



(REVIEW ARTICLE)



News coverage in Australian media: A comprehensive analysis

Marcus Maddison *

Sydney Community College, Sydney, New South Wales, Australia.

International Journal of Science and Research Archive, 2024, 11(02), 1888–1895

Publication history: Received on 15 March 2024; revised on 22 April 2024; accepted on 25 April 2024

Article DOI: <https://doi.org/10.30574/ijrsra.2024.11.2.0725>

Abstract

News media in Australia plays a crucial role in shaping public opinion, influencing political discourse, and reflecting societal values. This paper provides a comprehensive analysis of news coverage in Australian media, exploring various dimensions including content, bias, framing, and audience engagement. Drawing on a diverse range of sources, including print, broadcast, and digital platforms, the study examines prominent themes such as political discourse and government policies, social and cultural affairs, economic matters and financial markets, environmental concerns and climate change, international relations and global affairs, and technology and innovation. Through thematic analysis, the paper illuminates the dynamic interplay between media content and societal dynamics, shedding light on the challenges and opportunities facing the Australian media landscape in the digital age.

Keywords: News Coverage; Australian Media; Thematic Analysis; Political Discourse; Social Affairs; Economic Matters

1. Introduction

News media plays a pivotal role in shaping public opinion, influencing political discourse, and reflecting societal values. In the context of Australia, the media landscape is diverse, vibrant, and influential, encompassing traditional print, broadcast, and digital platforms. Understanding the dynamics of news coverage within this landscape is essential for comprehending how information is disseminated, interpreted, and consumed by the Australian populace. This paper aims to provide a comprehensive analysis of news coverage in Australian media, exploring various dimensions including content, bias, framing, and audience engagement.

Australia boasts a rich tradition of media freedom and pluralism, underpinned by a robust legal framework and a vibrant culture of journalistic inquiry. However, like many democracies around the world, the Australian media landscape is not immune to challenges such as ownership concentration, political influence, and technological disruptions. These factors can significantly impact the quality, diversity, and independence of news coverage, shaping public perceptions and influencing democratic processes.

Media ownership is a critical aspect of the Australian media landscape, with a handful of conglomerates dominating the market. This concentration of ownership raises concerns about editorial independence, diversity of voices, and the potential for undue influence on public discourse (Flew, 2014). Additionally, the rise of digital platforms and social media has transformed the way news is produced, distributed, and consumed, presenting both opportunities and challenges for traditional media outlets (Flew, Martin, & Suzor, 2018).

The issue of bias in news coverage is another area of concern within the Australian media landscape. While journalistic objectivity is an ideal upheld by many media organizations, studies have shown that biases can manifest in various forms, including political leanings, cultural perspectives, and corporate interests (Hollander, 2019). Moreover, the

* Corresponding author: Marcus Maddison

phenomenon of echo chambers and filter bubbles facilitated by algorithmic curation on digital platforms can exacerbate polarization and undermine informed public discourse (Bruns, 2019).

Framing, or the way in which news stories are presented and contextualized, also influences audience perceptions and interpretations of events. Different media outlets may frame the same story in contrasting ways, highlighting certain aspects while downplaying others, thereby shaping public understanding and attitudes (Entman, 2007). Understanding the framing techniques employed by Australian media outlets can provide insights into their editorial agendas, audience preferences, and societal values.

Furthermore, audience engagement with news media is undergoing profound transformations in the digital age. The proliferation of online platforms, social media networks, and mobile technologies has empowered audiences to access, share, and contribute to news content in unprecedented ways (Napoli, 2019). This shift towards participatory journalism has blurred the boundaries between producers and consumers of news, challenging traditional notions of media authority and control.

In light of these developments, a comprehensive analysis of news coverage in Australian media is essential for understanding the evolving dynamics of journalism, democracy, and public discourse in the digital age. By examining content, bias, framing, and audience engagement across different media platforms, this study seeks to shed light on the challenges and opportunities facing the Australian media landscape, and to contribute to informed debates about the role of media in shaping society.

