



Framing the US-China Trade Negotiations from the Perspective of Al Arabiya and CNBC Arabiya Media: Robert Etnman's Approach and 5W+H

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pembingkai berita mengenai perundingan dagang Amerika Serikat-China yang diberitakan oleh Al Arabiya dan CNBC Arabiya berdasarkan model analisis framing Robert Entman. Penelitian dilakukan pada berita yang terbit pada Mei dan Oktober 2025, dengan fokus lokasi penelitian di Jenewa, Swiss, tempat perundingan berlangsung. Populasi penelitian mencakup seluruh pemberitaan mengenai negosiasi dagang AS-China pada kedua media tersebut, sedangkan sampel penelitian adalah dua artikel utama yang membahas langsung putaran perundingan di Jenewa. Instrumen penelitian berupa pedoman analisis berita dengan kerangka 5W+1H dan empat elemen framing Entman: Define Problems, Diagnose Causes, Make Moral Judgement, dan Treatment Recommendation. Data dianalisis menggunakan teknik analisis kualitatif-deskriptif untuk mengidentifikasi pemilihan isu, penonjolan isu, serta konstruksi makna dalam masing-masing media. Hasil penelitian menunjukkan bahwa Al Arabiya membingkai perundingan dalam perspektif bilateral dan nasionalistik, dengan penekanan pada posisi politik dan kepentingan nasional kedua negara. Sementara itu, CNBC Arabiya menonjolkan dampak global dari perang dagang, mengaitkannya dengan stabilitas ekonomi dunia serta peran pihak ketiga seperti Swiss dan WTO. Perbedaan perspektif ini menunjukkan bahwa media memiliki peran signifikan dalam membentuk persepsi publik terhadap isu ekonomi internasional melalui seleksi dan penonjolan informasi tertentu.

Kata kunci: framing, US-China trade negotiation, media

Framing Negosiasi Perdagangan AS-China dari Perspektif Al Arabiya dan CNBC Arabiya Media: Pendekatan Robert Etnman dan 5W+H

ABSTRACT

This study aims to analyze how Al Arabiya and CNBC Arabiya frame news reports on the United States-China trade negotiations using Robert Entman's framing theory. The research focuses on news published in May and October 2025, with the study context referring to trade meetings held in Geneva, Switzerland. The population of the study comprises all news reports related to the US-China trade negotiations in both media outlets, while the sample consists of two main articles directly reporting on the Geneva negotiation rounds. The research instrument includes a structured news analysis guide based on the 5W+1H framework and Entman's four framing elements: Define Problems, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation. Data were analyzed using a descriptive qualitative technique to identify issue selection, issue salience, and meaning construction within each media outlet. The findings show that Al Arabiya frames the negotiations from a bilateral and nationalistic standpoint, emphasizing political positioning and national interests. In contrast, CNBC Arabiya highlights the global economic implications of the trade war, stressing disruptions to supply chains, global market instability, and the involvement of third parties such as Switzerland and the WTO. These differences demonstrate that media framing significantly shapes public perceptions of international economic issues by selectively emphasizing certain facts and perspectives.

Keywords: framing, negosiasi perdagangan US-China, media

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INTRODUCTION

Trade is a form of transaction activity carried out by one party to another, either individually or involving several parties at once. In general, trade is divided into two categories, namely domestic trade and international trade. International trade occurs when transactions are carried out by parties located in different countries, so that this activity takes place on a global scale. (Sari et al., 2023). According to (Nuri Aslami, 2022), international trade is a form of economic relationship between two countries that can be carried out by the private sector or the government. Every country needs international trade activities because of inequalities in resource ownership, so that exchanging commodities becomes a way to meet domestic needs. This is done through international trade activities, namely exports and import (Marwanti et al., 2017). In addition, international trade is also considered a mutually beneficial relationship between the countries involved, which can have a positive impact on the country, as it can encourage growth in the industrial sector and create job opportunities for the community.

