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Rohingya Crisis Representation in BBC and Al Jazeera English online news

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ABSTRACT

This research investigated representation of 'Rohingya crisis' in the British Broadcasting Corporation (BBC) and Al Jazeera (AJE) online news media. Content analysis methodology followed to find the representation mechanism of these two global news outlets to elucidate whether they used the digital elements or not. While online media transform a linear text into an interactive text through digital representation by linking with social media offering instant feedback options as both media use these digital elements to depict this political crisis. Moreover, these two globally recognized news media use images, video clips, interactive maps which tend to visualize the real scenario of 'Rohingya refugees'. BBC, one of the world most powerful and reliable news outlets, portrays the crisis in a balanced way by identifying views who involved in this violence. In other word, BBC news website depicted this problem as a part of global political crisis whereas AJE represented it as an ethnic crisis against Muslim minority group in their online Platform. On the other hand, BBC online used warning to aware audience about 'propaganda' in this issue by using social media. In addition, BBC represented the stance of United Nations (UN) chief, in contrast, AJE emphasized on the initiatives of Organization of Islamic Cooperation (OIC). Both of the news websites offered hyperlink option to get more details information about this news. Besides, BBC online articles offered to their audience 'read more from reality check', 'follow us on twitter', and option for sharing news, however, AJE provided 'print' and listen to this page using 'Readspeaker' options. Although BBC and AJE online news has feedback option for audience by e-mailing, but these media do not have bellow line comment option or any open space for audience feedback. Overall, it observed that representation ideological and institutional standpoint reflected on both these media news articles. Hence, this study is not beyond limitation of audience perception analysis on Rohingya crisis in online news media, what will be the future research initiative to investigate how digital elements interact to construct opinion on Rohingya crisis.

Key Words: BBC, AJE, digital elements, representation, Rohingya crisis, online news media



Introduction

Contemporary world underpins on the digital technology for development and communication where digital media is playing important role for collecting news and exchange views among people about crisis and burning issues. While Rohingya crisis is the most delicate issue throughout the world as Rohingya Muslims of Myanmar are mostly persecuted people in the globe what represented through the online news media to general public (Mukherjee, 2019). This crisis entangled explosive violence and a distinct cast of victims, villains and heroes as well as nationalist Bhuddists, whose religion is famous for tolerance and non-violence (Zayani, 2016; Brooten and Verbruggen, 2017; Rochmawati and Wibawa, 2018). As the crisis is complex one with history, many players and nuances that usually not prevalent in online news. This study conducted to investigate how British Broadcasting Corporation (BBC) and Al Jazeera English (AJE) online news represent the Rohingya crisis for general people.

While 'Representation is an essentially communicative activity, entailing the symbolic embodiment of a previously absent entity which must be read, decoded, interpreted and evaluated. Representation performs an indexical as well as informational function' (Coleman, 2005). During 1980, though the failure of digitalizing text-based content occurred, the explosion of online journalism advanced upon the introduction of web browsers and internet explorer (Scott, 2005). In addition, news presented in text/video/audio form in the online news websites. However, the online form offered new ways of consuming the same journalism where headline and lead news attached with hyperlink to the rest of the story (*ibid*.93). In fact, there are three ways in which digitally mediated representation might stimulate and facilitate of mutually beneficial communicative collaboration like inclusive, collaborative and interactive conception of representation (Coleman, 2005).

Rohingyas are ethnic minority group of north western region of Myanmar who are refused their citizenship by the Myanmar army since 1948 following their independence (Parnini *et al.*, 2013). There are a long history and background behind this crisis. Recently, the crisis is evolved when the 'Arakan Rohingya Salvation Army' (ARSA) attacked police posts in Rakhine state, Killing 12 people and subsequently a counter-insurgency clampdown from the Myanmar military. This incident intensified the communal violence and Rohingya people are bounded to flee from Myanmar to save their life from military action (Hutchinson, 2018). According to United Nations High Commission for Refugees (UNHCR), the United Nations (UN) estimated that, 501,000 Rohingya Refugees have been fled to Bangladesh till 28 September 2017 since 25 August 2017. As a result, now Bangladesh has the world largest refugee camp at Cox's Bazar.

Considering the popularity of online news media, in 2014 BBC shifted from television broadcast to online-entity (Ramsey, 2018). On the other hand, AJE through their online offerings emerged as one of the powerful news media amongst the audience specifically in political and cultural context (Seib, 2008). As global news media outlet both of these organizations have worldwide acceptance and influential features to create public opinion. Therefore, how global media like BBC and AJE represent and interpret the Rohingya crisis in online with digital elements in the juncture of digital era will be the outcome of this research.

Literature Review

Emergence of online news media

Online news media are the part and parcel of social, economic and cultural life in the societies (Mitchelstein and Boczkowski 2009). Technological change expedites the 'innovations in online journalism'. For example, Pavlik emphasizes 'journalism has always been shaped by technology' (2000: 229). However, "technological innovations are mediated and shaped by initial conditions and contextual characteristics (Conboy and Steel, 2008)". Deuze (2007:153) substantiated the argument that technology is not only factor for changing journalism in the digital environment, but it 'implements, extends and amplifies previous ways of doing things'. There are several elements like 'variations in organizational structures, work practices, and representations of users' which influences newsroom workers to adopt technologies in the advent of online news media (Boczkowski, 2004:198). In addition to that 'outside threat from newcomers in the media industry' influenced to initiate online news media by the existing media companies (Gilbert, 2005).

Online journalism is journalism which produces exclusively for the World Wide Web, as the graphic interface for the internet. In the first decade of online journalism, WWW was released by CERN (European Council for Nuclear

Research) in 1991 and almost 14,000 online news publications worldwide by US-based Editor & Publisher Interactive (E&P) in 2001 (Carlson, 2001). This period considered as 'second wave' of digital journalism, after electronic publishing experiments in the first wave from 1982-92 (Pryor, 2002). After that, millions of mass people and interest groups have been used internet as the source of their news. Subsequently, trade and scholarly publications have pointed largely on online journalism, which ultimately mushrooming of online research, handbooks and theories (Neuberger, 2000). In specific term of 'news media production online connectivity and public communication have been operationalized in terms of "dialogical journalism", a journalism intended to promote public debate and to include local residents in production of news stories' (Heinonen *et al.*, 2000; Martikainen, 2000).

