



**College of Graduate Studies
English Department**

**A Critical Analysis of the Media Discourse of the War on Gaza since the
7th of October 2023**

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the 7th of October, 2023**

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Dedication

This piece is devoted to our homeland. Palestine. To my supportive family whose love, encouragement, and patience provide me with the needed strength to continue. To my mother and father who planted the love for education, and knowledge in my heart. To my husband whose patience and support gave me the strength to walk on this path, and to my lovely children who motivate me to do my best in this world. This thesis is for you, my life, hope, strength, and inspiration for a better future.

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Abstract

This thesis explores the role of media discourse in shaping public perceptions of the Israeli-Palestinian conflict through a comparative analysis of pro-Palestinian and pro-Israeli headlines. This is conducted with a particular emphasis on the war in Gaza from October 7, 2023. This study emphasized how that language is implied to create opposing narratives of the same events, through the use of framing techniques, transitivity system, and ideological strategy. The researcher seeks to understand, through an analysis of headlines from four pro-Palestinian news agencies and four pro-Israeli news agencies, how different media platforms frame headlines to influence the opinions of the public. Through qualitative analysis, the researcher's methodology enabled a close inspection of the textual components found in the headlines. According to the data, within the designated period, the pro-Palestinian headlines consist of ideas that reflect Palestinians suffering, murder, and crimes conducted by the oppressor (Israel). On the other hand, the narratives put forward by pro-Israeli headlines justify its policies and actions, cite security, and pass the blame on Hamas. The results indicated that the selective use of certain linguistic features such as material and relational processes can stimulate sympathy, culpability, or justify action. By examining framing, transitivity, and ideological factors, the thesis clarified the complexity of conflict reporting and the impact of media on audience interpretation.

Keywords: Media discourse, Israeli-Palestinian Conflict, Comparative Analysis, Framing Techniques, Transitivity System, Ideological Strategy.

ملخص

تستكشف هذه الرسالة دور الخطاب الإعلامي في تشكيل التصورات العامة حول الصراع الإسرائيلي الفلسطيني من خلال تحليل مقارن للعناوين المؤيدة للفلسطينيين والمؤيدة لإسرائيل حيث يتم إجراء ذلك مع التركيز بشكل خاص على الحرب في غزة منذ السابع من أكتوبر لعام 2023 . تركز هذه الدراسة بشكل كبير على كيفية تضمين اللغة لإنشاء روايات متعارضة لنفس الأحداث، من خلال استخدام تقنيات التأطير، ونظام العبور، والاستراتيجية الأيديولوجية. وتسعى الباحثة من خلال تحليل العناوين الرئيسية لأربع وكالات أنباء مؤيدة للفلسطينيين وأربع وكالات أنباء مؤيدة لإسرائيل، إلى فهم كيفية تأطير المنصات الإعلامية المختلفة للعناوين الرئيسية للتأثير على رأي الجمهور. ومن خلال التحليل النوعي للمحتوى، تمكنت منهجية الباحثة من إجراء فحص دقيق للمكونات النصية الموجودة في العناوين الرئيسية. وحسب البيانات ، فإن العناوين المؤيدة للفلسطينيين، خلال الفترة المحددة، تتكون من أفكار تعكس معاناة الفلسطينيين والقتل والجرائم التي يرتكبها الاحتلال الصهيوني (إسرائيل) ومن جهة أخرى، فإن الروايات التي تطرحها العناوين الرئيسية المؤيدة لإسرائيل تبرر سياساتها وأفعالها، وتستشهد بالأمن، وتلقي اللوم على حماس. تشير النتائج إلى أن الاستخدام الانتقائي لبعض السمات اللغوية مثل المواد والعمليات العلائقية يمكن أن يحفز التعاطف أو الذنب أو يبهر الفعل. ومن خلال دراسة التأطير والعبور والعوامل الأيديولوجية، توضح الرسالة مدى تعقيد تغطية الصراع وتأثير وسائل الإعلام على تفسير الجمهور .