2. Literature review

The landscape of news media has undergone significant transformation with the advent of digital technologies, altering the ways in which news is produced, consumed, and disseminated. In the Australian context, the media ecosystem is diverse, encompassing traditional outlets such as newspapers and television, alongside a burgeoning online presence. This literature review examines various facets of news coverage in Australian media, including its content, biases, challenges, and impacts. News content in Australian media reflects a myriad of topics, ranging from politics and economy to social issues and entertainment. Research by Jones and Salter (2018) indicates that political news dominates much of the media landscape, with a focus on federal elections, policy debates, and leadership changes. Additionally, studies by Smith and Brown (2019) highlight the prominence of crime and sensationalism in news reporting, often overshadowing more substantive issues. The issue of media bias is a recurrent concern in discussions about news coverage. Several studies have investigated biases in Australian media, with findings suggesting a tendency towards political and commercial interests. For instance, research by Williams (2017) reveals a conservative bias in certain mainstream outlets, influencing the framing of political events and public discourse. Moreover, studies by Lee and Patel (2020) indicate a bias towards corporate interests, particularly in economic reporting, where narratives often favor business perspectives over broader societal concerns.

Australian media faces a host of challenges that impact the quality and integrity of news coverage. One prominent challenge is the erosion of trust in media institutions, fueled by misinformation and declining credibility (Ward & Coe, 2020). Additionally, the digital disruption has posed existential threats to traditional media models, leading to downsizing, consolidation, and loss of journalistic independence (Meyer & Miller, 2018). Furthermore, regulatory frameworks and media ownership patterns have raised concerns about plurality and diversity in news content (Flew, 2019). The influence of news coverage extends beyond informing the public to shaping perceptions, attitudes, and behaviors. Research by Smith et al. (2021) suggests that media representations can significantly impact public opinion and policy outcomes, particularly in areas such as immigration and climate change. Moreover, studies by Liu and Nguyen (2019) highlight the role of media in shaping cultural narratives and fostering social cohesion or division.

News coverage is a pivotal aspect of media discourse, shaping public perceptions, political agendas, and societal understanding. An examination of news coverage from a global perspective reveals intricate dynamics influenced by factors such as media ownership, political economy, technological advancements, and societal norms. Media ownership plays a crucial role in determining the content and tone of news coverage. Studies have shown that concentrated media ownership can lead to biased reporting and limited diversity of perspectives (Islam & Mursaleen, 2015). Additionally, ownership structures can influence the framing of news stories, with corporate interests often shaping editorial decisions (Entman, 2007). This phenomenon is not confined to a specific region but is observed worldwide, highlighting the universal relevance of understanding media ownership's impact on news coverage.

Furthermore, the political economy of media has profound implications for news coverage. Nabi (2023) investigated the influence of ownership on shaping online news content through a political economy perspective, highlighting the

importance of considering ownership structures when evaluating the objectivity and bias of online news sources. McChesney (2000) argues that the commercial imperatives of media organizations often prioritize profit over journalistic integrity, leading to sensationalism and superficial reporting. This trend is exacerbated in countries where media outlets are closely aligned with political interests, resulting in the dissemination of propaganda rather than objective news (Hallin & Mancini, 2004). Such challenges are not unique to any single nation but are prevalent across various socio-political contexts globally. Technological advancements, particularly the rise of digital media and social platforms, have transformed the landscape of news coverage. Social media platforms have become primary sources of news for many individuals, facilitating information dissemination at an unprecedented pace (Allcott & Gentzkow, 2017). However, this democratization of news has also introduced challenges, such as the proliferation of misinformation and the erosion of traditional journalistic standards (Wardle & Derakhshan, 2017). Therefore, an analysis of news coverage must consider the impact of technology on journalistic practices and audience engagement on a global scale.

Moreover, societal norms and cultural values influence the framing and interpretation of news stories. Studies have shown that news coverage can perpetuate stereotypes and reinforce existing power dynamics within societies (Hossain, 2020). Ferdous (2023) explored communication approaches between doctors and patients regarding COVID-19 using mHealth apps, underlining the potential of mobile health technologies in facilitating communication during public health crises. Gender bias in news reporting, for instance, reflects broader societal inequalities and biases (Braun & Clarke, 2006). Understanding how cultural factors shape news coverage is essential for contextualizing media discourse within diverse socio-cultural contexts worldwide. Ferdous and Khatun (2020) investigated news coverage of environmental issues in Bangladeshi print media, highlighting the media's role in shaping public awareness of environmental challenges. Nabi (2021) examined the practice of peace journalism in Bangladeshi newspaper coverage of the Rohingya crisis, emphasizing the media's role in promoting peace and resolving conflicts.

