

AUSTRALIAN MEDIA 9NEWS WEBSITE ARTICLES TENDENCY ON RUSSIA-UKRAINE WAR: A CRITICAL DISCOURSE ANALYSIS

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ABSTRACT

Mass media sometimes fail to maintain the ethics of journalism, which require them to remain neutral. There are several conditions under which the media become dependent on or affiliated with power holders or governments. This research aims to examine how 9News uses certain language in conveying issues on Russia-Ukraine war and managing the production and consumption of the texts. It also analyzes the social practices created by the discourse of 9News. This is qualitative research by employing the concept of Media Discourse as a branch of Critical Discourse Analysis proposed by Fairclough. As a result, the research found that articles on the 9News website tend to use more neutral dictions in referring to Ukraine's aggression but it uses the more offensive term in referring to Russia's aggression. Regarding the text production and consumption in discourse practice, it found that the 9News provided a lot of information in describing Russia's attack on Ukraine by emphasising the total damage done, but it only provided little information in describing Ukraine's attack on Russia. This tendency is influenced by ideology clash that indirectly involves Australia, where 9News is established. Consequently, the social practices produced by these texts result in injustice, revealing 9News' tendency on the issue.

Keywords: *Critical Discourse Analysis; Media Discourse; Media Tendency, Russia-Ukraine War, 9News.*

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INTRODUCTION

News media play a crucial role in shaping public perspectives and perceptions in disseminating global issues. Thus, media becomes the primary source of information accessed by the public in general (Lwin et al., 2023). Media grown and transformed into general public access. This technological advancement impacted to news media and made easily accessed by public. Media has their own way to deliver text to audience by linking content to personal needs (Vasterman, 2023). Furthermore, the media can disseminate



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state sovereignty digitally. Digital sovereignty is one of the latest things that is important in a state, this is because the state must have superiority for its people and this can be shaped by its perception. Therefore, the role of the media in connecting information widely makes it one of the instruments in declaring a country's sovereignty and plays a role in shaping perceptions (Pohle & Thiel, 2020). Bouvier (1990) stated that since 1990, the media became a market where the news presented in the media was the result of customer purchase. Therefore, journalists began to write content according to customer demand (Cross, 2018). Furthermore, news media must be popular with audiences to be considered relevant and attract advertisers. Thus, news writing is one of the ways journalists bind readers or customers to become consumptive of the content of the media (Itsnaini, 2021). In fact, even the way news media deliver news headlines can be influenced by other parties such as ideological differences from cultural differences (Y. Wang, 2021).

The problem of the media came after a viral occasion. Shultziner (2022) examines the media storm, which is an event where the media suddenly rises due to certain issues that encourage a massive public response. Theoretically, the concept of news manipulation can be formed from the relationship between media needs and phenomena depending on the circumstances that currently happening (Shultziner, 2022). For example, the war between Russia and Ukraine is a worldwide current issue that is widely enshrouded. This issue made several partial sides of the conflict so there are parties who support and oppose it. The media can also contain political, economic content, even social issues. Moreover, every media must need resources to operate the platform's agenda, so patronization is needed by the media to supply and maintain the sustainability of the media (Langer & Gruber, 2021). This leads to 'agenda setting', where a media outlet prioritises an issue and publishes it frequently as required by the patron. (Langer & Gruber, 2021)

The war between Russia and Ukraine erupted in 2022. It was reported that Russia had invaded Ukraine on the morning of February 24, 2022 (Steffen & Patt, 2022). News media around the world declared that Russia had 'invaded' Ukraine, but Ukrainians emphasized that this war had actually occurred eight years ago, when Crimea was captured by Russia and then followed by the invasion of Donetsk and Luhansk Oblasts. The war killed more than 13,000 people on both sides. In the fall of 2022, the war between Russia and Ukraine does not seem to be receding, in fact, the information received says there will be a longer war to come (D'Anieri, 2019).

The conflict between Russia and Ukraine gives some researchers a dilemma. This is due to the limited access that is now obtained to cover the

conflict between the two countries (Rendle & Retish, 2023). Libraries that are usually used as a place to reference what will be researched about the issues of both parties are difficult to access. In fact, similar access to sources in Belarus is even more difficult (Rendle & Retish, 2023). Some libraries have reopened but many physical assets have been stranded from the conflict. In addition, all scholarly activities have since been cut off with Russia. This kind of conflict generates a lot of biased information from both sides, so many researchers not only have difficulty accessing information on conflict issues, but also have difficulty authenticating whether the data found is objective or not. Therefore, those make researches on the conflict complicated to conduct.

Media can shape audience interpretation patterns, especially news media. Journalistic techniques can lead people's opinions about current issues. The media also acts as an identifier when social problems occur because it provides a partial interpretation to the public, especially if the media already has high credibility. Therefore, the media can influence how people respond to the issues that are happening (López-Rabadán, 2021). For example, the researcher took a particular case example of the difference in the way headlines are published in Australian media outlet. On 29 September 2023 Ukraine launched a missile attack on Russia from the waters of the Black Sea. This incident became a breaking news in the media and many media reported on this incident, including 9News. 9News media presented the headlines of the attack with unique writing styles. 9News wrote "Ukraine missiles strike Black Sea Fleet, Russian official claims" Referring to the Oxford dictionary in this case, it showed that 9News used the words 'Strike' instead of 'Attack', 'Strike' is generally used for attacks from nature to humans which give more positive connotations meanwhile the discourse is due to the context of the war. This headline indicates that the media can tend to be tendentious (Kuzio, 2018). Therefore, the researcher uses Critical Discourse analysis to try to expose certain power relations, domination or ideologies that may influence the media in the context of the Russia-Ukraine war.

Warfare involves the media, so linguistic discourse analysis is needed (Sussman, 2021). Critical Discourse Analysis is an interdisciplinary study that examines the covert links between discourse and regional power domination (Wodak & Meyer, 2001). Critical Discourse Analysis reveals both meaning literally and also contextually because this field views that everything, especially discourse, hides a systematic power structure (Van Dijk, 1999). Van Dijk states that critical discourse analysis is a frame that can reveal the ideology held by the dominator of power so that it affects cultural politics and affects how people think and their attitudes towards an issue (Van Dijk, 1999). Language is the media weapon used in propagandising the supported party.

Therefore, critical analysis of discourse is needed to reveal what is being propagated.

The war that raged in Russia-Ukraine in February 2022 made the discourse in the mass media scattered (D'Anieri, 2019). The media in reporting the situation that occurred at that time was highly massive, marked by the spread of information about the issue of military conflict with intense and high frequency (Kuzio, 2018). Media from various parts of the world with different attitudes towards the issue also reported with different discourses. This can prove that the issue of the Russia-Ukraine military conflict has a huge impact on the whole world. However, there are still limited research regarding media tendency on this issue. Therefore, this research needed to be conducted in order to determine what intentions 9News is attempting to carry out. This research aims to see what tendencies 9News is trying to express in representing the Russia-Ukraine military conflict issue by utilizing Fairclough's idea of Media Discourse.

