

Comparative study of coverage of 17th BRICS Summit in The National and Regional newspapers

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Article Info	ABSTRACT
Article History: Received: 15th Dec 2025 Accepted: 19th Dec 2025 Published: 20th Dec 2025 Keywords: BRICS Summit, media coverage, diplomatic reporting	This study examines the comparative media coverage of the 17th BRICS Summit across selected Indian newspapers, focusing on national English dailies (The Hindu and The Indian Express) and regional Marathi newspapers (Loksatta and Sakal). The analysis reveals significant disparities in reporting approaches shaped by linguistic preferences, regional orientations, and target audience demographics. National English-language dailies demonstrated comprehensive and analytical journalism, emphasizing geopolitical implications, India's diplomatic positioning, global governance reforms, and trade cooperation frameworks. These publications integrated expert commentaries and contextualized India's role within broader international frameworks, offering readers nuanced perspectives on multilateral diplomacy. In contrast, regional Marathi newspapers adopted a localized approach, prioritizing summarized accounts and highlighting statements by Indian leaders with limited analytical depth or global contextualization. The findings underscore that while national media outlets prioritize international diplomacy and strategic narratives with detailed coverage, regional publications maintain India-centric perspectives tailored to vernacular readerships. This research highlights the substantial gap in global affairs coverage between national and regional media outlets in India, revealing how media plays a crucial role in shaping public awareness and understanding of international summits. The study contributes to understanding media diversity in covering international events and emphasizes the need for enhanced global perspective in regional journalism to ensure comprehensive public engagement with international affairs.

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1. INTRODUCTION

The BRICS grouping, comprising Brazil, Russia, India, China, and South Africa, has emerged as a significant coalition in contemporary global geopolitics, economic cooperation, and South–South solidarity. Since its formal establishment in 2009, BRICS has convened annual summits to deliberate on a wide range of global political, economic, and developmental issues. These summits aim to promote multipolarity, challenge the dominance of Western-led international institutions, and strengthen cooperation among emerging economies. Over the years, BRICS has increasingly positioned itself as an alternative platform for global governance reform and collective action.

The 17th BRICS Summit, held in Rio de Janeiro, Brazil, in July 2025, attracted considerable international attention as it took place amid shifting geopolitical alignments, global economic uncertainties, and renewed debates on the reform and expansion of multilateral institutions. The Summit was organized under the theme **“Strengthening Global South Cooperation for a More Inclusive and Sustainable Governance”** and reaffirmed BRICS’ commitment to principles such as sovereign equality, inclusiveness, mutual respect, and consensus-driven collaboration. A notable development during the Summit was the formal inclusion of Indonesia as a BRICS member, along with the recognition of several partner countries, reflecting the bloc’s expanding global reach and influence.

India, as a founding member and a key stakeholder within BRICS, played a prominent role during the 2025 Summit. The Indian Prime Minister actively participated in deliberations on global governance reform, peace and security, economic cooperation, and artificial intelligence. India emphasized the need for institutional reforms in global bodies such as the United Nations Security Council, IMF, World Bank, and WTO, while also advocating stronger cooperation among Global South nations. India’s stance on issues such as terrorism, climate finance, critical minerals, and responsible AI governance underscored its growing diplomatic and strategic influence within the BRICS framework.

In democratic societies, news media serve as a crucial intermediary between international events and public understanding. Media do not merely report facts; they frame narratives, prioritize issues, and contextualize global developments within national and regional discourses. Consequently, the manner in which international summits such as BRICS are covered by newspapers significantly shapes public perception of foreign policy, diplomacy,

and a nation's role in the global order. This makes media coverage of international summits an important area of scholarly inquiry.

In a linguistically and culturally diverse country like India, the distinction between national English-language newspapers and regional language newspapers is particularly significant. English-language national dailies generally cater to an urban, policy-oriented readership and tend to provide detailed, analytical, and globally contextualized reporting. In contrast, regional language newspapers often address localized concerns and present international events in a manner that resonates with regional audiences. Understanding these differences is essential, given the vast reach and growing influence of regional language media in India.

Against this backdrop, the present study undertakes a comparative analysis of how the 17th BRICS Summit was covered in selected Indian newspapers. The study examines two national English-language dailies-The Hindu and The Indian Express and two regional Marathi-language newspapers Loksatta and Sakal. The analysis covers a one-month period from 20 June to 20 July 2025, encompassing the pre-summit phase, the summit itself, and its immediate aftermath. By comparing national and regional newspapers, the study aims to identify differences in frequency, prominence, placement, and thematic framing of BRICS-related coverage.

This research seeks to fill an important gap in media studies by highlighting how international diplomatic events are represented differently across national and regional media platforms in India. Such an examination contributes to a deeper understanding of media framing, audience orientation, and the role of language in shaping public discourse on global affairs.

2. METHODS AND MATERIAL

A. Time Frame for Data Collection

The study examines newspaper coverage of the 17th BRICS Summit over a clearly defined period from 20 June to 20 July 2025. This 30-day time frame includes 15 days prior to the Summit, the days of the Summit (6-7 July 2025), and 15 days following the event, thereby capturing anticipatory coverage, real-time reporting, and post-summit interpretations. The selected duration ensures a comprehensive assessment of media attention and editorial treatment surrounding the Summit.

B. Research Design

The study follows a mixed-method research design, integrating both quantitative and qualitative approaches. This design enables systematic measurement of coverage patterns while also allowing interpretative analysis of media narratives and framing. The mixed-method

approach strengthens the validity of findings by combining numerical evidence with contextual understanding.

C. Quantitative Research and Content Analysis

Quantitative analysis focuses on the measurable dimensions of newspaper coverage related to the 17th BRICS Summit. A structured content analysis technique was employed to record and compare coverage across selected newspapers.

