

## Lexical Analysis in News Articles to Show Media Framing Charles Leclerc's 2024 Wins: A Corpus Study

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### Abstract:

This study examines how the media framed Charles Leclerc's victory in the 2024 Grand Prix season. Using a descriptive qualitative method, the researchers identified Entman's (1993) framing in the news media. The data consist of twenty-one news articles collected from news media and analyzed using corpus linguistic tools to identify high-frequency lexical items and collocation patterns. The findings show that sports media covering Charles Leclerc's victory at the 2024 Grand Prix used three perspectives: positive, negative, and neutral, and from four point of Entman framing, the media highlighted more than just Charles Leclerc's skill and Ferrari's technical strength, but also emphasized elements of luck, the dynamics of the race, and his opponents' mistakes, creating a complex picture of success. In addition, the media discourse reflected a mixture of admiration and criticism, describing the victory as the result of perseverance and teamwork while also suggesting areas for improvement in consistency and strategy.

**Keywords:** Framing; Media; Charles Leclerc; Grand Prix; Formula 1.

### Abstrak:

Studi ini menganalisis cara media menggambarkan kemenangan Charles Leclerc dalam musim Grand Prix 2024. Dengan menggunakan metode kualitatif deskriptif, para peneliti mengidentifikasi kerangka Entman (1993) dalam media berita. Data terdiri dari 21 artikel berita yang dikumpulkan dari media berita dan dianalisis menggunakan alat linguistik korpus untuk mengidentifikasi kata-kata berfrekuensi tinggi dan pola kolokasi. Hasil penelitian menunjukkan bahwa media olahraga yang meliput kemenangan Charles Leclerc di Grand Prix 2024 menggunakan tiga perspektif: positif, negatif, dan netral. Dari empat poin kerangka Entman, media tidak hanya menonjolkan keterampilan Charles Leclerc dan kekuatan teknis Ferrari, tetapi juga menekankan unsur keberuntungan, dinamika balapan, dan kesalahan lawan-lawannya, menciptakan gambaran kompleks tentang kesuksesan. Selain itu, diskursus media mencerminkan campuran antara kekaguman dan kritik, menggambarkan kemenangan sebagai hasil dari ketekunan dan kerja tim sambil juga menyarankan area yang perlu ditingkatkan dalam konsistensi dan strategi.

**Kata kunci:** Framing; Media; Charles Leclerc; Grand Prix; Formula 1.



## INTRODUCTION

Language always plays a vital role in public perception; it has a part to shaping how the public sees and thinks about everything around them. The power of language can both empower and marginalize individuals (Altun, 2023). In addition to being used in everyday conversations, language is also used in media reporting. This changes public perceptions about the importance of these issues (Wang, 2024). Which means with their big power to framing the mass news article they have made, media is a leader of public opinion. The media earns money from sports, and vice versa; for this symbiosis to continue, the media must be biased in its coverage of sports (Burki et al., 2022). Entman (1993) identified four concepts of framing, such as define problems, diagnose causes, make moral judgments, and suggest remedies.

Previous studies have explored this framing theory using data from various sources such as the news media, political discourse, social media campaigns, and cultural texts (Entman, 1993; Ananda & Putra, 2023; Hardilla & Zawawi, 2024). Findings from the studies often show that framing involves selecting certain aspects of reality to define problems, diagnose causes, make moral judgments, and suggest remedies, which shape audience perceptions and influence public opinion rather than simply stating objective facts. This study focuses on the lexical patterns and word choices used by journalists in news articles about Charles Leclerc's victory in the 2024 Grand Prix to construct a specific narrative.

## LITERATURE REVIEW

Framing is the selection of certain aspects of an event to shape the perceptions of others (Goffman, 1974; Entman, 1993). Framing can be used to interpret everyday social experiences in a way to make them easier to understand (Goffman, 1974). In fact, the use of framing is not limited to social life, but also extends to the fields of communication and media. According to Entman (1993) framing is the process of selecting and highlighting certain aspects to become the center of attention in a media. Framing is a way of understanding how reality is created and shaped by the media (Salim et al., 2024). Through word choice, perspective, and a focus on certain topics, the media can steer public opinion without having to give explicit instructions. In other words, framing in the media not only shows information but also shapes the audience's perspective on an issue. Framing plays a major role in shaping public perception of an issue. The way the media



frames an event can make the audience see it as something positive, negative, or neutral (Anggraeni, 2018).

Entman (1993) explains that framing is the process of selecting certain aspects of reality and highlighting them in communication texts to influence audience interpretation. According to Entman, framing has four points that can be used to analyze the media, that is, define problems which how the media defines an issue, diagnose causes, which is identifying the causes of the issue, make moral judgments, which is assessing the issue, and suggest remedies, which is offering solutions to deal with the issue. Goffman (1974) first introduced frames as interpretive schemes used by individuals to understand everyday events. Entman (1993) then adapted Goffman's frames for use in the field of media and communication, emphasizing how the media actively highlights certain aspects to shape public opinion. Entman's theory is used in this study because the framework is suitable for analyzing how the media frames a news article. The research object taken by the researcher is a news article reporting Charles Leclerc's victory at the 2024 Grand Prix. With four main points formulated, this study can examine how the media highlights certain aspects to shape opinion regarding Charles Leclerc's victory.

