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Analyzing Western Media Narratives on Israel Attack on Gaza- Palestine: a Critical Discourse Analysis

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Dedications

We acknowledge the grace and blessings of Allah, the most merciful, for enabling us to undertake this academic pursuit. To the most cherished people in our life, our hearts swells with gratitude as we pen down this dedication. To our loved parents, dear brothers, closest friends, your unwavering love and support have been the pillars that have held us up through life's many challenges, and have shaped us into the person we are today. We are honored to call you our parents, siblings, and friends.

With love and gratitude,

ADANE Hanine Bochra, AMARA Yamina

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It is worth saying that many people helped us accomplish this work.

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Abstract

After the events of October 7, 2023, it became evident that Western media sources began perpetuating stereotypes about the people of Gaza, serving the interests of the Israeli agenda, in particular, and Western countries, in general. This research aims to analyze the discursive strategies utilized by Western media in shaping the conflict narrative and to expose biases and stereotypes against Palestinians. Data for analysis is sourced from six prominent Western media such as Fox News, The BBC, The Wall Street Journal report, The Guardian, and NBC News. Employing Van Dijk's (1998) Socio-Cognitive approach, the researcher examines headlines and lead paragraphs. The findings indicate a positive portrayal of Israelis contrasted with a negative representation of Palestinians.

Keywords: ideologies, discursive strategies, stereotypes, positive self-representation, negative portrayal

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List of Acronyms

CDA: Critical Discourse Analysis

DA: Discourse Analysis

IDF: The Israeli Defence Forces

BBC: British Broadcasting Corporation

NBC: The National Broadcasting Company

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General Introduction

GENERAL INTRODUCTION

Media and discourse relate to each other in ways that are mutually dependent. They present essential contributions in shaping ideologies, norms, values, and impacts in the way we communicate and deal with one another. Discourse, a basic tool for communication and understanding, is in many instances used by different media platforms for purposes of information transmission, emotion-provoking, and the formulation of public opinion. In such a context, it should be acknowledged that media and discourse are strongly linked because they contribute to the construction of reality and form societal norms.

As our context is concerned, it is observed that the discourse surrounding the Palestinian- Israel conflict has always been heavily influenced by various western media outlets. The way western media outlets cover the Israel-Palestine conflict, including the choice of words, framing, and sources cited, has always framed the Palestinians as others in order to support the ideologies of the west. In their representation of the Palestinians as "other", journalists rely on discursive strategies as that label the Palestinians in negative terms. Whereas, the Israeli are labeled in positive terms.

With this in mind, it is crucial to examine the discursive strategies employed by western media in shaping narratives related to this conflict. It is only through understanding these strategies one would cover the biases and agendas within western media reporting. To explore this, van Dijk socio-cognitive model of critical discourse analysis (CDA) is applied to investigate the binary opposition in the positive self-representation, and the negative other. With this approach, one can be aware of the existence of ideologies in the positive representation of the self and the negative representations of the other made by western media.

The aim of the research is; therefore, to explore the role of western media in perpetuating stereotypes about the Palestinians people as well as to unveil the hidden ideology behind this representation.

To reach out the research objectives, the following questions were formulated:

1. How do western media outlets employ different discursive strategies to frame the attack of Israel on Gaza-Palestine?
2. To what extent do the Western media' discursive strategies contribute to the construction of specific ideological viewpoints or narratives regarding the conflict?

The following hypotheses were created in the line of the research questions:

1. Western media may employ discursive strategies such as lexicalization, vagueness, and rhetorical devices to frame the Palestine -Israel conflict in a manner that aligns with the west political interests and narratives.
2. The choice of discursive strategies in covering the conflict between Israel and Palestine may influenced by the political affiliations and ideological leanings of individual media outlets, which results in the negligibility of Palestinian voices.

Number of videos and articles were selected as samples from prominent Western media outlets and then subjected to qualitative analysis, particularly, content analysis.

The research is structured into three chapters. The first chapter provides an overview of the concepts related to discourse and critical discourse analysis, emphasizing their significance in understanding the relationship between media and discourse. The second chapter presents a comprehensive methodology and an overview of the research design, as well as, it offers a detailed description of the data collection process. The third chapter presents the primary findings.

The significance of this study includes identifying the prevalent biases and perspectives in Western media reporting on the Israel-Palestine conflict by examining the media coverage, and then determine whether the reporting is fair and balanced or it favors a particular side. In addition, this research highlights the importance of media literacy, encouraging people to critically evaluate the information they consume. By understanding the limitations and biases in media coverage, individuals can make more informed decisions and contribute to a more clear understanding of the Israel-Palestine conflict, which can contribute to the existing literature. Our research has been faced a set of limitations, the sample size of the media outlets analyzed is limited to a few prominent western media outlets, which may not be representative of all western media outlets. Also, the study focuses on a specific period of the conflict, which may not capture the full range of narratives and discourses that have emerged over time, and for the findings may not be fully representative of the broader western media landscape and its coverage of the conflict.

Chapter One: Critical Discourse Analysis Meaning and Approaches

1.1. Introduction

This chapter covers the majority of the ideas associated with the topic of discourse and critical discourse analysis in an attempt to give a Survey of the literature in this area. The definitions of critical discourse analysis and discourse analysis were given first. Next, the focus is put on Fairclough's, van Dijk's, and Woddak's analytical frameworks. The relationship between media and discourse is highlighted by focusing on analytical frameworks.

1.2. Discourse

The notion of Discourse has various definitions, yet none is accurate because according to (Jorgensen& Philips, 2002) “the concept has become vague, either meaning almost nothing, or being used with more precise, but rather different, meanings in different contexts,” (p.01). In the simplest way discourse is defined as speech or piece of writing about a particular subject. However, discourse theorists view that discourse more than a reflection of the use of text and talk in communication.

For example, Halliday (1990) argues that discourse is "a unit of language larger than a sentence and which is firmly rooted in a specific context. This means that context is inhibited in discourse. Therefore, Foucault (1972) regards discourse as semantic constructions of specific aspects of reality that serve the interests of particular historical and/or social contexts that is often regulated by context and other historical context. Here, Foucault (1972) adopted the term 'discourse' to denote a historically contingent social system that produces knowledge and meaning.

Along the same line, Fairclough (1997) defines discourse as social practice, which corresponds to the whole process of social interaction such as text production and text consumption. This means that discourse is the “ways of representing aspects of the world, the process, relations and structure of the material world, of thoughts feelings, beliefs and so forth and the social world” (Rukya H, 2015, p. 121).

In the line of these definitions, discourse is seen as way of organizing knowledge that structures the constitution of social relations through the collective understanding of the discursive logic and the acceptance of the discourse as social fact.

1.3. Discourse Analysis

Discourse analysis is a multidisciplinary approach that attempts to understand social life through analysis of language in its widest sense (including face-to-face talk, non-verbal interaction, images, symbols and documents) (Potter and Wetherell, 1987). This means that discourse analysis offers ways of investigating meaning, whether in conversation or in culture.

Discourse analytic studies encompass a broad range of theories, topics and analytic approaches for explaining language in use. They ask 'What is social life like?' and 'What are the implications for individuals and/or wider society? According to Fairclough (1992, p. 1), "Discourse analysis is a research approach which seeks to understand how language is used in social practices and how it helps to constitute social structures and relations." Similarly, Wodak (2001, p. 1)views that "Discourse analysis is a research method which aims to understand how meaning is constructed through language use in specific social and historical contexts." In other words, discourse analysis examines how language is used in social contexts to construct meaning and to maintain or challenge social relations (Van Dijk, 1997). Fowler (1986, p. 5), on the other hand, views discourse analysis as a "critical approach to language which seeks to uncover the hidden meanings and ideologies that underlie everyday language use."

These definitions emphasize the importance of understanding how language is used in social contexts to construct meaning and maintain or challenge social relations. They also highlight the critical and ideological dimensions of discourse analysis, as well as its focus on understanding how meaning is negotiated and constructed through language use.

In general, discourse analysis is a research method used in various fields such as linguistics, sociology, psychology, and communication studies. It involves the systematic examination of language use in social contexts to understand how meanings are constructed, communicated, and contested. Discourse analysis can help researchers identify patterns and structures in language use, as well as the social and political implications of these patterns.

1.4. Critical Discourse Analysis

Critical discourse analysis (henceforth CDA) is an interdisciplinary approach that examines the interaction of language, power, and ideology in social and political contexts. Within CDA, discourse is seen as a form of social practice (Foucault, 1972; Van Dijk, 1993 and Fairclough, 1995). In using the phrase "language as social practice", critical discourse analysts view that language often creates change, changes behavior, and thus it is a tool of power (Fairghlough

(1989). Within this view, discourse is viewed as a "representations of how things are […], of how things might or could or should be" (Fairclough, 2012,p.458), "a social force which ... determines how the world can be seen and what can be known and done within it... explaining how the social subject is positioned and limited" (Foucault, 1994,p.176).

