Bibliometric Analysis

Country Image and Media (2004–2023): A Bibliometric Analysis

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Abstract: In this globalization and information era, global uncertainties and challenges are increasing. Moreover, there is a larger stage for countries to improve themselves. Media play a crucial role in shaping country image, especially communicating a better country image. This study provides an overview of the research trends, key contributors, and hotspots on country image and media from 2004 to 2023 through bibliometric analysis using VOSviewer, R-bibliometrix, and Excel. Findings indicate that China and the United States lead the research, with key topics including diplomacy, mass media, and mega-events like the Olympics. According to the purpose of study, 260 articles from 57 countries and 545 authors were analysed. The articles of China and the United States took up more than half of all. Hong Kong polytechnic university, Tsinghua university and Nanyang technological university are main research institutions. The journal of Place branding and public diplomacy made the largest influence in the field. For all of 545 authors, Kim Seongseop appeared three rankings of publications, citations and co-citations. "Country image", "mass media", "diplomacy", "Olympic Games", "China", "Covid-19" and others are main keywords and topics. These findings provide a reference for scholars to research country image and media, and encourage other scholars explore more research perspectives about the research field.

Keywords: Country image; media; bibliometric; VOSviewer; "R-bibliometrix"

Introduction

In today's globalized and media-saturated world, no country exists in isolation. In recent years, the world has many uncertainties and challenges, such as epidemics, wars, climate issues, cultural hegemony, governments realized the importance of a better country image. Media play a crucial role in shaping country image, more and more countries are utilizing media communication technologies to construct their country image. Country image had seen be soft power for a country and countries all effort to build perfect image (Zhao et al., 2022). This not only enhances cultural confidence and national unity among their citizens domestically but also increases global awareness and recognition of the country internationally. Therefore, country image is very important research term in the fields of international communication and public diplomacy (Sevin et al., 2021).

In academic studies, a large number of previous studies are knowledge database, which are valuable basis and reference for future studies. Since the 21st century，more and more articles about country image and media had published, but articles related to bibliometrics analysis are seldom. Therefore, the study aims to fill the gap of bibliometrics, which provides an overview of the research trends, key contributors, and hotspots on country image and media in two decades. In detail, the study employs bibliometrics analysis method to analyse articles collected Web of Science (WoS) from 2004 to 2023. The software programmes of

VOSviewer, "R-bibliometricx" and Microsoft office excel were used to visualize the research results, including countries, institutions, most contributor and annual publication output and others. Moreover, the research hotpots were identified by analysing cluster of co-occurrence keywords, as well as the study predict the research future directions and prospects in this field.

Literature Review

1. Country Image
From the perspective of how the country image is formed, country image includes the personal perceptive image and the media projected media (Li & Chitty, 2009). From the perspective of media communication, country image is multidimensional, encompassing various aspects of a country, such as its history, culture, politics, economy, and more, as portrayed positively or negatively in the media (Saleem, 2007; Yang, 2020). Country image also depends on the country's response to major events, such as the fight against the pandemic, hosting world sports, which can affect the country's reputation and perception internationally (Wu, 2021). Detailly, a positive country image and reputation represent a stronger national brand, which enhances various aspects such as domestic product consumption, attractiveness for tourism, and international influence (Chen et al. 2020). Moreover, perfect image communication is not only conducive to develop own country but also build the friendly international relationships (Zhu et al., 2022).

Another perception, when it comes to a particular country, people will have a certain image in their mind, including the cognition and emotion of the country. Country image encompasses cognitive elements (e.g., technology, culture, and economy) and emotional perceptions, which collectively influence a country's global reputation (Li et al., 2014)." In conclusion, the construction and dissemination of country image not only contribute to economic, trade, cultural and tourism exchanges between countries, but also promote mutual understanding and recognition between countries (Browning & Ferraz, 2017). Furthermore, country image involves multiple disciplines. In the marketing and business field, it related to national brand of domestic product and tourism (Morales, 2021). When it comes to political or diplomacy, country image represents international relationships, while media image of country related news discourse (Buhmann, 2016).

2. Country Image and Media
In terms of country image, it is variable, especially when mega-events occur, the country image usually changes, such as the Olympic Games, warfare and public crises (Chen et al., 2021). General speaking, many world events can also be arranged to improve country image, such as hosting Olympic Games，conducting world famous conferences, developing local culture movies. In this process, media plays a powerful role. The connection between country image and media, particularly mass media, has always been a significant research topic (Zhu et al., 2022). People learn about foreign countries or culture by media and internet in great extent, and they think about what happed in the world based on media reports (Tang, 2021; Hoon, 2023). Additionally, governments can use media to shape their political and national images through media framing (Entman, 1993). News frame plays a crucial role in shaping and communicating country image. This is because news frames determine how information is presented, what is emphasized, and what is ignored (An et al. 2023). Therefore, due to the media's powerful role in shaping national images (Zuo, 2022) and the theory of framing (Entman, 1993), research on country images often uses news coverage as research materials (Chen et al., 2021).