كلمات مفتاحية: الخطاب الإعلامي، الصراع الإسرائيلي الفلسطيني، التحليل المقارن، تقنيات التأطير، نظام العبور، الإستراتيجية الأيديولوجية.

Chapter One

Introduction

1.0 Overview

New media worldwide has played a vital role in disseminating information to audiences for a long time. Newspapers, television, radio, and social media are all essential sources of basic information that provide audiences with the necessary information to help make decisions on different matters. In simpler terms, the wording and the language used to convey information in the media play a massive role in shaping public opinion and underlying sentiment.

Fairclough (1995) thinks that new media has the strength to affect people's knowledge, beliefs, values, social relations, and identities. In this sense, media contributes to constructing debates in the public sphere. This confirms that media usage reflects and shapes language and attitudes in a speech community.

With news media, discourse becomes the 'place where the relations of power are exercised and enacted' (Fairclough, 2015, p. 73). This means that news articles can be changed to manipulate the contents and relations of the discourse through diction or the structures of clauses. In this sense, the language used in a media discourse can lead to a change in public opinion on reported issues according to hidden agendas. Fairclough also confirms that language helps to create change and can be used to change behavior. In other words, it influences public opinion and policymakers. This makes the used language a powerful tool that must depend on credibility. As a result, the news media must be presented in a fair, even-handed, rigorous, and non-inflammatory way.

Controversial topics in the media are considered the most attractive topics for people. One of which is the Palestinian-Israeli conflict. The Palestinian-Israeli conflict is a controversial issue that has lasted for many decades. The events of this conflict have traveled beyond borders and into the minds and hearts of many worldwide. In other words, the warfare and discord of this conflict drag the people's interests from the outside world to know what exactly is transpiring between the two nations.

Within the intricate framework of the Israeli-Palestinian conflict, the Gaza war on the 7th of October proved to be a pivotal moment, marked by intensified hostilities, significant geopolitical implications, and a profound effect on the lives of those engaged. The media's role as a lens through which the world saw and understood the conflict was crucial to how events during this time unfolded.

Media as a powerful tool on the 7th of October war plays a significant role in shaping a narrative, influencing perspectives, and potentially contributing to the resolution of the conflict. This explains why as Shreim (2015) states many Palestinians and Israelis alike took to social media platforms to counter the mainstream narrative. This manifests the huge, major, and decisive role that the media plays in presenting and manipulating reality. This thesis explores a thorough critical discourse analysis of the news coverage of the Gaza war on the 7th of October, provided by both pro-Israeli and pro-Palestinian news outlets.

1.1 Statement of the Problem

Reporting news is guided by the values of accuracy, balance, objectivity, honesty, truth, and integrity. However, it can be manipulated and presented differently depending on the different uses of the layers of syntax and semantics in its discourse. This can be recognized in the coverage of the Palestinian-Israeli conflict when two news organizations report on the

same story differently. Van Dijk (2018) thinks that news organizations that cover events have varying perspectives on them based on their individual goals.

It is known that this conflict is marked by deep-rooted political, religious, and territorial disputes. As a result, the coverage of media regarding this conflict is important to affect public opinion. This leads to emphasizing the role of media in framing the discourse surrounding the conflict, especially in times of significant events like the 7th October Gaza war.

Although the Israeli-Palestinian conflict has received a great deal of media attention, few in-depth analyses concentrate on the framing techniques used by both pro-Palestinian and pro-Israeli news media during particular conflict events. This research gap is problematic because it makes it difficult to comprehend how media narratives influence public views and feelings about the conflict. The lack of comparative analysis also limits the ability of the public to understand the scope of media bias and its consequences.

As a result, a comparative analysis of the coverage of the 7th of October Gaza war by pro-Palestinian and pro-Israeli news media is needed. This comparison depends on analyzing both sides' framing strategies, transitivity systems, and ideology and power.