LITERATURE REVIEW

Critical Discourse Analysis is an interdisciplinary field of study that examines the problems of social phenomena that occur and found in a discourse (Catalano & Waugh, 2020), basically, discourse has a broader context than just a textual meaning from a language. Critical Discourse Analysis is part of Critical Discourse Study. Where this study criticises language that is considered to convey the dominance of political power, discrimination, control, as well as culture that has an invisible structure in a piece of discourse. The aim is to reveal how discourse can convey the propaganda of power, ideology, social structure in language (Catalano & Waugh, 2020).

Critical Discourse Analysis offers many ways and models that can be used to explore various ideas of ideology and power domination wrapped in text (Sahmeni & Afifah, 2019). CDA is an interdisciplinary and multi-methodological science so that it can see things from many perspectives (Sahmeni & Afifah, 2019). Fairclough (1995) examines the multiple ways in which language is used in the media to construct and convey ideologies, power relations, and social meanings. Moreover, Van Dijk (1999) states that Critical discourse analysis focuses on the attitude of social society in viewing an issue (Van Dijk, 1999). The attitude of the community depends on the social context. How dominant power influences their way of thinking and attitudes (Van Dijk, 1988).

Both Critical Discourse Analysis scholars, Van Dijk and Fairclough, examine the same essence of Media Discourse. Van Dijk in his book *News Analysis* (1988) argues that the text in the news can be influenced by who owns the power that is highly influential in a place will affect social structures such as microstructure, macrostructure, and superstructure (Van Dijk, 1988). Meanwhile, researchers use Fairclough's media discourse theory because Fairclough's idea is an upgraded and updated form of Van Dijk's one in *News Analysis*. Fairclough (2013) highlights three points of media discourse such as text, discourse practice, and sociocultural practice.

Text

Fairclough's definition of "text" expresses more than written or spoken language; it includes forms of communication like images, sounds, and design elements. In the realm of media discourse, texts can take forms such as news articles, TV shows, advertisements, social media posts, and more. Text or discourse must basically be consumed first and interpreted to create meaning. Norman Fairclough emphasizes that text must have a cognitive subject that views the text so that text can be consumed by different perspectives depending on the cognitive subject who reads or understands (Fairclough, 2013). Text also depends on the interpretation and several aspects such as vocabulary and grammar, semantic and pragmatic meaning, structure and cohesion of writing. Thus, text can be explained in terms of its consumption and production.

Discourse Practice

Discourse practice is a broader concept that encompasses both text production and text consumption. It refers on how to interpret the media practices by routines and why the texts are created, distributed, and how consumers or readers interpret them. Discourse Practice slightly reflects and influences broader cultural norms, values and power structures. Fairclough (2013) assures that discourse practice is a interpretation dimension of the text causes it lives in certain social processes and certain social practices that describe social conditions and reproduce social impacts Media organizations, for example, having norms or ways of producing news, and audiences have their own pragmatic understandings for engaging with such media content.

Sociocultural Practice

This concept places media discourse in a wider social and cultural context. Basically, discourse and social practice cannot be separated because every social practice has its discourse aspect. Sociocultural practices in critical

discourse analysis presented by Fairclough suggests that discourse can not only reflect social practices, but also form or reproduce new social practices (Fairclough, 2013). Fairclough (2013) explains at least two social practices that construct a discourse and reproduce two social practices. First, a discourse is produced by certain ideological social practices by presenting an issue that involves ideological social phenomena. Second, discourse itself produces social practices with institutional issues.

METHOD

This research utilized qualitative method by analysing the text on the 9News articles website. Thus, there is no data distributed in this paper except text data and its description. Moreover, qualitative method does not refer to statistical data. Instead, it refers to descriptive interpretation. Therefore, qualitative method is the best option in conducting this research (Creswell & Creswell, 2017). In collecting the data, this research utilized documentation technique. The data were taken from the discourse published by 9News regarding the Russia-Ukraine conflict that can be accessed through 9News.com website, specifically in the Russia Ukraine column. This research then selected only three news articles published during 2023-2024 as the corpus. The first article is entitled "Ukraine missiles strike Black Sea Fleet, Russian official claims"; the second one is "Russia launches biggest drone attack against Kyiv since start of war, Ukrainian officials say"; and the last one is "From playgrounds to parade grounds: Russian schools are becoming increasingly militarised".

Since the subject is media, this research employed the Media Discourse framework by Fairclough (1995) as the branch of critical discourse analysis to analyze the data. Media Discourse (MD) aims to uncover the link between published discourse and social practices driven by dominant political power. MD is also not isolated from the analysis of discursive practices and social practices. However, since the focus of this study is to analyze the media, the main focus is on the text more than the practice.

FINDINGS AND DISCUSSIONS

Fairclough (1995) emphasises that the discussion of MD begins with determining textual factors. Textual analysis in MD basically includes traditional linguistic analysis. It analysis the vocabulary and semantic meaning, sentence grammar and the smallest linguistic units such as

phonology. Textual analysis also examines the turn-taking in interviews, the coherence of how each sentence or paragraph fits together in the text that makes up the news article. To analyse how the media tendency on certain side, the first thing to look at is the words the media used on their articles.

1. Textual Analysis: How the Media Play Certain Languages

In the first article entitled *Ukrainian missiles **strike** Black Sea Fleet, Russian officials claim*, 9News used the word "strike" which is containing hidden term. The word 'strike' referring to the Cambridge Dictionary means to cause a person or place to suffer severely from the effects of something very unpleasant that happens suddenly. While, at the thesaurus, the word 'strike' is synonymous with 'attack', 'assault', 'assail', 'invade', 'smack', 'crash', 'drive', 'clash', 'pummel', 'punch', etc. Based on the synonyms above, the word 'Strike' has the most neutral register tone in the context of the issue of interstate warfare in this century. Therefore, the use of 'strike' is seen as as a light aggression by Ukraine to Russia that did not impact much to the city and civilians. However, light aggression impacts and damages significantly to the city facilities.

The word 'Strike' is also more often interpreted as a hit caused by nature or something that cannot be blamed. Natural disasters in any discourse, use the word strike in its usage such as Tornado Strike, Lightning Strike, Hurricane Strike, Volcano Strike and even every time television program with a fishing theme, the phrase used when the fisherman's fishing bait is struck by a fish is 'Strike on'. This proves that the tone of the word 'strike' has a more neutral connotation from its synonym 'attack'. Term 'strike' gives a proper word choice impression for the context of warfare compared to 'attack' which gives more offensive term regarding to warfare context. The use of the verb 'strike' on the Ukraine subject agent illustrates that the media wants to show what Ukraine is doing is not as bad as Russia's treatment to Ukraine, so that 9News' involvement in its bias on the issue is visible.