3. Bibliometric Analysis Method
Bibliometric analysis method is very common on quantitative research of previous literatures (Leung, 2017). The purpose of bibliometric analysis is getting an overview of the research trends, key contributors, and hotspots on specific research area. Compared to other methods, bibliometric analysis is more objective and reliable due to statistics analysis of the method (Aria & Cuccurullo, 2017). By using the method, we can get the basic information about a research issue, such as countries, authors, citations, heat topics. In addition, we can produce some network maps of collaboration, citation, bibliographic coupling (Kleminski et al., 2022)

and others relationship. Academic studies are increasing rapidly, and the computer techniques have developed, which provide rich study samples and tools for bibliometric study (Lyu et al., 2023). In these research processes, some software programmes can used to visualize results, such as VOSviewer (Yeung et al., 2020; Jiang et al.,2024), R-bibliometrix (Aria & Cuccurullo, 2017), CiteSpace and HistCite (Wu et al., 2022).

Methodology

To achieve the research objectives, the method of bibliometric analysis was employed, including data collection and data analysis. In details, the study searched the publications (from 2004-2023) on Web of Science (WoS) (https://www.webofscience.com) on November 25, 2023. It is worth mentioning，the WoS database is the most popular and authoritative database of research articles, encompassing numerous high-quality and influential studies. Besides, selecting a virtually 20-year period facilitates a comprehensive and current overview of research trends.

In literature collecting process, the study put keywords in search box and set different indicators for filtering irrelevant articles (Figure 1), which can obtain more accurate article samples. The search formular is Topic: TS= ("country image*" OR "national image*" OR "country brand*" OR "national brand*" OR "country reputation" OR "national reputation" OR "international status") AND TS= ("media" OR "broadcast" OR "newspaper*" OR "new media" OR "social media" OR "television" OR "film*" OR "movie*") AND DOP=(2004-01-01/2023-11-25)) AND LA=(English)) AND DT=(Article). In addition, the study utilized three software programmes (VOSviewer, "R-bibliometrix" and "Microsoft office excel") to visualize the future trend, research hotspots and overview of the research field.
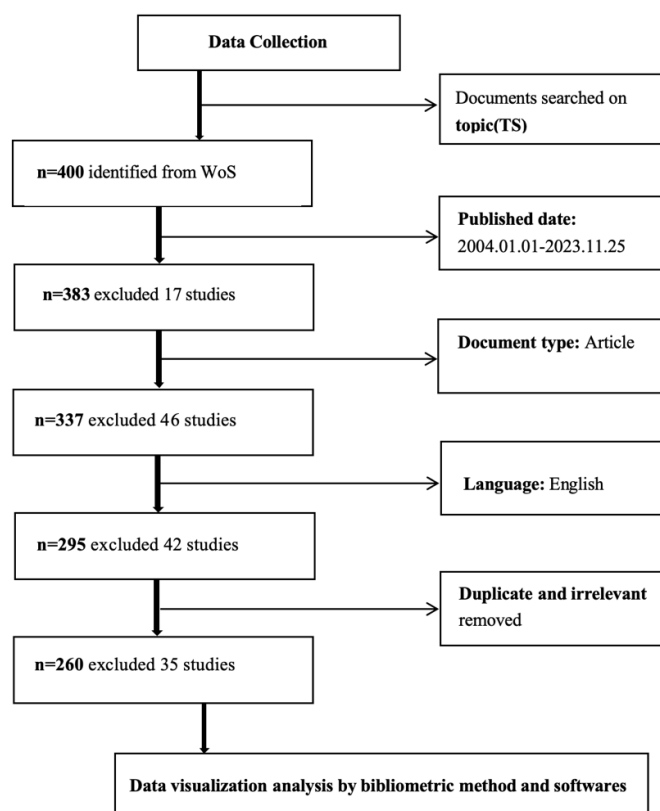

Figure 1. Publications searching and screening flowchart

The Findings

The study collected 260 articles in relevant "country image and media" from 2004-2023 (around over the past two decades), the searching database is The Web of Science (WoS) and the searching date is 25, November, 2023.

1. The Quantitative and Descriptive Analysis of Samples

Based on the search strategy, there were 260 studies on country image and media over the past two decades. An overview of previous research can represent the research characteristics and general knowledge of this topic. It is crucial to make a descriptive statistic for the research database, benefit to analyse the details of each criterion during the research process (Table 1).

Table 1. The descriptive statistics of database

Criteria	Record count
publications	260
Authors	545
Countries	57
Institutions	332
Journals	179
Times cited	3095
Co-cited journals	7021
Cited references	13080