That is, CDA focuses on the ways in which social and political domination is reproduced by text and talk- How sentences are used to convey information about attitudes and power relations! - How a range of properties of texts are potentially ideological, including features of vocabulary and metaphors, grammar, presuppositions and implicature, politeness conventions, speech-exchange, systems, generic structure and style (Fairclough, 1995). Based on this view, CDA is concerned with:

- How societal power relations are constructed and reinforced through language use (Fairclough, 1995, 2010).

- Relations between discourse, power, dominance and social inequality' (van Dijk, 1993)

- The way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. (Van Dijk, 2001).

- How ideological bias, hidden power relations, sexism, racism, identity, are reflected in particular text.

In short, CDA analyzes texts, discourses, and language practices to uncover hidden ideologies and power relations in society. CDA aims to expose how language constructs and reflects social reality and challenges dominant discourses that perpetuate inequality and oppression.

1.5. Approaches to Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a multidisciplinary approach that critically examines the relationship between discourse, power, and ideology. The key CDA scholars and their approaches are:

1.5.1. Fairclough's Socio-Cultural Approach

Like the functional analysis of Halliday (1994, 2004, 2014), Fairclough's (1989; 1992; 2003) system of discourse analysis has three dimensions, since discourse is seen simultaneously as: (i) a text (spoken or written, including visual images), (ii) a discourse practice production, consumption and distribution of the text, and (iii) a socio cultural practice.

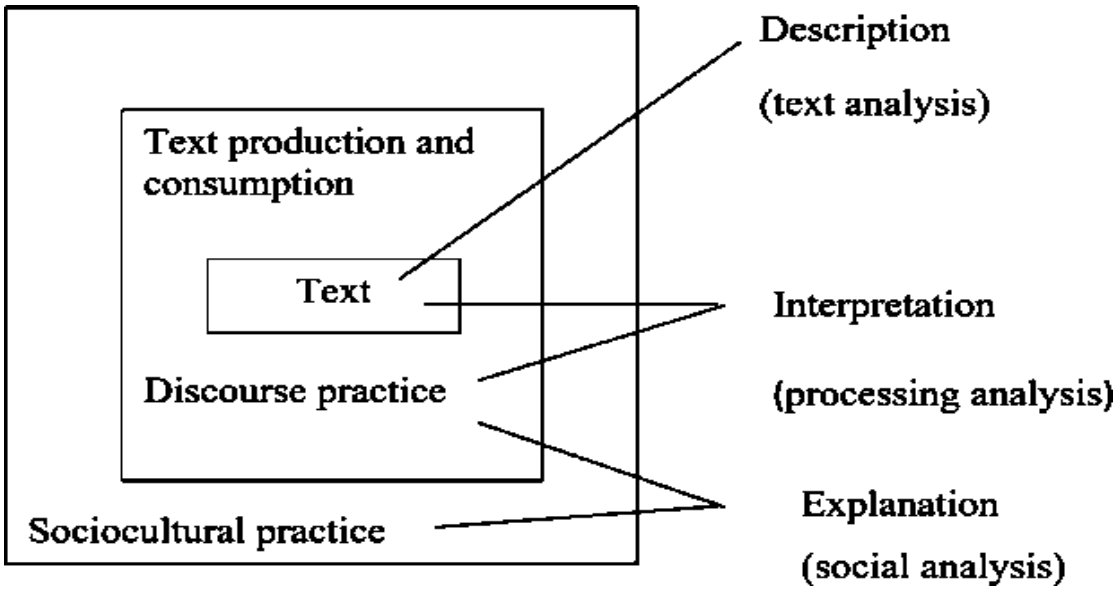

Figure 1.1 Fairclough's 3D model of critical discourse analysis. (1st dimension = Inner layer, 2nd dimension = middle layer, 3rd dimension = outer layer). (Fairclough, 1995, p. 98)

Subsequently as showed in the previous figure, Fairclough (1989; 1992; 2003) provides a three-dimensional framework for the analysis of text and discourse:

(a) The linguistic description of the formal properties of the text.

(b) The interpretation of the relationship between the discursive processes/interaction and the text, and finally.

(c) The explanation of the relationship between discourse and social and cultural reality.

From this point of view, Fairclough (1989) argues that «the exercise of power, in modern society, is increasingly achieved through ideology » (p.02). Drawing on the discourse-power-ideology relationship, he introduces the concept of hegemony which he defines as

> *«a way of theorizing change in relation to the evolution of power relations which allows a particular focus upon discursive change, but at the same time a way of seeing it as contributing to and being shaped by wider processes of change»* (Fairclough, 1993, p.92 cited in Jahedi et al, 2014, p.30).

For him, «the political concept of "Hegemony" can be usefully employed in analyzing orders of discourse» (2001, p.124). He then states that «an order of discourse is a network of social practices in its language aspect. The elements of orders of discourse are not things like nouns and sentences (elements of linguistic structures), but discourses, genres and styles» (2003, p.24). He further contends that orders of discourse are not static, but may change over time.

Changing the power relations in a social interaction determines these changes. Fairclough then asserts that: How discourses are structured in a given order of discourse, and how structuring change over time, are determined by changing relationships of power at the level of the social institution or of the society. The ability to govern discourse orders is a component of power at these levels; one way to do this is to make sure that discourse orders are ideologically harmonized with one another or with one another internally (at the society level). (Fairclough, 2001).

1.5.2. Van Dijk's Socio-Cognitive Approach

In accordance with Fairclough's critical approach, the socio-cognitive approach put forth by Van Dijk perceives discourse as a form of social practice. However, it does not focus on discursive practice. Van Dijk rather concentrates on social cognition as the mediating part between text and society. He claims that CDA needs to account for the various forms of social cognitions that are shared by the social collectivities (groups, organizations and institutions) (Van Dijk, 2001). Social cognitions, he states, are «socially shared representations of societal arrangements, groups and relations, as well as mental operations such as interpretation, thinking and arguing, inferencing and learning» (Van Dijk, 1993, p.257). Moreover, the approach of CDA Van Dijk (2000, cited in Jahedi et al, 2014) adopts is based on understanding ideological structures and social relations of power embedded in discourse. He defines "social power" in terms of control and views ideologies as "the basis of the social representations of groups" (Van Dijk, 2006, p.131). He therefore argues that "groups have (more or less) power if they are able to (more or less) control the acts and minds of (members of) other groups" (Van Dijk, 2003, p.354-5).

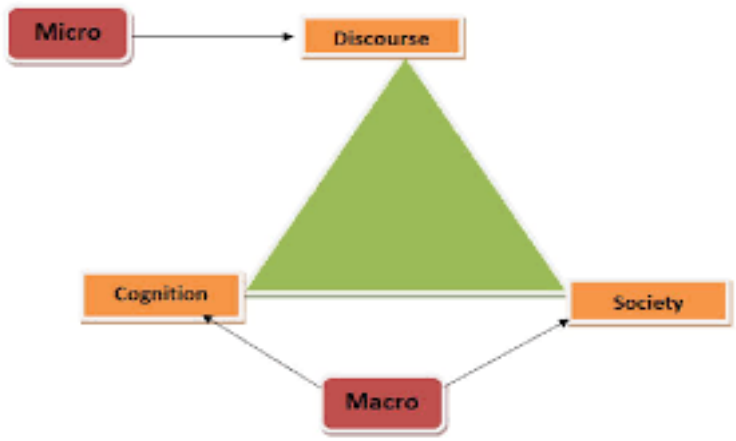

Figure1.2 Discourse-Cognition-Society triangles (Van Dijk, 1988 /1995)

As can be seen, Van Dijk further identifies two levels of (discourse) analysis: macro vs. micro. Language use, discourse, verbal interaction and communication determine the micro level of social order, while the macro level refers to power, dominance and inequality between social groups (Van Dijk, 2003).

For the macro level, Van Dijk (2000) emphasizes that ideological discourse is generally organized by a general strategy of positive self-presentation (boasting) and negative other-presentation (derogation). In other words, this strategy involves portraying one's own group or ideology in a positive light while portraying other groups or ideologies in a negative light. For analyzing such phenomenon, Van Dijk (2000, p.44) proposed four principles which exist in ideologies and which enable the powerful groups to express subtle ideological stances:

a) Emphasize positive things about Us (all positive actions are associated with "Us").

b) Emphasize negative things about Them (highlight the negative actions of "Them")

c) De-emphasize negative things about Us (no negative sayings should be directed to "Us")

d) Deemphasize positive things about Them (mitigating the positive actions of the "Others").