In the tenth paragraph of the first article there is another tendentious word choice. It shows that *The attack comes a day after Russian missiles and artillery **pounded** cities across Ukraine*. The sentence in bold 'Pounded' or 'Pound' has odd meaning relating to the text. The word 'pound' refers to the definition explained by the Cambridge Dictionary is to hit something forcibly, or to crush something with repeated strikes. It means that 9news argued that Russia hit Ukraine repeatedly. In this article, 9News indirectly stated that Ukraine's attack on Russia's Black Sea Fleet was the response of Russia's attack on cities in Ukraine. Yet, there was no correlation between the attack and the aftermath of Ukraine's previous attack on Russia. Instead, in the article about Russia's

attack on Ukraine, 9News emphasized the total amount of damage caused by Russia. In fact, both sides attacked each other in the same way. This explanation indicates that there is a particular emphasis on the phenomenon of Russia's attack on Ukraine by emphasizing the massiveness of Russia's attack but decreasing the impact by showing Ukraine's attack on Russia was just an appropriate counterattack.

Moving on to the second article *Russia launches biggest drone **attack** against Kyiv since start of war, Ukrainian officials say*. Several offensive terms were used in the diction of this article published by 9News. Previously, it was explained in the first title that 9News used the more neutral verb '**strike**' when they refer to Ukraine's military aggression against Russia's naval fleet, but in contrast, 9News used the more offensive verb "**attack**" when they refer to the Russia's military aggression against Kyiv, Ukraine. 9News used the term 'drone Attack' rather than 'drone Strike'.

The use of the term 'Strike' and 'Attack' in both war phenomena shows a bias. The term 'Attack' referring to the Cambridge dictionary has the meaning of trying to harm or defeat by using violence. However, the term 'Strike' is more like an act of nature, or an act that cannot be blamed on the strikers, or the strike can be tolerated due to its unavoidability such as a natural disaster. On the other hand, the diction 'attack' has a more offensive meaning because it is used for human resistance to other humans. Missiles and Drones are both weapons of mass destruction that can only cause a great destruction if operated by humans. 9News emphasises both terms in order to frame both sides differently in the two articles that interlinked to. Both articles cover the news about the attack from Ukraine to Russia and Russia to Ukraine. However, the difference in framing is found in the use of vocabulary given by the media. One of the framings that has been explained is the use of the term 'Strike' in Ukraine's attack on Russia, but the term 'Attack' was used by 9News in reporting on Russia's attack on Ukraine. 9News seems to emphasise the term 'Russian Attack' against Kyiv in Ukraine but ignores similar term to Ukraine's Missile Strike against Russia's Black Sea Fleet, despite both have massive mass destruction. In Addition, both attacks neither from Russia's side against Ukraine or vice versa, did not report any casualties in the article but the different emphasis found between the two strengthens the indication of tendency in the text. In Fact, 9News analogized that Ukraine's missile strike on Russia's fleet can be tolerated while Russia's drone attack is a human crime.

Other part of linguistic aspects such as semantic roles plays a significant contribution to this research in revealing the tendency of 9News on the current Russia-Ukraine war issue. Semantic roles is a branch of semantics that

pays more attention to the meaning of language, in contrast to syntax which pays more attention to the structure of language (Sidabutar & Zakrimal, 2020). In Semantic roles, there are 9 general types but in this analysis, it only uses eight types of roles such as agent, patient, theme, instrument, experiencer, location, source, goal. Not including force entity.

Semantic roles plays a significant impact on this research in revealing bias through textual analysis, especially two news headlines with similar issues but with opposing perspectives. In the articles "*Ukrainian missiles strike Black Sea Fleet, Russian official Says*" and "*Russia launches biggest drone attack against Kyiv*", the sentence fragments from the two headlines taken and analyzed using the semantic roles approach are; 1. Ukrainian Missiles strike Black Sea Fleet; 2. Russia Launches biggest drone attack against Kyiv. In the first sentence, the word 'Ukrainian' is an agent in the sentence because it is the one who performs the action of deliberately attacking Russia's naval fleet in Sevastopol. Then, in the phrase 'Black Sea Fleet' is not a location in semantic roles but acts as patient because it is the entity that receives an action taken and is affected by the 'strike' action. In the second sentence, it is agreed that Russia is an agent who intentionally performs an action, which is launching drones in Kyiv. Then, the phrase 'biggest drone attack' is the theme entity in the sentence because its presence receives an action from the subject, which is launched at Kyiv in the context of military aggression but is not affected by the action 'launches' but rather is only an intermediary in getting to the patient.

At first glance, they both show fair semantic roles, by placing both of the attacking sides as the agent and placing the one being attacked as the patient. However, if explored more deeply, there is a difference in the essence of the patient from the two sentences. In the sentence Ukrainian Missiles Strike Black Sea Fleet, the patient described by 9News is the Black Sea Fleet, which is only the name of the Russian government agency in the field of defence, even though the damage received by the city of Sevastopol from the attack was massive. Meanwhile, in the sentence Russia launches biggest drone attack against Kyiv. The patient described by 9News is a large capital city, Kyiv, which in fact has a large population, giving the impression that the attack had a major impact on civilians. Indeed, both attacks launched by the two sides equally caused damage to the cities. This indicates the victimization conducted by 9News in reporting the Russia-Ukraine Conflict Issue, which is by framing the Ukrainian side when attacking by making the patient not civilians, but government agencies and framing the Russian side when attacking by making the patient as a capital city with many civilians.

Different tones of diction were also presented by 9News in reporting articles on military aggression conducted by both sides. The first paragraph in both articles contains in general how the aggression occurred. In the first article containing news about Ukraine's military aggression against Russia, it is written that *Ukraine **carried out** a fiery missile strike on Friday on the main headquarters of Russia's Black Sea Fleet, a Russian official said.* While in the second article containing news about Russia's military aggression against Ukraine, it is written *that Russia on Saturday **launched** its largest drone attack against Ukraine's capital of Kyiv since the start of its invasion, according to local officials.* The two paragraphs contain two different tones of diction, especially the bolded words. The diction 'carried out' used by 9News in reporting Ukraine's military aggression against Russia has a neutral and positive interpretation. According to Cambridge Dictionary, the definition of 'Carried out' is to complete the job, especially the ones that have been planned or said to be done, indeed, this is a very positive tone and even improper if used in the context of military aggression. On the other hand, the diction 'Launched' used by 9News in reporting Russia's military aggression against Ukraine has a contradictory definition. This explanation indicates the difference in the way 9News reported the two phenomena of the same issue, by using appropriate verbs in writing the phenomenon of Russia's military aggression against Ukraine and using more neutral and even positive verbs so that it looks unfair in reporting the phenomenon of Ukraine's military aggression against Russia.