BBC was one of the main pioneer of digitalizing UK news media by accepting internet technology, satellite and cable television network provision to 'transform analogue to digital transmission' (Smith and Steemers, 2007). Since 1990 BBC was starting to modify them with the help of 'digital elements' to digitalize their broadcasted contents (Thorsen, 2012). For example, 'the Corporation's coverage of the 1995 financial budget, the UK's handover of Hong Kong to China and the death of Princess Diana' which indicate their web involvement.

Opportunities of audience participation in online news media

The advent of online tools that introduce 'broader participation in the creation and dissemination of content' has changed the role of journalists as news and information conveyors. Gillmor argues that "people at the edges of the network have the ability to create their own news entries" (Lasica, 2003). But user-generated content (UGC) is instigating a paradigm shift from the dogma of "we write, you read" to uplift the modern journalism in the online news media (Deuze, 2003). In addition to that UK news sites used to add UGC features with a concern of over-hyped (Thurman, 2008). For example, "the BBC News website receives thousands of user comments on many 'Have your says', these contributions often come from just 0.05 per cent of the site's daily unique audience (Hermida and Thurman, 2008)".

Representation of political violence in online news media

In terms of political debates online journalism open new horizon of free and equal access of people with a vision of 'electronic democracy' (Albrecht, 2006). However, experiences with online discourse challenge this view. While online communication has constrained similar to offline world as 'digital divide' faces obstacle of participation problem (*ibid.*62). According to Burnhurst (2011) political communication has to rely on 'functional metaphors, economic background assumptions, an emphasis on method, and a legacy of structuralism'. In addition to that political communication envisages challenge of 'the representation of citizens and the press in democracy'. Particularly young people reject older forms of information whereas political communication can rectify 'existing theory and shifting from old effects rationality to a new "media affect" sensibility' (*ibid.*573).

According to Seib (2012), 'AJE is the English language component of the Arabic news service delivered globally' by the Al Jazeera with its Headquarter in Doha, Qatar which is owned by Qatari government. There are some controversy that 'Qatar emir's have influenced on this media and their anti-Semitism mentality and short of professionalism popularity of Al Jazeera's broadcasts are increasing day by day in the Western media outlets'. For instance, during the Arab Spring, Al Jazeera's coverage especially on online platform which was much acclaimed and subsequently win several awards, like award from Foreign Press Association, for its coverage of the Egyptian protests in 2011 in particular (Al Jazeera, 2013). 'While the organization certainly capitalized on its physical proximity to the protests, the number of Arabic-speaking journalists with contacts in Egypt and its political and cultural knowledge of the region, its interactions with protesters, activists and ordinary Egyptians has been a much discussed aspect of AJE's Arab Spring reportage' (Al Jazeera Corporate Profile, 2013). In this context, BBC announced a deal with Al Jazeera to exchange contents including news footage in 2003 which authenticated the importance of Al Jazeera in the online news world (BBC in news deal, 2003; Bosio, 2013).

Rohingya crisis

Rohingya crisis, reminded 'a long history of conflict and deprivations of the Rohingyas, are ethnic minority known as Arakani Muslims since 1948 in Myanmar' (Linter, 1990). Institutionally they were considered as stateless when the late dictator Ne Win's of Burma Socialist Program Party (BSPP) proclaimed 'The Citizenship Act' on 15 October

1982. Their condition were worsen as the army crack down on the Rohingyas' while they flew to neighboring country Bangladesh, 'where in first instance they are not welcomed because Bangladesh is already suffering huge population pressure and poverty' (Parnini *et al.*, 2013). The current scenario of the crisis evolved when the 'Arakan Rohingya Salvation Army' (ARSA) attacked police posts in Rakhine State, killing 12 people and subsequently a counter-insurgency clampdown from the Burmese military. This incident, accelerate Rohingyas flee to Bangladesh to escape from the torture of military (Hutchinson, 2018). According to UNHCR (2017), 'the UN estimated that 501,000 Rohingya refugees have been fled to Bangladesh till 28 September 2017 since 25 August 2017'. The severely limited access especially media, which creates difficulty to measure the authentic scenario of the conflict.

Representation of Rohingya crisis in online news media

Representation of Rohingya crisis in online media, it seeks to look back at the history of web journalism and how it has changed the pattern of traditional journalism. Deuze (2003) argues that, online journalists has to make decisions as to which media format or formats best convey a certain story (multimediality), consider options for the public to respond, interact or even customize certain stories (interactivity), and think about the ways to connect the story to others stories, archives, resources and so forth through hyperlinks (hypertextuality).

According to Al Jazeera (2018) the Rohingya crisis has been refused by State Chancellor Aung San Suu Kyi, who is the de facto leader of Myanmar. The Rohingyas as an ethnic group is not recognized by Aung San Suu Kyi and her government and blamed them for violence in Rakhine, and subsequent military crackdowns have been erupted, on the people termed them as "terrorists". Suu Kyi blamed that she does not have control over the military but criticized for her failure to control 'the indiscriminate use of force by troops, as well as to stand up for the rights of the over one million Rohingya in Myanmar'. But the Myanmar government refused the condemnation as saying that they are maintaining law and order to keep peace in the Rakhine state.

BBC online news portal accounted the scenario of Rohingya as though there are widespread condemnations against the Myanmar government's crackdown over Rohingya but talk of sanction by the UK Security Council is less pronounced. In addition, the UN human rights chief Zeid Ra'ad al-Hussein said "an act of genocide against Rohingya Muslims by state forces in Myanmar cannot be ruled out" (BBC, 2018). While China is against any action on Myanmar as they said that Myanmar has the right to safe their national stability.

Link with social media

The recent trend of online journalism and news website is that, the link with social media such as Facebook, tweeter, Youtube, blogs diggs and messenger (Tsagkias *et al.*, 2011). This link helps to make contents more digital as well as much more interactive. Almost all news website has link with social media. In recent years, 'analyzing the relationship between digital journalism and social media has become an important field of research for media researcher' (*ibid.*9). 'In explicitly linked utterances there is a hyperlink pointing to the article, whereas implicitly linked utterances directly discuss the article's content. Moreover, the social media platforms show varying degrees of differences between their vocabularies' (Tsagkias *et al.*, 2011).