Certainly, the development of this research topic can be reflected by the number and growth rate of publications each year. According to Figure 2, the earliest publication appeared in 2006 and the publications generally show an upward trend. Notedly, the trend was not always upward but there are some fluctuations and varies. To a large extent, this reflected that the research trend of country image and media is inseparable from the occurrence of world events and the development of media. For instance, in the first decade (2004-2013), the two peak years of publications were 2008 and 2012. The main reason is relevant to Beijing Olympic games (2008) and London Olympic games (2012). Similarly, in the second decade (2014-2023), the figure showed the three years (2020, 2021, 2022) are more than other years which may related to Covid-19 pandemic, Russia-Ukraine War and other world-events.
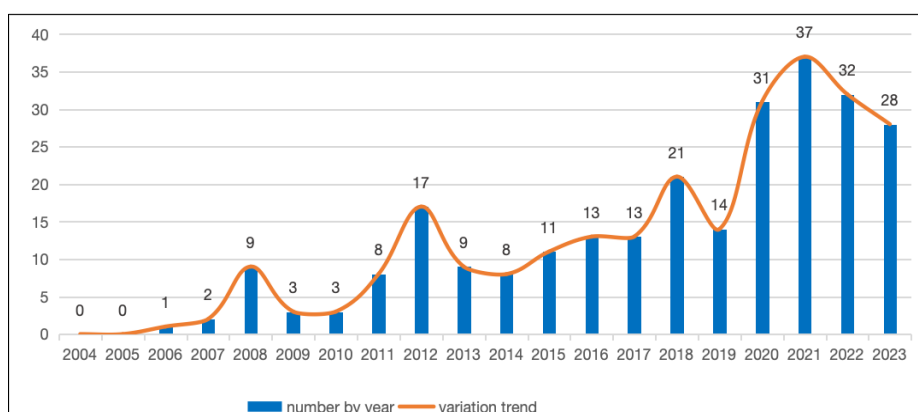

Figure 2. The number and trend of publications by year

2. Country and Institutional Analysis

In the 260 articles came from 57 countries, the top 10 countries by the number of published articles include the United States (n=84), China (n=62), South Korea (n=25), the United Kingdom (n=22), Australia (n=11) and five other countries. Table 2 indicates that China and the USA contribute over half of the publications, reflecting their active roles in shaping research on country image.

Table 2. Top 10 countries for publication output

Rank	Countries/Regions	Record count	Percent
1	USA	84	32.3%
2	China	62	23.8%
3	South Korea	25	9.6%
4	England	22	8.5%
5	Australia	11	4.2%
6	Germany	9	3.5%
7	Canada	8	3.0%
8	Russia	7	2.7%
9	Spain	7	2.7%
10	Switzerland	7	2.7%

According to the distribution of cooperation, there is active and close cooperation among these 57 countries and regions, led by the United States and China (Figure 3).
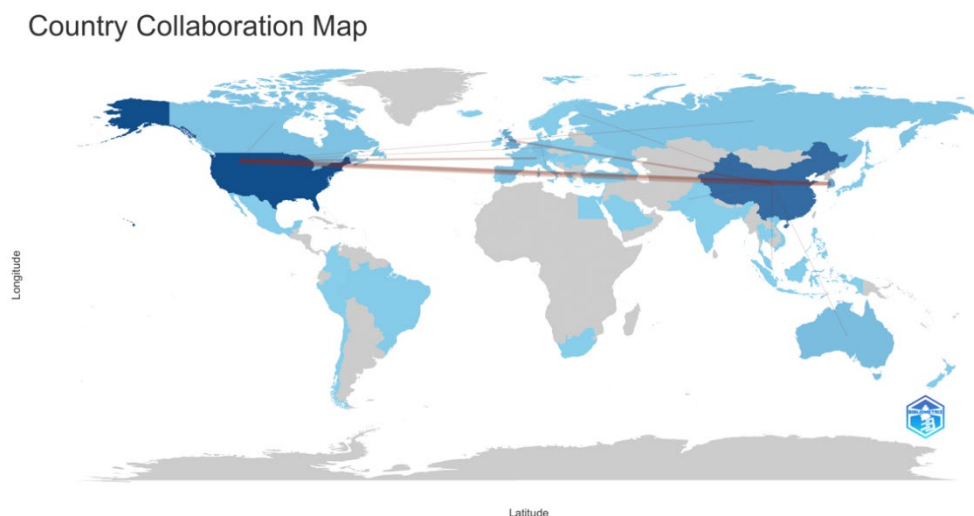

Figure 3. The distribution of countries' cooperation

Subsequently, according to the prompts of VOSviewer, the study visualized the cooperation network map for the 39 countries with the largest cooperative relationships (Figure 4). Through the network map with different colours and connecting lines, we can know that China, Finland, Japan, and other countries cooperate closely, the United States, Russia, and India have active cooperative relations, and scholars from Italy, Germany, France, and other countries have more contacts. Although Australia has many research articles, it has relatively little cooperation with other countries.

Figure 4. The 39 countries with the most positive cooperation

In terms of publication output(Table 3), the top 10 institutions are led by the Hong Kong Polytechnic University (n=9, 3.5%). Four universities came from China, accounted for 8.4% of the total number of publications. In addition to Hong Kong Polytechnic University, they are Tsinghua University (n=5, 1.9%), Zhejiang University (n=4, 1.5%), and Fudan University (n=4, 1.5%). Universities of China is more interested in this research topic and pays more attention to it. Besides, there are two universities in the United States, University Oregon (n=5, 1.9%) and University Central Florida (n=3, 1.2%). These two universities published 8 articles, making up 3.1% of all.

