



Korean Media Strategies in Constructing Global Education Narratives: A Framing Analysis of SEVENTEEN's Speech at UNESCO

Cinta Najla Syifa Rafilah^{1*}; Risa Triarisanti²; Ashanti Widyana³

^{1,2,3}Korean Language Education, Universitas Pendidikan Indonesia, Indonesia

^{1*}Corresponding Email: cintanajlasyifa@upi.edu, Phone Number: 0878 xxxx xxxx

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Abstract: This research employs Pan and Kosicki's framing model to examine the depiction of SEVENTEEN's address at the 2023 UNESCO Youth Forum by Korean online media. The study analyzed three leading media sources: The Chosun Daily, Hankyoreh, and The Kyunghyang Shinmun, each showcasing distinct ideological perspectives. This research employs qualitative methods to explore how these outlets intentionally utilize syntactic, script, thematic, and rhetorical framing components to construct the conveyed message. The results indicate that The Chosun Daily prioritizes national pride and unity, Hankyoreh emphasizes humanitarian and educational themes, while The Kyunghyang Shinmun showcases youth empowerment and solidarity. Although they have differing ideologies, the three media organizations advocate for common principles, such as the significance of education, international collaboration, and leadership among young people. This research highlights the significant influence of framing on the public's views of global occurrences and personalities, particularly within the realm of public diplomacy via K-pop. Furthermore, it aids in the progression of media studies by offering perspectives on how cultural symbols shape stories of optimism, collaboration, and citizenship. Future comparative research is suggested to examine cross-cultural framing methods in digital journalism.

Abstrak: Penelitian ini menggunakan model framing Pan dan Kosicki untuk meneliti penggambaran pidato SEVENTEEN di UNESCO Youth Forum 2023 oleh media online Korea. Penelitian ini menganalisis tiga sumber media terkemuka: The Chosun Daily, Hankyoreh, dan The Kyunghyang Shinmun, yang masing-masing menampilkan perspektif ideologi yang berbeda. Penelitian ini menggunakan metode kualitatif untuk mengeksplorasi bagaimana media-media tersebut dengan sengaja menggunakan komponen sintaksis, skrip, tematik, dan pembingkai retorik untuk mengkonstruksi pesan yang disampaikan. Hasil penelitian menunjukkan bahwa The Chosun Daily memprioritaskan kebanggaan dan persatuan nasional, Hankyoreh menekankan tema kemanusiaan dan pendidikan, sedangkan The Kyunghyang Shinmun menampilkan pemberdayaan dan solidaritas pemuda. Meskipun memiliki ideologi yang berbeda, ketiga sumber media tersebut mengadvokasi prinsip-prinsip yang sama, seperti pentingnya pendidikan, kolaborasi internasional, dan kepemimpinan di kalangan anak muda. Penelitian ini menyoroti pengaruh signifikan dari pembingkai terhadap pandangan publik mengenai kejadian dan tokoh internasional, khususnya dalam ranah diplomasi publik melalui K-pop. Selain itu, penelitian ini membantu perkembangan studi media dengan menawarkan perspektif tentang bagaimana simbol budaya membentuk kisah-kisah tentang optimisme, kolaborasi, dan kewarganegaraan. Penelitian komparatif di masa depan disarankan untuk meneliti metode pembingkai lintas budaya dalam jurnalisme digital.

A. Introduction

The media greatly influence the public's view of events and social branding. Online media has a growing impact on improving people's comprehension of complicated topics in the digital era by delivering a selection of information in an organized and aesthetically pleasing way. The media conveys information through language, news structure, and visual elements, and shapes social reality. In such a situation, it is essential to understand how the media create issues and how audiences accept them. Online media can influence people's perspectives by choosing specific perspectives in their presentation (Henry, 2019). In line with this, framing in online media significantly shapes how individuals perceive and interpret events (Kartini et al., 2020).

To understand social reality, Goffman uses "framing" to explain that people use specific patterns of interpretation (Telli & Altun, 2023). Selecting and accentuating some aspects of an event to define the problem, identify the problem, identify the cause, provide moral evaluation, and suggest solutions, framing is developed by Entman (Khoerunisa, 2024). Building on this theoretical foundation, Pan & Kosicki (1993) introduced a more systematic framing model by identifying four main components of media texts: syntactic, script, thematic, and rhetorical.