Research on framing has been conducted in several contexts, ranging from international conflicts to domestic policies. For example, Ananda and Putra (2023) examined about international political conflict framing difference how media reporting on the conflict Russia - Ukraine. The Washington Post describes the issue by defining the Russian invasion as an aggressive war, pointing to Putin's military decisions and actions as the cause, issuing a moral judgment accusing Russia as a war criminal, and recommending severe penalties and military support for Ukraine as the solution. Meanwhile, Xinhua News views the issue as a consequence of instability caused by US involvement, identifying the root cause as NATO's US-led eastward expansion, criticizing American ambitions on moral grounds, and suggesting that sanctions and military aid are exacerbating the global crisis rather than resolving it.

Kurnia et al. (2024) observed Political discourse how CNN reported Gibran became vice president. The results of the analysis show that CNN Indonesia frames the issue of Gibran as a vice-presidential candidate with a dominant critical perspective. CNN Indonesia tends to pay little attention to Gibran's achievements and potential, focusing more on criticism or possible controversies regarding his candidacy. At the same time, the media highlights Gibran's accomplishments and reputation as Mayor of Solo



and son of President Joko Widodo, framing him positively in terms of leadership abilities and political contributions. Although there are some mentions of support for Gibran, critical framing remains more prevalent in CNN Indonesia's reporting, suggesting a bias toward a critical view of his candidacy. This dominance of critical framing, alongside the relative lack of positive framing, indicates CNN Indonesia's strong influence in shaping public opinion that may be less supportive of Gibran as vice presidential candidate.

Anggoro et al. (2024) analyzed Female Representation in 2024 Presidential Candidates on *Republika.com* and *Sindonews.com*. *Sindonews.com* tends to highlight female candidates positively but focuses too much on gender and stereotypical views of women as vice presidential candidates. On the other hand, *Republika.com*, analyzes electability and political party support, offering a positive view of women as alternative presidential candidates. Both media play a crucial role in shaping public views on women in politics, but *Sindonews.com* needs a broader and less gender-focused approach, while *Republika.com* should provide more consistent and objective reporting. Neither provides specific moral judgments, focusing instead on political factors

Sodikin (2020) studied about *BBC.com* coverage the Indonesian halal certification policy. *BBC.com* reported on the rule that all food and drinks in Indonesia must have a halal certificate. But unlike many Indonesian news sites that talked mostly about the good sides of this rule, *BBC.com* focused more on the worries and problems. They told stories about small shop owners and small business groups who said the halal certification was expensive and hard to get. These groups were worried the government might not help them enough with the costs. Even though *BBC.com* included what the government official said about the policy, they still showed more about the struggles and objections from these small sellers. This means *BBC.com* picked certain parts of the story to tell, choosing to highlight the problems more than the benefits.

Framing has also been widely studied in non-political discourse. Anbarini et al. (2022) studied how *Permendikbudristek* handling sexual violence in PTN. The findings found that *Republika* and *Koran Tempo* frame the issue differently using Entman's four framing aspects. *Republika* frames the regulation as problematic, defining it as controversial and potentially endorsing free sex due to ambiguous language, in every news, *Republika* always starts with things that tend to be negative about the *Permendikbudristek* PPKS. *Republika* also framed the regulation as a multi-interpretive and dangerous rule. The framing of *Koran Tempo* tends to be shown from the news titles



which have a positive impression as a form of support the regulation, Koran Tempo frames it as a necessary step to address campus sexual violence. This demonstrates how media with differing ideologies use framing to construct opposing interpretations, shaping public discourse and influencing perceptions through 4 aspects by (Entman, 1993).

Aqila and Nadhifa (2022) analyzed about news framing Indonesian National team coach. The result of this study is that the researcher found out how Kompasiana and CNN Indonesia framed news stories about Indonesian national team coach Shin Taeyong using the framing model of Zhongdang Pan and Gerald M. Kosicky. Kompasiana framed the positive side and good strategies used by coach Shin Tae-yong, while CNN highlighted opinions that could form a less favourable perspective of the Indonesian team coach.

There is also Junior (2023) figured news framing on the Kajuruhan Tragedy. The researcher used framing analysis developed by Pan and Kosick and found that Tempo online magazine reported the tragedy in a critical, informative, and highly provocative manner. Framing analysis shows that the mistakes and negligence of security forces were the main focus, emphasized through unbalanced source quotes, journalists' opinions, and the use of syntactic, script, thematic, and rhetorical elements that reinforced Tempo's criticism. Tempo created social criticism of the government, particularly the Indonesian national police, for the Kajuruhan tragedy through the framing process.