The trade war between the United States and China since 2018 has had a significant global economic and political impact (Liu et al., 2023a). These tensions have often been the focus of international media attention. For example, Al Arabiya reported “Crucial trade talks between the US and China kick off in Switzerland” as the opening of crucial trade talks, while CNBC Arabia reported “US and China conclude first round of talk in Geneva” to highlight the initial stage of the agreement. This phenomenon is important because intense media coverage can have macroeconomic effects, one study found that news coverage of the US-China trade war affected economic expectations in Europe, specifically producing a significant negative effect on current account expectations in several EU countries (Beckmann et al., 2024). In other words, media coverage of US-China trade negotiations has broad implications, both for society and for global markets.

Media coverage of trade conflicts such as those mentioned above also has an impact on

public perception. Dramatic or confrontational coverage tend to elicit emotional responses from the public. For example, if the media emphasises aspects of competition and threats, citizens may become anxious or nationalistic. On the other hand, if the media focuses more on solutions and cooperation, the public may see the possibility of a peaceful outcome. Several studies show that the media in China often emphasises a nationalistic perspective when covering trade disputes, mobilizing the patriotic sentiments of the people to oppose US policies (Ha et al., 2021). Conversely, policy oriented coverage (issue framing) has the potential to increase public understanding of the complexity of issues and encourage rational discussion (Liu et al., 2023a). However, strategy or war oriented coverage (strategy framing) can actually exacerbate tensions between countries by portraying the conflict as a “win-lose game” (Liu et al., 2023b). Thus, the choice of framing in news reporting plays a major role in influencing public opinion and the broader political constellation. In this context, the opinions of media experts vary greatly. Matingwina (2020) states that the media serves as an important platform for conveying cross-border issues such as the US-China trade war, and that cultural and political factors influence how these issues are reported (Matingwina, 2020).

Trade negotiations between the United States and China have been a global issue that has had a significant impact on the world economy in recent years. The tariff conflict between the two countries has disrupted international supply chains, causing prices and production costs in various countries to skyrocket (Farge & Revill, 2025). US consumers bear the brunt of these high tariff increases, and this trade war has reduced real aggregate income in both the US and China (Fajgelbaum & Khandelwal, 2022). This situation is also destabilising global markets, with investors closely monitoring every development in the negotiations to reduce economic uncertainty (CNBC Arabia, 2025). As a result, the public is paying close attention to the trade talks, including the round of discussions held in the Swiss city of Geneva in May 2025. It was against this backdrop that the



Geneva talks in May 2025 were held, amid escalating trade disputes. Reuters 2025 noted that the two-day talks ended on a positive note, with US officials calling it ‘substantial progress’ while China said the two sides had reached an ‘important consensus’ to launch a new economic dialogue forum (Farge & Revill, 2025). However, the official releases from both sides did not announce any tariff cuts.

This indicates that despite the meeting between the two sides, the tariff issue and concrete solutions still require significant time. Al-Arabiya Media (May 2025) reported that the initial meeting in the negotiation round took place in Geneva, Switzerland. The release stated that on 6 May 2025, US Treasury Secretary Scott Bessent and Chinese Vice Premier He Lifeng would meet in Switzerland to ‘discuss the trade war’ between the two countries since US President Donald Trump imposed high export tariffs on China, which were met with similar measures by China (Tayyibi, 2025). Bessent stated that the purpose of his visit was to hold ‘constructive discussions’ in order to restore balance to the international economic system in favour of US interests (Tayyibi, 2025). This information confirms that both parties are serious about finding a middle ground in the economic conflict. Furthermore, CNBC Arabia (October 2025) reported on further developments in the first round of negotiations in Geneva, Switzerland. According to CNBC Arabia, the meeting between He Lifeng and Bessent was described as a first step towards easing trade war tensions that have caused global economic disruption (CNBC Arabia, 2025).

The meeting took place after several weeks of rapidly escalating tensions, with reciprocal trade tariffs rising by more than 100% (CNBC Arabia, 2025). The talks went on late into the night and continued into the next day, showing how urgent it was to ease tensions affecting the global economy. News like this is a key source of info for people who follow global economic developments. In the midst of this situation, the role of the media in conveying information becomes crucial. Media communication studies

emphasise that news framing can influence public understanding of a particular event. For example, the presentation of issues, identification of causes, and emphasis on certain aspects in a news story can significantly shape audience interpretation. Therefore, this study utilises the framing perspective to examine how two leading news stations in the Arab world, Al Arabiya and CNBC Arabia, presented the US-China trade war negotiations to the general public.