Audience comment

Most of the news website has a particular section for feedback for their audience to give their opinions and comments on news stories. Some of media restrict or control this section to maintain partially their audience participation' (Barnes, 2014). The feedback provides an important role for the audience than merely enabling posting of their reaction to the story (Barnes, 2014). The comments reflect audience beliefs and opinions. In this respect, leaving of comment or opinion becomes an indicator of identity. Moreover, by comparing the comments of various audiences verify and validate their own thoughts in the comment thread. For many comments play a role in engagement with the website as they provide a tool for constructing a sense of belonging, community, and identity construction' (Barnes, 2014).

Usage of visual elements

Online news sites uses a large scale of visual and digital elements like video, images, interactive maps to make news more understandable, attractive and interactive. Those visual and audio-visual elements help their audience to understand news without reading full contents. In fact, many audiences only watch these digital elements

rather reading news story. 'Performing video on news and combining its results with others video understanding technique improve the overall understanding of the news content (Sato *et al.*, 1998).

Theoretical framework

This study is to find out the role of online media in terms of representation of Rohingya crisis. 'Media performance discourse' theory has been adopted for the current research. While media performance discourse theory deals with a set of normative characters to evaluate the messages and content with neutral scientific observation and 'the aim is to find independent evidence which will be relevant to public debate about the role of media in society' (Stone, 1987; Lemert, 1989). There are few researches on the role of online media representation on Rohingya crisis. Hence, the present study will be almost new to find how the Rohingya crisis is represented by the world leading online news media to assess the gravity of the issue.

Methodology

Methods

The current research has been set to explore how BBC and Al Jazeera English online news represent Rohingya crisis based on 'Content Analysis' method by using corpus text collected from these two news outlets. 'Content is most accessible evidence of how much communication works where message and meaning of the content are different' (McQuall, 2005). While 'physical text' of the message can be directly observe as these are in print, sound or pictorial images, in contrast, meanings cannot 'read off' simply that are embedded with the message and ambiguous to the audience. Content analysis is the "the systematic assignment of communication content to categories according to rules, and the analysis of relationships involving those categories using statistical methods" (Riffe *et al.*, 2014:3). Whereas content analysis can be qualitative indeed as used, for example, in 'rhetorical, discourse, critical or semiotic analysis' (Neuendorf, 2017), but both the qualitative and quantitative content analysis are underpinned in 'space or time assumptions' that with media content analysis, in particular. Whether 'the content analytic technique' used only to entangle "objective" accounting of 'manifest, quantifiable content', or 'interpretative readings of latent content' has formed analogue communication if qualitative measures adopted (Karlsson and Sjoavaag, 2015:2). However, this approach to study of content appears problematic in the advent of digital media.

Research design

This research based on primary data based on corpus text in the online media, where the qualitative research method used to elucidate the meaning of the messages, news and images presented for the audience on Rohingya crisis. Qualitative research method helps to find the answer of the questions 'how' and 'why' and focus on certain issues that quantitative analysis cannot (Seidman, 1998; Vandenberg *et al.*, 2011). This method helped for analytical interpretation in general to infer a detailed analysis on finding whether Rohingya crisis represent with proper attention in international media as BBC and AJE do in their online platform (Bogdan and Biklen, 1992). In this study, final report developed based on the steps like sampling of the content from online news, coding of the collected data and analyzing and interpretation of the acquiring content (McMillan, 2000; Riffe *et al.*, 2005).

Sampling

The purposive sampling method applied for the present research as Rohingya crisis is an ongoing problem (Patton, 2015; Bryman and Bell, 2003; Bryman, 2016). To find the maximal variation in the sample to integrate a few cases, but those which are as different as possible is the aim of the purposive sampling. Among several online news media, two international news media like BBC and AJE online platform selected for this study to analyze how they represent the ethnic conflict, crime against humanity, sufferings of Bangladesh and living condition of Rohingya people (Flick, 2009).

Obtaining online news data

Data for this research obtained from the BBC (<https://www.bbc.com/>) and AJE (<https://www.aljazeera.com/>) online news websites on Rohingya crisis representation to fulfill the aim of the study. Data collected from September 2017 to December 2018 on how these two media used their online platform to represent the age-old

ethnic conflict and refugee status of the Rohingya. It emphasized on how this crisis creates problem for Bangladeshi border area, how they draw the attention of western countries and international organizations including UN, is there any impact of their representation to create pressure on Myanmar government or is there any news over looked or unattended by these media in obtaining data. The sample size of collecting data from BBC and AJE was 5 (five) online news articles individual; totaling 10 news articles adopted for analyzing representation of Rohingya crisis on both the news outlets purposively. Besides, data gathered in 'message and pictorial' format for analyzing in the current research which are they using in their online platform to draw attention of the public as well as international influential groups to resolve the crisis (Paterson and Nothias, 2016). Digital elements, for instance, images, videos, link with social media like facebook, twitter, messenger, e-mail, Reddit, Pinterest and LinkedIn considered in data obtaining stage.

Coding

Qualitative content analysis requires coding the interactive content that entangles codebook and coding form creation and coding itself (Neuendorf, 2017). Content analysts have used technology to construct their codebooks while electronically produced codebooks and forms include images, diagrams and links to instructive online materials. As coding of interactive content should include training, pilot coding and intercoder reliability checks, but the complicated nature of new media content requires specialized coding procedures. For instance, Shelton and Skalski (2014) envisaged low reliability between certain coders for some variables in their study of Facebook profiles which leads them to adopt training on code and more reliable coders to code certain complicated content.

Table 1: Glossary of terms used in content analysis of online news data (Erlingsson and Brysiewicz, 2017)

Terms	Explanation
Condensation	A process of shortening the text while keeping the core meaning intact
Code	A code is considered as a label, a name that describes exactly what the particular meaning of condensed unit, one or two words long usually.
Category	Category is formed by grouping codes together those are related to each other through their content or context.
Theme	A theme is used to express the underlying meaning that is latent content, found in two or more categories.