For the micro level, Van Dijk (2005, p.735) applied 25 discursive devices, which are "general strategies of ideological discourse production and also a handy discovery or recognition procedure for ideological analysis of political discourse" (p.735). According to Van Dijk (2005, p.735-736), these 25 discursive devices with their discourse analysis sphere are:

Actor description (meaning), authority (argumentation), burden (topos), categorization (meaning), comparison (meaning, argumentation), consensus (political strategy), counterfactuals (meaning, argumentation), disclaimers (meaning), euphemism (rhetoric, meaning), evidentiality (meaning, argumentation), example/illustration (argumentation), generalization (meaning, argumentation), hyperbole (rhetoric), implication (meaning), irony (meaning), lexicalization (style), metaphor (meaning, rhetoric), national self-glorification (meaning), norm expression (normalization), number game (rhetoric, argumentation), polarization: US-Them categorization (meaning), populism (political strategy), presupposition (meaning), vagueness (meaning), and victimization (meaning) (p.735-736).

In sum, Van Dijk claims that CDA should not limit itself to a study of the relationship between discourse and social structure, but that language use and discourse always presuppose the intervening mental models, goals and general social representations (knowledge, attitudes, ideologies, norms, values) of the language users. In other words, the study of discourse

triangulates between society/culture/situation, cognition and discourse/language. This is the tripartite discourse-cognitive-society model of ideology that backs up Van Dijk's socio-cognitive approach. As is obvious from most of Van Dijk's studies, his critical analysis of texts tends to make explicit the ideological dimension of "Us" versus "Them" and to demonstrate the discursive structures and strategies used in exercising the dominant power.

1.5.3. Wodak's Discourse-Historical Approach

Like Fairclough's and Van Dijk's approaches, Wodak's discourse-historical approach views discourse as a form of social practice. Wodak (2002, cited in TodolÍ et al, 2006, p.20) has focused on the interdisciplinary and eclectic nature of CDA, since problems in our society are too complex to be studied from a single point of view. Thus, to understand and explain the object under investigation, one needs to integrate diverse theories and methods. She thus contends that "studies in CDA are multifarious, derived from quite different theoretical backgrounds, oriented towards different data and methodologies" (Wodak, 2001, p.5).

One important tenet of CDA is "that all discourses are historical and can therefore only be understood with reference to their context" (Wodak, 2009, p.20; Meyer, 2001, p.15). This means that discourse is connected synchronically and diachronically with other communicative events which are happening at the same time or which have happened before. For Wodak, the notion of context is crucial for CDA, since this explicitly includes socio-psychological, political and ideological components and thereby postulates an interdisciplinary procedure.

Summarizing some important research agendas which are currently of interest in CDA, Wodak (2001, p.11) states that identity politics on all levels always entails the integration of past experiences, present events and future visions in many domains of our lives. This involves analyzing, understanding and explaining the relationship between complex historical processes, hegemonic narratives and CDA approaches. For the analysis of the interrelationship between discursive and other social practices and structures, Wodak (2001) refers to the principle of triangulation. This principle implies different methods of collecting data because in CDA, "there is no typical way of collecting data" (Meyer, 2001, p.23). After reviewing these theoretical and methodological approaches, it is now time to seek to know how to do CDA.

1.5.4 Van Leeuwen's Theory of Exclusion and Inclusion

Van Leeuwen's theory of exclusion and inclusion in CDA refers to the ways in which language can be used to either include or exclude certain groups of people. This theory is based on the idea that language is not a neutral tool for communication, but rather a powerful force that can

be used to reinforce social hierarchies and inequalities. According to van Leeuwen, there are several ways in which language can be used to exclude:

1. Omission: This refers to the deliberate omission of certain information or perspectives that would be relevant to a particular discussion or debate. For example, a news article that fails to mention the disproportionate impact of a policy on low-income communities is omitting important information that could help readers understand the full scope of the issue.

2. Derogation: This refers to the use of derogatory language or stereotypes to denigrate certain groups of people. For example, referring to immigrants as "illegals" or "aliens" can be seen as derogatory and exclusionary, as it reinforces negative stereotypes and dehumanizes these individuals.

3. Presupposition: This refers to the use of language that assumes certain beliefs or values without providing evidence or justification. For example, saying "all immigrants are a burden on society" presupposes that this is a fact, rather than acknowledging that there are complex and nuanced issues involved in immigration policy.

On the other hand, van Leeuwen also identifies ways in which language can be used to include:

1. Recognition: This refers to the use of language that acknowledges and respects the perspectives and experiences of marginalized communities. For example, using phrases like "people with disabilities" instead of "disabled people" recognizes that these individuals are more than just their disabilities, and helps to break down stigmatizing barriers.

2. Empathy: This refers to the use of language that shows understanding and compassion for others' experiences. For example, using phrases like "struggling families" instead of "poor families" acknowledges the challenges and hardships faced by these individuals, rather than simply labeling them as "poor".

3. Dialogue: This refers to the use of language that encourages open and honest communication between different groups of people. For example, using phrases like "let's have a conversation about immigration policy" instead of "let's debate immigration policy" acknowledges that there are multiple perspectives involved in this issue, and encourages dialogue rather than polarization.

In short, van Leeuwen's theory of exclusion and inclusion in CDA highlights the importance of being aware of how language is used, and how it can either reinforce social hierarchies or

promote social justice and equality. By being mindful of our language choices, we can work towards creating more inclusive and equitable societies.

1.6. Discourse and Media

When referring to the means by which information, entertainment, and various kinds of contents are sent to the people at a large scale, Media is the word that is used. This includes many different platforms. Both electronic and print media are part of it, such as the radio or television, and also books, newspapers. Besides, social networks along with the internet being seen as forms of digital communications fall under this category too since they belong within mass media but they are not all that there is about them. More broadly speaking there is what we call "transit" media which consists mainly in placing ads on buses and trains among others so as to reach many travelers while on board; another type would be outdoor advertising where billboards or signs can be placed strategically along highways or around cities.

In addition, media plays a critical role in shaping our understanding of the world around us. It informs us about current events, educates us about different topics, and entertains us in our leisure time. Media can also be a powerful tool for social change, raising awareness about important issues and influencing public opinion.

In a research entitled "Policing the Crisis: Mugging, the State, and Law and Order" (1978) by Hall, Critcher, Jefferson, Clarke, and Roberts CDA is put into action to examine how media talks create senses of social and political matters. The authors say that media took a step further in bringing about the crisis by using exaggerated statistics, panic creating morals and language that was sensational. When it comes to journalism and communication studies this argument is borrowed from CDA to help us understand how news articles bring out meanings of different social issues through their texts. Also, it is from CDA where we are able to get methods of examining social identities built by media conversations in addition to power relations they bring out, as well as their contribution towards historical narratives construction and national identities formation in general.

In 1983, "Strategies of Discourse Comprehension: From Grammar to Text Understanding" was published by Van Dijk and Kintsch. The book aimed to provide a theoretical framework that explains how people understand and interpret discourse as well as media texts. CDA is a method used in media studies that applies this theoretical framework for examining how different media texts have been developed to attract specific groups of audiences while carrying certain

meanings across. Also, CDA seeks to find out how various social groups may interpret such discourses differently based on their cultural backgrounds, political ideologies among other things.

Another work that is related to this one is Fairclough's book "Language and Power" (1989), which gives a theoretical framework for understanding how language operates with relation to power as well as society. In the field of media studies, Critical Discourse Analysis (CDA) applies these ideas when looking at what shapes our world view; such an approach can be used for analyzing various forms such as newspapers or even television programs among others where different voices are represented. According to CDA, attention should be paid not only to linguistic features like vocabulary choice but also on more subtle levels like pronouns because they may indicate hidden ideologies about race or gender roles etcetera.

In media studies, Critical Discourse Analysis (CDA) gives us a way of understanding the impact of media on public opinion, how it creates meanings and also how power differences are maintained through various texts. This approach not only questions dominant storytelling but also leads to broader inclusive comprehension of what different media say. Still, CDA can be utilized in looking into what news items specific social theories or opinions regarding politics have been encoded into by analyzing the representational strategies employed towards social and political processes.

In short, CDA provides a critical way of analyzing media narratives that involves revealing their ideological bases, their social effects, their production of identities and history, and their contribution to the building of historical records and national cultures.