The framing theory developed by Robert Entman (1993) was used as the main analytical framework in this study. Entman explains that framing involves the process of selecting and highlighting certain aspects of reality, thereby forming four important points: *Define Problem, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation* (Entman, 2003). This approach enables a systematic analysis of how the media frames an event in terms of these four functions. In the context of trade negotiation news, Entman’s theory helps identify which issues should be prioritised, for example, economic, political or security aspects, and how the news constructs the meaning of the event. As Hendrawan & Cindoswari (2024) state that framing can influence public perception and understanding of an event. With this, the study seeks to explain how information in the news is presented in such a way as to influence the public’s view of the escalation of the trade war.

Previous studies have shown that this topic has attracted the attention of a number of researchers, both from a conceptual and practical perspective. Among them is a study conducted by Alqodri & Basid (2024) Framing the News of Donald Trump Shooting in Pennsylvania on CNN and BBC Media; Analisis Framing Robert N. Entman Pemberitaan Pondok Pesantren Al-Zaytun di Media Online Kompas.com (Pangestu & Shabana, 2024); Analisis Framing Model Robert Entman tentang Kasus Kanjuruhan di Detikcom dan Bbc News (Hafidli et al., 2023); Pemberitaan Fasilitas Kampus dalam Media Daring Estetika Pers: Analisis Framing Robert N. Entman (Indiarti et al., 2025); Widayana & Setiawan (2023) Analisis

of Robert N. Entman's Framing Model in the Public Representation of Political Figures: The "Sins of Anies" Episode on Metro TV's "Kick Andy" Programme.

Based on the previous studies above, this research has similarities and differences with the previous studies. The similarities lie in the theme, namely Robert Entman's framing analysis, and the type of object studied, namely actualisation. The differences lie in the focus of the framing analysis, which in previous studies focused on political violence (the Trump shooting) and used CNN and BBC to frame the news, while this study analyses global economic issues and uses Al Arabiya and CNBC Arabia as media sources (Alqodri & Basid, 2024). Issues of local education and religion in Indonesia, in the national media Kompas, while this study discusses issues of international trade in Arabic-language international media (Pangestu & Shabana, 2024). Focusing on a local tragedy in the field of sports (Kanjuruhan), and comparing one national media outlet with an international media outlet, while this study discusses economic negotiations between superpowers and compares two different Arab media outlets (Hafidli et al., 2023). News coverage of educational facilities in online media, with a local and institutional scope, while this study examines issues of international macro geopolitics and economics (Indiarti et al., 2025). Previous research has focused on the representation of political figures in Indonesian television programmes, whereas this study discusses issues of international economic policy (Widyaya & Setiawan, 2023). Finally, the difference between this study and the research by (Shori et al., 2024) which focused on Indonesian election issues and compared national media outlets oriented towards domestic politics, is that this study discusses global bilateral trade negotiations in cross-border media.

Given the differences and similarities found in previous studies, this study makes several significant contributions: (1) it broadens the scope of framing studies by introducing the issue of the global economy, particularly trade negotiations

between the United States and China in the context of Arabic-language media, which has rarely been studied academically; (2) aligning with contemporary geopolitical and economic dynamics, where international trade conflicts have become strategic issues in bilateral relations and directly impact global economic stability; (3) opening new perspectives for media and communication researchers who wish to apply Robert Entman's framing theory to international relations issues, not just domestic issues or political figures; and finally (4) contributing to Middle Eastern media studies by highlighting how Arab media frames trade conflicts between superpowers and global powers.

METHOD

This study employs a descriptive qualitative approach. Qualitative research is used to understand and interpret social phenomena based on textual data and meaning construction (Kaelan, 2012). This method is appropriate because the study aims to analyze how media construct reality through framing in news discourse. According to Eriyanto (2012), framing analysis is an alternative paradigm used to examine how media select and emphasize certain aspects of reality in order to shape public understanding. The descriptive design allows the researcher to systematically explain how media framing operates in presenting the United States-China trade negotiations in Geneva, Switzerland.