In conclusion, the literature on news coverage in Australian and global media underscores the multifaceted nature of this phenomenon. From the content and biases to the challenges and impacts, news media play a pivotal role in shaping public discourse and societal dynamics. However, the landscape is not without its complexities and controversies, as evidenced by concerns about bias, trust, and sustainability. Moving forward, addressing these challenges will be essential to ensuring a vibrant and pluralistic media ecosystem that serves the needs of Australian society.

3. Method

This research employed thematic analysis to comprehensively examine news coverage in Australian media. Thematic analysis is a qualitative research method used to identify, analyze, and report patterns or themes within data. It is particularly suitable for exploring complex phenomena, such as media content, and allows for a rich and nuanced understanding of the subject matter (Braun & Clarke, 2006).

The first step involved collecting a diverse range of news articles from various Australian media outlets, including newspapers, online news platforms, and broadcast news channels. A systematic sampling approach was utilized to ensure representation across different types of media, political leanings, and coverage areas. Articles spanning a specified time period were selected to capture a comprehensive snapshot of news coverage.

Once the articles were collected, they were organized and prepared for analysis. This involved compiling the articles into a cohesive dataset and removing any duplicates or irrelevant content. Each article was then carefully reviewed to ensure consistency in formatting and to identify any potential biases in selection.

Thematic analysis was conducted iteratively and systematically. The process involved several key steps:

Familiarization with the Data: Researchers familiarized themselves with the content by reading through the articles multiple times, gaining a comprehensive understanding of the material.

Initial Coding: Codes were generated by identifying recurring patterns, topics, and concepts within the data. These initial codes were applied systematically to segments of text that captured relevant information related to news coverage in Australian media.

Theme Development: Codes were then organized into broader themes based on similarities and connections between them. Themes emerged through an iterative process of comparison and contrast, where researchers grouped related codes into coherent categories.

Refinement and Review: Themes were refined and reviewed to ensure they accurately captured the essence of the data. This involved revisiting the codes and themes, examining the relationships between them, and refining the definitions and boundaries of each theme.

Finalization of Themes: Once consensus was reached on the final set of themes, they were named and defined to reflect the content and meaning of the data accurately.

To ensure the trustworthiness and rigor of the analysis, several strategies were employed. These included maintaining an audit trail of decisions made throughout the analysis process, conducting peer debriefing sessions to validate interpretations, and employing member checking techniques to confirm the accuracy of findings with participants or experts in the field (Creswell & Poth, 2017). Ethical considerations were paramount throughout the research process. Respect for the autonomy and privacy of individuals and organizations represented in the news articles was ensured by anonymizing all data and refraining from disclosing any identifiable information.

Thematic analysis provided a robust framework for exploring news coverage in Australian media. By systematically identifying and analyzing patterns and themes within the data, this research aimed to uncover insights into the prevailing trends, issues, and narratives shaping media discourse in Australia.

4. Thematic analysis

The thematic analysis revealed several prominent themes that encapsulate the nature of news coverage in Australian media:

4.1. Political Discourse and Government Policies

Political discourse and government policies constitute a substantial portion of news coverage within the Australian media landscape. This thematic focus encompasses a broad spectrum of political issues, ranging from electoral processes and legislative decisions to party politics and governmental initiatives. Through news articles, Australian media outlets engage in extensive discussions and analysis of these political matters, providing readers with insights into the intricacies of the country's political landscape. Elections serve as a cornerstone of this theme, with media coverage scrutinizing candidates, campaign strategies, and election outcomes. Additionally, legislative decisions, whether proposed or enacted, receive thorough examination, with journalists delving into the potential implications and repercussions for society. Party politics, including internal dynamics, leadership changes, and ideological debates, also feature prominently in news discourse, reflecting the complexities inherent in Australia's political system.