Table 3. Top 10 institutions for publication output

Rank	Institutions	Countries	Publications	Percent
1	Hong kong polytech university	China	9	3.5%
2	University Fribourg	Switzerland	6	2.3%
3	Nanyang technology university	Singapore	5	1.9%
4	Tsinghua university	China	5	1.9%
5	University Oregon	USA	5	1.9%
6	University Vienna	Austria	4	1.5%
7	Zhejiang university	China	4	1.5%
8	Fudan university	China	4	1.5%
9	University Valencia	Spain	4	1.5%
10	University Central Florida	USA	3	1.2%

The top 10 institutions are mainly from China and the United States, followed by Switzerland, Singapore, Austria and Spain. A visual network map partnerships (Figure 5) shows 10 universities with inactive. Only Tsinghua University and Fudan University in China have very close cooperation, and even the images of the two universities completely overlap. In addition, in 2021-2022, the University of Oregon and the Hong Kong Polytechnic University paid more attention to research on this topic.
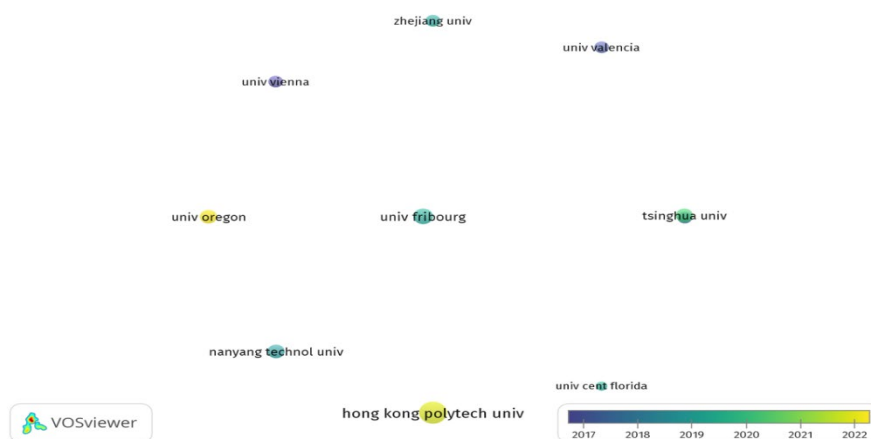
Figure 5. The cooperation relationship of top10 institutions for publications

3. Journal and Co-cited Journal Analysis

These 260 studies related to the research topic came from 179 journals. Among the top 10 journals by publication output (Table 4), Place branding and public diplomacy (n=16, 6.2%) ranked first, followed by Public relations review (n=10, 3.8%) and International journal of communication (n=10, 3.8%). In addition, Tourism management (n=267) led the top 10 co-cited journals (Table 4), followed by Place branding and public diplomacy (n=196) and Annals of tourism research (n=168). It is worth mentioning that the journal of Place branding and public diplomacy has made the largest influence in this research field as it had more publications and citations.

Table 4. Top 10 journal on publications and top 10 co-cited journal on co-citations

Rank	Journals	Count	Co-cited journals	Co-citations
1	Place branding and public diplomacy	16 (6.2%)	Tourism manage	267
2	Public relations review	10 (3.8%)	Place branding and public diplomacy	196
3	International journal of communication	7 (2.7%)	Annals of tourism research	168
4	Global media and China	6 (2.3%)	Public relations review	158
5	International communication gazette	5 (1.9%)	Journal of marketing research	140
6	Journal of destination marketing management	5 (1.9%)	Journal of travel research	126
7	Journal of travel tourism marketing	5 (1.9%)	Journal business research	122
8	Journalism studies	4 (1.5%)	Journal of communication	107
9	Sustainability	4 (1.5%)	International marketing review	102
10	African journalism studies	3 (1.1%)	Journal of travel & tourism marketing	100

Subsequently, researchers used VOSviewer to construct a visual network map of these journals. The Figure 6 shows that citation relationships of journals are not very active, and only 59 journals have positive connections. For example, Place branding and public diplomacy, Global media and China, and Communication & sport and others had positive citation relationships. Public relations review, Sustainability and International journal of public and other journals actively cited each other.

Figure 6. The 59 journals in positive citation relationships

To present the relationship between co-cited journals more clearly, the researchers set the co-citations of a journal to be equal or exceed 29 and then displayed a network map of the top 50 journals (Figure 7). These journals are mainly divided into three colours or clusters. The blue cluster focuses on "destination image research" in the field of tourism. Journals in the green cluster are related to marketing and business topics. The red cluster is obviously dominated by Place branding and public diplomacy and International journal of communication, They are connected to the public communication and international relations subject. Although they are distributed in different research fields, there was a co-citation relationship among articles related to "Country Image and Media" in these journals.
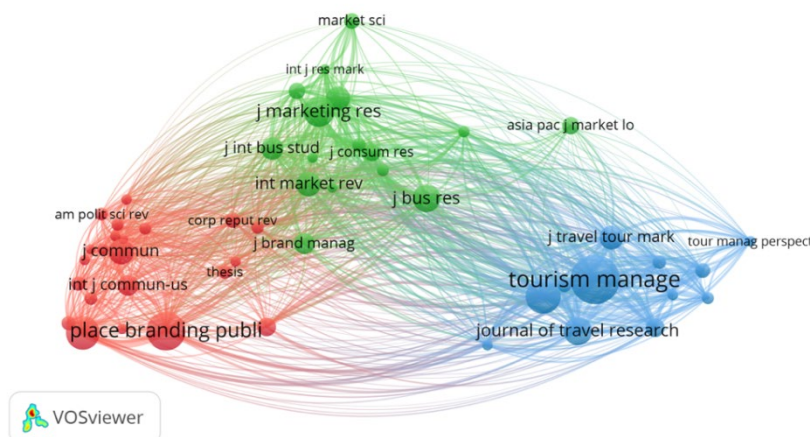