In this qualitative research on representation of Rohingya crisis in online news media manually coding had conducted from the collected news articles from BBC and AJE websites. The glossary of terms used in the coding process has shown in **Table 1**. In coding process, first of all, condensation that is shortening of text from the selected articles done with keeping the original meaning intact to get idea of the news. Then various forms of code named on the selected terms from the obtained news performed with noting down in the codebooks and forms to store the record of coded online materials. After that the coded materials were categorized by grouping codes together depending on their text, content, image, videos and social networking elements. Finally, various themes have been formulated to syntheses the final product of representation terms on Rohingya crisis. In this regard, emotion, gravity of the news, appeal for human solidarity for Rohingya persecuted people and international initiatives and linked with the digital elements how they are communicated with the audience considered for coding (Chew and Eysenbach, 2010; Neuendorf, 2017). In fact, five news articles of BBC coded as B1,B2,B3,B4 & B5 whereas other five articles from AJE coded as A1,A2,A3,A4 & A5 (see **Table 2**).

Table 2: Representation of Rohingya Crisis in BBC and Al Jazeera English online news

Online News media	Code	News
BBC	B1	Myanmar conflict: Fake photos inflame tension (Head, 2017);Link: https://www.bbc.com/news/world-asia-41123878
	B2	Rohingya crisis: UN sees 'ethnic cleansing' in Myanmar (BBC, 2017);Link: https://www.bbc.com/news/world-asia-41224108
	B3	Rohingya crisis: Refugees tell of 'house by house' killings (BBC, 2017);Link: https://www.bbc.com/news/av/world-asia-41674965/rohingya-crisis-refugees-tell-of-house-by-house-killings
	B4	Rohingya crisis: born into chaos (BBC, 2017);Link: https://www.bbc.com/news/av/world-asia-41516441/rohingya-crisis-born-into-chaos
	B5	Rohingya crisis: Bangladesh and Myanmar agree repatriation timeframe (BBC, 2018);Link: https://www.bbc.com/news/world-asia-42699602
Al Jazeera English	A1	Rohingya crisis explained in maps: A visual explainer of the unrest in Myanmar that has forced around one million Rohingya to flee their homes (Asrar, 2017);Link: https://www.aljazeera.com/indepth/interactive/2017/09/rohingya-crisis-explained-maps-170910140906580.html
	A2	Rohingya: 500,000 unlikely to receive schooling in 2018 (Al Jazeera English,2017);Link: https://www.aljazeera.com/news/2017/12/rohingya-500000-receive-schooling-2018-171224065109722.html
	A3	The Rohingya crisis and the role of OIC: The Organisation of Islamic Cooperation is not doing enough to save the Rohingya community in Myanmar(al-Ahsan,2017);Link: https://www.aljazeera.com/indepth/opinion/2017/02/rohingya-crisis-role-oic-170217102801957.html
	A4	Malaysia: Muslim countries should end Rohingya crisis: Malaysia PM Najib Razak warns that Rohingya could be 'infiltrated' by ISIL if their plight is not solved (Al Jazeera English, 2018);Link: https://www.aljazeera.com/news/2017/01/malaysia-muslim-countries-rohingya-crisis-170119125547603.html
	A5	One year on: Rohingya Refugees in Bangladesh: Since August 25, 2017, some 700,000 people crossed the border to escape a fierce crackdown by Myanmar's army (Furcoi, 2018);Link: https://www.aljazeera.com/indepth/inpictures/year-rohingya-refugees-bangladesh-180823074512290.html

Method of analyzing

The qualitative content analysis method adopted for analyzing the collected data from the BBC and AJE online news websites for the current research. While analysis is integrated into coding, this is much more congenial for qualitative rather than quantitative content analysis (White and Marsh, 2006). In the current research, analysis of the contents performed with coding of different text, content, images, videos, maps and link with social media like Facebook, Twitter, Reddit, E-mail, Pinterest, LinkedIn and feedback options (Maier, 2010). Coding task done recurrently to keep the integrity of the information to check if there was any information left from analysis to produce the appropriate themes for this study. The qualitative content analysis adopted for the analysis of the collected data from online news websites of BBC and AJE. In analysis process, manually every single aspects of the selected sample text have been written down on the codebooks and forms for storing the information carefully. The inner meaning of represented in text, images, videos and maps elucidate minutely not to miss any latent meaning of the representation of the world's most vulnerable persecuted Rohingya people for public. Finally, the findings of the analysis product presented in graphs, table, chart and figure to have an over view of the representation of Rohingya crisis in BBC and AJE online news.

Findings and Rationale

Rohingya crisis representation in BBC and AJE online news

In BBC and AJE online news, 'Rohingya Crisis' term used in 70% news headlines whereas 'Myanmar Conflict', 'Rohingya' and 'Rohingya Refugees' were used in other headlines to recognize the severity of the crisis as shown in **Table 3**. Whilst BBC used 'Myanmar Conflict' and AJE used 'Rohingya' and 'Rohingya Refugees' words only to draw the attention of the crisis. These findings supported by other finding, for instance, China's national political matters represented by AJE and BBC news reports with 'light difference in frequency of news reports' showing little variation of their news agenda (Brown and Youmans, 2012). Besides, news topics were diverse and treatment was mixed in both news outlets despite the minor variation in news frequency. However, the emerging themes from this research are that both channels had similarities and differences.