The two statements at the beginning of the two articles also show that something is concealed in terms of semantic roles. The statement in the first article "Ukraine carried out a fiery missile strike on Friday on the main headquarters of Russia's Black Sea Fleet, a Russian official said" will find 'Ukraine' as the agent because it is the subject that intentionally did something, 'fiery missile strike' as the theme because it is an entity that is affected by the subject's action but not affected, 'main headquarters' as the location which is the place that is affected by the entity that did it and 'Russia's black sea fleet' as the patient who was affected by the agent. The second article statement writes "Russia on Saturday launched its largest drone attack against Ukraine's capital of Kyiv since the start of its invasion, according to local officials." showing 'Russia' as the Agent, 'Largest drone attack' as the theme and 'Ukraine's Capital of Kyiv' as the affected patient and location point at once. Once again, at first glance, we may see that there are obvious irregularities. However, a deeper examination reveals the essence of verb usage that connects one entity to another semantic entity. In the first article, there is no verb that connects theme and patient. Meanwhile, the verb that connects Theme and Patient in the second article is very clear and offensive. In the first article "a fiery missile strike on main headquarters of Russia's Black sea fleet"

the verb is not found but only the location indicator is visible. In contrast, the second article "Largest drone attack against Ukraine's capital of Kyiv" features the verb 'against' to connect Theme and patient. This indicates that 9News portrays Russia as aggressive in its aggression against Ukraine with the term 'against', and portrays Ukraine as only progressive in its aggression against Russia by only showing the location indicator. By showing these indicators, it strengthens where 9News bias toward the issue.

Moving on to the third article, from playgrounds to parade grounds: Russian schools are becoming increasingly militarized. This article generally reports on the actions of Russia which began to change the learning curriculum in schools. This curriculum change in Russia has drawn a lot of controversy because it has an over-patriotic understanding of the nation in the school. The curriculum is also changed to a military aspect where children are taught how to survive, dig tunnels, to use firearms and grenades. This practice is indeed accompanied by military volunteers who come to these schools. There are even military sports championships. Changes to the school curriculum in Russia include changes to textbooks and special studies in patriotism, lessons in assembling firearms and using them. In another sense, this article wants to convey that the next generation prepared by Russia is a military generation.

Military relates to the idea of patriotism. Patriotic education is usually given because of the country's policies (Malkoç et al., 2021). In Indonesia, civic studies have existed since the Soekarno era in 1957 and are often called 'civic' and changed to 'PKN' in 1968 (Widiatmaka, 2022). This subject generally discusses history, citizenship, and patriotism. Patriotic traits in general are people identifying themselves as part of a group and will give their loyalty to that group. This study is basically aimed at avoiding a character crisis in the younger generation. Patriotism in the subject will be a character builder for the youth. Patriotism education in Indonesia is usually based on a value called 'Pancasila' (Widiatmaka, 2022). However, this attitude is considered a controversial for Western society. Patriotism is always associated with militarization, blindness, and authoritarianism, which is the ideologies that west opposed. This is due to the bad stigma of patriotism of eastern powers that Western society sees as something that can defeat their sovereignty (Malkoç et al., 2021).

Reviewing the third article from Semantic Roles, there is a source-goal that is intentionally used by the media in the headline. Source is an entity that exists in the branch of semantics study on semantic roles that has a role in indicating that the entity in question is the geographical origin or abstract origin of an entity mentioned earlier (Sidabutar & Zakrimal, 2020). Then, Goal is an entity

that plays a role in the study of semantic roles to describe the final destination of a source or action carried out by the previous Agent entity (Sidabutar & Zakrimal, 2020). In the third article headline, it is written 'from playground to parade ground' in this sentence, it is indicated that the playground is a source because it is marked by the word 'from' before which explains that the playground is the entity where the action originates. Then, it is also found that there is a goal which is located in the phrase 'parade ground' where actually this is homophones but in semantic roles this phrase has a role as a goal because it becomes the end of an action and is marked by the word 'to' so that 'parade ground' can be categorized as a goal. The use of source-goal has the potential to emphasize a significant action taking place. In the headline of the third article "From playgrounds to parade grounds: Russian schools are becoming increasingly militarized". In both sentences Playground and Parade ground have source-and-goal synergies but what the media urges to highlight is more than that. In using Source and Goal, in semantic studies roles are generally used to show an action that has a clear source and end prospect. The case in this sentence is that the media wants to show the action being carried out by the Russian Government in significantly increasing patriotism by turning a kindergarten playground into a soldier training ground, namely from playground to parade ground. In fact, written in the article itself, the Russian government only changed the new curriculum and added military volunteering for high school and university students who are considered to be mature. Therefore, the media actually emphasizes and marginalizes what is happening to the Russian curriculum to increase the vigilance of civil society and provide a sense of fear of Russia in the headline so that a negative stigma is formed from changes in the curriculum in Russia by emphasizing in the headline that kindergartens become military land.

2. Discourse Practice: How the Text is Produced and Consumed

Entering the second layer of this research, in this section, it will examine how the media manages the discourse practices on the text that engaging its routine and its consumption. The researcher uses a brief discourse practice approach as a framework and scope of discussion to avoid being too narrow and too broad. At first glance, discourse practice is a dimension offered by Fairclough in analyzing texts more broadly than textual and headline themes. This discussion involves how text production is created and text consumption is created from text production. In short, Text production is how the media creates discourse with routines or habits and typical ways of publishing news articles and text consumption is a construction that is created from text

production so that readers consume according to what the media wants readers to consume.

First, in analysing text production, Fairclough (1995) shows how the media generates the discourse by identifying the routine. Routine is the frequent ways or routinely used by the media in generating discourse. In that case, 9News in its texts are applying the use and choice of vocabulary as its routine. It is found in the text that there is a selection of vocabulary in representing news, in particular, in representing news that offending political opponents of the Western hegemony. In the previous textual analysis, it was found that there were at least two pairs of terms and one noun phrases in three news articles that showed the different use of 9News vocabulary in representing Russia and Ukraine in the Russia-Ukraine war. Marked by the use of 'strike' on Ukraine's attack on Russia and the use of 'attack' on Russia's attack on Ukraine which emphasizes the difference in intensity and damage of the attack focusing on Russia's attack more horrible on Ukraine, despite both attacks having the same level of intensity and massive damage. Then, the use of vocabulary in the execution of the war between the two which uses two terms with two different connotations. In the case of the Ukrainian attack on Russia, 9News used the term 'carry out' which describes the implementation of this attack as a job that is reasonable and should be carried out so that there is no negative consumption from readers due to the use of the term 'carry out' giving it permissible reason rather than another same vocabulary or synonym to describe it. However, term 'carry out' is not suitable in the term of war it makes the reader be able to avoid the warfare frame while reading this case. Whereas, the use of terms on Russia's attack on Ukraine is different. 9News uses the term 'launch' in describing the implementation of the Russian attack on Ukraine which is literally more proper in the context of war so that the reader's attention is framed in the context of war. This strengthens the difference in diction made by 9News. Furthermore, in interpreting the condition of education in Russia, 9News illustrates with inappropriate homophones. Which in fact, the homophones used seem to be just clickbait or bait hooking on the headline written "From playground to Parade ground" which gives the impression of homo pronunciation. This homophone illustrates how significant the change in the quality of education in Russia is, even cornering it by analogizing kindergartens to military training grounds. In fact, the article did not mention the militarization of elementary school children or pre-schoolers in kindergartens, but rather, there is only militarization of high school students and college students which considered as mature young adult. Children under high school age are only introduced to the value of patriotism in books and are directly accompanied by the Russian National Army. In this case, it can be seen that 9News is discrediting Russia by

using certain diction in homophones that describe the backwardness or downfall of Russian education. In conclusion, this indicates that the homophones used by 9News are part of the vocabulary and diction game that becomes the hook bait of the article, especially in the headline. All of those are indicators that 9News having a routine on diction play.