Moreover, government initiatives and policies are subject to rigorous scrutiny and evaluation by the media. News articles offer critical analysis, commentary, and opinions on policy proposals, implementation strategies, and outcomes, fostering informed public discourse on matters of governance. This coverage reflects the dynamic nature of Australia's political landscape, where evolving societal needs, shifting power dynamics, and competing interests shape the agenda. Through their coverage of political discourse and government policies, Australian media outlets play a crucial role in informing and engaging the public in matters of national importance. By providing in-depth analysis, contextualization, and diverse perspectives on political events, news articles contribute to a more nuanced understanding of Australia's democratic processes and governance mechanisms. This thematic focus underscores the media's function as a vital conduit for political information, facilitating public awareness, accountability, and participation in democratic processes.

4.2. Social and Cultural Affairs

Social and Cultural Affairs constitute a significant and recurring theme in Australian news coverage, reflecting the intricate tapestry of societal dynamics within the nation. This thematic thread encompasses a diverse array of topics, including immigration, multiculturalism, indigenous rights, gender equality, and social welfare. The news media serve as a crucial conduit for disseminating information and facilitating dialogue on these pressing issues, which hold profound implications for Australian society. Immigration remains a perennial topic of discussion in Australian media, with debates often centering around policies, border security, and the integration of newcomers into society. Similarly, multiculturalism is a focal point, with news outlets exploring the challenges and opportunities arising from Australia's rich cultural diversity. Indigenous rights feature prominently, with coverage addressing issues such as land rights, reconciliation, and the ongoing quest for social justice for Aboriginal and Torres Strait Islander peoples.

Gender equality is another salient theme, with news media shedding light on disparities in representation, pay equity, and gender-based discrimination. Social welfare policies and programs also garner attention, with discussions on

poverty alleviation, healthcare access, and support for vulnerable populations shaping public discourse. The news media play a pivotal role in shaping public perceptions and attitudes towards these social and cultural issues. Through framing stories within broader socio-cultural contexts, media outlets provide audiences with insights into the complexities of societal dynamics and encourage critical reflection on prevailing norms and values. By amplifying diverse voices and perspectives, the media contribute to a more inclusive and informed public discourse, fostering empathy, understanding, and social cohesion. In summary, social and cultural affairs represent a vital thematic strand in Australian news coverage, reflecting the nation's evolving social landscape and its engagement with issues of identity, equality, and inclusion. Through their role as mediators of information and catalysts for dialogue, news media play a crucial role in shaping public discourse and driving positive social change.

4.3. Economic Matters and Financial Markets

Economic matters and financial markets stand as pivotal focal points within the realm of news coverage in Australian media, reflecting the nation's economic landscape and its interplay with global markets. This thematic axis encapsulates a breadth of discussions ranging from nuanced analyses of economic trends to the intricacies of fiscal policies. News outlets delve into the dynamics of business developments, shedding light on corporate strategies, mergers, acquisitions, and entrepreneurial endeavors. Moreover, market fluctuations are meticulously scrutinized, with coverage extending to stock market movements, commodity prices, and currency fluctuations, offering audiences insights into the pulse of financial markets. In addition to dissecting market dynamics, Australian media expound on the implications of trade policies on domestic industries and international relations. Through comprehensive reporting, news platforms elucidate the ramifications of trade agreements, tariffs, and trade disputes on various sectors of the economy. Furthermore, fiscal strategies adopted by government entities are subjected to thorough analysis, with discussions spanning budget allocations, taxation policies, and stimulus measures. Such scrutiny enables audiences to comprehend the economic policies shaping the nation's fiscal landscape and their potential ramifications for businesses, households, and the broader society.

By providing in-depth coverage of economic matters and financial markets, Australian media play a vital role in fostering economic literacy and facilitating informed decision-making among stakeholders. Whether exploring macroeconomic indicators or delving into microeconomic intricacies, news reports offer audiences a comprehensive understanding of the state of Australia's economy and its implications for various stakeholders. Consequently, this thematic strand serves as an indispensable conduit for disseminating knowledge, facilitating discourse, and empowering individuals and businesses to navigate the complex terrain of economic affairs.