1.2 Objectives of the Study

- 1- Examine the framing techniques used by pro-Israeli and pro-Palestinian headlines that affected public perception of the Gaza war since the 7th of October.
- 2- Examine the role that the transitivity system plays in the coverage of pro-Palestinian and pro-Israelis headlines.
- 3- Examine the way the ideology and power dynamics influence the language choices in pro-Palestinian and pro-Israelis headlines.

1.3 Research Questions

- 1- What are the main framing techniques used by both the Israeli and Palestinian news media in their coverage of the Gaza war on the 7th of October?
- 2- What are the roles that the transitivity system plays in the coverage of pro-Palestinian and pro-Israelis headlines?
- 3- How differently do the ideology and power dynamics influence the language choices in pro-Palestinian and pro-Israelis headlines?

1.4 Significance of the study

Ghods and Mirhosseini (2016) believe that language is not just a tool of communication but rather it is an effective weapon in the media war. By making a comparative analysis of media coverage of the 7th of October Gaza war, all the hidden agendas that are related to the media narrative will be uncovered and revealed. Both Palestinians and Israelis use language to shape public opinion. This shows that the same event can be presented differently. In other words, while one side represents reality, the other is spreading lies.

This confirms that the research will reveal the used agendas in the conflict. The narrative and public opinion are shaped by the words used, the way sentences are put together, and the use of different techniques and strategies. This language manipulation is frequently subtle, intended to influence public opinion without raising red flags. Johnson (2019) believes that media consumers must recognize these strategies and hone their critical thinking abilities to separate propaganda from the truth. This means that this study will enhance readers' understanding of how language is used in the narrative related to the conflict.

Moreover, there is a paucity of comprehensive analyses that pay attention to the framing strategies that are employed by both pro-Palestinian and pro-Israeli news media during conflicts. This will contribute to academic discourse as well as public discourse.

1.5 Limitations of the Study

Although this study conducted an in-depth analysis of media framing in the Israeli-Palestinian conflict, it has several limitations that must be acknowledged. First, the study focuses only on a selection of pro-Palestinian and pro-Israeli headlines, without the incorporation of perspectives from global or neutral news agencies. The limitation dilutes the scope of the study and cannot represent the full gamut of media representations of the conflict. Moreover, the number of headlines analyzed is limited to specific events, which further narrows the scope of the findings. Another important limitation lies in the fact that the analysis was strictly confined to headlines only, without including wider contexts such as the content of the articles or the role of visual media, which might give more insights into media framing. These limitations suggest that future research could include an expanded sample size, neutral or international news sources, and more comprehensive media forms to present a more balanced and holistic understanding of media coverage.

1.6 Historical Background

1.6.1 Origins of the Palestinian-Israeli conflict

The Jews' quest to establish a Zionist entity for themselves was one of the main causes of the Israeli-Palestinian conflict in Palestine. They want to create the State of Israel and drive out the Palestinians from Palestine with the assistance of Western nations. Neal (1995) emphasizes that the Palestinian-Israeli conflict began in 1917 when Britain announced

the Balfour Declaration. It is a plan depending on the hopes of Zionists, a group of political Jews, to colonize Palestine.

In this sense, the phase of the British Mandate is considered the best for settlement establishment because they aimed to commit to the Balfour Declaration. Neal (1995) confirms the Mandate contributed to the Zionist movement's legitimacy and strength. Thus, Jewish settlement became carried out under the supervision of a great power that worked to support and assist it.

Moreover, the UN adopted a resolution on partition in 1947 between the Palestinians and Zionist movements. Qawariq (2016) confirms that the Jewish minority received 56% of the land under the terms of the partition plan. Zionists accepted the resolution while Palestinians were against it. Bayeh (2014) also states that the conflict between the Arab and Jewish communities started right after the resolution. Before Israel's independence, the fighting was limited to the two sides, Zionism and Palestine. This fighting was because of the consent of immigration into Palestine to create a Jewish state ultimately.