The second routine found by researcher is 9News is affiliated with CNN. News programs or writing news articles usually involve the crew collectively. Therefore, the information provided in the writing is more factual and accurate. Likewise what 9News does, many news articles are the result of their affiliation with CNN. In this research, there are two of the three articles affiliated with CNN marked by the author of the article being changed to "by CNN" or "Associated with CNN", the two articles are "Russia launches biggest drone attack against Kyiv since start of war, Ukrainian officials say" and "From playgrounds to parade grounds: Russian schools are becoming increasingly militarized". Not only that, during April 2024 there were eleven publications of articles in 9News in the column Russia Ukraine Crisis: Full Coverage, three of them were affiliated with CNN.

The media is ethically supposed to be a supervisor of government, but Fairclough found a condition where the media experienced a dilemma from internal and external pressures. A code of ethics is the initial foundation on which an organisation is built. Similarly, news media organisations or the Press have a journalistic code of ethics that emphasises that aligning with the government is an act that violates the journalistic code of ethics. The violation is due to the fact that the press must report impartially, independently, and be responsible for the information they present. However, Fairclough found that there are points where the media is pressured by internal and external pressures. Referring to *Media discourse* (1995) by Norman Fairclough explains that the media can be affiliated or biased with the nation where it comes from. It caused by the media has a role and moral pressure on the public to support common interests, especially the interests of the nation (Fairclough, 1995). The media also gets the tension that occurs in it since the pressure received by outlets is the integrity that demands them to remain neutral and impartial externally. In addition, the media definitely needs funding to operate and supply the needs of the crew that involved in it internally, so there is a dilemma among them that forces the media to carry out all of that. However, all of this will be easily organized if the media cooperates with the government as they can carry out public morals that have been instructed by the government, then the media does not need to be afraid of non-neutrality as long as the media stands for the aspirations of the nation then the public will not question, and the most important thing is that the media will definitely

get funding so that the crew can work in peace. Therefore, to carry out all these common interests, the media and the government usually associate. Then, it is quite common to find that every nation in this age needs to have a television broadcast or anything in similar in order to expand the reach of its power. Moreover, by doing it a state could long-lastingly maintain its sovereignty through the media.

In general, the Press Association has no problem writing and publishing news articles. However, every news outlet has their own ideology and practical way of bringing news based on the norms and political power in a particular place. According to CNN official website, CNN is a cable network from the United States that was established in 1980. CNN is also a division of Warner Bros, which is owned by Ted Turner. If it draw a big line, then CNN is a large American news company that has a huge influence on society, considering its audience up to date which is up to billions. Based on data from the CNN Press Room on April 2, 2024, CNN reached 113 million multiplatform in the U.S. and 138 million multiplatform globally, making it one of the dominating news outlets in the world. This can make CNN news outlets have the opportunity to control the information circulating in the audience. Then, If a straight line is drawn between the start of the US cold war with the Soviet Union in 1947, it will be met with the establishment of the CNN company in 1980 and expand drastically and significantly while it was the decade when the cold war was at its climax until in early 1991 which the cold war ended and the Soviet Union was divided. CNN had the possibility of propagandizing American hegemony in the cold war with the Soviet Union since CNN could reach a mass audience in United States and globally. Therefore, it can be concluded that CNN is a mass outlet in America and America has ideological opponents and dominance in the world such as China and Russia so that 9News articles and publishing that come from CNN are purely biased for Western powers such as America.

The third routine found by researchers from the three articles is the difference in the way 9News gathered information from both sides in the Russia Ukraine war. In the second article "Russia launches biggest drone attack against Kyiv since start of war, Ukrainian officials say" 9News included seven sources of information when Russia launched an attack on Ukraine. The seven sources include; first, confirmation of a large-scale drone attack on Kyiv by the Kyiv local government, second, the discovery of seventy-five total drones involved in two regions such as Primorsko-Akhtarsk and Kursk Region according to information from Ukraine's Air Force in a Telegram Channel, third, information about the devices used by Russia in attacking Ukraine such as tactical aviation, anti-aircraft missile troops, mobile fire groups and others by the Ukrainian Air Defence, Fourth, information from Mykhailo Shamanov, a

spokesman for the Kyiv city military administration, who said the direction from which the drones came to the city of Kyiv was from a different direction, Fifth, Confirmation from the head of the Kyiv region, Major Vitalii Klitschiko about the number of wounded totalling two people, Sixth, Statement from the head of the Kyiv city military administration, Serhii Popko, said the damage to the children's pre-school (kindergarten) after the drones showered bullets in the Solomianskyi district, seventh, Information from the Minister of Internal Energy of Ukraine, the Russian attack resulted in cutting off electrical energy to seventy-seven residential flats and one hundred and twenty establishments in the city centre. These evidences that 9News has its own way or to gather information so that can be categorized as its routine in discourse practice.

The way 9News collects information indicates that there is a particular hidden intention in representing the Russia Ukraine war. After describing the kinds of information collected by 9News in reporting the events that happened in Ukraine and Russia, 9News seems to have a special intention in representing the Russia Ukraine war. If examined further, it will be found that the frequency of information received by 9News by Ukraine when Russia attacked is emphasizing the massiveness of Russia's attack on Ukraine and the amount of bad impact communally. This is highlighted by the seven sources of information used by 9News in describing how badly Russia's attack on Ukraine affected Ukraine, while the source used by 9News in describing Ukraine's attack on Russia was only one empty source of information that did not provide important information and only seemed to fulfil the requirements of news credibility. In fact, the article emphasizes that the attack on Russia was a result of what Russia had previously done to Ukraine. This indirectly indicates that 9News aims to emphasize the brutality of the Russians in invading Ukraine by using the routine of description and information gathering.