Syntactic elements related to how news is structured form the primary focus the media wants to convey. This syntactic structure includes headlines, sub-headlines, opening paragraphs, and the order in which information is presented. How the media constructs this information can influence how readers understand and respond to issues. Script elements relate to the narrative patterns used in the news, such as applying the 5W+1H principle. Using script elements, the media can frame events by focusing on certain things, linking issues with specific backgrounds, or even excluding elements considered irrelevant to the purpose of the news. Thematic elements focus on how problems are conceptually organized in news texts. This includes selecting facts, choosing sources, and linking information to larger ideas or discourses. By doing so, the media can encourage audiences to see an event in the context in which they apply it. Rhetorical elements include language, diction, metaphors, and visual elements such as images or videos in the news. These elements can reinforce the message by influencing the audience's feelings.

The model developed by Pan and Kosicki has been used in various settings in earlier research. The CNN Indonesia education policy framing may be examined using this approach, which leads to the conclusion that syntax is crucial in highlighting particular news points (Hidayah & Riauan, 2022). A study of Coldplay concert framing using the same approach showed that media framing can influence public opinion by emphasizing an event's social and economic aspects (Angela & Dolis, 2023). Framing in education and social issues often uses thematic and rhetorical elements to support the message (Rahmawati & Setiawan, 2023). In addition, media framing can influence how people understand issues by emphasizing or ignoring certain aspects (Bayuaji & Monggilo, 2024). These results further affirm the relevance of Pan and Kosicki's framing analysis model in online media.

In addition, the media ecology where framing tactics are used also often shapes it. In South Korea, online news portals are highlighted as gatekeepers that shape the distribution and framing of materials on digital platforms (Dwyer & Hutchinson, 2019). This technology infrastructure instills ideological preferences in framing and affects news visibility. However, it has been shown that the media describes cultural and political events differently based on editorial and ideological biases, such as the controversial "native" Anies Baswedan statement (Matondang & Septianda, 2019).

A recent and notable event that lends itself well to this framework is SEVENTEEN's speech at the UNESCO Youth Forum on November 14, 2023, one of the recent phenomena related to framing. SEVENTEEN delivered a speech emphasizing the importance of education and solidarity for the younger generation. Korean media, such as The Chosun Daily, Hankyoreh, and The Kyunghyang Shinmun, used various framing techniques to convey the speech, affecting how the audience understood the message.

These three media have different perspectives. Korea's largest conservative media outlet, The Chosun Daily, often uses perspectives that do not always have continuity and often support government policies (Na & Kang, 2018). In contrast, Hankyoreh is a progressive media outlet focusing on critical reports on social issues, human rights, and social justice. Hankyoreh differentiates itself from conservative media by emphasizing its humanitarian aspects and economic benefits to society (Shin & Ma, 2019). Meanwhile, the Kyunghyang Shinmun, which has a long history in Korean journalism, is known for its neutrality and clear commitment. Often, it influences public opinion, especially on civil and political rights (Seo, 2021).

In addition, global education has emerged as an important issue because it deals with information availability, citizen involvement growth, and intercultural understanding (Omar & Asmaa, 2022; Ciechanowska, 2016). Therefore, culturally significant public figures such as SEVENTEEN are significant in promoting participatory values and global citizenship (Perry, 2017). For students to successfully traverse and confront these interconnected concerns, education must cultivate global consciousness (Ciechanowska, 2016; Perry, 2017). In addition to fostering awareness of global challenges, this educational framework strongly emphasizes principles like equality, peace, and solidarity, which are critical to creating a just society (Kaniewska & Klimski, 2017).

A study of the coverage of the Wada issue in Tempo.co found that the media tends to use a particular point of view to construct a particular reality. Researchers argue that media framing can determine how an issue is understood by the public, either by emphasizing certain aspects or by ignoring other elements that may have the same or greater significance (Bayuaji & Monggilo, 2024).

Based on this background, this study will analyze how The Chosun Daily, Hankyoreh, and The Kyunghyang Shinmun used framing elements to create an image of SEVENTEEN in their speeches at the UNESCO Youth Forum. It will also identify which framing elements the media emphasize and ignore, and how they affect the audience's perception.

Although previous studies have used Pan and Kosicki's framing model to analyze various issues such as education policy (Hidayah & Riauan, 2022), popular culture concerts (Angela & Dolis, 2023), and other social issues (Rahmawati & Setiawan, 2023; Bayuaji & Monggilo, 2024), studies on how Korean media frames K-pop figures' speeches in international forums such as UNESCO are still rare. The role of Korean popular culture - especially K-pop - is increasingly significant in cultural diplomacy and its influence on global public opinion. However, as noted in the context of Islamic education, which emphasizes the necessity for graduates to engage as agents of change, young people's individualistic and pragmatic attitudes prevent them from embracing greater social obligations (Ependi, 2020). Governments, educators, and communities must work together to address these issues and develop mechanisms that more effectively recognize and reduce risk factors, ultimately creating an atmosphere where youth may flourish (Edwards & Rodak, 2016).