Table 3: Rohingya Crisis representation in text in BBC and AJE online news headlines

Text	Online News Media		Percentage (%)
	BBC	AJE	
Myanmar Conflict	1	0	10
Rohingya Crisis	4	3	70
Rohingya	0	1	10
Rohingya Refugees	0	1	10
Total	5	5	100

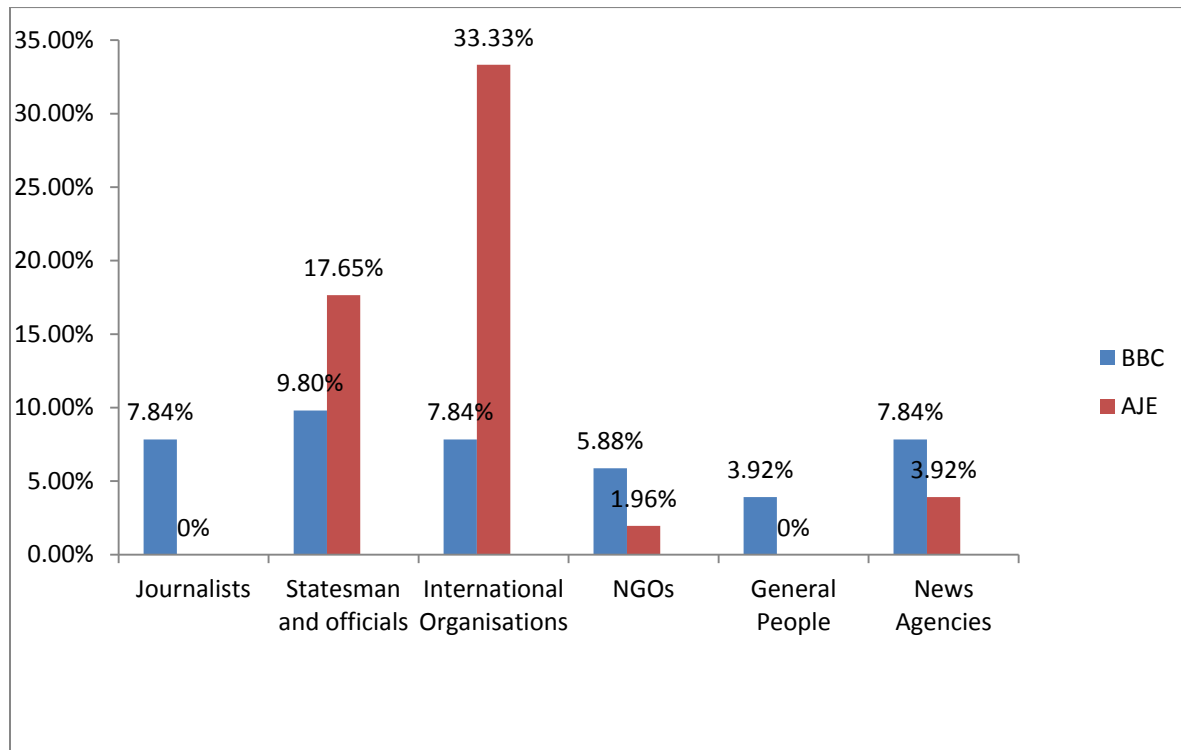


Figure 1 Sources of online news used by BBC and AJE

Figure 1 illustrates the various sources of online news used by BBC and AJE in percentage. In AJE, the highest percentage of information (33.33%) used from International Organizations like United Nations (UN), UN High Commission for Refugee (UNHCR) and International Rescue Committee (IRC) either of these organizations chiefs, spokespersons or from their reports as sources, whereas it did not use any information from the journalists and general people to represent the Rohingya crisis, which depicted as the crime against humanity. On the other hand, BBC used statesman and officials speech like Prime Minister, Foreign Secretary and other officials as their main

sources of information (9.80%) to represent this crisis. BBC used least information (3.92%) from the general people to produce their online news about Rohingya crisis. Out of 51 sources, AJE and BBC used 29 and 22 different sources respectively to represent this crisis. It exemplify that both news outlets mostly used elite sources rather than non-elite sources to represent the greatest ethnic cleansing in Myanmar in their online news publications. These findings authenticated as the use of elite-centric nature of news sourcing habitually pursued by journalists which sparked criticism in journalism studies literature, 'but these debates are being revisited in light of the growth of digital journalism' (Gans, 1979; Hallin *et al.*, 1993).

Digital elements in BBC and AJE online news

1. Use of images and videos as digital elements in BBC and AJE online news

Combination of images and videos (4) used mostly in AJE online news, while it did not produce any online news depending on only videos as digital elements in their online news as shown in the **Table 4**. Whereas BBC used mostly video (3) alone followed by images (1), and combination of images and videos (1) as digital elements in their online news in Rohingya crisis representation. In total, for both news outlets, images and videos together used in 5 online news articles, only videos used in 3 articles and images singly used in 2 articles.

Table 4: The number of digital elements used in BBC and AJE online news

Digital Elements	BBC (Number)	AJE (Number)	Total (Number)
Images	1	1	2
Videos	3	0	3
Images and Videos	1	4	5
Total	5	5	10

Figure 2 below depicted the percentage of images, videos and combination of images and videos used as digital elements in BBC and AJE online news representation of Rohingya crisis. The highest percentage of digital elements used together of images and videos were 50%, whereas the least used digital elements were images only for both news outlets (20%). While only videos element found in 30% online news for these two online news media.