1.7. Previous Research on Western Media Narratives on Israel-Palestine Conflict

Researchers explored the conflict between Israel and Palestine in great detail, using a variety of models to examine the narrative presented by the Western media on this topic. The way the Israeli-Palestinian conflict is portrayed in the media is a highly contentious topic that could have an impact on efforts to resolve conflicts as well as public conversation. By means of detailed examination, researchers desire to gain a deeper comprehension of how media narratives impact public opinion and the possible consequences of dealing with this protracted dispute.

In a research entitled “critical discourse analysis of war reporting in the international press: The case of Gaza war”, Amer (2017) employs critical discourse analysis (CDA) to analyze the representation of political social actors in media coverage of the Gaza war of 2008–2009. The paper examines texts of systematically chosen news stories from four international newspapers: The Guardian, The Times London, The New York Times and The Washington Post. The research reveals how different newspapers construct different versions of reality through their choice of words, sources, and frames. The paper also discusses how these representations serve to legitimize or delegitimize certain actions and actors in the conflict.

In another research entitled “Contrasting narratives of the Israeli-Palestinian conflict: A critical discourse analysis” by Dobrochna (2022) applies critical discourse analysis (CDA) to compare and contrast Israeli and Arab-Palestinian narratives of the Israeli-Palestinian conflict as presented in history textbooks. The research focuses on the choice of pro-Palestinian and pro-Israeli designations when naming the conflict and the incorporation or silencing of pro-Israeli and/or pro-Palestinian voices in textbook narratives. The research also examines how textbooks construct historical narratives that either challenge or reproduce dominant discourses of identity, nationalism, and conflict.

Al-Najjar (2022) investigates the challenges and possibilities of presenting the Palestinian narrative in the Western media through a research entitled “Telling the wrong story: Palestine in Western media.” The research criticizes the Western media for overlooking accuracy, fairness and balance—standard journalism norms—in their reporting on Palestine. It also points out that there have been attempts by activists and journalists to alter the way in which Palestine is covered, with an aim at revealing media biasness as well as double standards when it comes to human rights violations between Israel’s repeated breaches of international law and basic rights for Palestinians.

In a research entitled "Western Media and Public Opinion and Israel's war on Gaza", Shehata (2023) looks at how the US and Europe's mainstream news outlets covered Israel's war in the occupied territories. She claims that while doing this, they favored Israel over the Palestinians by accepting almost entirely Israel's account of what started it without considering any historic wrongs done against them nor their country’s capture since 1948 – but also supports her argument with evidence derived from different sources. She further points out that public opinions are more diverse than those presented in media. Thus according to her research, findings age immigrants’ youth and progressives have sympathy for Palestine.

Many experts and scholars have done researches regarding how the media represents the Israeli-Palestinian conflict. For example, Greg and Mike conducted a research on British media's coverage of the matter in their book "Bad News from Israel" (2004), where they identified that there were certain tendency as well as lack of Palestinian outlooks. On the other hand, Gadi looked at what part media plays in achieving peace through his publication "Media and the Path to Peace" (2004) highlighting framing effects on public opinion. Daniel critically analyzed Israeli's occupation of West Bank among other issues related with it as seen from their suppression of guilt according to the book "The Suppression of Guilt: The Israeli Media and the Reoccupation of the West Bank" (2005). Nora investigated wider social platforms by exploring different portrayals given to Arab and Jewish women within Kentucky's media market in her book "Arab and Jewish Women in Kentucky: stories of Accommodation and Audacity " (2012) . These various kinds of researches help people know more about how media creates biasness; they also bring up questions regarding media's role in conflicts and public perceptions concerning them.

While extensive research has been conducted on media representations of the Israeli-Palestinian conflict, there are still some notable gaps in the existing literature that our research aims to fill. Many existing studies provide the way western media covers the conflict which has a significant impact on public opinion. Our research aims to analyze how Western media shapes public perception of the conflict and whether it contributes to a deeper understanding of the issue or reinforces stereotypes and prejudices. We aim to conduct an analysis of selected media outlets, to determine how their coverage contributes to the whole media landscape of the Israeli-Palestinian conflict.

The way that viewers see and understand media presentations of the struggle must be examined. We hope to uncover how media presentations affect public attitudes, beliefs and knowledge about the Israeli-Palestinian conflict by conducting a study that sheds light on the impact of media representations on public attitudes, beliefs, and understandings of the Israeli-Palestinian conflict. Addressing these gaps will contribute to a more comprehensive understanding of media representations of the Israeli-Palestinian conflict.

1.8. Conclusion

In conclusion, chapter one has provided an overview of key concepts related to discourse, discourse analysis (DA), and critical discourse analysis (CDA), and its relationship with media. The focus was on CDA, as a subfield of DA, which is specifically concerned with the analysis

of discourse in relation to social and political issues. The chapter has also explored the role of media in shaping public perceptions and narratives through CDA. It highlighted media discourse as a powerful tool for constructing and perpetuating ideologies, values, and beliefs. The analysis of media discourse through CDA has been discussed briefly marking the ways in which power relations are maintained and challenged in society.

Chapter two: Research Methodology

2.1. Introduction

In this chapter, the research explains the methodology that will enable the successful execution of the research projects, utilizing qualitative research methods for meticulous data analysis. This chapter will provide a comprehensive overview of the research design and clarify the mixed framework guiding the methodical approach. Furthermore, it will encompass a detailed description of the data gathering procedure, covering every aspect to ensure precise and comprehensive data collection.

2.2. Background and Context of the Conflict between Israel and Palestine

The conflict between Israel and Palestine has a complex and long-standing history that dates back to its roots in the early 20th century, when both Jews and Arabs tried to establish homelands in the region. The main reason of the conflict can be traced back to the emergence of Zionism “a nationalist movement that aimed to establish a Jewish homeland in Palestine”.

Palestine, which was then part of the Ottoman Empire, had a significant Arab population and in the late 19th century, Zionism emerged among European Jews calling for establishment of a Jewish homeland in Palestine (Britannica, 2024, April 17). The arrival of Jewish immigrants in the region triggered tensions between the two groups. Zionists looked for a refuge from anti-Semitism and persecution.

In 1917, the British government issued the Balfour Declaration expressing support for "a national home for the Jewish people in Palestine" (Al Jazeera, 2018, November 2). This increased Jewish immigration under the British Mandate created tensions with Arab locale inhabitants. The British, who had taken control of Palestine after World War I, tried out to find a solution to the growing conflict by proposing a partition plan in 1947.

In 1947, the UN approved a Partition Plan. It called for the creation of separate Jewish and Arab states in Palestine (Britanica, 2024, February 2), with Jerusalem as an international city. The Jewish community accepted the plan, but the Arab community rejected it, leading to the outbreak of the 1948 Arab-Israeli War.

The war resulted in Israel's establishment as an independent state, but it also led to the displacement of thousands of Palestinians from their homes by force in what they call the Nakba

"catastrophe" (Morris, 2001). Many of these refugees fled to neighboring Arab countries, where they have remained as refugees ever since.

Another war broke out in 1967, leading to Israel's occupation of the West Bank and Gaza Strip. Israel built settlements in these occupied territories despite international criticism (Al Jazeera, 2023, October 9). This has been another major point of contention. Since then, there have been numerous conflicts and wars between Israel and its Arab neighbors, including Egypt, Jordan, and Syria. These conflicts have been fueled by a variety of factors, including territorial disputes, border disputes, and ideological differences. In addition, the media by its different means, kept covering the news of the Israel-Palestine conflict in different ways with specific focuses.

Violent clashes, failed peace talks, and military operations have occurred periodically ever since. This continues to feed cycles of violence up till today, including the recent Israeli military strikes on Gaza in response to rocket fire by Palestinian militant group Hamas which controls Gaza in October 7th.

2.3. Research Design

Research design plays an important role in providing the study with a framework that allows the researcher to choose the best research approach for addressing the challenge facing the study. It involves the processes, procedures, data collection and analysis needed to answer research questions. Kouthari (2004) stated that “it establishes the plan for data collection and analysis as well as sources and kinds of information relevant to the research problem”. While Darmadi (2013) defined research method as a scientific technique used to gather specific information characterized by being logical, experimental and orderly. The research method encompasses qualitative and quantitative methods; in this study, qualitative approaches are chosen to explore the data and conclude the research.

2.4. Research Aims

The aim of this research is to analyze Western media narratives on the Israeli attack on Gaza through critical discourse analysis. The study will scrutinize syntactic structures, rhetorical devices, and semantic strategies revealing underlying ideological biases in favor of Israel's policies and actions by the media. It will also investigate patterns of lexical choice and labeling to unveil in-group and out-group polarizations in the discourse, assessing differences across political orientations. Additionally, the research will explore how these narratives contribute to

the broader discourse on Israel-Palestine and their impact on public opinion. The analysis will draw upon a range of media sources, including news websites, TV news programs, and news headlines, to provide a comprehensive understanding of how the Western media portrays this complex and contentious issue.