Hua et al. (2021) found war metaphors in sports news. There are several previous studies before that has explored, including journal article by Hua et al. (2021) which examined about the war metaphors in sports news, in what way metaphors contribute to narrative sports framing and how they shape the way sports are offered to the public. The researchers highlight how language choices can be used as a tool for media framing. The use of metaphors is not only about bias but also to encouragement the way readers view and recognize sporting events. This study explains the use of metaphors and word selection by journalists to create narratives in news articles.

In addition to traditional framing studies, corpus linguistics and critical discourse analysis have been used to improve framing research. Zeng and Ahrens (2023) used the metaphorical framing to analyze in the war of metaphor in public speech of Hong Kong government. The data of this researcher is use of corpus public speech of Hong Kong and use investigate the pattern if lexical choice in the speech based on corpora. This research



found that there are social issue, combat frame, economic issue and governmental issue as the most frame in this speech, this research shows the use of metaphorical framing as the bridge between metaphor analysis and framing analysis at communication level.

Inderajati et al. (2023) analyzed government support at the formula E in news article. This study shows that news coverage of Formula E 2022 mainly highlights government support. At the structural level, six media outlets follow a consistent pattern between headlines and content. At the language level, the words “support” and “government” appear frequently, emphasizing the role of the government. From a perspective, most online media outlets tend to support the government. CNN appears to be the most supportive, while Tribunnews is more critical, featuring Joko Suranto as a citizen sponsor rather than the central government. In general, the media is more supportive of the government, and any criticism that does arise is subtle and does not directly undermine the government.

From previous research, the use of framing analysis is more commonly used in the context of political discourse, both internationally and nationally (Ananda & Putra, 2023; Kurnia et al., 2024), domestic policy (Sodikin, 2020; Anbarini et al., 2022), even in the discourse of gender representation in politics (Anggoro et al., 2024). Not only in politics, but framing is also used in sports research (Aqila & Nadhifa, 2023; Hua et al., 2021), until the tragedy that occurred in the fields of sports (Junior, 2023). From this overview, it can be concluded that framing analysis has garnered significant attention among scholars, however, there has been very limited research on how the media frames Formula One race wins, especially those involving Charles Leclerc. Although he has captured the attention of many, research into lexical patterns in the media that announce about his victory is very limited. This limit helps the researcher to find the gap, analyzing the lexical analysis in news article about his achievements.

The objective of this study is to examine the positive, negative, or neutral, and tone of language used in reporting and to describe Leclerc's accomplishment. Therefore, close reading alone is not enough, because the objects used are selected news articles with different writing styles, so there is a concern that the lexical patterns of all texts cannot be identified. Therefore, this study uses linguistic corpus as a method to systematically analyze word frequency and collocation. With linguistic corpus, the analysis becomes more detailed and objective and provides concrete data as evidence, so that framing can be clearly seen and analyzed.



Furthermore, this study purposes are to define how his victory is framed by the media. This type of research is descriptive using a qualitative approach method. In this research, the theory used is the framing theory by Robert Entman. This theory explains that the information available has an effect on people's understanding and how they react to it. This study focuses on the lexical patterns used in news articles about Charles Leclerc's victory during the 2024 Grand Prix.

## RESEARCH METHODS

This type of research is descriptive using a qualitative approach method. In this research, the theory used is the framing theory by Robert Entman. This theory allows researchers to analyze the words and sentence structure used so that they can create a certain view of an event. According to Entman (1993), framing means selecting certain parts of reality and making them more salient in communication. This theory also explains that the information available has an effect on people's understanding and how they react to it. "Framing theory suggests that how something is presented to the audience (called "the frame") influences the choices people make about how to process that information." (Arowolo, 2017).

The data for this research is sourced from the news articles of Charles Leclerc win on Formula 1 Grand Prix 2024 which are publicly available on the BBC Sport, ESPN, CNN, and Formula 1 News. This research is using twenty-one news, consists of articles on Charles Leclerc win during 2024 Grand Prix race, spanning from his win in Monaco Grand Prix on May 26, 2024, Italian Grand Prix on September 1, 2024, and his latest win in United States Grand Prix on October 21, 2024.

This study uses corpus to help collect and process the data. The corpus that already collected has 19.318 tokens. The article sources are through sport news site on google such as BBC Sport, ESPN, CNN, bleacherreport, and Formula 1 News and cover a wide range of topics, addressing both how the media explain about his wins and his performance on the race.

These news article texts are copied one by one and then pasted into the justText website. Prior to analysis, the data underwent a cleaning process to remove any irrelevant content, such as formatting issues or information that unrelated to the news articles themselves. Then were converted into plain text format (.txt) to ensure compatibility for corpus analysis, enabling detailed examination of word frequency. Once cleaned, the



corpus was processed and analyzed using Lancsbox, a corpus linguistics software designed for linguistic analysis, enabling detailed examination of word frequency.