K-pop plays a pivotal role in South Korea's public diplomacy, serving as a vehicle for soft power. This phenomenon, known as the Korean Wave or Hallyu, encompasses various cultural exports, with K-pop at its forefront. K-pop significantly contributes to South Korea's cultural diplomacy efforts (Kunkunrat, 2024). The integration of K-pop into South Korea's foreign policy has not only enhanced its image abroad but has also fostered stronger bilateral relationships, particularly with countries like Indonesia and those in Central Asia (Permatasari, 2022; Padmo et al., 2021; Bakytzhanova & Tuleshova, 2023). Moreover, K-pop's influence extends beyond cultural spheres into security diplomacy, supporting South Korea's national security goals by shaping positive perceptions among significant powers like the United States and China (Barden, 2019).

Therefore, this research presents a new contribution to framing studies by focusing on Korean media with different ideological orientations in framing SEVENTEEN's speech at the UNESCO Youth Forum 2023. This approach not only enriches the literature on media framing but also explains how the media constructs discourses of solidarity, education, and the role of youth in the context of popular culture.

Furthermore, the global adolescent trend, particularly in developing nations, draws attention to the lack of educational opportunities for most young people, who frequently do not have access to high-quality education or technology compared to their peers in high-income nations (Trask, 2024).

B. Method

This research employs a qualitative approach with a framing analysis method to examine how Korean media framed SEVENTEEN's speech at the UNESCO forum. The qualitative approach was selected because it facilitates an in-depth comprehension of the meanings and communication strategies employed by the media. By focusing on understanding the content and structure of the narrative, this research aims to uncover how the media compiles and highlights information through specific frames to influence audience perceptions.

The research data was sourced from three prominent Korean online media outlets: The Chosun Daily, Hankyoreh, and The Kyunghyang Shinmun. These media represent a diverse range of mainstream news sources in Korea, with a significant international audience reach. The news articles analyzed were published on November 15, 2023, the day following SEVENTEEN's speech at the UNESCO forum. Data was collected through documentation involving access to news archives from each media's official website.

Table 1. Data Table

No.	News Portal	Title	Publication Date
1	조선일보 (The Chosun Daily)	세븐틴, K팝 최초 유네스코 단독 스피치.."함께라면 해낼 수 있다"[종합] (SEVENTEEN, The First K-pop to Make Their Speech at UNESCO: "Together, We Can Do It")	November15, 2023
2	한겨레 (Hankyoreh)	세븐틴, K팝 최초 유네스코 본부 연설 "함께 배우면서 가자" [포토] (SEVENTEEN, For K-pop to Make a Speech at UNESCO Headquarters: "Let's Learn Together")	November15, 2023
3	경향신문 (The Kyunghyang Shinmun)	세븐틴, 유네스코 연설 "청년들이여 연대하라" (SEVENTEEN, UNESCO Speech: "Young People, Stand in Solidarity")	November15, 2023

The analysis model employed is [Pan & Kosicki \(1993\)](#) framing model, which comprises four key elements: syntax, script, thematic, and rhetorical. Syntactic elements examine how facts are structured in the news, such as in headlines, subheadings, and paragraph structure. The script element analyzes the narrative flow or sequence of events the media presents in conveying information. Thematic elements identify the central idea or main theme that constitutes the primary message in the news. Finally, the rhetorical elements examine language styles, diction choices, and other rhetorical elements that reinforce specific meanings or values within news narratives.

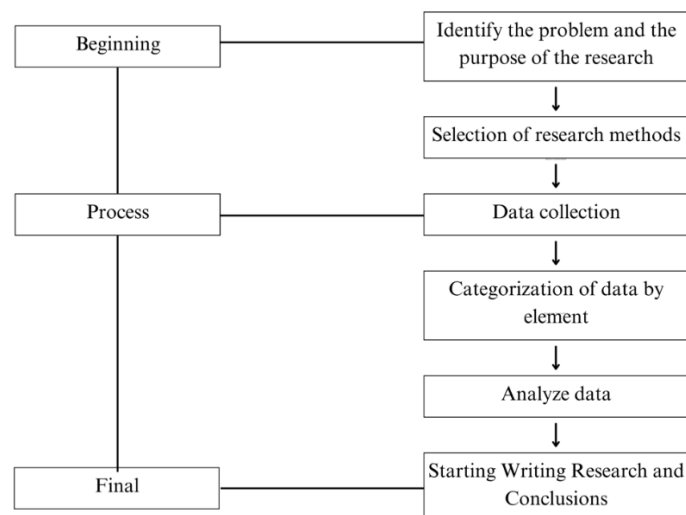


Figure 1. Research Flow

This research aimed to identify how the Korean media framed SEVENTEEN's speech in the context of their role as a representation of Korean culture. To strengthen the theoretical foundation of the research, a literature review was conducted, focusing on framing theory and text analysis. Subsequently, news from the three media outlets was collected and documented. The data was analyzed using Pan and Kosicki's framing structure, and the results were interpreted to understand the strategic meanings behind each media's framing. Finally, conclusions were drawn based on the identified framing patterns and their relevance to the Korean media's communication strategy toward SEVENTEEN's speech representation in international forums.