2.5. Qualitative Method Approach

The qualitative method is a systematic subjective approach used to describe life experiences and ascribe meaning to them. In this research, qualitative methods are employed to analyze news elements in headline news. The theoretical framework utilized for this method is derived from David Williams (1995), as cited in Moleong (2006). Employing a qualitative method approach will facilitate an extensive analysis of Western media narratives on the Israeli attack on Gaza, leading to a more comprehensive understanding of the issue and yielding strong and valid findings for this research work. Qualitative methods such as content analysis and discourse analysis will be utilized to analyze language, framing, and representation of key actors in the media, and the underlying messages and meanings.

2.6. Content Analysis

Content analysis is a qualitative research method that is used to systematically identify patterns and meanings in data by categorizing specific words, themes or concepts. It includes coding and categorizing data to reveal underlying themes and concepts which can be applied in different research fields such as media studies. This process involves selecting texts from a sample of Western media outlets, coding and categorizing them according to particular themes and issues on the conflict like military language usage, portrayal of Palestinians and Israelis, framing of the conflict as well as historical and cultural references while evaluating for accuracy fairness objectivity etcetera.

2.7. Data Collection Procedures

Data collection will entail selecting a sample of news videos and articles published by major Western media outlets during specific periods of Israel's attacks on Gaza-Palestine. These videos will be analyzed using a coding scheme developed based on relevant literature and theoretical frameworks, such as Van Dijk's.

2.8. Sample Selection

For a comprehensive review using video and text clips, a diverse and representative sample of Western media sources from different prominent international TV news programs (e.g., NBC News, Fox News and The Wall Street Journal) and news sites (e.g., Fox News, The Guardian, and BBC News) will be selected, as well as for an in-depth analysis process. Factors such as relevance to the research question, diversity of perspectives, and the timeframe and scope of the analysis will be considered. The analysis of the selected media texts will involve identifying linguistic features, such as metaphors and rhetorical devices, used to construct the narratives, as well as examining the choice of words, and description of events.

Channels	Videos titles	Links
Fox News	Inside Hamas' weapons arsenal at a kindergarten in Gaza	https://youtu.be/m6rLJMxH4KA?si=wwkSyZbHIOLzXXwf
NBC News	How reports of Israeli hostages will influence Israel's decision to attack Gaza.	https://youtu.be/YRgh7UN2c8g?si=zY_z16ERHkNna-Rb
The Wall Street Journal	How Hamas Turned an Israeli Music Festival Into a Massacre WSJ	https://youtu.be/E8DwCl5uEL8?si=rZ5y9AK_YYUXJVwK

Table2. 1: samples of videos

Channels	Articles headlines	Links
Guardian News	What is Hamas, the militant group that rules Gaza?	https://www.theguardian.com/world/2023/oct/12/what-is-hamas-the-militant-group-that-rules-gaza?fbclid=IwAR2HnQaWGJdYMwBHM7EqVBWsUQ8aTyLT-hWTQmKnjKv7QRVpelhBFF03_aQ
Fox News	Israeli soldier celebrates wedding days after he's shot and his brother goes missing in action	https://www.foxnews.com/live-news/october-21-israel-hamas-war?fbclid=IwAR0VpIKeiYt7RoJk_a04_B7X_mveH21vJUuWs1FowyNRxT5bZDLcpRUB2Pc
BBC news	Hamas raped and mutilated women on 7 October, BBC hears.	https://www.bbc.com/news/world-middle-east-67629181

Table 2.2: samples of articles

2.9. Critical Discourse Analysis Approach Used in This Research

Given its focus on the complex relationship among language, authority, and social relationships, the Critical Discourse Analysis (CDA) is an appropriate method for this study. In examining information about the Israel-Palestine conflict, from news websites (Fox News and The Guardian) and television programs (CBC News, NBC, The Wall Street Journal, Fox News, and CNN News) Van Dijk's CDA model will be used for the analysis. Van Dijk argues that the structure of language is never neutral but always encodes some form or other power; more specifically it selects for, organizes around particular viewpoints, i.e., people who differ with those may find themselves silenced because they cannot express their perspective clearly through such encoding" (1998); thus, within texts ideologies become self-evident as groups construct in-group favoritism while concurrently expressing out-group discrimination. Additionally, his concept of an "ideological square" illustrates how different groups within society create bias in communication through emphasizing unique characteristics towards themselves at the expense of others who are presented negatively based on race or religion among other factors (van Dijk, 1998).

The analysis will be conducted on two levels: macro analysis, involving positive self-presentation and negative other-presentation strategies, and micro analysis, focusing on discourse structures and local meanings observed within the text (Khosravinik, 2009).

2.9.1. Positive Self-Representation and Negative Other-Representation

In the context of van Dijk's model of CDA, the concepts of positive self-representation and negative other-representation are analyzed through the lenses of power, ideology, and social identity. Discourse, according to van Dijk (1997), not only reflects but also shapes social reality, influencing individuals' perceptions of themselves and others. In this study, van Dijk's ideological square is utilized as the primary analytical framework to analyze how language constructs and maintains social hierarchies and power dynamics. By applying this model to the analysis of media narratives on the Israel-Palestine conflict, one can discern how linguistic strategies reinforce or challenge social identities and power relations.

2.9.2. Discursive Strategies Used at the Micro Analysis Level

This phase of the research focuses on six common discursive devices from van Dijk's socio-cognitive model of CDA:

- Lexicalization
- Vagueness
- Rhetorical Devices
- Emotive Language
- Quantification and Minimization
- Repetition and Reinforcement

These strategies are instrumental in shaping meaning and reinforcing power dynamics within discourse, offering insights into the complex interplay between language, social context, and power relations.

2.10. Conclusion

This chapter explores the rationale for the current study and outlines the methodology, particularly focusing on the van Dijk CDA model. The selection of the research design is discussed within the context of the adopted research method, which will be utilized to investigate the research questions. Furthermore, it emphasizes the importance of qualitative

methodology, specifically employing content analysis, to uncover the underlying power dynamics in discourse and illuminate how language influences perceptions.

Chapter three: Data Analysis and Interpretation of the Main Findings

3.1. Introduction

The present chapter is the practical part of the research, which includes the analysis of the selected media samples based on Van Dijk's model, which involves every possible strategy employed by western media in covering the Palestinian- Israel conflict after the event of 7 October, 2023. Following, it presents a discussion of the main findings, determining how the western media strategies are used to influence an audience.

3.2. Presentation of the Results

We examine a selective sample of news content from channels such as Fox News, The Guardian, The Wall Street Journal, and BBC News. In the analysis process, Van Dijk's framework is used to explore the discursive strategies employed by these media outlets, paying particular attention to how they construct self-presentation versus other-presentation.

3.3. Fox news Report

Source	The video reported in 13 November 2023 inhttps://youtu.be/m6rLJMxH4KA?si=YK0Awi0uck74VJ3q
Headline	Inside Hamas' weapons arsenal at a kindergarten in Gaza
Report	**Fox news alert:** IDF finds weapons, Explosives in Gaza kindergarten. FOX News' Joey Jones takes a closer look at the weapons reportedly found by the IDF inside a kindergarten in northern Gaza on 'The Big Weekend Show.' #foxnews #fox

3.3.1. Discursive Strategies

The data show concerning lexicalization in the coverage by Fox News on the discovery of explosives in a Gaza kindergarten which was devoted to showing the hazardous nature of the dangerous items discovered in a place where they were least expected. The statement "Fox News alert" gives a feeling of importance and urgency intended to show its gravity. In order to have impact on its viewers, terms such as "weapons", "explosives", "kindergarten", and "Gaza war" were used by them. Another strategy employed by this coverage was using

emotive language: for example, words like "innocent", "vulnerable", "dangerous", "threatening" were employed so that people could feel strongly about the matter discussed here and have a clear understanding of its seriousness. At it is observed that Fox News employed repetition and reinforcement in the headlines and alerts given on their website. They continuously kept on talking about how they surprisingly found out the existence of weapons in a kindergarten in Gaza, which is something inhuman for them. This repetition shows the seriousness of the issue by using consistent language and information to gain the audience's attention to the gravity of the situation.

3.3.2. Positive Self-Representation versus Negative Other-Representation

The action of the Israeli Defence Forces (IDF) is described positively as their mission is to discover weapons and explosives within a Gaza kindergarten. Whereas, the press described Hamas negatively as their action is unethical because of storing weapons in a kindergarten.