The object of this study is news coverage regarding the US-China trade negotiations published by two Arab media outlets, namely Al Arabiya and CNBC Arabiya. The population of the research includes all news reports related to the US-China trade negotiations published in May and October 2025. However, the sample is limited to two main articles that directly report on the Geneva negotiation rounds Al Arabiya article titled *مباحثات تجارية حاسمة بين أميركا والصين تنطلق من سويسرا* (Informal Trade Talks Between the US and China Begin in Switzerland). (2) CNBC Arabiya article titled *لتهدئة الحرب التجارية.. أميركا والصين*



تختتمان جولة أولى من المحادثات في جنيف (To Calm the Trade War. The US and China Conclude the First Round of Talks in Geneva). These articles were selected because they specifically focus on the negotiation meetings held in Geneva. The data used in this research consist of primary data in the form of textual news content taken directly from the official websites of both media outlets. The unit of analysis includes headlines, leads, quotations, narrative structures, and issue emphasis within the articles. The data collection technique applied in this study is the read-and-record technique. The researcher carefully read the entire news texts to understand the context and identify relevant framing elements. Important statements, keywords, and narrative patterns related to framing components were then recorded and compiled into a structured document for further analysis.

The data were analyzed using Robert Entman's framing analysis model, which consists of four elements: (1) Define Problems, (2) Diagnose Causes, (3) Make Moral Judgement, and (4) Treatment Recommendation (Entman, 2003). In addition, the 5W+H framework (What, Who, When, Where, Why, and How) was used as a supporting analytical tool to identify issue selection and emphasis in each news article (Martha et al., 2022). The analysis process was conducted through several stages: (1) identifying framing elements within each text, (2) classifying statements according to Entman's four categories, (3) comparing the framing patterns between the two media outlets, and (4) interpreting how each media constructs meaning and perspective regarding the trade negotiations.

Through this systematic procedure, the study aims to reveal differences in issue selection, issue salience, and narrative construction between Al Arabiya and CNBC Arabiya in reporting the US-China trade negotiations.

RESULT

In the context of the ongoing US-China trade war tensions, the mass media framed the events from different perspectives. In this report, this study analyses online news from Al Arabiya and CNBC Arabiya media using Robert Entman's framing analysis approach (define problem, diagnose causes, make moral judgement, and treatment recommendation) and the 5W+H approach (What, Who, When, Where, Why, How). This analysis aims to reveal how the news presents the issue and compare the emphasis on the issue in each news report (Martha et al., 2022).

1. Research Findings Based on Entman's Framing

1.1 Framing by Al- Arabiya

Framing data by Al-Arabiya per framing element and finding is presented below.

Framing Element-1: Issue Selection

- Finding: a) Emphasizes national interest and political positioning.
b) Highlights diplomatic tensions and bilateral conflict.
c) Minimizes technical economic details, making the issue appear geopolitical.

Framing Element-2: Issue Highlighting

- Finding: a) Frames U.S. tariff policy as a trigger of tension.
b) Amplifies threat perception surrounding the negotiation.
c) Depicts China as a rational actor defending sovereignty.

1.2 Framing by CNN Arabiya

Framing data by CNN Arabiya per framing element and finding is presented below.

Framing Element-1: Issue Selection

- Finding: a) Emphasizes global economic consequences.
b) Incorporates macroeconomic indicators (trade volume, supply chain, GDP risk).

- c) Reduces political dimensions, focusing on market dynamics.
- Framing Element-2: Issue Highlighting
- Finding: a) Highlights global market stability as the main concern.
- b) Includes multilateral actors (WTO, Swiss government).
 - c) Portrays negotiations as opportunities for stabilization

2. Comparison of Framing Between Both Media

Comparison of framing between both media per aspect is presented below.

First, the orientation aspect. Al Arabiya: Geopolitical, bilateral tension. CNN Arabiya: Economic, global market stability.

Second, the dominant narrative aspect. Al Arabiya: Threat, conflict escalation. CNN Arabiya: Stability, opportunity for recovery.

Third, the Key Actor Representation aspect. Al Arabiya: China as rational defender of U.S. as source of pressure. CNN Arabiya: Both parties shown as strategic negotiators within global economy.