C. Results and Discussion

Result

In their coverage of SEVENTEEN's speech at UNESCO, the Chosun Daily, Hankyoreh, and Kyunghyang Shinmun emphasized the importance of education, collaboration, and solidarity. Hankyoreh concentrated on the necessity of educational reform and young empowerment, while the Chosun Daily emphasized SEVENTEEN's journey and the value of unity. Kyunghyang Shinmun underlined the value of global education and collaboration in building a brighter future.

1. Syntactic

The Chosun Daily applies an organized and systematic syntactic structure. The title presents interesting information, highlighting SEVENTEEN's accomplishment of being the first K-pop group to speak at UNESCO. Using a straight quote from SEVENTEEN, the introductory line introduces the central idea of unity and cooperation. Although there is no clear subtitle, the order of information in the news is neatly arranged, starting from the members' introduction, the speech's content, and the impact of SEVENTEEN's statement.

With an opening paragraph explaining the show's background, Hankyoreh employs a succinct and understandable title. A methodical news format is supported by the implicit subtitle that includes the central theme "앨뽀 배우며 따뽀 가자" (learn together, progress together). This provides a solid foundation for the plot, making it easy for readers to follow the events from beginning to end.

With a powerful headline that effectively communicates the main idea, the Kyunghyang Shinmu has an easy-to-understand grammatical structure. The first paragraphs adequately lay the groundwork for the partnership between SEVENTEEN and UNESCO. The news piece is organized chronologically despite lacking a specific subtitle. This systematic information organization improves the story's coherence and encourages content cohesiveness.

Table 2. Syntactic Elements

SYNTACTIC			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
Title	세븐틴, K팝 최초 유네스코 단독 스피치.."함께라면 해낼 수 있다"[종합] (SEVENTEEN, The First K-pop to Make Their Speech at UNESCO: "Together, We Can Do It") The headline attracts the reader's interest and explains the news content in an engaging and informative way. The news emphasizes several points: SEVENTEEN became the first K-pop artist to be allowed to speak exclusively at UNESCO, and the speech's main message states that togetherness and cooperation are the keys to success.	세븐틴, K팝 최초 유네스코 본부 연설 "함께 배우면서 가자" [포토] (SEVENTEEN, For K-pop to Make a Speech at UNESCO Headquarters: "Let's Learn Together") The headline directly conveys the central news, showing where the attention is and emphasizing the historical event and the message that inspires to learn and move together.	세븐틴, 유네스코 연설 "청년들이여 연대하라" (SEVENTEEN, UNESCO Speech: "Young People, Stand in Solidarity") The headline mentions the name of the group SEVENTEEN and emphasizes the mission and passion the group wants to convey through their speech at the UNESCO forum. With its clear and vibrant phrasing, the headline efficiently grabs the reader's attention and sets the context that the story will be about SEVENTEEN's motivation message and call for unity.
Opening paragraph	"바로 혼자서는 힘들지만 13명이 함께라면 해낼 수 있다." (Alone is difficult, but we can do it if 13 people are together.) The paragraph opens by directly quoting SEVENTEEN's	"세븐틴은 유네스코 총회 기간 열리는 청년 포럼 스페셜 세션에 참석해 '청년간의 연대, 교육이 청년과 미래를 바꾼다'라는 주제로 연설하고 세계 청년들과 호흡을 같이했다." (SEVENTEEN attended a special session of the	The paragraph begins by describing the cooperation between UNESCO and SEVENTEEN, starting with the official statement of key KNCU (Korean National Commission of UNESCO) Secretary General Han Kyung-gu "유네스코한국위원회(사무총장 한경구)는 그룹 세븐틴(에스쿱스, 정한, 조슈아, 준, 호시, 원우, 우지, 디에잇, 민규, 도겸, 승관, 버논, 디노)과 함께 추진해 온 고잉투게더 캠페인의 성과와 메시지가 제13회