3.4. NBC news Report

Source	The video reported in 07 October 2023 inhttps://youtu.be/YRgh7UN2c8g?si=IYjWFe16Lf9awj6-
Headline	How reports of Israeli hostages will influence Israel's decision to attack Gaza.
Report	**NBC News special report** :Israel: 70 Israelis killed in Hamas attack / Israel declares war after surprise Hamas attack/ Israel &Hamas at war after unprecedented attack The spokesperson for the Israeli Defense Force has confirmed that Israeli civilians and soldiers have been taken hostage in Gaza by Hamas. NBC News' Raf Sanchez reports on how the development will influence Israel's decision to carry out a ground offensive on the Gaza Strip.

3.4.1. Discursive Strategies

Throughout the narrative of the NBC report, some words like "Israeli hostages", "Israel's decision to attack Gaza", "Hamas attacks", "Israel declaring war", and "Israel and Hamas are in a state of war" are employed for the purposes of influencing the reader's reaction through lexicalization. The use of strong language in the headline casts a sense of urgency

and immediacy because Israel declared war after a surprise Hamas attack. It was reported that seventy Israelis were killed by the attack. This leads readers to respond and allows them to shape their views on the incident.

The number of Israelis killed in the attack as well as other phrases like “Hamas' surprise attack”, and “unprecedented attack” prevent this event from being predictable for by quantifying its importance and minimizing it. The extensive use of words like “Israel”, “Hamas”, and “assault” throughout the whole passage, serve as a repetition and reinforcement to emphasize themes that appear throughout the text.

3.4.2. Positive Self-Representation versus Negative Other-Representation

The self-versus other is evident in the contrast between Israel and Hamas. Israel is portrayed positively, with its civilians and soldiers being killed and taken hostage, while Hamas action is depicted as a terrorist attack by carrying out attacks on innocent civilians. The decision to attack Gaza is influenced by how Israel perceives the threat posed by Hamas and the safety of its own people.

3.5. The Wall Street Journal Report

Source	The video reported in 11 October 2023 In https://youtu.be/E8DwCl5uEL8?si=rZ5y9AK_YYUXJVwK
Headline	How Hamas Turned an Israeli Music Festival Into a Massacre WSJ
Report	Over 250 people were killed at the Tribe of Nova Festival in Re'im, Israel on Saturday - one of the deadliest sites of Hamas's surprise attack on Israel. The festival took place just three miles from the Gaza Strip. Many attendees were also taken hostage and brought back to Gaza.

3.5.1 Discursive Strategies

The report uses strong language to show how serious what happened at an Israeli music festival was. Massacre means bad killing in event and it tells us that many people were killed, it was violent and hurt. Report blames a particular group called Hamas for what happened – they are the ones who did it. When a text is vague, it means that it is not clear. The report

does mention that there were more than 250 deaths but it does not give any other information about them or the time so the reader has to use their imagination. The title "How Hamas Turned an Israeli Music Festival into a Massacre" is very eye catching due to emotional describing words. Additionally, emotive language is used throughout this report like "deadliest", "taken hostage", "over 250 people were killed" to make the situation feels dangerous, severe, and urgent. To highlight the enormity of the acts, the report uses quantification. It states that over 250 individuals died during the festival, which makes this occurrence important and shows how much it affected the people who were hurt or lost loved ones.

Finally, repetition in the text is shown when the Tribe of Nova Festival at Re'im is mentioned and when it talks about the number of casualties which is more than 250 people being killed. This double mention makes it clear that the situation is very grave and shows the extent to which Israel has been affected by Hamas' attack. The fact that the incident took place near the Gaza strip and that those present were kidnapped then taken to Gaza creates a strong impression that Hamas had targeted the festival. This further suggests that the assault was indeed an act of serious violence.

3.5.2. Positive Self-Representation versus Negative Other-Representation

Tribe of Nova Festival, initially framed as an Israeli Music Festival in Re'im, conveys a sense of community and celebration to present a positive self. The festival is described as having "Turned into a Massacre", evoking horror, and loss of life due to the involvement of Hamas. This further intensifies the negative impact, with a death toll of over 250 people. The proximity to the Gaza Strip underscores the ongoing Israeli-Palestinian conflict, and the phrase "surprise attack" adds an element of treachery and betrayal. Unfortunately, this distorted picture of the conflict is perpetuated by media coverage, which often selectively highlights suffering or actions by one side without providing the necessary context.

3.6. Fox News Report

Source	The text reported in 22 October 2023 in https://www.foxnews.com/live-news/october-21-israel-hamas-war?fbclid=IwAR0VpIKeiYt7RoJk_a04_B7X_mveH21vJUuWs1FowyNRxT5bZDLcpRUB2Pc
Headline	Israeli soldier celebrates wedding days after he's shot and his brother goes missing in action.
Report	An Israeli soldier celebrated his wedding Tuesday, a little over a week after he was wounded battling Hamas terrorists and his younger brother was declared missing in action. Pensioners.”

3.6.1. Discursive Strategies

The author of this article used the words "shot" and "celebrates a wedding" to communicate the soldier's mixed emotions of joy and sadness. This is an example of rhetorical devices called “juxtaposition.” It involves putting two or more things together in order to show contrast. Quantification is seen in the way they describe the injury of a soldier and the disappearance of another brother while minimization can be noted when a marriage ceremony is spoken of as if it were just any other party even though difficult circumstances prevail. Consequently, different people can understand what is meant by the fact sheet saying that a sibling went away during war without giving details about what happened thereafter.

3.6.2. Positive Self-Representation versus Negative Other-Representation

The press tries to evoke empathy or sympathy from the reader as it uses emotionally charged words like “calibrating wedding” and “his brother goes missing”. While Hamas is painted negatively as “terrorists” and instigator of conflict and instability.

3.7. BBC Report

Source	The text reported in 5 December 2023 in https://www.bbc.com/news/world-middle-east-67629181.amp
Headline	Israel Gaza: Hamas raped and mutilated women on 7 October, BBC hears.
Report	The BBC C has seen and heard evidence of rape, sexual violence and mutilation of women during the 7 October Hamas attacks. **WARNING**: CONTAINS EXTREMELY GRAPHIC DESCRIPTIONS OF SEXUAL VIOLENCE AND RAPE. Several people involved in collecting and identifying the bodies of those killed in the attack told us they had seen multiple signs of sexual assault, including broken pelvises, bruises, cuts and tears, and that the victims ranged from children and teenagers to pensioners.”

3.7.1. Discursive Strategies

The BBC article called "Hamas raped and mutilated women on 7 October, BBC hears" kicked off the story with phrases like “warning” and “contains highly graphic descriptions of sexual violence and rape” in order to get the reader’s attention straight away. The severity of the crimes was shown by lexicalization which described what Hamas did as "rape, sexual violence and mutilation. The writer has used words like "terror", "horror", and "mutilation" which are aimed at manipulating the emotions and reactions of the reader. In the description, it is said that more than 1200 Israeli citizens were killed so that we can easily understand how big this incident was. When some phrases are repeated (different forms of cruelty) it helps make them stronger while also making other phrases stronger (premeditative, systematic event). Different forms of cruelty and premeditative events are being reinforced here. There are also parts where vagueness is used, for instance in the description of “different groups of terrorists” and their “different forms of cruelty”, which allows for interpretation and speculation. Furthermore, this article makes use of an eyewitness account and graphic descriptions as rhetorical devices to highlight the gravity of the crimes committed by Hamas.

3.7.2. Positive Self-Representation versus Negative Other-Representation

The narrative demonstrates that Hamas is savage group it engages in savagery and rapes weak Israelis across a range of age groups.

3.8. The guardian Report

Source	The text reported in 12 October2023 inhttps://www.theguardian.com/world/2023/oct/12/what-is-hamas-the-militant-group-that-rules-gaza?fbclid=IwAR2HnQaWGJdYMwBHM7EqVBWsUQ8aTyLT-hWTQmKnjKv7QRVpelhBFF03_aQ
Headline	What is Hamas, the militant group that rules Gaza?
Report	The massacre of more than 1,200 Israeli citizens – the vast majority of them civilians – has focused global attention on the question of what Hamas is and what it represents.

3.8.1. Discursive Strategies

The Guardian article titled "What is Hamas, the militant group that rules Gaza?" employs various discursive strategies to convey a particular perspective on Hamas. The article uses lexicalization to describe Hamas as a "militant group" and refers to the actions of Hamas as a "massacre" of Israeli citizens, which conveys a negative portrayal of the group. The writer used emotive language, such as "massacre" and "civilians," to get strong emotions and reactions from the reader. The use of quantification was highlighted in terms like “more than 1,200 Israeli citizens” to mention the number of casualties, emphasizing the scale of the incident. Finally, repetition and reinforcement are utilized by repeating certain phrases or ideas, like "What is Hamas," to strengthen a specific perspective on Hamas.