The corpus was processed using the Whelk tool to generate lists of adjectives, nouns, and verbs. Nouns were selected because they can provide useful information for identifying key actors, entities, or concepts that appear in the texts. Adjectives were extracted since they often contain evaluative meanings that reveal how the media describes events, situations, or individuals, thus indicating whether the tone is emotional or neutral. Frequency lists of nouns and adjectives help identify how institutions or actors are described in the text (Friginal & Hardy, 2021, p. 434). Verbs, on the other hand, were analyzed only in their lemma form, as they are crucial in understanding how agency and actions are represented in the coverage. The use of active and passive verbs can differ significantly, where this difference in form affects how agency is displayed or hidden in the text (Friginal & Hardy, 2021, p.507). The frequency list generated from Whelk offers insight into the most frequently used lexical items, which were then categorized into positive, negative, or neutral groups in order to determine the overall tone of the reporting. To complement this step, the KWIC (Key Word in Context) function was applied to examine how these nouns, adjectives, and verbs appear within their surrounding textual contexts. This combination of frequency analysis and contextual interpretation allows for a more comprehensive understanding of how language constructs representation.

To identify the main issues in the news coverage, researchers focus on nouns. To examine the cause, researchers analyze nouns by classifying them into two categories: personal and instrumental. Meanwhile, to analyze how the media evaluates performance, researchers focus on adjectives by classifying them into positive and negative. As for suggestions for future performance, researchers identify modal verbs and verbs. Finally, the findings are presented in the form of a narrative analysis, focusing on the lexical patterns that characterize news coverage of Charles Leclerc's victory in the 2024 Grand Prix.

## FINDINGS

From the results of the analysis using LancsBox, the researchers found 50 high-frequency lexical items related to the study. These were dominated by nouns referring to race settings (e.g., Ferrari, Race, Track, Car, Team), followed by adjectives highlighting



evaluative meanings (e.g., First, Dominant, Advantage, Lucky, Strong), and verbs emphasizing action and success (e.g., Become, Could, Need). This lexical pattern acted as a linguistic reference to the way the media described Leclerc's victories. A Word list of nouns, adjectives, and verbs that occur in the news is presented in table 1.

**Table 1.**

No.	Lemma	POS (Part of Speech)	Frequency
1	Ferrari	Noun (NN)	147
2	Race	Noun (NN)	132
3	Lap	Noun (NN)	94
4	First	Adjective (ADJ)	83
5	Team	Noun (NN)	60
6	Track	Noun (NN)	54
7	Car	Noun (NN)	50
8	Championship	Noun (NN)	49
9	Point	Noun (NN)	53
10	Finish	Noun (NN)	44
11	Lead	Noun (NN)	40
12	Victory	Noun (NN)	36
13	Good	Adjective (ADJ)	35
14	Win	Noun (NN)	31
15	Start	Noun (NN)	27
16	Special	Adjective (ADJ)	25
17	Penalty	Noun (NN)	25
18	Become	Verb (VB)	24
19	Hard	Adjective (ADJ)	23
20	Champion	Noun (NN)	22
21	Podium	Noun (NN)	21
22	Could	Verb (VB)	21
23	Manage	Verb (VB)	21
24	Pass	Verb (VB)	21
25	Sport	Noun (NN)	21
26	Circuit	Noun (NN)	20
27	Pace	Noun (NN)	18
28	Dominant	Adjective (ADJ)	18
29	Tyre	Noun (NN)	17
30	Whole	Adjective (ADJ)	16
31	Difficult	Adjective (ADJ)	15
32	Advantage	Noun (NN)	15
33	Performance	Noun (NN)	13
34	Wide	Adjective (ADJ)	13
35	Career	Noun (NN)	12
36	Need	Verb (VB)	12
37	Strategy	Noun (NN)	12
38	Able	Adjective (ADJ)	11
39	Final	Adjective (ADJ)	11
40	Try	Verb (VB)	11
41	Quick	Adjective (ADJ)	10
42	Continue	Verb (VB)	9



43	Little	Adjective (ADJ)	9
44	Hard	Noun (NN)	9
45	Dominate	Verb (VB)	8
46	Clear	Adjective (ADJ)	7
47	Luck	Noun (NN)	6
48	Must	Verb (VB)	5
49	Lucky	Adjective (ADJ)	5
50	Strong	Adjective (ADJ)	5

According to Entman (1993) framing model, those words were categorized into four different categories: first is to define the problem; second is to identify the cause of the problem; third is to make a moral judgment; and fourth is to suggest a solution. Each category shows a different way used to create meaning and influence how readers understand events.