SYNTACTIC			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
	statement. The coat is a strong introduction to the news and creates an emotional bond with the readers by directly directing attention to the meaning of SEVENTEEN's speech at UNESCO.	youth forum held during the UNESCO assembly at the end of the first speech on the theme of 'solidarity among youth, education, transforms youth and the future' and interacted with youth from around the world) The first paragraph explains the context and gives an initial description of the event, clearly showing that SEVENTEEN is at an international forum focusing on education and youth unity issues.	유네스코 청년포럼을 통해 전 세계 청년들에게 큰 울림을 주었다고 밝혔다" ("The Korean Eunice national committee (secretary general Han Kyung-gu) announce it that the result and messages of the Going Together campaign run with the group SEVENTEEN (S.Coups, Jeonghan, Joshua, Jun, Hoshi, Wonwoo, Woozi, The8, Mingyu, DK, Seungkwan, Vernon, Dino) have made a great impact on youth around the world through the 13th UNESCO Youth Forum") Readers immediately get important information about who is being told and the main message through the statement.
Subheading	Although this news does not have a subtitle, the deficient paragraph and gradual delivery of information make it easy for readers to understand the content of the news.	"함께 배우며 함께 가자" (Learn together, progress together) can be considered a subtitle that indirectly emphasizes the central message of this show.	The separate topic in the news serves as a subheading that is not explicitly mentioned. These subheadings help readers understand the storyline and transition between the official announcement from UNESCO and SEVENTEEN's musical performance.
Information sequence	The news presents information in an organized manner, helping their readers understand the story on stage, starting with introductions of SEVENTEEN, an explanation of SEVENTEEN's speech at UNESCO,	The information in the news is arranged chronologically, starting with the introduction of the event, then explaining each member's role, and ending with SEVENTEEN's performances on	The news is organized with an official statement from UNESCO that appreciates the Going Together campaign. Then, it describes when SEVENTEEN made us speak in front of the young generation, and the title is about the music performance with other supporting activities. The sequence of information creates a logical flow. It makes it easy for readers to understand how each part of the

SYNTACTIC			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
	a discussion of SEVENTEEN's participation in the education campaign, and concluding with a response from UNESCO and the audience.	the UNESCO stage. This systematic order makes it easier for readers to follow the story and understand the event's dynamics.	events ties together to support the central message of solidarity and cooperation.

2. Script

By introducing SEVENTEEN as an independent and hardworking group, The Chosun Daily built a strong story. The challenges in SEVENTEEN's struggle in the music industry became the issue raised. The news chronology helps readers understand SEVENTEEN's journey from the beginning to reaching the UNESCO stage. In addition, the news contains elements of solutions and invitations that make readers realize how important it is to work together to achieve success.

By revealing the characters' identities and origins, the character introduction deepens the emotional connection between the message and the characters. The apparent tensions between evolving educational techniques and stereotypes prevalent in the entertainment industry are resolved by detailed declarations and chronological narratives. The solution, or call "함께 배우며 함께 가자" (Learn together, progress together), becomes a rallying point that encourages the younger generation to work together and move together to face the challenges of the times.

The Kyunghyang Shinmun presented a coherent and meaningful news story in its script. Important figures, such as SEVENTEEN members and UNESCO officials, were introduced. The invitation to unite is the answer to the social conflicts faced by young people around the world. The chronology of the event is presented thoroughly, from the initial speech to the musical performance. It ends with a solution in the form of an optimistic message and a call to work together.

Table 3. Script elements

SCRIPT			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
Character introduction	SEVENTEEN is a K-pop group famous for its music, symbolizing and cooperation. The news	The news mentions the names of SEVENTEEN members actively performing; Seungkwan,	The main characters are introduced in detail, from the group SEVENTEEN consisting of S. Coups,

SCRIPT			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
	said that SEVENTEEN is a group of 13 people, including Seungkwan, Jun, Woozi, Mingyu, Joshua, and Vernon, who spoke directly in their speech.	Jun, Woozi, Mingyu, Joshua, and Vernon. The character and introduction allow readers to understand the human side of the members and appreciate the fantastic work each one does to spread the social mission.	Jeonghan, Joshua, Jun, Hoshi, Wonwoo, Woozi, The8, Mingyu, DK, Seungkwan, Vernon, Dino, to the KNCU secretary general. By naming recognizable characters directly, readers can quickly identify who is of interest and how each contributes to the theme.
Conflict explanation	The news showed the difficulties SEVENTEEN faced since their debut, but SEVENTEEN could approve of themselves and achieve success on a global level with hard work and togetherness.	One source of this conflict is the SEVENTEEN message, which showed the discrepancy between what the younger generation expects and what they face. This conflict explains that positive change requires courage to face challenges and old views, and that education is essential to changing the future.	This new story shows the youth facing problems in the modern era. "서로의 보살핌이 있다면 우리는 세상에 필요한 모든 것이 될 수 있다" (It would take care of each other; we can be everything the world needs) shows that the younger generation may not be able to maximize their potential without support and cooperation.
Chronological narrative	News compiles the development of SEVENTEEN from the beginning to the present. Starting as a trainee at Pledis Entertainment in 2012, SEVENTEEN officially debuted in 2015. Since 2016, they have actively participated in social activities, especially education. In 2023, SEVENTEEN became the first K-pop group to give a speech at UNESCO.	The narrative in the news is organized and clear, starting with the speeches and continuing with messages from each member until the end of the communication. The organized structure allows the readers to follow the gradual development of the event, making each important moment feel more alive and creating an emotional connection.	The event is described coherently, with an official statement from UNESCO officials, a speech in three languages (Korean, English, and Mandarin), and musical performances. This overview helps readers follow the timeline from the preparation of the event to its execution, which helps them understand the process and its impact.
Solution or Invitation	The news emphasized SEVENTEEN's Call to support the Coin Together campaign,	SEVENTEEN In fights, people learned together, literally, and showed the importance of	Situations are seen in several parts, such as the affirmation "함께하는 순간, 수많은 내일들의