3.8.2. Positive Self-Representation versus Negative Other-Representation

The description of the massacre of Israeli citizens thereby portrays Hamas in the negative. This narrative provides an exceptional link where Israel becomes a victim and defends itself against external threats, positioning Hamas as the other party that is accountable for escalating tensions. Showing that all their actions are a reaction to Hamas' aggressive

behaviour, highlighting their commitment to self-defence and protection of their citizens. It draws a stereotypical image of Hamas.

3.9. Interpretation of the Main Findings

The study relies on Teun Van Dijk model of critical discourse analysis to uncover the strategies used by some western media, like the BBC, The Wall Street Journal and the Guardian.

As far as the first research question is concerned, our investigation found an extensive use of discursive strategies used in dealing with the Palestinian- Israel conflict after the aftermath of 7 October, 2023, which includes lexicalization, vagueness, rhetorical devices, emotive language and repetition and reinforcement to influence the public opinions. As can be noticed, all the discursive strategies used by the western media are used to create an impact and ensures the intended message, which is to influence the public in a way that serves the western ideology.

As for the second research question, it is found that the findings of research align with previous studies on the subject matter (i.e., Greg and Mik (2004), Shehata (2023), Al-Najjar (2022) among others). As it can be noticed, the source of media, analyzed in this study, used positive Self-representation to refer to Israel while used negative presentation to refer to Hamas in particular, and Palestinians people in general.

Ideally, Israel often portrays itself as a responsible actor in the region, advocating for peace and security while painting Hamas as the instigator of conflict and instability. This narrative, which supported by the west for geopolitical reasons, reinforces the perception of Israel as the victim defending itself against external threats, positioning Hamas as the other party responsible for escalating tensions. As narrated by the western media, Israel's actions are only reactions to the hostile and aggressive behavior of Hamas, highlighting their commitment to self-defense and protection of their citizens.

By framing Israel as the innocent party responding to aggression, Israel is given excuses to justify its military actions and gain international support for their policies in the region. While drawing a stereotypical image of Hamas specifically and Muslims in general.

3.10. Conclusion

The final chapter of this work included a sample analysis of some western media like the BBC, Fox news and the Guardian, over the Palestinian – Israeli conflict after the aftermath of 7 October, 2023. The findings revealed the discursive strategies employed by such media to portray both sides.

General Conclusion

General Conclusion

Critical Discourse Analysis is a method of examining the employment of discursive strategies in the language used in media coverage. These strategies help to construct a particular narrative that supports a certain ideology over other.

This study aimed to analyze Western media narratives on Israel-Palestine conflict, particularly after the aftermath of October 7, 2023. Employing a qualitative method by using van Dijk's modal of discursive strategies, the study revealed that Western media such as BBC News, Fox News, The Guardian, and The Wall Street Journal portrayed the Israel-Palestine conflict through a biased lens, favoring Israeli narratives and reinforcing negative stereotypes about Palestinians. These findings confirmed the study's hypotheses, which asserted that western media discourse might create biased opinions and ideologies towards the Palestinian people.

However, it should be noted that despite the valuable insights gained from this study, certain limitations should be acknowledged. These included the narrow scope of the analysis, focusing mainly on few sources, and the potential for subjectivity in interpreting discursive strategies. Furthermore, the study's focus on Western media may not encompass the entire spectrum of western media representations globally.

Nevertheless, despite these limitations, the analysis of the media narratives on the Israel-Palestine shows the significant influence of media in shaping our opinions and beliefs.

In conclusion, it is vital to encourage future research expanding the analysis to include a broader range of media sources.

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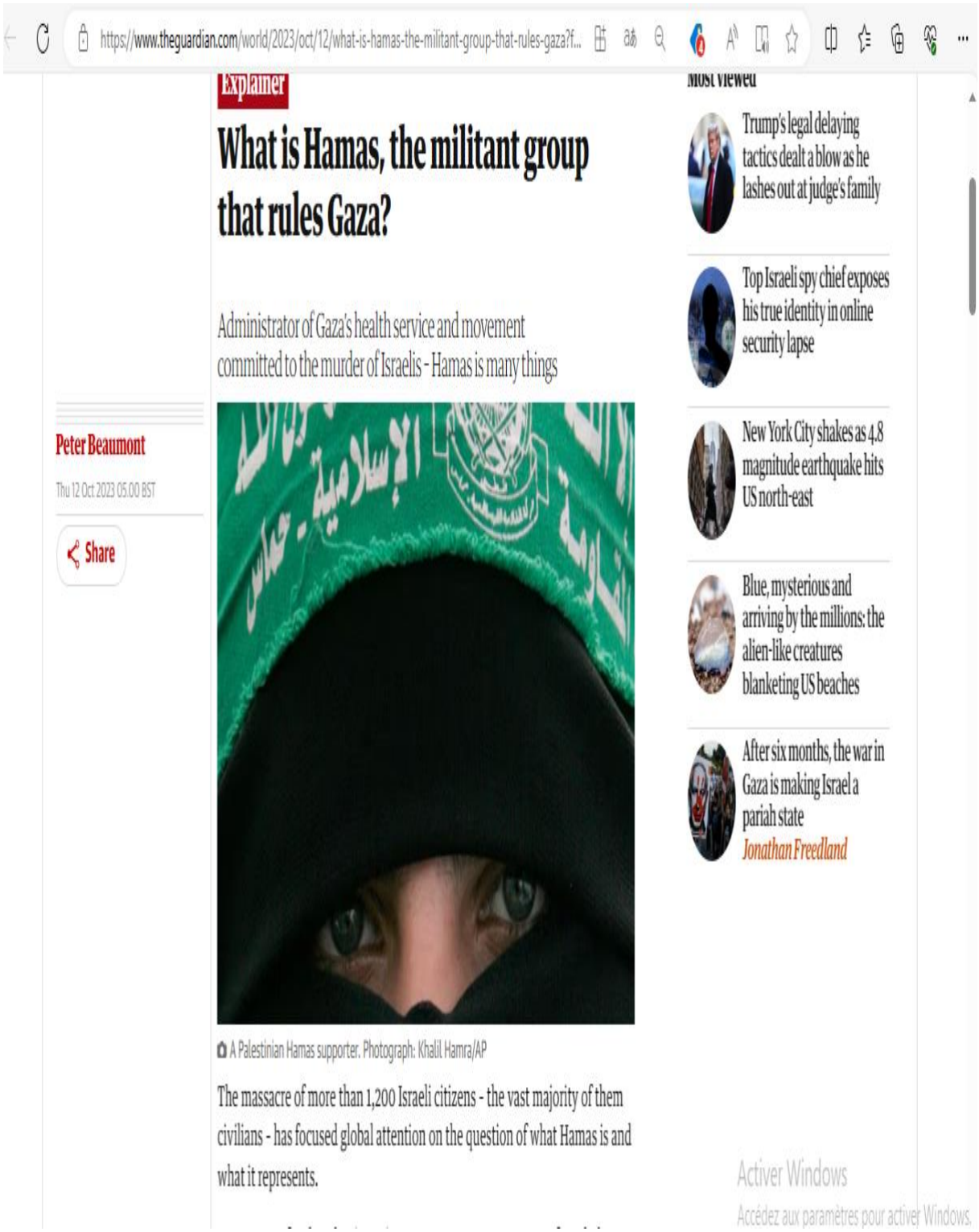
Appendices

Appendices

Appendix: samples of articles and videos



https://www.bbc.com/news/world-middle-east-67629181.amp

Israel Gaza: Hamas raped and mutilated women on 7 October, BBC hears

By Lucy Williamson
Middle East correspondent, Jerusalem

5 December 2023

"We see women of all ages... We see the bruises, we learn about the cuts and tears, and we know they have been sexually abused," Captain Maayan told the BBC

The BBC has seen and heard evidence of rape, sexual violence and mutilation of women during the 7 October Hamas attacks.

WARNING: CONTAINS EXTREMELY GRAPHIC DESCRIPTIONS OF SEXUAL VIOLENCE AND RAPE

Several people involved in collecting and identifying the bodies of those killed in the attack told us they had seen multiple signs of sexual assault, including broken pelvises, bruises, cuts and tears, and that the victims ranged from children and teenagers to pensioners.

