and counterterrorism cooperation.

Tavadze et al.'s (2024) conception of discourse suggests that these differing representations contribute to distinct political understandings despite similarities in humanitarian impact.

4.3 3. Humanitarian versus Geopolitical Emphasis

The comparative findings indicate that humanitarian considerations receive greater prominence within Sudan coverage, whereas geopolitical considerations dominate reporting on Mali.

This distinction illustrates how international media selectively prioritise different aspects of African conflicts depending on broader international political interests. Sudan's humanitarian catastrophe attracts narratives centred on relief, protection, and humanitarian access, while Mali's strategic location within the Sahel encourages discourse focused on regional security, migration, and counterterrorism.

These findings support postcolonial critiques suggesting that representations of African conflicts are shaped not solely by humanitarian realities but also by global political priorities (Said, 1978; Van Binsbergen & Van Dijk, 2004).

4.4 Implications for Humanitarian Intervention and Foreign Policy

4.4 1. Influence on International Public Opinion

The findings demonstrate that international media play an important role in shaping global understanding of humanitarian crises. Extensive coverage of civilian suffering increases international awareness and contributes to public support for humanitarian assistance.

Agenda-setting theory suggests that sustained media attention elevates particular conflicts within public consciousness (McCombs & Shaw, 2017). Consequently, conflicts that receive comparatively limited coverage risk marginalisation; extensive international coverage is more likely to become the subject of diplomatic discussion and humanitarian advocacy.

4.4 2. Effects on Humanitarian Aid Priorities

The discourse analysis indicates that humanitarian organisations benefit from increased media visibility, as extensive reporting often attracts donor attention and financial assistance. Reports emphasising displacement, famine, and civilian casualties strengthen perceptions of humanitarian urgency.

Nevertheless, unequal media attention may also contribute to unequal humanitarian responses. Conflicts receiving comparatively limited coverage risk becoming marginalised despite substantial humanitarian needs.

4.4 3. Implications for Diplomatic Engagement

Media framing also influences diplomatic priorities. Humanitarian narratives surrounding Sudan encourage discussions concerning ceasefire negotiations, humanitarian corridors, civilian protection, and emergency relief. By contrast, security-orientated narratives surrounding Mali encourage diplomatic emphasis on military cooperation, regional stabilisation, and counter-terrorism partnerships.

These differing policy emphases demonstrate that discourse contributes to shaping not only public understanding but also international policy agendas.

4.4 4. Role of Media in Legitimising International Responses

Finally, the findings suggest that international media contribute to legitimising humanitarian and political responses by constructing particular interpretations of conflicts. Through repeated emphasis on humanitarian suffering, security threats, or political instability, media narratives influence perceptions regarding which forms of intervention appear necessary and legitimate.

From a critical discourse analysis perspective, international media therefore function not merely as observers but as active participants in constructing global understandings of conflict. Their narratives influence humanitarian organisations, policymakers, donor governments, and international institutions by shaping both the visibility of crises and the perceived legitimacy of specific responses.

Overall, the findings fulfil the study's objectives by demonstrating that international media employ distinct yet interconnected framing strategies to represent the Sudan and Mali crises. While both conflicts are recognised as humanitarian emergencies, Sudan is primarily communicated through humanitarian discourse, whereas

Mali is more frequently represented through security and geopolitical narratives. These differing representations shape international public opinion, influence humanitarian priorities, and contribute to the formulation of foreign policy responses, thereby illustrating the powerful role of media discourse in contemporary international relations.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study examined how international media represent the conflicts in Sudan and Mali and how these representations influence global perceptions, humanitarian interventions, and foreign policy responses. Employing a qualitative research design based exclusively on secondary data and analysed through Critical Discourse Analysis (CDA), the study investigated the dominant discursive patterns embedded in international media coverage of the two conflicts. By integrating insights from critical discourse analysis, framing theory, agenda-setting theory, and postcolonial theory, the study sought to understand not only what international media report but also how these reports shape public understanding and policy responses.

The findings reveal that international media play a significant role in constructing global narratives surrounding armed conflicts. Rather than functioning as neutral conveyors of information, media organisations selectively frame conflicts through particular linguistic choices, visual representations, and interpretive frameworks that influence how international audiences understand violence, humanitarian suffering, and political responsibility. Consistent with the assumptions of critical discourse analysis, the study demonstrates that media discourse reflects broader institutional, political, and ideological influences that shape representations of conflict.