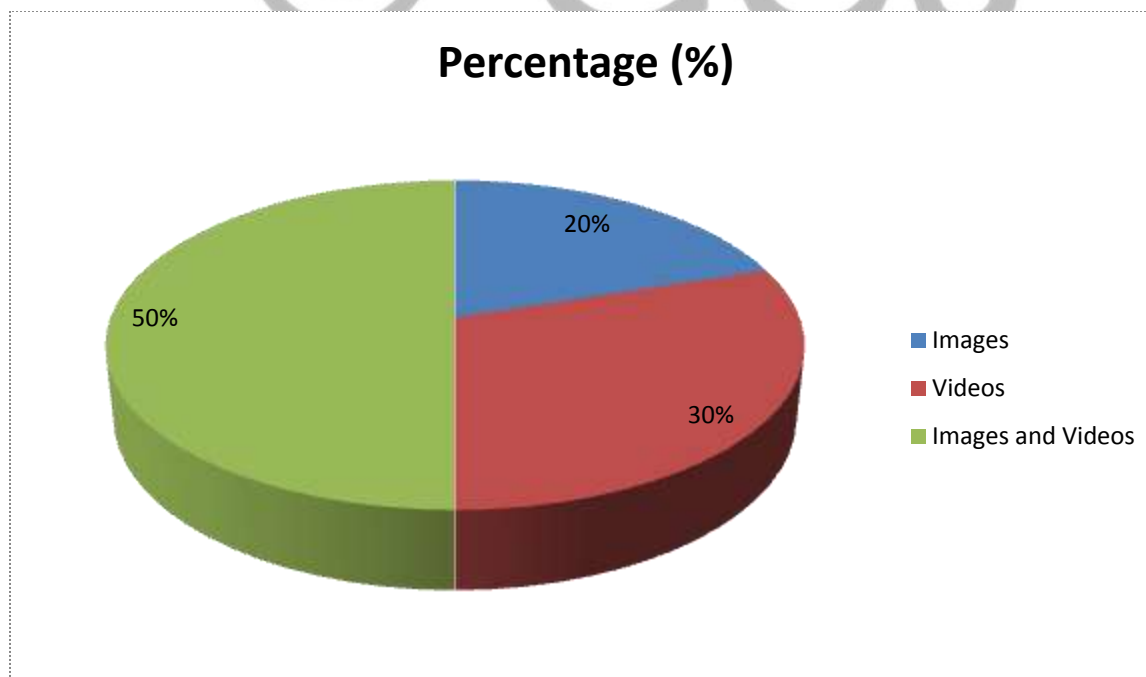


Figure 2 Digital Elements used in BBC and AJE online news shown in percentage

In BBC online news (see **Table 2**), B1 represented some fake photos shared in social media in favor (bottom photo) and against (top photo) of Rohingya crisis which intensified the crisis as shown in **Figure 3**. This news had a warning for audience not to be shocked, for example, 'WARNING: This article contains images some people may find upsetting'. Three video clips used to represent the real feature of this crisis in B2 online news article. One of these videos creates sensation which was on burning of Muslim villages in 'Maungdaw' and 'Gadu Thar Ya' while "Maungdaw is usually off-limits to journalists". Whereas others two videos content about the sufferings and vulnerabilities of Rohingya refugees who fled from Myanmar to Bangladesh border based on seeking aid by the victims. The sufferings of nine months pregnant woman named Roshida interviewed in one of these videos.



Figure 3 Fake photos (top and bottom) represented by BBC online news for Rohingya Crisis

In B3 and B4 online news article of BBC videos used only to represent the scenario of Rohingya crisis by taking statements of the victims on 'the slaughter took place house by house' and 'born destitute' in the chaotic situation in the refugee camp respectively (see **Table 2**). The duration of the videos on the online article B3 was 01.42

minutes and for article B4 was 02.29 minutes. While one of the victims explained his horrible experiences regarding 'head and limbs chopped off' for mass killings of Rohingya Muslims by Myanmar military junta in B3 news article. Another victim who gave birth in to chaos stated that she had to give birth on the mud floor where there were no medicines or foods for them, which has been represented in B4 article's video content. In B5 news article used both video clip and image while video represented one rape victim's bitter experiences in her own speech. She also described the incident of killing of her son by rapists.