Fairclough (2013) also emphasizes that in shaping discourse practice to find out how the media interprets an issue other than text production is with text consumption. This section discusses how the media shapes the perceptions and attitudes of readers when reading content or discourse published by the media so that those who receive the discourse are able to notice something that has been designed by the media to be noticed. Not only that, Text consumption also discusses how the media is consumed, the media basically has its own characteristics such as television which is close to domestic activities, radio which is close to the activities of workers and certain internet websites which are close to certain activities depending on what market targeted by the website. By classifying where and how the media is consumed by consumers, the media can construct something related to its consumers. For example, television is very close to domestic activities such as

eating, cleaning, cooking, and others, so broadcasting channels that relate to these three things will make viewers feel relaxed and comfortable in consuming it. After they feel related to the media, then the media can construct what frame the media would like the consumer to consider something that has been constructed for the consumer's attention such as displaying advertisements for food, cleaning tools, and cooking tools.

The first thing in determining how the media makes perceptions and how the media is consumed. According to Fairclough's explanation is by brainstorming what media is being studied, what field the media is engaged in, and what kind of platform the media is in (Fairclough, 1995). That way, it can be determined how the media is consumed by a wide audience. After finding out how the media is consumed, then it can be interpreted how the media shapes the perception of the audience, readers, or consumers so that the text is consumed by consumers as the media wants it to be consumed by consumers.

If this approach is applied to 9News, the following results are going to be found; 9News is a news media outlet that was established in 1956 so that it is 68 years old in 2024. This outlet originated and established in Australia and became the 4th largest media outlet in Australia by 2024 in the news media category based on Similarweb.com as a media trafficker. Then, 9News struggles in the journalism or news industry. The content published by this media varies from national news, politics, world, health, weather, sports, celebrity, to the Russia-Ukraine war. 9News is also a multiplatform media outlet, including television and internet websites, making it a wide enough scope of coverage for people who need information. With all this data, it can be assumed that 9News is close to domestic activities through television and also 9News is close to browsing activities for people who are looking for evidence and information through websites. It should be noted that there is an essential difference between television media platforms and internet websites. When watching television, people often enjoy the program that is being aired regardless of what activities they are doing. This is because television programs are beyond the control of the audience so that the audience or consumer can only enjoy what is being streamed at that time. It is different on digital platforms or websites. Website users or browsers do not read or open the 9News website for entertainment alone, website users can also choose freely what they want to search on the internet, and instead, users are able to watch entertainment rather than news outlets. Therefore, visiting the 9News page is the user choice so that the activities of website users cannot be compared to television viewers who enjoy what has become a scheduled broadcast. Meanwhile, this research uses written data from the 9News website

makes it one of the kind of website user examples. Therefore, the closest activity to the 9News website user is a kind of people who need it for academic research, information seekers, those who are looking for evidence, or people who are in the world of journalism so that knowing the latest news becomes their needs. At this point, it can be determined how the media is consumed by the public.

The media consumed by the public is usually in the form of perceptions or understandings constructed by the media towards an issue. Previously, it has been explained how text production or things related to pre-publishing affect the meaning of text such as the choice of diction, affiliation, how to get information, and the frequency of publication of a particular issue so that the reader's attention is focused on something that has been designed by the writers to be noticed. This can lead to the uniformity of readers' perceptions on an issue so that readers' understanding can be framed about something that merely cannot be seen behind the issue and this can also lead to readers to public propaganda.

In the diction section, there are differences in the focus of an article that contains the Russia-Ukraine war. 9News emphasized the intensity and destructive power that Russia gave to Ukraine in the article about Russia's attack. Meanwhile, when writing articles about Ukraine's attack on Russia, 9News tended not to concern about the damage caused, but emphasized that the attack was the result of Russia's actions against Ukraine. In addition, 9News also uses the term 'carry out' which can make readers avoid the term 'attack' when reading articles containing Ukraine's attack on Russia. Furthermore, the homophones used by 9News in narrating the issue also become hook bait which is not appropriate. 9News narrates that there is an extreme curriculum change in the Russian education system by turning kindergartens into military parades that illustrate the bad government of its Western political opponents even though those who are militarized are not children but young adults such as High School and College Students which are considered mature enough. This narrative angles the consumption of the reader's opinion to be involved and concerned about the minors who are militarized by the curriculum.

Furthermore, in the affiliation section between 9News and CNN, there is a correlation found between the massive spread of CNN and public perception. It is known that CNN was established in the United States in 1980. Based on data obtained from CNN Press Room 2024, CNN managed to break through 113 million multiplatform in the United States and 138 million multiplatform globally. This means that CNN has succeeded in boosting the

news outlet market in the world to make it one of the biggest news accesses in the world. The wide and massive spread of CNN in the world indicates the existence of credibility or high trust in it so that the audience gives trust to it. Thus, 9News' affiliation with CNN can also be an example of the great influence and credibility of CNN on news outlets universally. The vast reach of information allows CNN to control the information that comes in and out and control the information that is provided to the public. However, the media has a nationalist role that encourages it to promote the needs of its country, including its ideology (Fairclough, 1995). The media can also be influenced by the ideology of the place it comes from so that the writing style, attitudes, and norms prevailing in the country can indirectly influence the delivery of news. With the wide coverage of news spread by CNN, there will automatically be a wide spread of Western culture throughout the world. That way, public perception of an issue narrated by CNN and its affiliates can quickly spread causing uniformity of perception for people who read it. Consequently, the consumption of people will likely to trust what the information goes as long as the CNN involved in caused of the magnitude of the media.

Then, the section that discusses the different number of sources used by 9News in reporting on a certain faction makes the reader's perception in consuming the discourse framed in social fear. As explained earlier, there were seven sources of information received by the media at the time of Russia's attack on Ukraine. All of the information focuses on the massiveness of the damage produced. In contrast, when reporting on Ukraine's attack on Russia the source obtained was only one, in fact, the source did not explain and describe in detail what the significant impact of the incident was as the source used when reporting otherwise, therefore, the indications found lead public perception to pay close attention to the brutal attack from its opponent Ukraine. Therefore, readers will feel more afraid of Russia with what it has done to Ukraine.

After reviewing the text production and text consumption formed from media, the researcher found that tendency and frame has formed by the text production and perception results described earlier. In the analysis, it was found that 9News viewed issues related to the war conflict between Russia-Ukraine as a political instrument or material to discredit the eastern powers. Moreover, it depicts the tendency of 9News media through the analysis that 9News is on Western side. It also found that this issue is not merely a tendency in 9News media on where it stands for but rather depicts a broad conclusion to the interpretation. Based on the conflict issue in the textual analysis and interpretation in discourse practice, the conflict between Russia and Ukraine is actually a conflict between Western powers versus eastern power. It is

indicated by how a massive media such as 9News and CNN affiliated and showed better frame for Western allies and offensive frame for eastern power such as Russia. It shows a propaganda on media. This is conducted in order to maintain the hegemony of Western political power. Marked by the existence of media routines in composing news such as in the diction play etc. and how it causes public perceptions that are shaped and even uniformed because of it.

