

**INFLUENCE OF NATIONAL INTERESTS ON THE EDITORIAL POLICY OF
INTERNATIONAL MEDIA (BBC, CNN, AND AL JAZEERA)**

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Abstract. This article examines the influence of state national interests on the editorial policies of BBC, CNN, and Al Jazeera. It analyzes funding sources, governmental priorities, historical contexts, and specific positioning features of international media corporations. The study reveals differences in news coverage and demonstrates how political objectives shape the content of global media.

Keywords: international media, national interests, editorial policy, BBC, CNN, Al Jazeera, information narratives, media strategy.

Аннотация. В данной статье рассматривается влияние национальных интересов государства на редакционную политику BBC, CNN и Al Jazeera. Анализируются источники финансирования, государственные приоритеты, исторический контекст и особенности позиционирования международных медиакорпораций. Исследование выявляет различия в новостном освещении и демонстрирует, как политические цели формируют содержание глобальных медиа.

Ключевые слова: международные медиа, национальные интересы, редакционная политика, BBC, CNN, Al Jazeera, информационные нарративы, медиастратегия.

Annotatsiya. Ushbu maqolada davlatlar milliy manfaatlarining BBC, CNN va Al Jazeera tahririyat siyosatiga ta'siri o'rganiladi. Moliyaviy manbalar, hukumatning ustuvor yo'nalishlari, tarixiy kontekst hamda xalqaro media korporatsiyalarining o'ziga xos pozitsiyalash xususiyatlari tahlil qilinadi. Tadqiqot yangiliklarni yoritishdagi

farqlarni aniqlab, siyosiy maqsadlar global media kontentini qanday shakllantirishini ifodalaydi.

Kalit soʻzlar: xalqaro media, milliy manfaatlar, tahririyat siyosati, BBC, CNN, Al Jazeera, axborot narrativlari, media strategiyasi.

In the modern global media space, international news corporations play a crucial role in shaping public opinion, diplomatic processes, and political communication. The most prominent among them are BBC (United Kingdom), CNN (USA), and Al Jazeera (Qatar). Despite the formal independence of their editorial offices, the content of these media is inevitably linked to the national interests of states that influence funding, regulation, or strategic objectives of media holdings. This study aims to analyze the mechanisms of such influence and its manifestations in editorial policy.

The Role of BBC in Shaping the British Information Narrative

BBC is traditionally considered a benchmark of journalistic standards; however, its structure is historically linked to the British state. The license fee, regulatory features, and status as a public corporation create an editorial environment where topics significant for the interests of Great Britain become priorities. In the international agenda, this is manifested through an emphasis on issues of democracy, rule of law, human rights, and government transparency. Analysis of various BBC World News broadcasts shows that criticism of authoritarian practices, conflict resolution through diplomatic means, and support for a rules-based international order often correspond to British foreign policy. For example, coverage of Brexit negotiations largely focused on the official London position and consequences for the British economy, while underlying causes and arguments of European sides often remained secondary.

When covering conflicts, BBC adheres to the principle of balance; however, the selection of experts, sequence of argument presentation, and phrasing allow for tracing the ideological context. For instance, in materials about the Middle East, BBC traditionally pays attention to humanitarian issues and international law, following the traditional line of British diplomacy oriented towards multilateralism.

CNN as a Media Resource of American Political Influence

CNN, being a commercial media outlet, operates within the American media market but carries a global function - the transmission of views characteristic of the US political and economic space. Unlike BBC, CNN is not subject to state control; however, national interests are manifested through the ideology of American democracy, market economy, and US foreign policy leadership.

Researchers note that CNN actively shapes narratives in favor of American diplomacy, especially when covering international crises. During conflicts involving the US, CNN emphasizes the legitimacy of American actions, the importance of allied relations, and threats from competitor states. Rhetoric related to human rights protection, fight against terrorism, and promotion of democratic values corresponds to the traditional US foreign policy discourse. A vivid example is the difference in coverage of protests in Hong Kong and the events at the US Capitol on January 6, 2021. In the first case, the emphasis was on the "struggle for democracy," in the second - on the "attack on democracy," which reflects duality in the application of American value frameworks.

Al Jazeera and Qatari Interests in Global Journalism

Al Jazeera has become a media platform that significantly enhanced Qatar's influence on the international arena. The corporation's funding by the Qatari state determines the strategic framework of editorial policy. The channel is known for its liberal position in

727

covering protests, criticizing some Middle Eastern leaders, and supporting the idea of political pluralism in Arab countries.

A characteristic feature of Al Jazeera is its emphasis on regional topics, often presented in line with Qatari interests: support for "soft power" diplomacy, coverage of humanitarian crises, and support for those political movements that do not contradict Qatar's foreign policy. At the same time, the channel has been criticized for limited criticism of Qatari domestic politics and Qatar's allies.

Comparative Analysis

Comparison of BBC, CNN, and Al Jazeera shows that national interests exert influence at three levels:

1. Financial-structural level: BBC - public corporation; CNN - commercial media holding; Al Jazeera - state-funded structure.
2. Ideological level: BBC - humanism, international law; CNN - US liberal values; Al Jazeera - political pluralism within the Middle Eastern context.
3. Editorial level: Selection of topics, experts, formulations, tone, and depth of analysis.

Thus, national interests do not give journalists direct instructions but define the boundaries within which media narratives are formed. International media cannot completely escape the political environment in which they operate.

Conclusions

The research shows that global media corporations remain crucial instruments of state "soft power." Despite the commitment to objectivity, the editorial policies of BBC, CNN, and Al Jazeera are closely linked to the geopolitical interests of their countries.

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This is manifested in the selection of topics, interpretation of international processes, and formation of informational emphasis. Understanding these mechanisms allows for more critical perception of news and analysis of the impact of media strategies on world public opinion.

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