Media	SCRIPT		
	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
	which focuses on helping children in various countries get an education.	cooperation, solidarity, and action to face the challenge of the time. This invitation became a simple situation that caused conflicts to be overcome before, with the hope that the younger generation could bring about positive change around the world through education and cooperation.	용기가 되어 나아갈 것" (When we are together, we can be the street of phase tomorrow and move forward) and another affirmation"좌절 말고 함께 이겨내자" (let us not give up, let us face and overcome it together). This cause asks young people worldwide not to give up on difficult situations, to work together to overcome difficulties, and create a better future.

3. Thematic

Education and togetherness are the main themes in the news, illustrated through SEVENTEEN's experiences and participation in social campaigns. The ideas are conveyed gradually by using quotes from speeches that reinforce the main message. The news is easy to follow due to excellent cohesion. The Chosun Daily conveys a broader social message beyond mere event reporting due to the emphasis on education and togetherness issues.

Key themes such as education, solidarity, and youth change have been well incorporated in Hankyoreh news. The ideas are conveyed straightforwardly and repetitively, creating cohesion and coherence that support the main message. By consistently emphasizing the importance of education and togetherness, the news conveys information and inspires readers to think critically about SEVENTEEN's role in changing society.

The Kyunghyang Shinmun news focuses on solidarity and the role of youth in creating a better future. Moral arguments and significant assertions communicate ideas. Good inter-paragraph cohesiveness makes it easy for readers to understand the main point. Important topics like international cooperation and education have gained attention over time, highlighting the function of news as a vehicle for vision and values.

Table 4. Thematic Elements

THEMATIC			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
Theme pattern	The news emphasizes cooperation and the importance of education in creating change for a better future.	This news pattern has strong education, solidarity, and youth change themes. The whole narrative is built around the representation of this theme, so the fairy aspect refers to the importance of education and cooperation in solving the world's problems.	With the message " " (Young People, Stand in Solidarity). The pattern of this new story centers on youth, empowerment, and solidarity. Readers are beginning to understand that cooperation and collaboration across borders can bring good changes, especially in education and developing the younger generation's potential through this new theme.
Idea delivery	The news showed SEVENTEEN's Personal experience of how they could work together to face a challenge. Then, the news linked their speech to a real social project, such as Going Together, to show how SEVENTEEN's values have been applied in real life.	The idiot conveyed in the news is presented clearly and persuasively through the original quote, "조슈아는 '제3세계에 교육 인프라 구축을 위해 학교를 지으려 한다...' (Joshua plans to build schools to build education infrastructure in the third world), which not only supports the social cause but also encourages readers to consider their role in driving positive change through education.	"우리 함께하는 순간, 수많은 내일들의 용기가 되어 나아갈 것" (Our together nurse will be a source of courage to live the future) is an example of an inspirational sentence, delivered in a straightforward, but helpful manner, so that readers are not only informed but also motivated to participate in efforts to change the world by working together.
Cohesion and coherence	The news has a consistent flow. Each section is related to the previous section, so readers can easily follow the storyline.	The cohesion and coherence of the news are well maintained through the Coherent and mutually supportive arrangement of information, which the readers easily understand.	The systematic and logical flows show the cohesion of this news. The news can be conveyed well through its systematic

THEMATIC			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
			arrangement, which conveys the main message and mutual support.
Issue Emphasis	The news emphasizes the role of education, building the future, and the importance of working together to achieve success. It also emphasizes how important it is to be part of the social responsibility to support global education.	Affirmed by the statement "함께 배우며 함께 가자" (Learn together , progress together), the news focuses on education as the basis for social change and the active role of the younger generation in shaping the future.	The news consistently emphasizes the importance of oppression and unity in the face of challenges faced by youth worldwide.

