HOW DID BUSINESS JOURNALISM OUTLETS COVER PRESIDENT DONALD TRUMP’S IMMIGRATION BAN USING FRAMING, HIERARCHICAL CLUSTER ANALYSIS AND A PROFESSIONAL ANALYSIS AT BLOOMBERG NEWS?

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ABSTRACT

The purpose of this project was to identify the ideologies behind each of the outlets’ coverage of President Donald Trump’s first immigration ban, through framing and a hierarchical cluster analysis. The analysis found that the two wires – Bloomberg and Reuters – produced by far the most content, yet Fox Business failed to produce a single piece of original content. This project intends to lay a foundation for future studies on how business journalism covers political news.