Fourth, the Scope of Analysis aspect. Al Arabiya: Limited to political-diplomatic sphere. CNN Arabiya: Broader international economic context with third-party involvement.

DISCUSSION

The focus of the news is on viral news about the US-China trade war. The main news items selected are as follows:

Table 1
Selected News Articles from Al Arabiya and CNBC Arabiya on the US-China Trade Negotiations

No.	Title	Data	Media	Source Link
1	مباحثات تجارية حاسمة بين أميركا والصين تنطلق من سويسرا (Informal Trade Talks Between the US and China Begin in Switzerland)	May 2025, 7	Al Arabiya	https://www.alarabiya.net/aswaq/economy/2025/05/07
2	لتهديئة الحرب التجارية.. أميركا والصين تختتمان جولة أولى من المحادثات في جنيف (To Calm the Trade War... The US and China Conclude the First Round of Talks in Geneva)	May 2025, 10	CNBN Arabiya	https://www.cnbc.com/137768/2025/10/05

Framing in the news story (Informal Trade Talks Between the US and China Begin in Switzerland) Al Arabiya media



Figure 1
Symbols of Negotiation in the US-China Trade Conflict

What : Al Arabiya reported on the start of important trade talks between the US and China to resolve the trade war “الحرب التجارية” which is currently ongoing between the two countries



- Who : The meeting involved US Treasury Secretary Scott Bessent and Deputy Prime Minister Chins He Lifeng
When : The meeting will take place on 6 May 2025 in Switzerland
Where : Location of negotiations in Geneva, Switzerland
Why : Discussing the trade war between the US and China due to high tariffs imposed by the US and China's retaliation since Trump's administration. How The US Treasury Secretary announced his departure for Switzerland to constructively discuss economic and trade issues

Issue Selection

According to Ayub Dwi Anggoro (2014), issue selection is the process of filtering facts from a variety of complex realities (Anggoro, 2014). In a news article titled *مباحثات تجارية حاسمة بين أميركا والصين تنطلق من سويسرا* (Informal Trade Talks Between the US and China Begin in Switzerland), Al Arabia chose to highlight the fact that the US-China negotiations are a continuation of the trade tensions triggered by Donald Trump's tariff policies. The narrative in this news report emphasises the importance of bilateral negotiations between US Treasury Secretary Scott Bessent and Chinese Vice Premier He Lifeng in Switzerland on 6 May 2025.

Issue Highlighting

In highlighting the issue, Al Arabiya emphasised this meeting as an important moment for the US and China to find common ground in their long-standing economic tensions. The narrative underscores the United States' boldness and initiative in initiating dialogue, as well as China's willingness to defend 'justice' in negotiations. Terms such as 'constructive discussions,' 'easing tensions,' and 'balancing the international economic system' are used to describe a diplomatic approach that is cautious yet firm. The historical context of the conflict is also highlighted, with the US's high tariff policies depicted as the primary trigger for the trade war. Thus, the framing established by Al Arabiya positions the trade war as an issue of national power and international diplomacy, not merely a technical economic matter.

Framing according to Robert Entman

- **Define Problem:** This news article defines the main issue as the trade war between the US and China. This is evident from the phrase *الحرب التجارية الدائرة بين بلديهما* (The ongoing trade war between their two countries) used to describe the background of the issue. In other words, the bilateral tariff conflict is the main focus, without mentioning other terms such as global crisis.
- **Diagnose Causes:** The cause of the conflict is perceived to be the high tariffs imposed by the US and China's retaliation. The news emphasises that the trade war began 'since Trump imposed very high tariffs on China,' and China then retaliated. This statement attributes the source of the problem to U.S. actions and China's reciprocal response. Additionally, a statement from China's Ministry of Commerce was quoted, referring to the U.S.'s unilateral tariffs as a negative factor that must be addressed in order to engage in dialogue (Tayyibi, 2025). Thus, the cause of the problem is described as political and economic actions by the US that triggered the conflict.
- **Make Moral Judgment:** The moralistic aspect emerged from the statements of both countries. The news highlighted the value of justice emphasised by Beijing in the negotiations, that China would not sacrifice its principles and would defend "justice" (Tayyibi, 2025). The US side is positioned to prioritise economic stability and national interests, with Bessent emphasising the need to ease tensions before continuing negotiations, rather than prioritising a major trade agreement. Implicitly, this framing suggests a moral narrative in which the US acts as the defender of global 'justice.' Trump's statement about an

80% tariff and China's condemnation of US 'imperialism' are also mentioned in Bessent's quote, highlighting the contrasting values between the two sides (CNBC Arabia, 2025).