Figure 7. The visualization of top 50 Co-cited journals

4. Authors and Co-cited Authors Analysis

The study on media portrayal and country image involved 545 authors in all. The study lists the ranks on the top 10 authors by number of publications and citations (Table 5). Inggenhoff Diana (n=5) and Dubinsky Yoav (n=5) published the largest number of publications. Gilboa Eytan (n=325) led the top 10 cited authors, and Kim Seongseop was the only author appeared in three rankings of publications, citations and co-citations. Two authors have been co-cited more than 40 times out of the 9270 co-cited authors (Table 5). Anholt Simon (n = 70) is the most frequently mentioned author, next to Kim Seongseop (n = 40) and Ying Fan (n = 34).

Table 5. The top 10 authors of publications, citations and co-citations

Rank	Authors	Count	Authors	Citations	Authors	Co-citations
1	Inggenhoff Diana	5	Gilboa Eytan	325	Anholt Simon	70
2	Dubinsky Yoav	5	Mohamad Osman	226	Kim Seongseop	40
3	Sevin efe	3	Noor Mohamad	226	Ying Fan	34
4	Yousar Salman	3	Yasin Norjaya	226	Wang Jian	33
5	Yu YaTing	3	Wang Jian	150	Robert M. Entman	31
6	Aichner Thomas	2	Aston Joshua	127	Seyhmus Baloglu	30
7	Kim Seongseop	2	Liu XinYi	127	Philip Kotler	30
8	Fan Hong	2	Wen Jun	127	Buhmann Alexander	30
9	Hahm Jeeyeon (Jeannie)	2	Ying TianYu	127	John Nadeau	27
10	Ko Eunju	2	Kim Seongseop	85	Joseph S. Nye	27

Subsequently, the researchers build the network map to visually present the active collaboration for the 13 authors (Figure 8). Obviously, Ingenhoff Diana was at the centre and had collaborations with other authors.
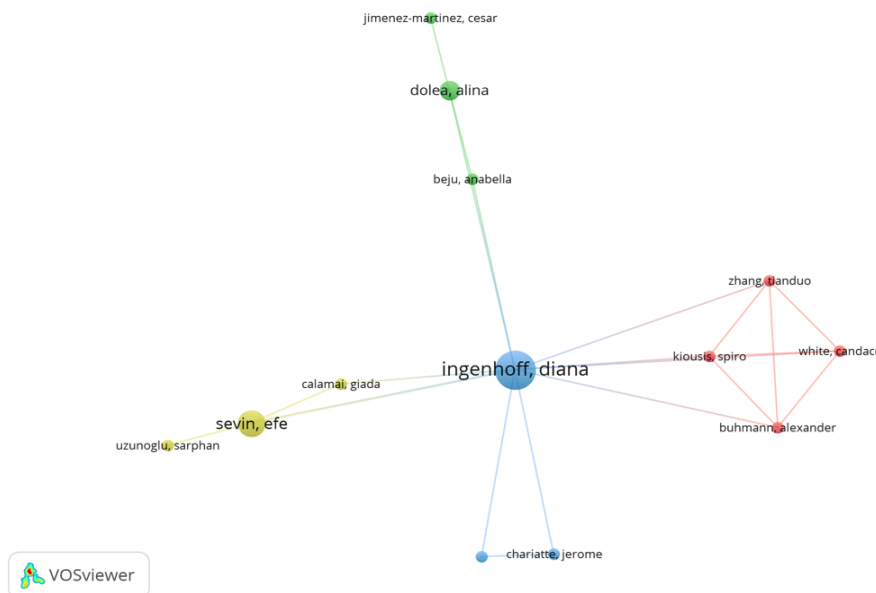