Top Stories

Gaza: Israel urged to publish full report on aid worker deaths

63 minutes ago

New York and beyond rattled by rare East Coast earthquake

1 hour ago

Watch: Moment New York landmarks shaken by earthquake

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Features & Analysis

Storm Kath 'fury' and stats staff 'strike for WFH'

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Inside IDF's detailed briefing on aid convoy attack

5 April 2024

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Israeli soldier celebrates wedding days after he's shot and his brother goes missing in action
Groom's brother was likely 'taken hostage' by Hamas terrorists, family says
By Rebecca Rosenberg | Fox News
Published October 22, 2023 4:00am EDT
Israeli soldier celebrates wedding days after he's shot and his brother goes missing in action
Yonatan Tsvi and his bride, Galya Landau, both 24, made the difficult decision to marry Oct. 17 after he was wounded and his brother vanished on the first day of the Israel-Hamas War. (Video Eden)
An Israeli soldier celebrated his wedding Tuesday, a little over a week after he was wounded battling Hamas terrorists and his younger brother was declared missing in action.
Antisemitism Exposed
Fox News' 'Antisemitism Exposed' newsletter brings you stories on the rising anti-Jewish prejudice across the U.S. and the world.
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FOX News' Joey Jones takes a closer look at the weapons reportedly found by the IDF inside a kindergarten in northern Gaza on 'The Big Weekend Show.' #foxnews #fox

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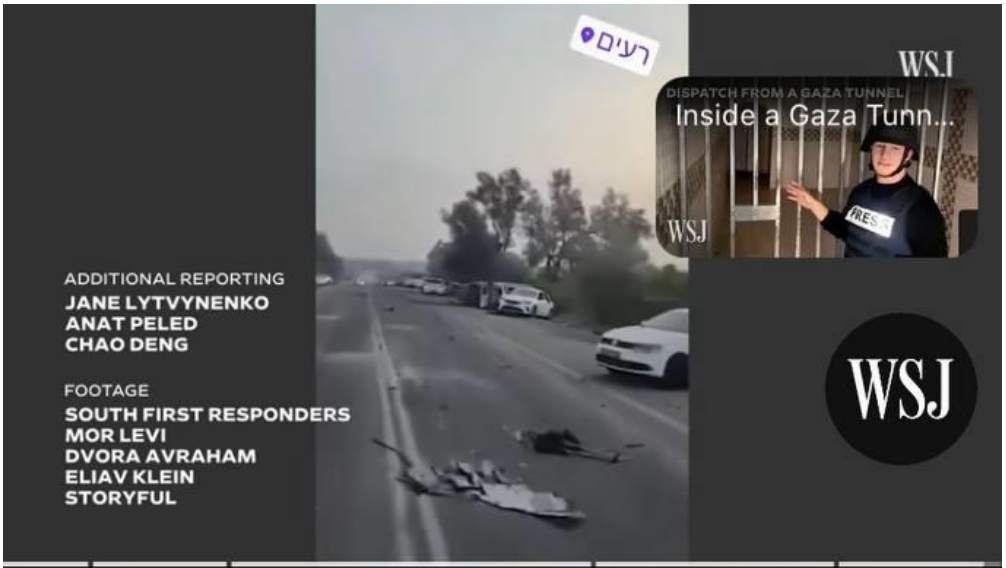
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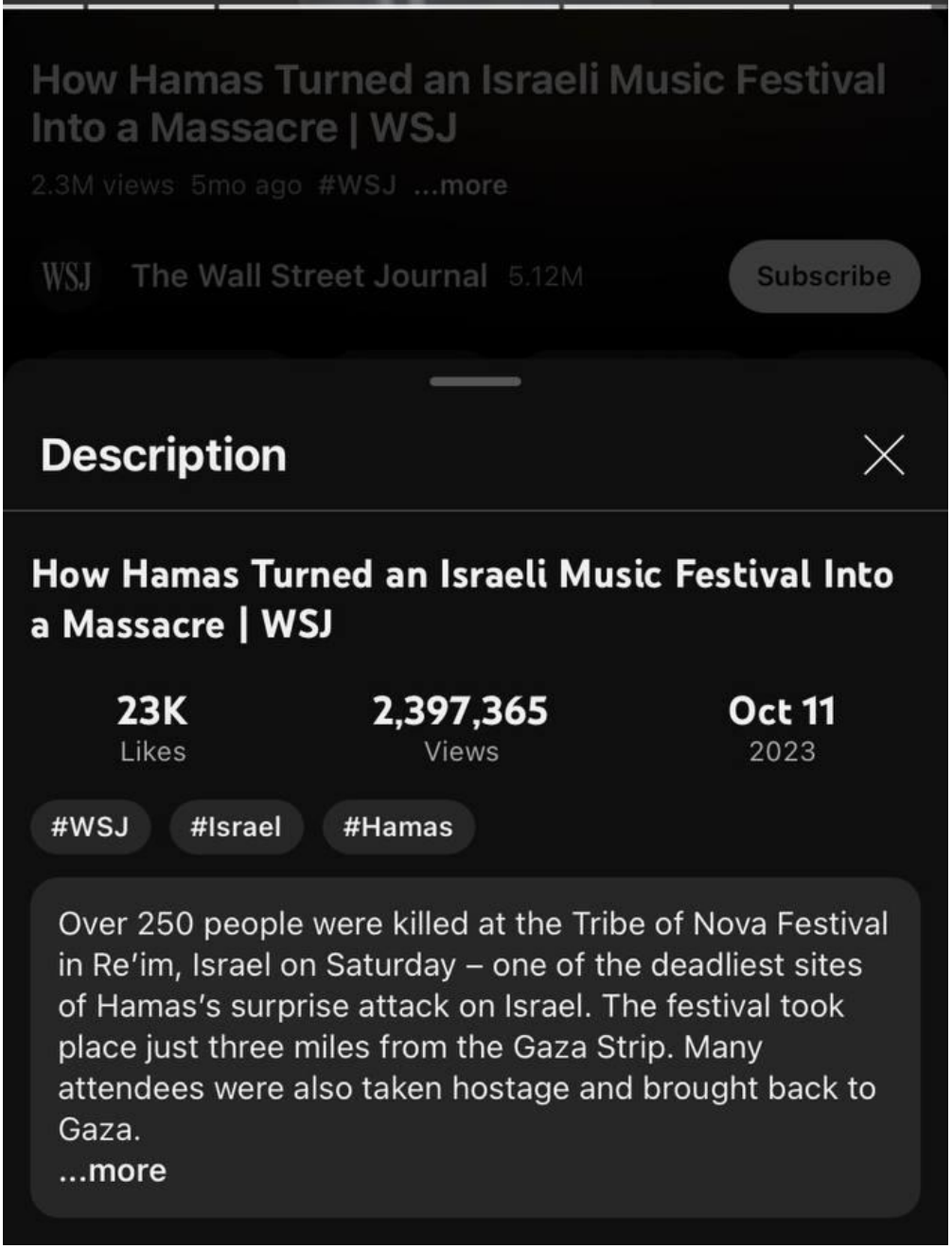
How Hamas Turned an Israeli Music Festival Into a Massacre | WSJ
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Over 250 people were killed at the Tribe of Nova Festival in Re'im, Israel on Saturday – one of the deadliest sites of Hamas's surprise attack on Israel. The festival took place just three miles from the Gaza Strip. Many attendees were also taken hostage and brought back to Gaza.
...more

ملخص:

تحلل هذه الدراسة السرديات الإعلامية الغربية حول الهجوم الإسرائيلي على غزة باستخدام تحليل الخطاب النقدي. تستلزم الدراسة فحص عينات بارزة من وسائل إعلام غربية. تستعمل الدراسة إطار التحليل لفان ديك الذي يتضمن الاستراتيجيات الخطابية والأنماط النمطية. ينقسم البحث إلى ثلاثة فصول، يناقش الفصل الأول معنى الخطاب ومقارباته، يشرح الفصل الثاني المنهجية، ويقدم الفصل الثالث والأخير تحليلاً وتفسيراً لأهم النتائج.

Résumé:

Cette étude analyse les récits des médias occidentaux sur l'attaque israélienne contre Gaza à l'aide d'une analyse critique du discours. L'étude comprend l'examen d'échantillons provenant d'importants médias occidentaux. L'étude utilise le cadre de Van Dijk, qui inclut les stratégies discursives et les stéréotypes. La recherche est organisée en trois chapitres. Le premier chapitre traite de la signification et des approches du discours. Le deuxième chapitre explique la méthodologie. Le troisième et dernier chapitre présente une analyse et une interprétation des principaux résultats.

Summary:

This study analyzes Western media narratives on Israel's attack on Gaza using critical discourse analysis. The study entails examining samples from prominent western media outlets. The study makes use of Van Dijk's framework, which includes discursive strategies and stereotypes. The research is organized into three chapters. The first chapter discusses the meaning and approaches of discourse. The second chapter explains the methodology. The third and last chapter gives an analysis and interpretation of the major findings.