· **Treatment Recommendation:** The proposed solution is to negotiate and defuse tensions. The media conveyed Bessent's call for both sides to calm tensions before moving forward with trade talks. Similarly, the meeting itself was seen as a first step towards "constructive discussions" to restore economic balance (Tayyibi, 2025). In other words, the highlighted resolution method is direct diplomacy, face-to-face dialogue in Switzerland for negotiations, rather than escalating trade policies. Although it does not explicitly mention tariff reductions, this news emphasises the need for compromise and the willingness of both parties to negotiate solutions through formal negotiations.

Framing in the news story *لتهدئة الحرب التجارية.. أميركا والصين تختتمان جولة أولى من المحادثات في جنيف* (To Calm the Trade War... The US and China Conclude the First Round of Talks in Geneva) CNBC Arabia



Figure 2

The Economic Rivalry Between the United States and China in International Media Discourse

- What :** CNBC Arabia reported on the first round of US-China trade talks in Geneva as "the first step towards easing the trade war". The main focus was on trade talks entitled "*محادثات... لتهدئة الحرب التجارية*" (talks to calm the trade war) between the world's two largest economies.
- Who :** The meeting was attended by a US delegation (led by Secretary of the Treasury Scott Bissent) and a Chinese delegation (led by Vice Premier He Lifeng). Both officials were listed first as negotiators.
- When :** The meeting will take place on 9-10 October 2025 (Saturday-Sunday weekend), as reported on Saturday evening, and will continue on Sunday.
- Where :** The venue for the negotiations was Geneva, Switzerland, although the specific location was not mentioned. However, it was mentioned that the delegates travelled to and from the Swiss residence at the United Nations in Geneva. Switzerland's role as a diplomatic mediator was also mentioned by the Swiss Minister of Economy in a series of reports.
- Why :** The meeting was described as an effort to mitigate the negative impact of the global trade war. The US-China tariff war was said to have 'caused disruption in the world economy' and disrupted global supply chains and financial markets. The severity of the tensions is explained by the fact that tariffs have already exceeded 100% and concerns about a global economic slowdown. Thus, the motivation for the meeting is to 'ease tensions' that have disrupted global economic stability.
- How :** The dialogue took place through formal face-to-face negotiations in Geneva, hosted by Switzerland, with the hope of involving international institutions. The talks lasted for hours and continued the following day. The participation of the WTO was also anticipated (He Lifeng was scheduled to meet with the Director-General of the WTO). Short-term solutions such as the possibility of granting tariff relief (e.g., a 90-day exemption) were also highlighted as technical measures to ease tensions.



Issue Selection

CNBC Arabia, in its report titled *لتهدئة الحرب التجارية.. أميركا والصين تختتمان جولة أولى من المحادثات في جنيف* (To Calm the Trade War. The US and China Conclude the First Round of Talks in Geneva), focuses on the global economic impact of the US-China trade conflict. The facts covered include supply chain disruptions, financial market fluctuations, and tariff escalations exceeding 100%. CNBC Arabia highlights the real effects of the trade war on the global economy, including prolonged meeting schedules, plans for meetings with the WTO, and the possibility of short-term tariff reductions. CNBC Arabia frames the negotiations as a crucial step in addressing the global economic impact and avoiding a recession.

Issue Highlighting

CNBC Arabia highlights the use of narrative styles that emphasise the urgency and consequences of economic conflict. Words such as global economic disruption, supply chain disruption, and international market tensions are used to describe the serious impact of the trade war on the world economy. Additionally, the media outlet highlights the involvement of third parties such as WOT and Switzerland, positioning them as mediators and supporters of solutions. Thus, CNBC Arabia frames the news not only to depict the conflict but also to offer an economic and multilateralist perspective on potential solutions.