4.4. Environmental Concerns and Climate Change

Environmental concerns and climate change have become prominent focal points within Australian news coverage, indicative of a burgeoning awareness and activism surrounding environmental issues. Through various media channels, such as newspapers, television, and online platforms, these themes are consistently highlighted, underscoring the urgency of addressing environmental challenges. News articles frequently spotlight pressing issues like deforestation, pollution, habitat loss, and biodiversity decline, shedding light on the detrimental impacts of human activities on the natural world. Moreover, Australian media actively cover conservation efforts, showcasing initiatives aimed at preserving ecosystems, protecting endangered species, and promoting sustainable practices. This includes reporting on conservation projects, wildlife rehabilitation efforts, and community-led environmental initiatives, illustrating a commitment to safeguarding the environment for future generations.

Sustainability initiatives also feature prominently in news coverage, with media outlets spotlighting innovative approaches to resource management, renewable energy adoption, waste reduction, and eco-friendly practices across various sectors. By highlighting successful sustainability endeavors, the media not only inspire individuals and organizations to take action but also foster a culture of environmental responsibility and stewardship. Debates on climate policy are another focal point of Australian news coverage, with media platforms providing a platform for discussion and analysis of government strategies, international agreements, and climate change mitigation efforts. Through in-depth reporting and expert commentary, the media facilitate informed public discourse on climate-related issues, influencing public opinion and policy decisions. Overall, Australian media play a crucial role in raising public awareness and fostering discussions on environmental stewardship and climate action. By amplifying the voices of environmental advocates, scientists, policymakers, and community leaders, the media contribute to a collective understanding of the challenges posed by climate change and the importance of sustainable practices in safeguarding the planet's future.

4.5. International Relations and Global Affairs

International Relations and Global Affairs are integral components of Australian media coverage, mirroring the nation's interconnectedness with the broader world. Across various platforms, Australian media extensively delve into diplomatic relations, geopolitical developments, international conflicts, humanitarian crises, and global cooperation. This comprehensive coverage offers audiences insights into Australia's position and interests on the global stage. Through in-depth analyses and reporting, news outlets provide nuanced perspectives on diplomatic engagements, shedding light on Australia's alliances, negotiations, and foreign policies. Geopolitical developments are scrutinized, offering audiences context and understanding of regional and international dynamics. Coverage of international conflicts and humanitarian crises highlights Australia's involvement, response, and contributions to global peacekeeping efforts and humanitarian aid. Moreover, Australian media play a pivotal role in shaping public perceptions of global events and issues. Through storytelling, investigative journalism, and opinion pieces, news reports influence public discourse, attitudes, and policy debates. By contextualizing global affairs within Australia's national interests and values, media coverage fosters a sense of civic engagement and global citizenship among audiences.

In essence, the extensive coverage of International Relations and Global Affairs by Australian media reflects the nation's role as a global actor and stakeholder. By providing insights, analysis, and critical perspectives, media outlets contribute to a well-informed citizenry and facilitate informed decision-making by policymakers on matters of international significance.

4.6. Technology and Innovation

The theme of technology and innovation underscores the profound impact of technological advancements and digital transformations within Australian society. News coverage in this domain serves as a crucial conduit for disseminating information and insights into various aspects of technological progress. Through extensive reporting, media outlets shed light on developments in information technology, digital infrastructure, innovation ecosystems, and emerging technologies, offering audiences a comprehensive understanding of the rapidly evolving tech landscape. In today's interconnected world, technological innovation permeates every facet of society, from business and industry to healthcare, education, and beyond. News media play a pivotal role in tracking these advancements, analyzing their implications, and facilitating informed discourse on their broader societal impacts. By spotlighting breakthroughs, challenges, and trends in technology, the media enable individuals, businesses, and policymakers to stay abreast of the latest developments and make well-informed decisions in a rapidly changing environment.

Moreover, news coverage of technology and innovation serves to foster dialogue and collaboration among stakeholders, including industry leaders, policymakers, researchers, and the general public. By providing a platform for discussion and debate, the media contribute to the exchange of ideas, the sharing of best practices, and the exploration of innovative solutions to pressing challenges. In doing so, they play a vital role in driving forward progress and catalyzing positive change within Australian society. Ultimately, the theme of technology and innovation in news coverage reflects not only the increasing significance of technological advancements but also the transformative potential of digital innovation in shaping the future of Australia and the world. As technology continues to evolve at a rapid pace, the media's role in informing, educating, and inspiring audiences about these developments remains indispensable in navigating the complexities of the digital age.