To represent how the media define the problem, eight keywords were identified: *Championship (49)*, *Lead (40)*, *Victory (34)*, *Finish (44)*, *Win (31)*, *Penalty (25)*, *Podium (21)*, *Champion (21)*. In the category of diagnosing causes, we identified ten keywords that describe the factors contributing to Leclerc's success, such as, *Ferrari (147)*, *Track (50)*, *Team (60)*, *Car (50)*, *Circuit (19)*, *Tyre (18)*, *Strategy (12)*, *Start (27)*, *Race (132)*, *Lap (94)* so that all words related to the causes will be combined in the diagnose causes aspect. The next stages of analysis involve identifying words associated with making moral judgments by *Good (35)*, *Special (25)*, *Dominant (18)*, *Whole (16)*, *Difficult (15)*, *Wide (13)*, *Final (11)*, *Quick (10)*, *Lucky (6)*. After that, we identified words associated with suggesting remedies, such as *Could (21)*, *Need (12)*, *Able (11)*, *To Try (11)*, *Continue (9)*, *Must (5)*.

### **How media present Charles Leclerc's win**

Our analysis found the lexical choices used by the media to describe Charles Leclerc's victory in the 2024 Grand Prix as depicted by the use of nouns associated with victory, for example *Championship (49)*, *Lead (40)*, *Victory (34)*, *Finish (44)*, *Win (31)*, *Penalty (25)*, *Podium (21)*, *Champion (21)*.

From the list above, it can be concluded that Leclerc's victory is described using various words by the media, and the researcher conducted further analysis. The analysis revealed similar lexical patterns in the way the media constructed the narrative of Charles Leclerc's victory during the 2024 Grand Prix season. Through several news sources, the media used these words to frame what was considered the main issue or focus of the news. Repeated lexical choices such as **Win**, **Lead**, **Victory**, **Podium**, **Champion**, **Penalty** show how language is used to describe Leclerc's achievements as extraordinary

accomplishments and symbols of his team's resurgence. For example, the words **Win** and **Victory** are used in sentences that emphasize celebration and pride, such as “Charles Leclerc secured Ferrari a rare win at the Formula 1 Italian Grand Prix, much to the home fans' delight, as the team's bold one-stop strategy paid off on Sunday,” and “Charles Leclerc secured his third season victory at the U.S. Grand Prix, breaking Max Verstappen's three- year winning streak at this event.” This can be seen in figure 1 and 2 below.

motivates me. Whenever you win, it's a **win** not only for me, but the thousands  
 Leclerc. Charles Leclerc secured Ferrari a rare **win** at the Formula 1 Italian Grand Prix,  
 won in 2019, making this Ferrari's second **win** on its home track in the past  
 that 2019 victory. It was Leclerc's second **win** of the season. His first was equally

**Figure 1: Concordance of the lemma *win* showing media framing of Leclerc’s achievement**

latest achievement: the third milestone reached. The **victory** in Monaco, which the Ferrari driver calls  
 only awards 25 points, like every other **victory**, emotionally it was everything." Roots are fundamental,  
 start to the season, culminating in the **victory** in Monaco, his form has faltered. Despite  
 was Ferrari's first home win since Leclerc's **victory** in 2019. "It's an incredible feeling," Leclerc  
 Celebrates with the Monza Tifosi following his **victory** in the 2024 Formula 1 Italian Grand

**Figure 2: Concordance of the lemma *victory* showing media framing of Leclerc’s accomplishments**

Similarly, **Podium** and **Champion** expand the narrative towards continued success. The media uses **Podium** as a visualization of Leclerc in the top position, and builds a narrative around Leclerc's victory for Ferrari. The use of **Champion** also as hope for the future potential of Leclerc.

they sprinted down the track to the **podium**, unfurling a huge Ferrari banner on their  
 to watch Leclerc spray champagne from the **podium** while red smoke drifted into the air

**Figure 3: Concordance of the lemma *podium* showing media framing of Leclerc’s victory celebration**

Monaco Grand Prix, and to become world **champion**. He has already achieved three of these  
 goals, but the most significant, becoming world **champion**, is still a work in progress. Let's

**Figure 4: Concordance of the lemma *Champion* showing media framing of Leclerc’s future potential**

The media also used **Penalty** to subtly highlight moments where Leclerc benefited from his competitors' failures, and the use of **Championship** further emphasizing his long-term ambition as it strives to win the world title.

Leclerc wins US Grand Prix and late **penalty** gives Verstappen 3rd place over Norris in  
 a podium finish awarded by a late **penalty** on McLaren's Lando Norris. Verstappen finished third

**Figure 5: Concordance of the lemma *Penalty* in the news media about Charles Leclerc win.**

Baku and went on to win the **championship** the same year. "The people I lost dream of winning the Formula 1 world **championship** persists. The Monegasque driver is more determined this sport, who won his first world **championship** when Leclerc was only 11 years old.

**Figure 6: Concordance of the lemma *Championship* showing media portrayal of Leclerc's goal**

The word **Finish** that used to describe the factual results of a race without evaluative bias. This lexical pattern shaped a media framework that celebrated Leclerc's victory as a historic achievement and an indicator of Ferrari's competitive resurgence, combining factual race reporting with an emotional portrayal of victory and revenge.

he led Carlos Sainz to a one-two **finish** at the U.S. Grand Prix. Leclerc passed teamwork to bring home an equally perfect **finish**. Joy on the podium As he crossed on the podium As he crossed the **finish** line, Charles Leclerc celebrated his eighth career they helped Ferrari to its 87th double **finish** and an impressive 55 points this weekend.