1. Frequency of Coverage

The total number of BRICS-related items published in each newspaper during the study period was counted. Articles were categorized into the following formats:

- i. News reports
- ii. Editorials
- iii. Opinion pieces / Columns

This allowed comparison of both the volume and nature of coverage across national and regional newspapers.

2. Pagination and Placement

Each article was examined for its editorial prominence, including:

- i. Page placement (Front page, National, International, Editorial pages)
- ii. Position (above or below the fold)
- iii. Page number and page section

Additional variables such as headline size, column space, word length, and use of photographs were also recorded to assess visibility and importance accorded to the Summit.

3. Tools for Quantitative Analysis

Coding sheets were developed to systematically record data for each article. The collected data were tabulated using MS Excel / Google Sheets, and comparative charts and graphs were generated to visually represent differences in coverage between national and regional newspapers.

D. Qualitative Research and Thematic Analysis

Qualitative analysis was conducted to examine the content, framing, and narrative orientation of BRICS-related coverage. This approach enables deeper understanding of how international events are interpreted and presented to readers beyond numerical frequency.

A theme-based comparative analysis was carried out across The Hindu, The Indian Express, Loksatta, and Sakal. Articles were analyzed for dominant themes such as:

- i. Diplomatic and geopolitical framing
- ii. Global South cooperation and institutional reform

- iii. Security and terrorism
- iv. Economic, trade, and technological issues
- v. India's leadership role and soft power

The analysis also compared the depth, tone, and prominence of news reports, editorials, and feature articles between national English-language newspapers and regional Marathi-language newspapers. This qualitative assessment helped identify variations in editorial focus, narrative complexity, and localization of international news.

E. Analytical Framework

By integrating quantitative indicators of prominence with qualitative thematic interpretation, the study offers a comprehensive evaluation of media representation of the 17th BRICS Summit. This methodological framework enables systematic comparison between national and regional newspapers and provides insights into how language, readership, and editorial priorities shape coverage of international diplomatic events.

3. RESULTS AND DISCUSSION

A. Frequency Distribution of Articles

Based on the content analysis of the four selected newspapers during the study period (20 June–20 July 2025), a total of **26 BRICS-related articles** were identified. The distribution of articles across newspapers is presented below:

Table: 1

Newspaper	Number of Articles	Percentage (%)
The Indian Express	14	53.85%
The Hindu	7	26.92%
Loksatta	4	15.38%
Sakal	1	3.85%
Total	26	100%

B. Interpretation of Percentage Distribution

The numerical findings clearly demonstrate that **national English-language newspapers dominated BRICS Summit coverage**. *The Indian Express* alone accounted for **more than half (53.85%)** of all BRICS-related articles published during the study period, indicating sustained editorial emphasis and high prioritization of the Summit.

The Hindu contributed **26.92%** of the total coverage, reflecting moderate yet consistent attention. Together, the two national newspapers accounted for **80.77%** of total BRICS-related reporting.

In contrast, regional Marathi newspapers exhibited **substantially lower coverage**. *Loksatta* accounted for **15.38%**, while *Sakal* contributed only **3.85%**, indicating minimal engagement with the Summit. Combined, regional newspapers constituted just **19.23%** of total coverage.

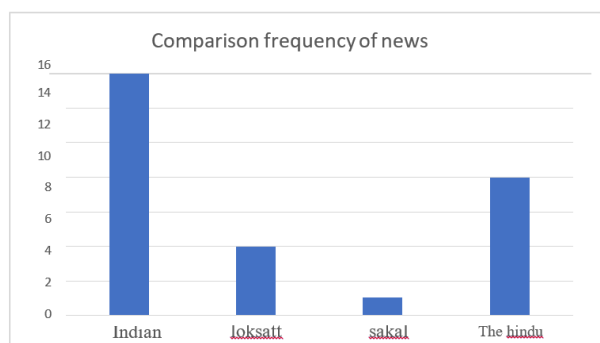
C. Comparative Analysis: National vs Regional Press

When grouped by language and readership orientation:

- **National English newspapers:** 21 articles (**80.77%**)
- **Regional Marathi newspapers:** 5 articles (**19.23%**)

This disparity highlights a clear imbalance in international news representation, with national newspapers providing **over four times** more coverage than regional newspapers. The data strongly support the hypothesis that English-language national dailies assign greater prominence and frequency to global diplomatic events such as the BRICS Summit.

Graph:1 Comparison of newspapers considering BRICS related news



1. CONCLUSION

The present study demonstrates that media coverage of the 17th BRICS Summit varied markedly across national and regional newspapers in India, reflecting differences in language, readership, and editorial orientation. While all selected newspapers acknowledged the significance of the Summit, the extent, depth, and framing of coverage were not uniform. National English-language dailies, *The Hindu* and *The Indian Express*, provided comparatively extensive and prominent coverage, characterized by analytical reporting and contextual interpretation. Their focus extended beyond event-based reporting to include geopolitical

implications, global governance reforms, economic cooperation, and India's strategic role within the BRICS framework. Such coverage reflects an editorial commitment to policy-oriented journalism aimed at readers engaged with international affairs. In contrast, regional Marathi-language newspapers, *Loksatta* and *Sakal*, offered limited and largely descriptive coverage. Their reporting emphasized leadership statements and key developments, with minimal analytical engagement or global contextualization. This approach appears aligned with regional audience preferences but restricts deeper understanding of complex international processes. Overall, the findings reveal a persistent gap in international news representation between national and regional print media in India. The study underscores the influence of linguistic and editorial factors in shaping media narratives and highlights the need for more sustained and analytical international coverage in regional language newspapers to foster informed public engagement with global diplomacy.

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