Framing according to Robert Entman

- 1) **Define Problem:** The main issue is seen as the US-China 'trade war' that is disrupting the global economy. The phrase *نزع فتيل حرب تجارية أحدثت اضطرابات في الاقتصاد العالمي* (defusing the trade war that caused global economic turmoil) shows that this tariff war is considered an international crisis. Not only does it highlight national interests, but the news also portrays the issue as a global threat (disrupted supply chains). With such framing, the trade war is articulated as a common problem, not merely a bilateral dispute.
- 2) **Diagnose Causes:** The causes of the conflict are described as US protectionism and China's trade model. The news highlights Trump's tariff increase of up to 145% on Chinese goods, as well as the US decision to impose high tariffs on many other countries that 'disrupt the supply chain'. In contrast, China is described as maintaining a large-scale export model and rejecting outside intervention. With this framing, the root of the problem is traced to the US's unilateral tariff policy and trade imbalances, as well as previous communication deadlocks (the US has never truly negotiated, despite claiming to have done so). Thus, this framing diagnosis implies that the global conflict is caused by a combination of Trump's actions and China's defensive responses.
- 3) **Make Moral Judgment:** This media outlet presents a moral discourse on justice and national security. China is said to be adamant about 'justice and national interests,' portraying its actions as defending a fair global system. Meanwhile, the US justifies its tariff policy as a response to 'unfair trade practices' and the threat of narcotics (Trump refers to China's dependence on fentanyl precursor products). Trump's statement that an 80% tariff 'seems appropriate' demonstrates the US's firm stance. On the other hand, China labels the US as 'imperialist' and oppressive. This framing portrays the US as acting as an enforcer of economic justice, while China is framed as a victim of foreign intervention (yet also maintaining its dignity). The article's neutrality is reflected in the presentation of quotes from both sides, but the underlying tone is that both countries claim justice for their demands.

- 4) **Treatment Recommendation:** The solution emphasised is the continuation of dialogue and tariff reductions as measures to ease tensions. The media has described the mediation efforts of Switzerland and the support of the WTO as positive signals, with the WTO welcoming the negotiations as ‘a constructive step towards easing tensions’. Additionally, the notion that the US could reduce tariffs for example, Trump’s 80% proposal or a 90-day grace period and China accepting a reduction in sanctions has also been highlighted. The Swiss Minister of Economy even stated that the initial success of this meeting involves a negotiation roadmap that will help ease tensions. In essence, the solution being framed includes multilateral diplomatic mechanisms (further negotiations) and technical compromises (temporary tariff policies) to prevent further escalation.

Table 2
Comparison of Framing and Issue Emphasis

No.	Aspect	Al Arabiya	CNBC Arabia
1	Emphasis on Content	Focus on national strength and statements by US officials.	Emphasising the importance of easing tensions for global stability.
2	Causes of Conflict	The US (Trump) as the main trigger, China as the reaction.	Acknowledging Trump's role and mentioning the global effects caused.
3	Conflict Management	Referring to ‘constructive discussions’ and the importance of cooling tensions.	Discussing solutions in more detail, such as dialogue, third-party involvement (Switzerland, WTO) and technical options such as temporary tariff reductions.
4	General Perspective	Tends to be bilateral and nationalistic.	Focusing more on broad impacts and using a global approach.

CONCLUSION

Based on the analysis of two news reports from Al Arabiya and CNBC Arabia regarding trade negotiations between the United States and China, it can be concluded that each media outlet framed the issue with different emphases according to their editorial perspectives. Al Arabiya presents the negotiations within a bilateral and nationalistic framework, emphasising each country’s position in defending its national interests, and offering constructive dialogue as a solution to ease tensions. In contrast, CNBC Arabia frames the issue globally and multilaterally, highlighting the impact of the trade war on the world economy, the importance of systemic fairness, and the need for third-party mediation such as Switzerland and the WTO. These differences demonstrate that media framing plays a significant role in shaping public perception. The selective choice of perspective, sources, and emphasis on issues serves as a strategic tool for media outlets in shaping public understanding of complex international issues.

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