3. Sociocultural Practices: How the Text can Reproduce New Social Practices

In the third layer, this research discusses how the conclusion of a predetermined discourse practice is formed due to the prevailing social context and reproduces other new social contexts. Fairclough (1984) emphasizes that a social practice is formed because of certain values that live in society. The life of these values in society is caused by policies and regulations formed by the authorities of the greatest political power in a certain place. When the policy becomes a common social value that is where social practice is established. Fairclough places Discourse as a vessel of social practices shaped by values. Not only shaped by values, according to Fairclough (1984), discourse can reproduce other new values either to maintain existing social values or to challenge the existing social values.

The value contained in discourse practice can be influenced by the history that occurs in order to form values and become social construction. In analysing the historical aspects of this research, it uses an interpretative approach to history. The interpretative approach to history is an analysis procedure that examines historical phenomena in an interpretative way. This procedure does not really require a chronological sequence. Rather, it seeks historical information point by point to understand the motives of why phenomena occurs. In interpreting history, it is also important to recognise that historical events are social constructions of historians and historical actors. Interpretative history attempts to reveal the social construction of historical participants (Altenbaugh et al., 2005). Furthermore, historical participants are generally the objects of historical phenomena being studied and historical participants are both historical events and historical actors. In other word, the research needed to know how the social construction made up by historical participants. In the book "The Teacher's Voice: a Social History Of Teaching In 20th Century America" Altenbaugh restates his 1987 draft where he wrote about the interpretative method applied to history, Altenbaugh explains that in finding out how historical events occur it is necessary to know how historical participants organise their world usually or what cultural assumptions are common in a group (Altenbaugh et al., 2005). Therefore, the

approach is suitable for research consideration in analysing the values that shape discourse practice.

Then, this research implements the approach in determining what values shaped the Discourse Practice previously stated. It was found that there are tendencies and frames formed from text production and text consumption. The tendency produced by 9News is the use of the Russia and Ukraine war issue as a political propaganda instrument in discrediting the eastern power (the east in the definition is Russia) and the frame found is an offensive frame in describing the eastern power characterized by media portrayal of the Western and eastern contexts. Thus, if the approach is implemented, the further analysis in this research is going to be structured as follows: the discourse practice placed as the historical event; Australia which is the place that 9News established and Russia placed as historical actors; and, both discourse practice and Australia-Russia placed as historical participant

When the structure of the topic has been established, the next question that should be answered is how historical participants manage their world in common? Then, the answer can be developed to the next question that leads to how the Discourse Practice described earlier can be found that way. And eventually, it will construct the answer of how discourse practice represents social practice based on the text.

First, this research examines how Australia and Russia as historical actors. Referring to "Australia in Brief", a short book introducing Australia published by the Australian Department of Foreign Affairs and Trade. It states that Australia is the most multicultural country in the world. Three major cities in Australia, Melbourne, Sydney, and Adelaide are the top ten most liveable cities according to The Economics 2019 index. In fact, 30% of Australia's population is of foreign origins. Australia has a distinct biodiversity that allows more races to fit in depending on where an individual is from (The Department of Foreign Affairs and Trade, 2021), making Australia liveable for many racial and ethnic groups. Although, the treatment of the first nation of Australians at the beginning of its formation had many conflicts and mistreatments, British people start to recognize that the conflict between races cannot stay for long term. In Australia, Indigenous people are called 'the first nation people' as a sign of their attempt to re-honor the indigenous people and heal them from British colonization injustices. The first nation of Australians experienced a lot of social discrimination in the early days of Australia. Things that are really related to colonization. Aborigines and Torres Strait Islanders are the indigenous people of Australia. These tribes experienced colonisation from the British Empire in Australia. Colonisation extremely affected the existence and

culture of indigenous Australians (Australian Together, 2024). In fact, indigenous languages were banned during the British colonial period. Therefore, English is the only language most of people practice in the present day and rarely to see first nations who can speak indigenous language. Social discrimination and oppression, although reduced, are still experienced by many indigenous tribes. However, they attempt to be resolved and harmonized in the present (Launer, 2013). In fact, the celebration of Aboriginal tribes (native Australian tribes) is one of the biggest celebrations in Australia. Nevertheless, according to the website of the Australian Parliamentary Education Office, Australia implements a parliamentary system of government because it adheres to a constitutional monarchy like Britain and a liberal democracy like America (Parliamentary Education Office, 2024). Thus, it can be stated that Australia is a reflection of Western ideology by showing how they manage their world.

Next, the historical actor to be analysed is the history of Russia. Russia was the main part of the Soviet Union that was split in 1991 (Degtyarev, 2022). Russia is also known as the largest communist pioneer in the world. This is based on the fact that the Soviet Union adhered to the Communism system (Degtyarev, 2022). Communism was also marked in the laying of trade unions when the Soviet Union was still in power. At the time of the Soviet Union, the laying of firms tended to be placed where the trade union could make the most profit and was most strategic to the community. The placement of trade unions during Soviet communism also paid attention to the social cost of production. Social cost of production is a term used for a place where labourers or workers so as not to experience high social inequality. A place like this requires a lot of consideration. For example, the place must be in a location that is easily accessible to the population at large, the place must be able to be reached cheaply by any transportation, so that all social classes can access the trade union easily. Jayet (2021) divides trade union justices into considerations which Soviet planners applied in determining a suitable trade union site. Firstly, trade unions were preferred to be located in villages or undeveloped areas, especially in the eastern Soviet Union. The aim was to provide a more even and equitable proportion of living facilities in the Soviet Union in total. Secondly, the Soviets planners tended to endeavour to eliminate social divisions and inequalities between urban-rural societies. This was done by building industries in rural areas so that people who were in a far distance from the city centre were still assured of employment. Thirdly, Soviet Planners prioritised productive facilities away from international borders and under military supervision. This was done to consider the security of production and the sustainability of people's well-being are fully supplied. Therefore, it would not be easily affected by the cold war at that time. Moreover, Jayet (2021)

explains that Russia continuously maintain a communal trade union policies which means the system of trade union and justice for it are becoming a constructed system in determining trade union site. Eventually, this kind of case shaped the communism system that applied in Uni Soviet at the time successfully create a continuous social construction. By analysing how productive trade union facilities were laid out in the Soviet era, it illustrates how Russian culture was in the Soviet era and shapes sustainable construction in the present. In conclusion, Russian culture towards communism is very close and becomes a social construction of society.