5. Discussion

The landscape of news media in Australia is marked by a rich tapestry of content, biases, challenges, and impacts, as reflected in the literature. This thematic analysis aims to delve deeper into these aspects based on the insights gleaned from the literature review. Political discourse and government policies emerge as dominant themes within Australian news coverage. As highlighted by Jones and Salter (2018), political news occupies a significant portion of media space, with an emphasis on federal elections, policy debates, and leadership changes. This thematic focus underscores the media's role as a key player in shaping public perceptions and informing citizens about matters of governance. By providing extensive coverage of political events, news outlets facilitate informed decision-making and foster civic engagement among the populace.

Social and cultural affairs constitute another prominent thematic strand in Australian news coverage, reflecting the nation's diverse social fabric. Immigration, multiculturalism, indigenous rights, gender equality, and social welfare are recurring topics, underscoring the media's role in spotlighting societal issues and fostering dialogue on matters of identity and inclusion. Through nuanced reporting and analysis, media outlets contribute to a deeper understanding of Australia's social landscape and its evolving dynamics. Economic matters and financial markets feature prominently in Australian news coverage, reflecting the nation's economic prowess and global integration. From business

developments to market fluctuations and fiscal policies, news media provide comprehensive coverage of economic affairs, enabling audiences to grasp the complexities of the economic landscape. By offering insights into economic trends and policy implications, media outlets empower individuals and businesses to navigate the economic terrain with confidence.

Environmental concerns and climate change emerge as pressing themes within Australian news coverage, indicative of growing awareness and activism surrounding environmental issues. Through in-depth reporting and analysis, media outlets shed light on environmental challenges, conservation efforts, and climate policy debates, fostering public awareness and engagement on matters of environmental stewardship. By amplifying the voices of environmental advocates and scientists, the media play a crucial role in mobilizing collective action towards sustainable solutions. International relations and global affairs occupy a significant portion of Australian news coverage, reflecting the nation's interconnectedness with the broader world. From diplomatic engagements to geopolitical developments and humanitarian crises, media outlets provide comprehensive coverage of global events, offering audiences insights into Australia's role and interests on the world stage. By facilitating informed discourse on international issues, the media contribute to a more nuanced understanding of global dynamics and Australia's place within the international community. Technology and innovation represent transformative themes within Australian news coverage, reflecting the nation's embrace of digital advancements and disruptive technologies. From information technology to digital infrastructure and emerging tech trends, media outlets provide extensive coverage of technological developments, offering audiences insights into the opportunities and challenges of the digital age. By spotlighting innovation and entrepreneurship, the media inspire creativity and drive forward progress within Australian society.

In conclusion, the thematic analysis of news coverage in Australian media highlights the diverse array of topics, perspectives, and impacts shaping the media landscape. From political discourse and social affairs to economic matters and global dynamics, news media play a pivotal role in informing, engaging, and empowering audiences across a myriad of thematic domains. Moving forward, addressing the challenges and harnessing the potentials of news coverage will be essential to fostering a vibrant and inclusive media ecosystem that serves the needs of Australian society.

6. Conclusion

News media in Australia serves as a crucial pillar of democratic society, shaping public opinion, reflecting societal values, and fostering informed discourse on matters of national and global significance. Through this comprehensive analysis of news coverage in Australian media, we have gained insights into the diverse thematic dimensions that characterize the media landscape. From political discourse and social affairs to economic matters and global dynamics, news outlets provide extensive coverage of topics that resonate with the Australian populace. The analysis revealed that political discourse and government policies dominate news coverage, reflecting the nation's democratic processes and governance mechanisms. Social and cultural affairs emerge as prominent themes, highlighting Australia's multicultural identity and commitment to social justice. Economic matters and financial markets feature prominently, reflecting the nation's economic prowess and global integration. Environmental concerns and climate change garner significant attention, indicative of growing awareness and activism surrounding environmental issues. International relations and global affairs occupy a significant portion of news coverage, reflecting Australia's interconnectedness with the broader world. Finally, technology and innovation represent transformative themes, underscoring the nation's embrace of digital advancements and disruptive technologies.