Figure 8. The active collaboration among the 13 authors

The researchers screened out 45 authors with at least 15 co-citations to draw a co-citation network map. As showed in the Figure 9, there are active co-citation relationship in different authors, including Wang Jian and Eytan Gilboa, Philip Kotler and Anholt Simon.
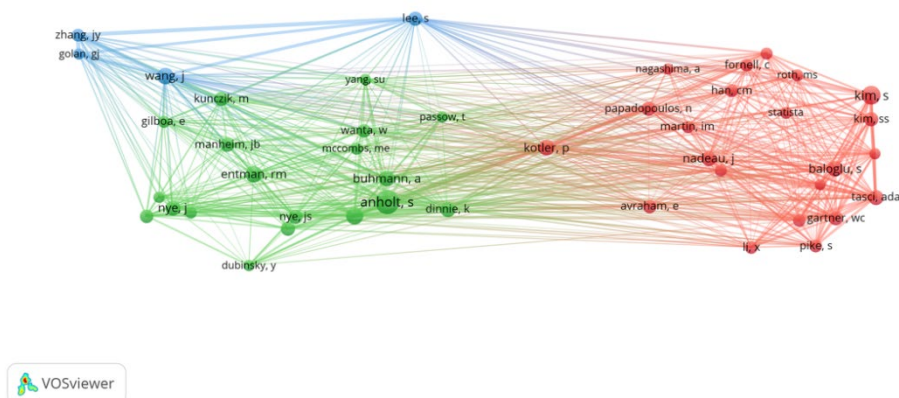
Figure 9. The visualization network of 45 co-cited authors

5. Publications Co-Cited Analysis

These 260 articles reached a total of 3095 citations. The study believe that the most cited articles reflect that articles have significant influence in the area of research. Among the top 10 articles with the most citations in the Table 6, "Gilboa Eytan2008 Searching for a Theory of Public Diplomacy" (n=325) ranked first, followed by "Yasin Norjaya2007 Does image of country-of-origin matter to brand equity?" (n=226) and "Wang Jian2006 Managing national reputation and international relations in the global era: Public diplomacy revisited" (n=150).

Table 6. The top10 publications on citations

Rank	Title	Author	Year	Citations
1	Searching for a Theory of Public Diplomacy	Gilboa Eytan	2008	325
2	Does image of country-of-origin matter to brand equity?	Yasin Norjaya	2007	226
3	Managing national reputation and international relations in the global era: Public diplomacy revisited	Wang Jian	2006	150
4	Effects of misleading media coverage on public health crisis: a case of the 2019 novel coronavirus outbreak in China	Wen Jun	2020	127
5	When tourists are your "friends": Exploring the brand personality of Mexico and Brazil on Facebook	Maria De Moya	2013	71
6	Visual Listening In: Extracting Brand Image Portrayed on Social Media	Liu Liu	2020	70
7	A framework of place branding, place image, and place reputation: Antecedents and moderators	Pantea Foroudii	2016	70
8	Does a Food-themed TV Drama Affect Perceptions of National Image and Intention to Visit a Country? An Empirical Study of Korea TV Drama	Kim Seongseop	2012	69
9	Economic and destination image impacts of mega-events in emerging tourist destinations	Julius Arnegger	2016	59
10	Managing a nation's image during crisis: A study of the Chinese government's image repair efforts in the "Made in China" controversy	Cai Peijuan	2009	85

Besides, there were 180 articles with 2 or more citations. As shown in the Figure 10, 51 articles had strong citation relationships in the 180 articles. For example, this has active citations with "Gilboa Eytan 2008 Searching for a Theory of Public Diplomacy", "Wang Jian2006 Managing national reputation and international relations in the global era: Public diplomacy revisited" and "Cai Peijuan2009 Managing a nation's image during crisis: A study of the Chinese government's image repair efforts in the 'Made in China'

controversy". In addition, "Wen Jun2020 Effects of misleading media coverage on public health crisis: a case of the 2019 novel coronavirus outbreak in China", had citation relationships with other articles, especially articles around 2020.
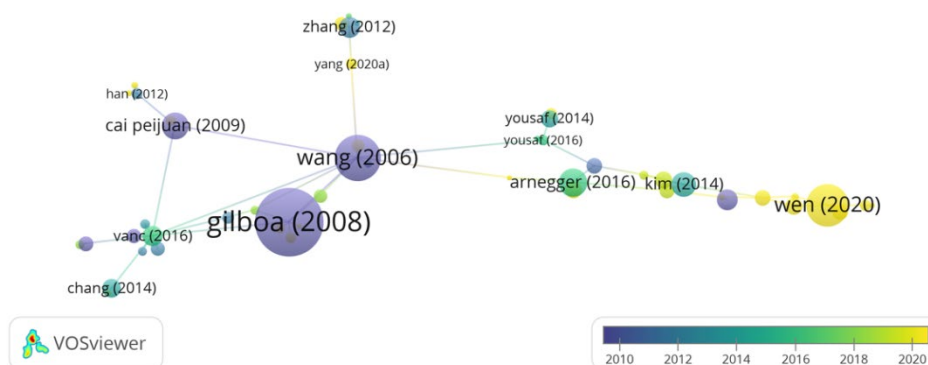

Figure 10. The citation relationships of 51 publications

6. Research Hotspots Analysis

Through analysis of co-occurring keywords, the main research directions and research hotspots can be identified. Notedly, the language analysis software identifies keywords based on occurrence frequency and not understanding meaning. This led to some irrelevant words or several synonyms all being selected as keywords, which will affect the accuracy of the research results. Therefore, the study conducted data cleaning before keyword extraction. This process removed irrelevant words with high frequency occurring and replaced synonyms. For example, the words "Country images", "Country brand", "Country reputation", "Country branding", "national images" and "nation images" are all replaced by the word "country image". After data cleaning, 1211 keywords were found. Among the top 20 co-occurrence keywords (Table 7), the highest frequency vocabulary is country image (n=154), followed by mass media (n=78), diplomacy (n=45), China (n=41) and social media (n =38).