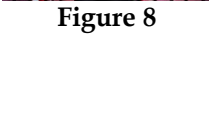
4. Rhetorical

Through quotations and repetition of phrases, The Chosun Daily uses pervasive and inspirational language to reinforce the message of solidarity. Language styles such as repetition and metaphor emphasize the meaning of the message. Supporting visuals, such as photos, make the news more interesting. By displaying SEVENTEEN's challenging journey and the positive effects of their message, the emotional element in this news is also powerful.

The message of Hankyoreh is developed through inspirational language choices and a style that strikes a balance between formality and tenderness. Strong emotional components, as evidenced by the enthusiastic audience response, make the message more vivid and intelligible, while photographs of significant events offer visual support and enrich the story. This enlightens and touches the reader's humanity in a profoundly emotional way.

From a rhetorical perspective, The Kyunghyang Shinmun uses formal and straightforward language yet still affects the reader's feelings. The main message is reinforced with evocative word choices and inspirational quotes. The strength of the narrative is that it can fill in the gaps that are not supported by visual content. Motivational words and calls for unity and optimism infuse the reader's emotions.

Table 5. Rhetorical Elements

RHETORICAL			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
Language option	The language used in the news is persuasive and inspirational. The main message of togetherness is reinforced with the coldest words like "우리 모두는 함께할 때 더 강해진다." (We are all strong together.).	"함께 배우며 함께 가자" (Learn together, progress together) has a strong persuasive feeling, as each word is specifically chosen to portray optimism and a spirit of unity.	"청년들이여 연대하라" (Young People, Stand in Solidarity) uses an empathic impression sentence to foster optimism and encourage readers to see the importance of the message.
Language style	To enhance the message, this new story uses the stylistic phrases "함께라면 해낼 수 있다" (If together, we can) and metaphors in the statement "미래를 더 밝게 만들 수 있습니다" (we can make the future brighter).	This news is about conveying information objectively while touching the human side of the readers with a clear sentence structure and measured use of words.	"서로의 보살핌이 있다면 우리는 세상에 필요한 모든 것이 될 수 있다" (If we take care of each other, we can be everything the world notices). A touching language style is used to combine informative sentences with a narrative.
Supporting visuals	Figure 2  Figure 3  Figure 4 	Figure 6  Figure 7  Figure 8 	Figure 10  The news did not include face-to-face information about the SEVENTEEN speeches at the UNESCO Youth Forum.

RHETORICAL			
Media	조선일보 (The Chosun Daily)	한겨레 (Hankyoreh)	경향신문 (The Kyunghyang Shinmun)
	Figure 5  The photo used reinforced the emotional impact of the new content.	 Figure 9  Photographs are a wealth of information and help readers experience the event's atmosphere firsthand, making the message more vivid.	
Emotional elements	This news touches readers' emotions by telling SEVENTEEN's challenging journey and providing a message.	"팬들은 유네스코 본부가 떠나갈 듯 환호성을 질렀다" (The fence cheered so loudly that it was as if the UNESCO headquarters were shaking). This sentence has a profound emotional impact and encourages the readers to feel the spirit.	"함께 이겨내자" (Let us face it together); this sentence aims to foster optimism and a sense of unity among the younger generation.

Discussion

The results demonstrate that the three media under analysis, The Chosun Daily, Hankyoreh, and The Kyunghyang Shinmu, have distinct yet complementary agriculture patterns that influence how the audience interprets this speech.

The Chosun Daily blatantly employs rhetorical and syntactic devices, reflecting the media's conservative stance. Direct courts and emotional resonance can be found in headlines like "함께라면 해낼 수 있다" (Together, We Can Do It), which evokes a strong sense of national pride and unity. Its compelling and symbolic language style highlights

SEVENTEEN's international renown as a symbol of Korean greatness. Nevertheless, The Chosun Daily overlooks thematic and script components in its coverage and provides little historical contextual information about his speech and special background. This result is consistent with conservative Korean media, which frequently place more weight on accomplishments that enhance one's sense of national identity and reputation abroad, sometimes at the price of more in-depth social discussion (Na & Kang, 2018).

In contrast, the progressive stance of Hankyoreh brings forth a distinctly different approach that places more emphasis on scripted and thematic components. The news stories are organized chronologically and enhanced with contextual commentary, emphasizing broad topics like global solidarity, youth collaboration, and education. It uses rhetorical and syntactic devices as supplementary tools rather than as main points, and its linguistic tone is neutral. This is consistent with research highlighting Hankyoreh's propensity to see news via a humanitarian and critical lens, promoting social awareness and progressive change (Shin & Ma, 2019). Rather than solely portraying SEVENTEEN as global pop stars, Hankyoreh emphasizes their role as advocates for education and ardent supporters of educational activism.