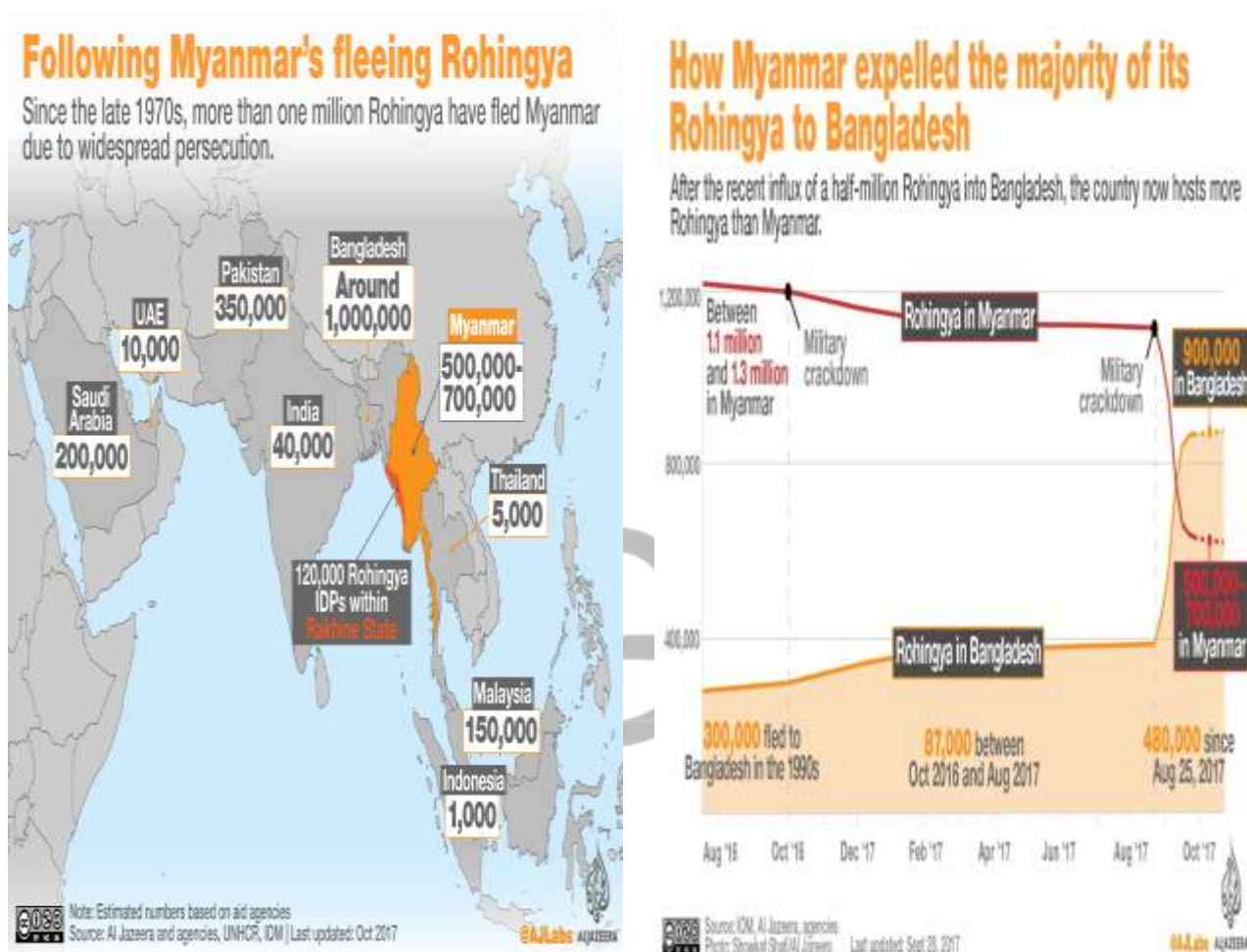


Figure 4 Illustration of Rohingya crisis in maps of AJE online news

In A1 news article of AJE online news, 6 maps used to depict various factors, dimensions and statistics of Rohingya crisis with headings namely "Finding safe haven in Bangladesh", "Refugee Settlements in Cox's Bazar", "Following Myanmar's fleeing Rohingya", "Major ethnic groups in Myanmar", "Scorched earth campaign in Rakhaine" and "How Myanmar expelled the majority of its Rohingya to Bangladesh" (see **Table 2**). **Figure 4** illustrated how Rohingya people fled to different countries of the world and Myanmar expelled them to Bangladesh. In this exclusive form of representation of digital content, Rohingya's drove away from Rkhaine State of Myanmar to India, Pakistan, Thailand, Malaysia, Saudi Arabia, United States of Arab Emirates (UAE), Bangladesh and Indonesia. While about 900,000 Rohingya Muslims expelled from Myanmar to Bangladesh during the period of October 2017.

AJE online article A2 contains two images and one video clip about Rohingya refugee children's vulnerability in refugee camp in Bangladesh (see **Table 2**). While UNICEF provided video in short interface in one side of the text naming "Watch: UNICEF Centers are havens for Rohingya child refugees (1:37)" has been represented their aid for child education and entertainment in this online content. The Organization of Islamic Cooperation's (OIC) initiative

has been illustrated in article A3 as shown in **Figure 5**. This article contains an 'Inside story' regarding global solidarity of this Rohingya crisis from their TV Channel with video clip of 25:00 minutes duration. In A4 news article, one image used in front of the page with headline along two videos to depict Myanmar's Rohingya living in a cage like a prisoner who wants to flee from Rakhaine State to a better place particularly in Bangladesh. In addition, only fifteen images used to represent living condition of Rohingya people in Bangladesh after one year of their fleeing from Myanmar in article A5 of AJE follow up online news.



Figure 5 OIC initiatives for Rohingya crisis resolution represented in AJE online news

These findings of this research regarding using of images, videos and combined use of images and videos justified by Coleman (2005), 'as a photograph, map, portrait or sketch represents without direct accountability to the represented subject', while representation of public interests entangle an intimate relationship between the wishes of the represented and the actions of representatives democratically. Whereas Pitkin (1967) argued that mandates of the represented should be applied for representatives in contrast to own views regardless of the wishes of the represented should be the role of representatives. Alternately, broadband technology opens up new avenues in use of sophisticated graphics, audio, and video files to allure multimedia-savvy consumers to spend on gadgetry by online news media. For example, CNN (Cable News Network), ABC, and Fox Sports web sites have begun to charge for some of their video clips (Scott, 2005).

On use of digital elements in online news production, this research revealed that 50% online news articles of both the BBC and AJE were based in combination of images and videos (see **Figure 6**). While video technologies, for example, camcorders and closed-circuit television (CCTV) have provided sharing news and construct unadulterated representation (Coleman, 2005). In addition, mobile video-journalism brings revolution in the production of news and television/internet programs and the improvements in the quality of information (Vaz Álvarez, 2017). For example, 'BBC produced its show Click in the Mobile World Congress of Barcelona exclusively with smartphones and tablets and Al Jazeera also has a section dedicated exclusively to video-journalism'. However, the growth around online video news seems to be largely driven by technology, platforms, and publishers rather than by strong consumer demand (Kalogeropoulos, Cherubini and Newman, 2016). While website users in particular remain resistant to online video news of average visit time spent on video pages with only around 2.5%; 97.5% of time is still spent with text and around 75% of respondents only occasionally or never use video news online

revealed from a Reuters institute survey. Whereas Crabb *et al.* (2015) argued that millions of people rely on subtitles when watching video content. In the current change in media 'a large proportion of people turning to online sources as opposed to regular television for news information'.



Figure 6 Videos representation of Rohingya crisis in BBC (left) and AJE (right) online news

2. Link with social media and audience interaction in BBC and AJE online news

Regarding link with social media and audience interaction in BBC and AJE online news, this study explored that both of these online news media interact with audience to know the views of the people about the represented news on Rohingya crisis with the help of social media like Facebook, Twitter, Messenger, Pinterest, LinkedIn, E-mail and Reddit as shown in **Table 5**. It observed that all of the news articles were not linked with all social media features. All of the articles of two digital media taken for this research used feedback option to interact with the audience, but there were no below line comments option open to all people like others web based news media. It also noticed that most of the articles were hyperlinked with other related articles to clarify the main information for the audience to have thorough ideas about the persecuted Rohingya people of Myanmar.

In BBC, B2,B3 and B4 articles demonstrated the same social media features whereas B1 and B5 showed slightly different options of audience interaction like 'Read more from Reality Check' & 'Follow us on Twitter' and only 'share' option respectively. While in AJE, A2, A3, A4 and A5 articles possessed similar social media features to interact with audience regarding Rohingya crisis, in contrast to, A1 which possessed slight different features as 'Reddit', 'Print', and 'Listen to this page using ReadSpeaker'.

Table 5: Social media features used in BBC and AJE online news in Rhongya crisis representation

Online News Media	News Articles	Social media features
BBC	B1	Facebook, Messenger, Twitter, E-mail, Share (E-mail, Facebook, Messenger, Twitter, Pinterest, LinkedIn), Read more from Reality Check, Follow us on Twitter
	B2	Facebook, Messenger, Twitter, E-mail, Share (E-mail, Facebook, Messenger, Twitter, Pinterest, LinkedIn)
	B3	Facebook, Messenger, Twitter, E-mail, share (E-mail, Facebook, Messenger, Twitter, Pinterest, LinkedIn)
	B4	Facebook, Messenger, Twitter, E-mail, Share (E-mail, Facebook, Messenger, Twitter, Pinterest, LinkedIn)
	B5	Share (E-mail, Facebook, Messenger, twitter, Pinterest, LinkedIn)
AJE	A1	Facebook, Twitter, Reddit, Print, send Feedback, Listen to this page using ReadSpeaker, Sign up for our Newsletter
	A2	Facebook, Twitter, Have your say. Give us_feedback_Sign up for our Newsletter.
	A3	Facebook, Twitter, Have your say. Give us feedback. Sign up for our Newsletter.
	A4	Facebook, Twitter, Have your say. Give us feedback.Sign up for our Newsletter.
	A5	Facebook, Twitter, Have your say. Give us feedback. Sign up for our Newsletter.