**Figure 7: Concordance of the lemma *Finish* showing media portrayal of Leclerc's consistent achievements**

As seen in Figure 8, media using the word **Lead** reinforces Leclerc's dominance and control during the race. This word often appears in the context of taking the lead in races, emphasizing Leclerc's control on the track. Through this lexical choice, the media depicts Leclerc as a driver who wins through his performance.

past Piastri on track, Leclerc retook the **lead** when McLaren finally brought Norris in for the door for Leclerc to snatch the **lead** despite starting fourth. Carlos Sainz tried his win of the season after snatching the **lead** on Lap 1. While championship rivals Max the first corner when he took the **lead**, Leclerc responded: "Well it was a pretty on October 20, Sunday. Leclerc took the **lead** from the start, capitalising on a clash by Ferrari's Charles Leclerc, who took the **lead** on the first lap after Norris and

**Figure 8: Concordance of the lemma *lead* showing media framing of Leclerc's driving skill**

### What the media considers to be the reason for Leclerc's victory

The following is a list of words related to the causes diagnosed by the media regarding Charles Leclerc's victory in the 2024 Grand Prix, including *Ferrari* (147), *Track* (50), *Team* (60), *Car* (50), *Circuit* (19), *Tyre* (18), *Strategy* (12), *Start* (27), *Race* (132), *Lap* (94).

From the list of keywords above, it can be concluded that Leclerc's victory was framed in two major causes by the media, that is personal and instrumental. Personal

causes are reflected in the word's strategy, laps, race, and start, which emphasize Leclerc's skills, decisions, and coordination with his team. Meanwhile, instrumental causes are represented by Ferrari, team, car, track, circuit, and tyres, which highlight the technical performance and external conditions that contributed to his success.

The personal reasons mentioned by the media to explain Leclerc's victory were that he demonstrated careful tactics at the **Start** and **Race**, enabling him to take the lead. There are also other personal reasons that is **Lap** that represent Leclerc's impressive skills as a Formula 1 driver.

and for Leclerc, too. After a strong **start** to the season, which peaked with his Sunday. Leclerc took the lead from the **start**, capitalising on a clash between Norris and

**Figure 9: Concordance of the lemma *start* showing media framing of Leclerc's brilliant tactics**

Charles Leclerc took his second **race** win of the season. "It's an incredible on the first chicane, and then a **race** strategy that consigned him to finishing in from being at the head of the **race** and Charles could try something a bit

**Figure 10: Concordance of the lemma *race* showing media framing of Leclerc's personal causes**

the tifosi willing him on and consistent **lap** times, the chances of Piastri making his flew at the end of the 53rd **lap**, Charles Leclerc crossed the line 2.6 seconds to settle for third, claiming the fastest **lap** on the final lap. Sainz finished fourth

**Figure 11: Concordance of the lemma *lap* showing media framing of Leclerc's excellent abilities**

The use of the word **Strategy** in coverage of Leclerc's victory illustrates a well-thought-out strategy, where the media highlights the analytical ingenuity in determining the right steps and effective coordination between the driver and the team as seen in Figure 12.

fans' delight, as the team's bold one-stop **strategy** paid off on Sunday. Ferrari, which had consummate control of the race. A winning **strategy** Teamwork was essential for Ferrari. The strategists the first chicane, and then a race **strategy** that consigned him to finishing in third drivers who were both on a two-stop **strategy**. The gamble paid off as Leclerc, once

**Figure 12: Concordance of the lemma *strategy* showing media framing of Leclerc's decision making**

Aside from his personal strengths and excellent strategy, the media portrayed Leclerc's victory as being due to the full support of his team, as evidenced by the use of the word **Team** to describe instrumental aspects such as Ferrari's organizational progress and technical strategy, as well as Leclerc's victory, which was achieved because his car

upgraded.

start of this triple header. The whole **team** did an amazing job to make this  
 the Scuderia Ferrari press release. "For the **team** this was basically the perfect weekend, so  
 After such an impressive performance, the Ferrari **team** had every reason to celebrate in Austin.  
 Austin. The hard work of the whole **team**, including Arthur Leclerc at Maranello and on  
 Grand Prix in Mexico City, where the **team** will continue to maximise its potential. Carlos

**Figure 13: Concordance of the lemma *team* showing media framing of Leclerc's instrumental cause**

The media used the word **Ferrari** to highlight that Leclerc's success came not solely from his personal abilities, but also from the support of his team as can be seen in figure 14 below.

did it again on Sunday. Leclerc and **Ferrari** pulled off a masterfully executed race to

**Figure 14: Concordance of the lemma *ferrari* showing media framing of Leclerc's instrumental cause**

One of the factors contributing to Leclerc's victory was that he was racing on a **Track** and **Circuit** that was familiar to him, allowing him to maximize his performance during the race.