Table 7. The top20 co-occurrence keywords

Rank	Keywords	Counts	Rank	Keywords	Counts
1	country image	154	11	Olympic games	14
2	mass media	78	12	consumer	14
3	diplomacy	45	13	content analysis	11
4	China	41	14	media framing	10
5	social media	38	15	Covid-19	10
6	destination image	36	16	nationalism	9
7	soft power	32	17	twitter	8
8	public opinion	24	18	Japan	8
9	politics	18	19	Russia	6
10	brand equity	15	20	international communication	6

In the cluster analysis of co-occurring keywords, the researcher constructed a visual network map of 36 co-occurring keywords with an occurrence frequency of more than or equal to 4. As shown in Figure 11, co-occurring keywords can be divided into five clusters in five colours, representing main five research hotspots and directions. Subsequently, researcher summarized the research directions of five clusters based on specific high-frequency words. The thicker the lines between nodes, the stronger the link between terms. Furthermore, words with multiple lines indicate that the study subject is complex and has captured the interest of scholars from different areas of study.

Cluster 1 (red) focuses on public perception and behavior, while Cluster 2 (green) addresses national branding and the role of social media. Cluster3 (blue) related the country's diplomatic image and international public relations, while Cluster4 (yellow) involved mass media and Covid-19. Lastly, cluster5(purple) concerned mega-events and cultural exchange.
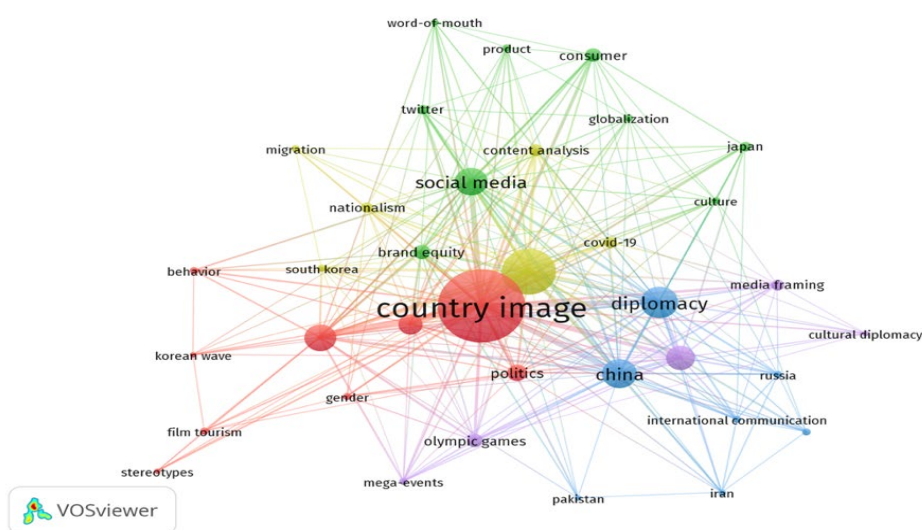

Figure 11. The cluster analysis of co-occurrence keywords

To present keywords and research hotspots more clearly, the researcher constructed the word-cloud with the top 20 most frequent keywords. Obviously, the word-cloud is consistent with the cluster analysis map. From the size of the vocabulary, we can know the frequency of the vocabulary, such as country image, mass media, soft power, and public opinion and other keywords (Figure 12).

Figure 12. The word cloud of most frequent keywords

7. Research Frontiers Analysis

Through the analysis of topic trends, we can understand hot topics and predict future research frontiers. After data cleaning for keywords, the researcher set some parameters to extract topic keywords. For instance, the number of words per year is 3, and the frequency of each word is more than or equal to 5. The selection range is the author's keywords, not all keywords. The main reason is that in analysing topic trends, the author's keywords are more important and valuable.

As showed in the Figure 13, 14 topics were identified from 2011 to 2023. Lines reflect that topics were popular in some years and node represent topics frequency. Obviously, keywords of research topic always play an important role, such as "country image", "mass media", "social media". From 2011 to 2019, the theme of the "Olympic Games" had always been important. The Olympic Games are mega-event and reported by media around the world. Moreover, the Olympics are often considered to relate to media, soft power and national image. The topic of "Japan" appeared for the first time from 2020 to 2022. Therefore, the study predicts that the Olympic Games have always been a popular research topic, and the countries that will host the Olympic Games will become a hot research topic in the Olympic years.