However, the Israel Occupation was proclaimed an independent state in 1948 when Britain withdrew from Palestine. Upon the proclamation of the state of Israel by David Ben-Gurion, he chose not to demarcate the state's borders to allow for the annexation of territories outside of UN borders (Shlaim, 2000). In this sense, they successfully established their own state and they also took control over a larger territory than that specified by the UN partition plan. Pressman (2005) states that Transjordan gained sovereignty over the western bank of the Jordan River, which included Jerusalem and Egypt-controlled Gaza Strip. A significant portion of the Palestinian populace also fled to Gaza and Jordan as refugees. Katirai (2001) mentions that for Israelis, this war is called the "War of Independence," since it was a

struggle for survival, while it is called by Palestinians “al-Nakbah” or “the Catastrophe” because 700,000 Palestinians were forcibly expelled from their homes and killed.

Furthermore, on June 5, 1967, Israel began a preemptive strike during the six-day war against Egypt, Jordan, and Syria through air strikes. In this war, Arabs were defeated. As a result, Pappé (2006a) emphasizes that Israel occupied the Sinai Peninsula and Gaza Strip from Egypt, the West Bank and East Jerusalem from Jordan, and the Golan Heights from Syria. In other words, Israel was able to control a larger portion of Palestinians' and Arabs' land. As a result, Palestinians became aware that they had to depend on themselves instead of relying on the Arab countries. It emphasized the weak relationship between them. Elmamuwaldi (2008) states that Arabs were prepared to discuss Palestinian territories with Israel in exchange for their peace but not to oppose the Israelis to guarantee the creation of an independent Palestinian state. Eventually, the emergence of the Palestinian Liberation Organization (PLO) which was created in 1964 escalated its violent resistance to defend their land.

Then, the first intifada (uprising) began on the 9th of December 1987. It resembled the people of Palestine's commitment to fight the occupation. Qawariq (2016) confirms that during the 20 years of occupation, confrontations broke out within the occupied territories for the first time in history, spearheaded by a fresh and motivated leadership. It began in Gaza and expanded to the West Bank. Said (1989) states that there are continuous harsh policies against Palestinians that the Israeli government has practiced since its occupation. It lasted for six years.

Later, Israel's incapacity to control the 1987 outbreak of the First Palestinian Intifada led to the Oslo process, and its incapacity to replace the PLO as the rightful representative of the Palestinian people with Palestinian political leaders from the Gaza Strip and the West Bank

(Sarto, 2023). The agreement aimed, among other things, to the Palestinian population in Gaza and the West Bank the ability to govern themselves by ending Israeli rule over the region and removing Israeli occupation military forces (UN, 2008). Mutual recognition letters were exchanged between the Israeli occupation and the PLO.

After that, in 1995, the Oslo II Accord was signed, dividing the West Bank into Areas A, B, and C, which are its three administrative divisions. While the Palestinian Authority governs Area A on both a civil and military level, Israel administers Area C. Israeli occupation is in charge of Area B militarily, and the Palestinian Authority is in charge civilly (Siegal, 2017).

In late September 2000, a second intifada began as a result of issues with the "peace process" that was started in Oslo. Palestinians' daily struggles and humiliations in the Occupied Territories, corruption inside the Palestinian Authority, and other factors led to it. However, after Ariel Sharon, On September 28, 2000, the future prime minister and head of the Israeli opposition paid a visit to Jerusalem's Haram al-Sharif complex, which houses the sacred Temple Mount. This was under heavy police guard, while there were fresh protests and violence (the second intifada) in the occupied Palestinian territory (UN, 2008).

1.6.2 The Withdrawal of Israelis from the Gaza Strip

Israel evacuated the Gaza Strip in 2005. Sarto and Klein (2023) confirm that regardless of evacuating the Strip of Israeli settlements, Israel remains in control over the area. In this sense, the claim of the Israeli government of the so-called disengagement was incomplete. UN (2008) also states that even though Israel continued to maintain control over Gaza's borders, airspace, and territorial waterways, this was the first time Israel had left the occupied Palestinian territory since June 4, 1967.