With respect to the Sudan crisis, the findings indicate that international reporting is dominated by humanitarian narratives emphasising civilian suffering, forced displacement, famine, the destruction of infrastructure, and the urgent need for international humanitarian assistance. International reporting prominently features humanitarian imagery of women, children, refugees, and internally displaced individuals, reinforcing moral appeals for global intervention. While such representations successfully communicate the severity of the humanitarian emergency, they often simplify the conflict by reducing complex political dynamics into narratives of victims requiring international protection and political actors responsible for violence.

The analysis of the Mali crisis presents a contrasting pattern. International media predominantly frame Mali through security-orientated discourse centred on terrorism, violent extremism, military operations, and regional instability within the Sahel. Although

humanitarian concerns exist, the comparative analysis further demonstrates that both conflicts involve severe humanitarian consequences; however, international media employ distinct framing strategies that shape global perceptions in different ways. , they generally receive secondary attention relative to discussions of counterterrorism, international military cooperation, and geopolitical stability. Consequently, Mali is represented less as a humanitarian emergency than as a strategic security challenge with implications for regional and international peace.

The comparative analysis further demonstrates that although both conflicts involve severe humanitarian consequences, international media employ distinct framing strategies that shape global perceptions differently. Sudan is primarily represented through humanitarian discourse, whereas Mali is largely framed through security and geopolitical narratives. These differences influence the kinds of international responses that each conflict attracts, affecting public opinion, humanitarian priorities, diplomatic engagement, and foreign policy formulation. The study, therefore, confirms that media framing is not merely descriptive but actively contributes to constructing international understandings of conflict and legitimising particular forms of intervention.

Overall, the findings address the study's research objectives by demonstrating how international media construct divergent narratives of Sudan and Mali, identifying the dominant discursive frames used in reporting each conflict, comparing similarities and differences in representation, and examining the implications of these narratives for humanitarian action and international politics.

5.2 CONCLUSIONS

This study concludes that international media constitute powerful actors in the global governance of conflict and humanitarian crises. Through selective framing, language choices, visual imagery, and narrative emphasis, media organisations shape not only public awareness but also international political priorities and humanitarian responses. The findings support the central propositions of critical discourse analysis by illustrating that media discourse reflects broader power relations and ideological assumptions rather than functioning as a neutral representation of objective reality.

The study further concludes that humanitarian and security narratives coexist within international conflict reporting but are distributed unevenly depending upon the geopolitical significance of individual conflicts. Sudan's representation is largely constructed around humanitarian suffering, while Mali is predominantly interpreted through the language of terrorism and regional security. These differing representations demonstrate that international media prioritise particular dimensions of conflict in ways that influence how audiences understand causation,

responsibility, and appropriate policy responses.

Another important conclusion concerns the relationship between media visibility and humanitarian intervention. Extensive international coverage contributes to increased public awareness and may encourage humanitarian assistance, diplomatic initiatives, and international advocacy. However, selective reporting also creates disparities in global attention, resulting in unequal humanitarian prioritisation among conflicts of comparable severity. The findings therefore reinforce concerns regarding the existence of unequal media attention within international journalism.

The study also concludes that representations of African conflicts continue to reflect broader structural inequalities within global news production. While international reporting successfully raises awareness of humanitarian crises, it frequently privileges the perspectives of international organisations, foreign governments, and political elites while giving comparatively limited attention to local communities, civil society organisations, and indigenous peacebuilding initiatives. This imbalance limits audiences' understanding of the complexity of African conflicts and may inadvertently reinforce stereotypes of the continent as a perpetual site of crisis and dependency.

Finally, the study concludes that balanced, context-sensitive, and historically informed journalism is essential for improving public understanding of international conflicts. Media organisations have an ethical responsibility not only to report humanitarian emergencies but also to provide audiences with comprehensive explanations of the political, historical, economic, and social factors that contribute to armed conflict.

5.3 Policy Recommendations

Based on the findings of this study, several policy recommendations are proposed. This study proposes several policy recommendations for governments, international organisations, humanitarian agencies, and policymakers involved in conflict response.

First, policymakers should recognise that media narratives significantly influence humanitarian priorities and foreign policy decisions. Governments and international organisations should therefore complement media reporting with comprehensive conflict assessments that incorporate historical, political, socioeconomic, and local perspectives before formulating intervention strategies.