This perspective differs yet again when examined through the lens of The Kyunghyang Shinmun as a neutral outlet, combining rhetorical and thematic elements to build an inspiring and inclusive narrative. Through motivational quotes such as "청년들이여 연대하라" (Young People, Stand in Solidarity), the outlet evokes moral and emotional appeal, encouraging youth engagement in global issues. While it lacks a detailed syntactic structure or chronology of events, the strength of this media framing lies in its inspirational messages and value-based rhetoric. This tendency indicates each media outlet's historical function in shaping public narratives, amplifying civic voices, and advocating collective social participation (Seo, 2020).

Such findings are consistent with existing research demonstrating that the media can use special framing techniques to affect how reality is created. Despite their focus on national laws like the IKN Law, there are similarities between applying Pan and Kosicki's models to comprehend the techniques of packaging signals in news stories (Permadi et al., 2024). This study examines how rhetorical, thematic, narrative, and syntactic choices convey teenage unity and the significance of global education using the same paradigm.

Furthermore, by emphasizing the function of portals in Korean media ecology and exploring the structure of linguistic framing in online media, this work advances the semiotic and ideological study of Korea's digital news ecosystem (Dwyer & Hutchinson, 2019). This study highlights the importance of media in promoting education and social solidarity through culturally significant figures. It compares it to an analysis of media framing in Coldplay concert coverage, revealing thematic distinctions where amusement is the primary concern (Angela & Dolis, 2023).

According to the findings, K-pop is a valuable tool for cultural diplomacy, and its incorporation into South Korea's foreign policy is an example of how the nation strategically uses its cultural assets to develop soft power (Kunkunrat, 2024). According to the media, the

UNESCO SEVENTEEN performance is a diplomatic gesture that supports Korea's efforts to improve its reputation internationally, in addition to being an artistic performance.

Readers' interpretations are significantly influenced by the media's grammatical structure (Hidayah & Riauan, 2022). The study bolsters that viewpoint by demonstrating how language styles, information flows, and emotional tones are modified by each channel to promote ideological alignment and audience participation.

The variety of comparison references supports this study's applicability. By concentrating on international discourse, specifically how Korean media across ideologies frames the voices of public figures that convey a unifying global message, this study adds new depth to previous studies that have examined national political discourse (Sari, 2020; Matondang & Septianda, 2019) or issues like data security (Khoerunisa, 2024).

Pan and Kosicki's models offer a technical lens for analyzing how meaning is formed through syntax, themes, scripts, and rhetoric. Goffman's framing theory provides a sociological foundation for this research (Şan & Altun, 2023). This multi-layered methodology allows for a thorough grasp of how ideologically motivated narratives are shaped in digital media.

Furthermore, global education continues to be a pressing worldwide issue. Developing and transitional regions face obstacles such as guaranteeing fair access, fighting corruption, and coordinating educational institutions with local economic demands (Omar & Asmaa, 2022). More and more people today view education as a means of fostering interdependence and civic consciousness in addition to being an academic endeavor (Ciechanowska, 2016). In this sense, by encouraging awareness, unity, and young empowerment, SEVENTEEN's partnership with UNESCO embodies the principles of global education. As often emphasized in global education initiatives, culturally influential figures are critical in driving social change. Such educational discourses, backed by culturally significant individuals, reinforce the global movement for equality and justice (Perry, 2017).

Ultimately, this study reinforces the utility of framing theory as an analytical tool and provides fresh perspectives on how media reinterpret public figures' speech to convey global values, diplomacy, and unity in the digital era. The findings demonstrate that Korean media do more than cover SEVENTEEN's speech. They transform it into a story about youth empowerment, inspiration, and unity, establishing the group as cultural ambassadors who support universal ideals.

D. Conclusion

Focusing on SEVENTEEN's address at the UNESCO Youth Forum, this study examines how meaning is constructed in Korean media coverage through framing. The results show that, particularly regarding youth, education, and public diplomacy, the media purposefully use rhetorical devices, narrative techniques, and linguistic structures to inform and influence how the public perceives social reality.

This study advances media discourse analysis and linguistic studies by highlighting the significance of media literacy and global education awareness. It emphasizes how the

media shapes global narratives and encourages civic participation by presenting culturally significant individuals.

Future studies should consider more thorough approaches, such as multimodal or corpus linguistic analysis, to examine better how media framing functions on various platforms and in various cultural contexts. Cross-national comparative studies can also reveal different framing techniques from specific cultural and ideological backgrounds.

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