Another important topic is "diplomacy", which has been a research hotspot in the 10 years from 2012 to 2021. Therefore, the study predicts that the themes of diplomacy and international public relations will be research frontiers. The topic of "China" has the highest frequency in 2021, and its popularity has declined since 2022, which partly related to the pandemic and Olympic Games(winter) Beijing 2022. From 2020 to 2023, "Covid-19", "media framing", and "content analysis" have got more attention from scholars. In the past three years, many scholars have used content analysis method and framing theory to analyse the topic of Covid-19. Notably, the pandemic is almost over, so the study predicts that the topic will no longer be as important compared to the previous 3 years. Therefore, according to the trend analysis, the study predicts that research frontiers in the research field will be similar to the trend, including diplomacy, mega-events (Olympic Games), world-emergencies (pandemic, war), media framing research, and other research topics.
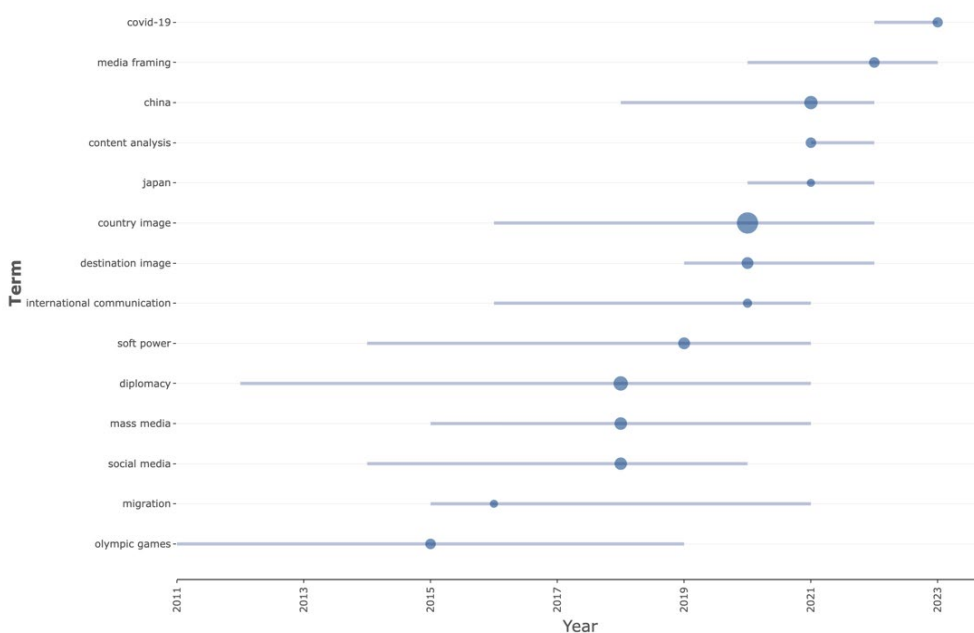

Figure 13. The trends topics analysis

Discussion

1. General Information and Research Overview

Analysis of the annual output of publications founds that the number of articles was 0 in 2004/2005 but reached 37 articles in 2021. Overall, the number of studies is gradually increasing. It is worth noting that from 2006 to 2023, there were four peaks in 2008/2012/2018/2021. Especially from 2020 to 2023, there were the most articles. This is related to the rapid development of media and some major events in the world, such as pandemic, wars, Tokyo Olympic Games, Beijing Olympic Winter Games, etc. The analysis of countries and institutions reveals that China and the United States pay more attention to this research topic and play a leading role in cooperation between countries. The dominance of China and the USA highlights their efforts to influence international narratives through media."

However, there is an obvious gap that collaboration between institutions was not active. Only Tsinghua University and Fudan University had close cooperation. As a result, the study believes that future exchanges and collaboration between institutions should be expanded in order to bridge the gap. The analysis of authors, Kim Seongseop was the only author appeared in three rankings of publications, citations and co-citations. His research was valuable to this research field.

2. Research Hotspots and Frontiers

Cluster analysis of co-occurring keywords revealed five research hot topics and future trend in this research area. First, public's behavior and perception for a country. Second, national brands and social media. Third, the country's diplomatic image and international public relations. Fourth, mass media and Covid-19. Fifth, mega-events and cultural exchange.

The study argues that the research topic is becoming more important in the complex and changing world. Powerful countries pay more attention to the media and country image, including China and USA. In short, the research frontiers will continue the trend, including diplomacy, mega-events (Olympic Games), world-emergencies (pandemic, war). Meanwhile, some new topics will be explored in future research, such as artificial intelligence (AI) and the unknown.

Conclusion

The highly developed technology and media have made the world truly a global village. It is very common for people to learn about news events around the world through the media. Similarly, countries are building and disseminating better images through the media. Therefore, the research topic of country image and media is very important. These research findings indicate that China and the United States lead the research, with key topics including diplomacy, mass media, and mega-events like the Olympics. Furthermore, the study reveal an research gap that collaboration between institutions was not active. Through the study findings, the researcher believes that the research topic still has a lot of space for exploration and development. For instance, future studies should explore the role of emerging technologies such as artificial intelligence in shaping country image.-The study is valuable to this research field since it not only examines the research overview and hotspots, but also forecasts future trends and potential. These provide references for future researchers, who can explore and innovate more research perspectives refer to the bibliometric analysis. The study's limitation is that sample articles are only collected in one database, reliance on Web of Science. The study encourages scholars actively explore more research perspectives such as media hegemony, Artificial Intelligence, media technology, research methods, theoretical frameworks and others.

Conflicts of Interest: The authors declare no conflict of interest.

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