Second, international humanitarian organisations should strengthen collaboration with local civil society organisations and community-based institutions to ensure that humanitarian communication reflects local realities rather than relying exclusively on externally constructed narratives. Such collaboration would contribute to more inclusive humanitarian discourse and improve the

effectiveness of international assistance.

Third, donor agencies should avoid allowing media visibility alone to determine humanitarian funding priorities. While extensive media coverage may appropriately highlight urgent crises, humanitarian assistance should also be allocated according to objective assessments of need to prevent less-publicised emergencies from being neglected.

Fourth, governments and regional organisations should invest in protecting journalists who work within conflict zones. Independent journalism remains essential for documenting human rights violations, monitoring humanitarian conditions, and ensuring accountability among political and military actors. Strengthening legal protections and operational support for journalists would contribute to more accurate and comprehensive conflict reporting.

Finally, international institutions should encourage greater transparency in conflict communication by promoting open access to humanitarian data, conflict assessments, and independent investigations. Improved access to reliable information can reduce misinformation and facilitate evidence-based policymaking.

5.4 Recommendations for International Media Organisations

International media organisations occupy a central position in shaping global understandings of conflict and therefore bear significant professional and ethical responsibilities. Based on the findings of this study, several recommendations are proposed to enhance international conflict reporting. This study proposes several recommendations to enhance international conflict reporting. to improve international conflict reporting.

First, media organisations should adopt more balanced reporting strategies that integrate humanitarian, political, historical, economic, and social dimensions of conflict. While humanitarian emergencies require immediate attention, audiences also benefit from understanding the structural conditions that contribute to violence and instability.

Second, journalists should increase the representation of local voices within international reporting. Greater inclusion of local journalists, community leaders, humanitarian workers, academics, women, youth, and conflict-affected populations would provide more nuanced perspectives and reduce dependence on official government or international institutional sources.

Third, international news organisations should avoid reinforcing generalised stereotypes that portray African societies primarily through narratives of violence, instability, poverty, and dependency. Instead, reporting should acknowledge community resilience, local peacebuilding initiatives, institutional reforms, and the

agency of affected populations.

Fourth, editorial policies should encourage greater consistency in international conflict reporting by ensuring that humanitarian crises receive sustained coverage beyond periods of intense violence. Continuous reporting allows audiences to understand long-term humanitarian consequences, reconstruction efforts, peace negotiations, and recovery processes rather than focusing exclusively on episodes of armed confrontation.

Finally, media organisations should strengthen their professional training in conflict-sensitive journalism. Journalists covering humanitarian emergencies should receive specialised training in ethical reporting, conflict analysis, humanitarian law, and cultural sensitivity to enhance both the accuracy and fairness of international reporting.

5.5 Suggestions for Future Research

Although this study analyses international media representations of the Sudan and Mali conflicts, several opportunities exist for further research.

First, future studies should incorporate primary data through interviews with journalists, editors, humanitarian practitioners, diplomats, and policymakers to complement documentary analysis and provide more profound understanding of the processes shaping international conflict reporting.

Second, comparative research could be extended to include additional African conflicts such as those in the Democratic Republic of the Congo, Ethiopia, Somalia, Mozambique, or the Central African Republic. Such comparative analyses would contribute to broader understanding of patterns in international media representation across different conflict contexts.

Third, future scholars should examine the growing influence of digital journalism, social media platforms, citizen journalism, and artificial intelligence in shaping humanitarian communication and conflict narratives. The increasing importance of digital communication technologies presents new opportunities and challenges for international journalism that warrant further scholarly attention.

Fourth, future research should investigate audience reception of international conflict reporting by examining how different groups interpret media narratives and how such interpretations influence public attitudes toward humanitarian intervention, migration, foreign aid, and international security policies.

Finally, longitudinal studies examining changes in media framing over extended periods would be beneficial in understanding how international narratives evolve throughout different phases of conflict, including outbreak, escalation, peace negotiations, reconstruction, and post-conflict recovery. Such research would contribute significantly to the fields of media studies, humanitarian communication, peace and conflict studies, and international relations.

In conclusion, this study demonstrates that international media remain influential actors in shaping global understandings of conflict, humanitarianism, and international intervention. The representations constructed through media discourse extend beyond journalism to influence humanitarian priorities, diplomatic engagement, and foreign policy decisions. Achieving more balanced, inclusive, and context-sensitive conflict reporting is therefore essential not only for improving public knowledge but also for promoting more equitable and effective international responses to contemporary humanitarian crises.

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