Both cases illustrate how the two historical participants manage their worlds. Australia, after all, is a land inhabited by aboriginal and Torres Strait islander natives. However, because of the large and massive colonialization carried out by the British Empire in the land of Australia, it made it a super-massive domination of power so that the natives at that time could not resist the colonialism carried out by the British. As a result, the indigenous culture was gradually displaced by the Western culture brought by the British colonies. Furthermore, the British colonial system lasted so long and was so conducive that Western hegemony in Australia began to become a social construction that was successfully implemented. Indeed, Australia has now started to fight for the rights of first nation people and protect them from racial discrimination. In certain cases, they continue to experience and deal with social discrimination in both policy and daily life. Thus, it can be concluded that Australia manages its nation with a Western system because former colonizers dominate the place. Russia, on the other hand, is a country formerly ruled by the Soviet Union. Its former government provided a construction of continuity that is still applied to the present day. This makes Russia retain a communal policy pattern even though it has become a democratic country. Russia as the former government of the Soviet Union also inherited the social construction of the communism era before the formation of Russia. This is characterised by how Soviet planners and Russian planners are at this time in Jayet's research (2021). The research found a social construction in the policy of placing trade unions where the policy refers to communal priorities. With that result, it shows that the communal-based policies resulting from the former Soviet Union's social construction are still valid and even relevant. The policy that has this principle reflects how the culture created from social construction lives the life of the community and even the government itself (Jayet et al., 2021). Thus, it can be concluded that the communal principle or the value of communism is still a social construction. Therefore, Russia manages its world with the communal principle or communism. In conclusion, Australian manage their worlds with democracy values despite their constitutional monarchy and Russian with communal value as communism.

Unfortunately, Democracy and Communism did not go hand in hand. In fact, Democracy and Communism are opposites. There are variations that make why countries with democratic and communist systems always seem to be in dispute. The victory of democracy in the ideological battle with communism has generated a lot of controversy (Hindess, 1997). In the late 1990s, Hindness (1997) expressed his disillusionment with democracy as evidenced by the mass disappointment of democracy's inadequacies, especially in newly 'democratised' countries. He added that there are two main problems that are considerable in any newly democratised country. Firstly, the most common deficiency of democracy in its formation is its forcefulness. A newly democratised country is definitely democratising because it is forced to, in particular, democracies transitioning from non-democracy to democracy countries. This causes cultural shifts and social practices as well as values that have become embedded in the society. A simple example, Indonesia's change from feudalism to democracy has led to many residual feudalism practices in daily life even though the country has become a democracy, exactly as Hindness (1997) pointed out. Secondly, the problem of high corruption has shocked the people towards democracy so that people are disappointed with the system. The social inequality in democracy, especially in capitalist countries, makes countries that copy-paste the system and change their countries experienced a lack of social attention. The clash between democracy and communism was also symbolised in the cold war between America and the Soviet Union 1947-1991 after the collapse of Nazi Germany in the Second World War. Years after its collapse, the superpowers countries that hold most power in the world belonged to America and Russia. The two biggest world powers have different philosophies of nations that seems were not coming hand in hand, which is one of the most significant factors in generating global conflicts (Cook, 1950). Then, countries that were communist and became democratic produced a continuation of social practices in the past, resulting in a complex transition to post-communist countries so that not all countries could survive the value transition from communism to democracy (Wydra, 2007). This is caused due to extreme differences that damage the values that have been shaped before.

The ideological misalignment between democracy and communism triggered ideological conflict. After the end of the World War II, there was a cold war over who would be the next superpower after the collapse of the Nazis. This clash began in 1947 and lasted until 1991 with the end of communism and the collapse of the Soviet Union regime. This event inevitably led to a change in the values of the Soviet society that transitioned the leadership system to democracy. These changes in values are of course partially acceptable and partially not by the community, especially for certain

social values and practices that are already inherent in the community. Therefore. It was the clash of ideologies and the number of forces that caused the Western powers and the eastern powers to clash. With such findings, it can be concluded that there is a clash between the two worlds managed by historical actors.

In conclusion, the interpretive approach to history that was implemented has found the answers. Both historical actors, Australian and Russian, have a history of ideological disputes indirectly. This is due to the Australian government applying Western ideology even though it is in the form of a constitutional monarchy. Meanwhile, Russia is a post-communism democracy so that the value produced from the crossing of communism democracy is not fully intact democracy. Therefore, the Historical event that occurred, which is Australia's tendency to the Western power and bad framing for the eastern power, occurred because of the dispute between the two historical actors which include Australia and Russia indirectly in the form of ideological clashes causing a feud between the both two worlds they managed. This also gives a conclusion to the research question by representing sociocultural practice in discourse practice through an interpretative approach.

The answer provided by why historical events occurred previously has led to the representation of sociocultural practices that reflected in discourse practice. It is known that Discourse practice shows the tendency of 9News towards Western powers and bad framing for eastern powers. Then, it is found in the Interpretative History approach that there is an Ideology clash between the two worlds managed by those which are involved. The ideology clash was caused by their struggle for showing who the next world superpower are after World War II. Then it was slightly extinguished when the Soviet Union collapsed and then continued again after Russia implemented democracy in post-communist country where the ideology of democracy was not in the same line with the West. In fact, the difference in ideology cannot be a point of reference for the continuation of cold war disputes. The continuation of the dispute between the eastern and Western powers is only to show that one of them is most worthy of becoming a superpower in the world. After all aspects of Media Discourse are examined, it can be concluded that the tendency of the Australian 9News Media is created from injustice that came from Westernised social practices lingering from British colonial culture in Australia and creates new social practices in the form of constitutional practices because the tendency reflects the hegemony of Western powers and bad framing for Eastern powers as an indication of discrimination. Therefore, from the

explanation above, it can be concluded that Australian Media 9News shows their tendency in Ukraine rather than Russia in this current warfare context.

CONCLUSIONS

This research concludes that there is tendency on 9News on representing the issue regarding Russia-Ukraine conflict. It represents Western powers with good representation and bad framing in representing eastern powers. This was found due to the different diction in presenting both sides. Furthermore, it was found that there were differences in finding information for both sides. 9News used a lot of information in describing Russia's attack on Ukraine by emphasising the total damage done. Meanwhile, 9News only used one source of information in describing Ukraine's attack on Russia even with a source that did not provide significant information about the total damage resulting from the attack. In addition, the perception generated from the text production resulted in a bad perception for Russia due to the framing used by 9News.

This tendency is created by the ideological clash that indirectly involves Australia, where 9News is established . Australia is a post-colonial British Empire country where the case of Australia shows the number of colonists who settled and lived in the land outnumbered the indigenous or first nation in Australia. This makes Western culture suddenly change the indigenous culture, especially the social practices that have long been integrated with the indigenous people. In the end, the way of life and thinking of the indigenous people also changed significantly to integrate with the majority of the colony, especially its democratic government. On the other hand, Russia's government is a post-communist democracy. This makes the country with an incomplete democracy, but still incorporates the social practices of communism. The Russian government also indirectly came into conflict with the West during the Cold War. This war was also an ideological war to show which one was most worthy of becoming a superpower country. Therefore, Australia and Russia have indirectly experienced an ideological clash between them because Australia is a reflection of the Western democratic powers and Russia is a reflection of the Soviet Union in the cold war.

However, this research is limited to the issue of the Russia Ukraine conflict. Therefore, the issue of the conflict between the different political sides is currently still a hot global conversation. Moreover, the issue of the Palestinian-Israeli conflict has shocked the world and creates a massive media warfare so that it can be a recommendation for further research in the field of Media Discourse.

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