Ferrari was on fire on the Austin **track** at the US Grand Prix on Sunday,

**Figure 15: Concordance of the lemma *track* showing media framing of Leclerc's instrumental cause**

is nearly impossible on the narrow street **circuit**, pole position was crucial. Leclerc secured pole

**Figure 16: Concordance of the lemma *circuit* showing media framing of Leclerc's instrumental cause**

Moreover, the condition of the **Car** was also a major factor in Leclerc's victory. Whereas **Tyre** describes the efficiency in maintaining the condition of the car and taking advantage of opportunities from the start as seen in figure 17 and 18.

to have got a handle on their **car**. An upgrade introduced at the Spanish Grand  
 team took it off, and reverted the **car** to a previous specification. It has rather

**Figure 17: Concordance of the lemma *car* showing media framing of Leclerc's instrumental cause**

by the time Verstappen stopped the new **tyres** on the Ferrari had gained the Spaniard  
 holding out on a set of hard **tyres** he had changed during his one and  
 same. Instead Leclerc managed to keep his **tyres** in good enough condition to stay ahead

**Figure 18: Concordance of the lemma *tyres* showing media framing of Leclerc's tyre management**

Through the lexical choices used, the media constructed a narrative that Leclerc's victory was the result of the right combination of strategic intelligence, car performance, and his great ability to adapt to track conditions. Thus, the media not only highlighted Leclerc's individual abilities, but also presented his victory as a manifestation of the smooth collaboration between himself and his team.

### How the media evaluate Charles Leclerc performance

The analysis found the words used by the media to inform the audience about Charles Leclerc's victory in the 2024 Grand Prix. The most frequently used words which shows perspective or judgment is: *Good, Special, Dominant, Whole, Wide, Final, Quick, Consistent, Emotional, Difficult, Lucky*. See Table 1.2 for the classification of lexical items found based on evaluative perspective.

**Table 1.2**

Perspective	Lemma
Positive	Good, Special, Dominant, Whole, Final, Quick.
Negative	Difficult, Lucky.

From the table above, it can be concluded that Leclerc's victory was described using various words by the media, and researchers conducted further analysis. Despite the vocabulary used to describe Leclerc's victory, further analysis shows that the victory was described from two perspectives: positive and negative.

There were seven lexical items used by the media that contained positive framing in making moral judgments. The use of **Good** by the media praised Leclerc for his brilliance throughout the race in maintaining his tires in good condition.

it would be a matter of taking **good** care of my tyres and just bringing

**Figure 19: Concordance of the lemma *good* showing media framing of Leclerc's tyre management**

The use of the lexical words **Special** became one of the words used to describe Leclerc's feelings about his victory, as can be seen in "It was Leclerc's second win of the season. His first was equally as *special* as it came at his home track in Monaco." The word **Whole** conveys pride and motivation, portraying his pride in being a driver on that team as seen in Figure 20.

he must be feeling proud of the **whole** team— leading him to reassert their championship  
 the start of this triple header. The **whole** team did an amazing job to make  
 the start of this triple header. The **whole** team did an amazing job to make  
 in Austin. The hard work of the **whole** team, including Arthur Leclerc at Maranello and

**Figure 20: Concordance of the lemma *whole* showing media framing of Leclerc's teamwork**

Furthermore, the use of **Final** shows how the media positively appraised Leclerc's performance, as he was able to compete with the strongest opponents that season. That being said, the media also believes that Leclerc is a worthy and capable figure to secure victory due to his performance as a driver and the performance of his car, as well as his stability, which is worthy of a podium finish and can be found in **Quick**.

as he had passed Verstappen in the **final** laps for leaving the track and gaining  
 as they battled it out for the **final** podium spot. Although the McLaren driver got

**Figure 21. Concordance of the lemma *final* showing media framing positively of Leclerc's win**

The fact that Ferrari was so **quick** today showed they're just as competitive,

**Figure 22. Concordance of the lemma *quick* showing media framing positively of Leclerc's win**

As well as the use of **Dominant** used to frame Leclerc's total control on the track as can be seen in Figure 23.

ahead of Sainz to cap off a **dominant** performance for the Scuderia. Oscar Piastri crossed  
 Charles Leclerc and Carlos Sainz claimed a **dominant** one-two finish for Ferrari at the 2024  
 Leclerc claims **dominant** United States GP one-two for Ferrari Charles

**Figure 23. Concordance of the lemma *dominant* showing media framing of Leclerc's superiority in race**

Although many positive frames were used, negative frames were also found to be used. This includes the use of **Difficult**, due to a drop in performance, considered incapable of maintaining victory.

Leclerc and Ferrari have been through a **difficult** phase, just as Mercedes

**Figure 24. Concordance of the lemma *difficult* showing media framing of Leclerc's difficulty in race**

The media also use word **Lucky** where it describes that Charles was only lucky when he took the lead in the race as seen in Figure 25.