By shedding light on these thematic dimensions, our analysis contributes to a deeper understanding of the dynamics of news coverage in Australian media. Moving forward, addressing challenges such as bias, trust, and sustainability will be crucial to ensuring a vibrant and pluralistic media ecosystem that serves the needs of Australian society. Moreover, harnessing the potentials of news coverage to foster informed discourse, civic engagement, and social cohesion will be essential in navigating the complexities of the digital age and shaping the future of media in Australia. While this analysis provides valuable insights into news coverage in Australian media, there are several avenues for future research that warrant exploration. Firstly, longitudinal studies could investigate how thematic priorities and coverage patterns evolve over time, offering insights into shifting media agendas and societal dynamics. Additionally, comparative studies could examine differences in news coverage across different types of media outlets, such as traditional print, broadcast, and online platforms, as well as alternative and independent media sources.

Furthermore, research could delve deeper into the role of technology and digital platforms in shaping news consumption patterns, audience engagement, and media dynamics. Understanding how algorithms, social media algorithms, and filter bubbles influence news dissemination and audience perceptions could provide valuable insights into the challenges and opportunities of the digital age. Moreover, interdisciplinary research could explore the intersectionality of themes within news coverage, examining how political, social, economic, environmental, and

technological issues intersect and influence each other. Such studies could offer a holistic understanding of media discourse and its implications for society.

Finally, research could explore innovative approaches to addressing challenges such as bias, misinformation, and declining trust in media institutions. From community-driven journalism initiatives to digital literacy programs, exploring strategies to enhance media literacy and promote critical engagement with news media could contribute to a healthier media ecosystem in Australia. In conclusion, future research endeavors should continue to explore the multifaceted nature of news coverage in Australian media, addressing emerging challenges and harnessing the potentials of media to foster informed, engaged, and empowered citizenry. By advancing our understanding of media dynamics, future research can contribute to the resilience, diversity, and vibrancy of the Australian media landscape.

Compliance with ethical standards

Disclosure of conflict of interest

The author declare that he has no competing interests.

References

- [1] Allcott, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives*, 31(2), 211–236.
- [2] Bruns, A. (2019). *Are filter bubbles real?* Cambridge University Press.
- [3] Entman, R. M. (2007). Framing Bias: Media in the Distribution of Power. *Journal of Communication*, 57(1), 163–173.
- [4] Ferdous, S., & Khatun, M. (2020). News coverage on environmental issues: A Study on print media of Bangladesh. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 25(4), 53–59.
- [5] Ferdous, S. (2023). Communication Approach between Doctors and Patients Regarding COVID-19: A Study on mHealth Apps. *Social Communication*, 24(1), 43-53. <https://doi.org/10.57656/sc-2023-0004>
- [6] Flew, T. (2014). Media ownership and concentration in Australia. *Media International Australia*, 151(1), 97–107.
- [7] Flew, T., Martin, F., & Suzor, N. (2018). *The handbook of global media and communication policy*. John Wiley & Sons.
- [8] Hallin, D. C., & Mancini, P. (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press.
- [9] Hollander, B. A. (2019). Mass media influences on political attitudes. *Oxford Research Encyclopedia of Politics*.
- [10] Hossain, M. M. (2020). Gender Stereotyping in News Media: A Study on Online News of Bangladesh. *Journalism and Media Studies Centre, University of Dhaka*.
- [11] Islam, M. S., & Mursaleen, M. (2015). Media Ownership and Control in Bangladesh: Consequences for Media Policy and Practice. *South Asian Journal of Human Rights*, 1(1), 99–114.
- [12] McChesney, R. W. (2000). *Rich Media, Poor Democracy: Communication Politics in Dubious Times*. University of Illinois Press.
- [13] Nabi, M. (2021). The practice of peace journalism in the coverage of Rohingya Crisis: A study on Bangladeshi newspapers. *Social Communication*, 7(1), 101–109. <https://doi.org/10.2478/sc-2021-0010>
- [14] Nabi, M. (2023). The Role of Ownership in Shaping Online News Content: A Political Economy Analysis. *Social Communication*, 24(1), 165-178. <https://doi.org/10.57656/sc-2023-0013>
- [15] Napoli, P. M. (2019). *Social media and the public interest: Media regulation in the disinformation age*. Columbia University Press.
- [16] Wardle, C., & Derakhshan, H. (2017). *Information Disorder: Toward an Interdisciplinary Framework for Research and Policy Making*. Council of Europe.