***Note:** B1, B2, B3, B4 & B5 for BBC and A1, A2, A3, A4 & A5 for AJE online news articles as shown in **Table 2**.

The current study revealed that BBC and AJE online news linked with the social media to interact with audience to have the perception of the people regarding the world most vulnerable Rohingya crisis, which has been supported by other research. Graham and Wright (2015) stated that below the line comments are now using by public to participate in the news in unprecedented ways. While Myers (2010) argues new forms of online journalism augmented with the help of facebook, twitter, blogs and mobile live streaming along with the new dimension of hyperlinked sources (Thorsen and Jackson, 2018). In addition, social media is inspired by events in the news and alternately provide a handle on the impact of news events (Tsagkias *et al.*, 2011). However, Messing and Westwood (2014) argued that 'the internet exacerbates the fragmentation of the media and the citizenry' with political polarization. Where social media changes news consumption pattern providing readers to choice of stories from various sources that evolves from 'politically heterogeneous individuals' that emphasizes social value on political affiliation. Similarly, Anstead and O'Loughlin (2011) augmented this argument as politicians, policy makers, broadcasters, and regulators are facing challenge to institutionalize social media developments into 'traditional broadcasting formats'. In fact, social media space is unregulated which has no formal monitoring, analyzing and integrating mechanism into broadcasts or governance of online news content.

Rationale of interpretation of Rohingya Crisis in BBC and AJE online news

This study recognized that there are differences and similarities in representation of Rohingya crisis in the context of biasness, balance and real scenario of the online news of BBC and AJE. Regarding the interpretation of this crisis, the same phenomena represented in different ways by both of these news outlets due to variation in their ideological stand points. In fact, these two media have their own policy to represent this crisis which has great impact on the audience to formulate perception about the issue.

In BBC, news article B1 which has been selected for this study represented balanced news, where it depicted that fake photos disseminated by social media in favor and against of this incident, which created propaganda about this crisis (see **Table 2**). In this article, a warning has been used for audience not to be confused about the real crisis. As the access for journalists to the crisis prone area was restricted that created difficulty for gathering information and real photos of the violence. Article B2 represented the point of view of UN about this crisis. As UN

is a global organization which works on war, refugee, development, poverty and violence BBC tried to focus on the global initiative for Rohingya crisis in this article. While article B3 represented, the real incidents of violence, burning, killings and massacre of Rohingya people by interviewing the victims in Rohingya camp in Bangladesh. In article B4, BBC highlighted the sufferings of new born babies and pregnant woman in refugee camp as they are most vulnerable among the all refugees. Lastly, in article B5, BBC online news pointed out the hope of negotiation between Myanmar and Bangladesh to resolve the crisis as Bangladesh is the most affected neighboring country of Rohingya crisis.

News article A1 of AJE online news which has been taken as a sample of this study represented Rohingya crisis to interpret overall scenario of the crisis in maps (see **Table 2**). This article focused trajectories of fleeing number of Rohingya, receiving countries, major ethnic groups in Myanmar and refugee settlement in Cox's Bazar. In article A2, AJE represented Rohingya children deprived of schooling in Bangladesh as their generation in endangered condition. Here, they tried to draw attention of the international aid agencies to save the Rohingya children in refugee camps in Bangladesh. While AJE represented the role of OIC for Rohingya crisis in article A3 of selected online news which is Muslim biased. As OIC is the organization for Islamic countries, AJE wanted to raise the Islamic solidarity globally in favor of this crisis. Moreover, in article A4, AJE represented the statement of Malaysian Prime Minister while an urge of rescuing Rohingya by Muslim countries has been enunciated with this article. Interestingly, AJE represented a follow up of one year news story on the settlement of Rohingya Refugees in camps by using series of images in article A5.

While Johnson and Fahmy (2008) surveyed that Al Jazeera viewers rated the networks of Arabic language website as 'highly credible on all measure'. On the other hand, viewers rated 'CNN and BBC high on expertise, but ranked them low on trustworthiness'. Consequently, on credibility measures BBC and CNN were rated as low, whereas young people highly rely on Al Jazeera online news networks (*ibid*.338). Brown and Youmans (2012) argued that AJE underpins intellectual understanding among Americans. However, many American have pre-formed suspicions about AJE as this is not widely available in United States (US). While Arab Americans hold prejudice against AJE, however, it can be changed depending on how it represented by other media in production of satiric soft news and hard news' (Brown and Youmans, 2012).

Conclusion

Rohingya crisis is the world most humanitarian crisis that represented in the BBC and AJE online news where people get the glimpse of gruesome picture of the violence. Similarities and dissimilarities were exists in the textual online representation of Rohingya crisis in BBC and AJE. Both media used images, video clips, combination of images and videos to make news more reliable and vivid as digital elements. They have linked with social media like Facebook, twitter, Messenger, Pinterest, LinkedIn, E-mail and Reddit. These two online media represented the same phenomena in different ways due to the variation in ideology. BBC and AJE have almost all the features of digital media, but these two worlds recognized global online news media should have more space for audiences like bellow line comments option which is open for all audiences. However, AJE should be more neutral in terms of digital and textual representation of political issue like Rohingya crisis to increase its global acceptance. Therefore, the future endeavor of the subsequent research would be investigated of the public opinion on the Rohingya crisis in online news media.

Author's contributions

First author, Israt Jahan has produced this research work for publication as a part of her dissertation. While second author, Abu Taher Muhammad Abdullah has conceptually constructed this paper and edited the manuscript.

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