The gamble paid off as Leclerc, once back in the lead, held a consistent pace which put him out of reach of Piastri and Norris. Sainz wasn't as **lucky**.

**Figure 25: Concordance of the lemma *lucky* showing media framing of Leclerc's tactics**

According to lexical choice media, it can be seen how the media frames Charles Leclerc's victory through the aspect of Making Moral Judgments by Entman (1993) theory. In this category, there are several lexical choices used by the media to assess Charles Leclerc's victory. There are nine words that represent positive framing where how the media shows that Leclerc won the race that is Good, Special, Dominant, Whole, Wide, Final, Quick, Consistent, Emotional. On the other hand, there is a lexical choice that shows negative framing, which is Difficult and Lucky, where the media feels that Leclerc's victory was not entirely the result of technical ability.

### What the media suggest for future performance

The analysis found the most frequently lexical choice by the media to inform the audience about Charles Leclerc's victory in the 2024 Grand Prix that is: *could* (21), *need* (12), *to try* (11), *continue* (9), *must* (5).

In suggesting remedies, the media emphasizes several actions that must be taken and strategies that are needed for Leclerc's future improvement. For instance, with the word **Need** where the media advised Leclerc to continue working hard to balance his technical and emotional abilities so that he can continue to achieve victories.

Until then, Leclerc will **need** to keep treading the tightrope of Formula

**Figure 25: Concordance of the lemma *need* showing media framing in giving suggestions to Leclerc**

The media also framed the feeling of pride as a psychological solution for the Ferrari driver to maintain his motivation and maximize his potential to keep his team from being eliminated from the championship with lexical choice **Must** and **Continue**.

it was put to Leclerc that he **must** be feeling proud of the whole team—

**Figure 26: Concordance of the lemma *must* show media framing assumptions about Leclerc's feelings**

in Mexico City, where the team will **continue** to maximise its potential

**Figure 26: Concordance of the lemma *must* show media framing in giving suggestions to Leclerc**

Nevertheless, the use of a safe strategy made Leclerc appear monotonous and unwilling to take risks. The word **Try** and **Could** use as a medium to provide new challenges to the Driver as can be seen in figure 27.

the head of the race and Charles **could** try something a bit different, he was

**Figure 27: Concordance of the lemma *could* show suggestion of Leclerc's new strategy**

## DISCUSSION

The use of framing by the media in framing Charles Leclerc's performance shows that the lexical choices used highlight the skills, strategies, and dynamics of the relationship between Charles Leclerc and his team. This study found that the use of media framing was in accordance with Entman (1993) theory, which includes four elements, namely defining problems, diagnosing causes, making moral judgments, and suggesting remedies. The media also constructs framing of Charles Leclerc using nouns, adjectives, and verbs, each of which has a role in Entman's four elements of framing.

Corpus analysis shows that the media uses nouns in defining problems to highlight the main issues in the news. The use of nouns directs readers' attention to aspects considered central to Leclerc's performance. The media highlights the issues and the competitive environment in the narratives they use to define Leclerc's situation and achievements in racing.

Then, diagnosing causes uses nouns to indicate the causes of a particular situation, which can be personal causes, referring to Leclerc's personal actions and decisions, and instrumental causes, referring to the technical conditions he experienced. Personal nouns include strategy, laps, race, and start, which link Leclerc's success to his individual abilities. Meanwhile, instrumental causes include Ferrari, team, car, track, circuit, and tires, which emphasize external factors that contributed to his victory.

In making moral judgments, the media uses adjectives to make evaluative assessments of Charles Leclerc's situation, which are divided into positive and negative. The use of adjectives can influence the audience in understanding Leclerc's qualities as a champion and make the audience implicitly grasp certain interpretations.

As well as the use of verbs and modal verbs in suggesting remedies provided by the media to offer solutions and evaluative actions on what Leclerc needs to do. Thus, not only does the media provide assessments, it also suggests appropriate actions for Leclerc to take in future races.



The combination of nouns, adjectives, and modal verbs used in Robert Entman's four elements of framing forms a comprehensive framing pattern and makes the audience understand how the media portrays Leclerc's victory through the narratives they create.

## CONCLUSION

The usage of lexical patterns in the news article about Leclerc's victory reveals how media build a positive side and portraying him as one of the contributors to Ferrari's triumph. The framing analysis in this research uses framing theory to conduct the research. During collecting the data, several data were found in the news articles about how the media framing Charles Leclerc achievements. The researchers found 50 lexical words that often used in the news using corpus, and sorted them into three categories which is positive, negative, dan neutral. The media tended to use positive framing more often to describe Charles Leclerc's victory, especially through moral judgments that emphasized consistency and the media's assessment of his success. In the news articles used by BBC Sport, ESPN, CNN, and Formula 1 News highlights media's emphasis on Charles achievement because he is the race winner. The framing analysis in this research shows the importance of media in shaping athletes, especially Charles Leclerc's image to the public's view. This explains how the media use narrative to congratulates the driver on his achievements in Formula 1 races.

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