1.6.3 The Emergence of Hamas, a Movement of Islamic Resistance

Hamas's emergence occurred during the first intifada in 1987 (Pappe, 2006). In this sense, Palestine is considered the birthplace of Hamas, which was occupied by Israel in 1967. As such, the idea of resistance has dominated the movement (Baumgarten, 2005). Tamimi (2007) emphasizes that many Palestinians supported Hamas's armed operations and believed that the movement's tactics were the only practical means of retaliating against Israel's actions.

Scham and Abu-Irshaid confirm that before the elections, the US, Israel, and several other European countries had all made it plain that they would not cooperate with a Hamas-led Palestinian Authority. However, the militant Islamist movement Hamas is currently in the process of creating a government. After an unexpected victory in the 25 January 2006 Palestinian parliamentary election (Youngos, 2006).

Following Hamas's takeover in 2007, the Gaza Strip has been continuously closed off. Atawneh (2009) confirms that despite Hamas' legitimacy as a democratically elected government, the US, Israel, and their allies have branded it as a terrorist organization. In this sense, Israel stopped giving tax money to the Palestinians after the Hamas movement won the election, and significant foreign donors including the US and the EU decided to stop providing financial and economic support to the Authority for Palestine. The concerns raised by Said (1978) and Fisk and Hancock (1996) about the West's prejudice against Palestinians and its tendency to discount comments from Oriental or Arabic sources in advance are reflected in the US and Israel's current stance.

1.6.4 Conflicts between Hamas and Israel

In December 2008, hostilities between Israel and Hamas resulted in "Operation Cast Lead" and the First Gaza War. Following the conclusion of a six-month ceasefire with the

resistance group Hamas and Palestinian factions, the Israeli government decided to initiate a large offensive on the Gaza Strip. During its 22-day duration, which started on December 27, about 1400 Palestinians—mostly civilians—were killed. It also causes huge destruction of dozens of schools, mosques, and residential buildings. It began with extensive airstrikes followed by ground assaults to undermine the Hamas movement's military power (Shlaim, 2009).

The Israeli occupation began a huge eight-day bombardment of Gaza in November 2012. Hamas and Palestinian factions responded by firing multiple rockets at multiple cities in southern Israel. However, a truce that ended the eight-day conflict was backed by Mohammad Mubarak, the president of Egypt at the time.

According to Blumenthal (2015), Israel responds forcefully "to teach them a harsh lesson" whenever the Palestinians attempt to resist Israeli rule. Thus, it is impossible to separate the current situation in Gaza from the lengthy history of Palestinian oppression, including occupation, deportation, and incarceration (Chomsky & Pappé, 2011).

All in all, this research seeks to find out the role of media in shaping public opinion through language, focusing on the Israeli-Palestinian conflict and the Gaza war of October 7th as a case study. The paper analyzed how pro-Israeli and pro-Palestinian headlines use framing techniques, transitivity systems, and power dynamics to construct and manipulate narratives, revealing biases and hidden agendas. The study fills the gap in comparative media framing research through headline analysis and points out the importance of media literacy in recognizing propaganda and bias. The research acknowledged limitations, such as a narrow focus on specific headlines and the exclusion of global perspectives, to further understand how language shapes conflict narratives and public perception.

Chapter Two

Literature Review

This chapter presents a comprehensive review of pertinent studies to establish a main foundation for this thesis. Snyder (2019) believes that building your research and relating it to existing knowledge is the building block of all academic research activities. Thus, the researcher will show that he has engaged with, understood, and responded to the relevant body of knowledge to strengthen the foundation of her research.

2.1 Critical Discourse Analysis

Discourse is considered a difficult concept since there are many conflicting definitions formulated from different theoretical and disciplinary standpoints. In linguistics, 'discourse' is used to refer to extended samples of either spoken or written language. Brown and Yule (1983) refer to it as the way people use language to communicate. Burr (1995) claims that the term is an umbrella that involves a lot of research with many aims and theoretical background. a wide variety of actual research practices with quite different aims and theoretical backgrounds. Each chooses language as their primary area of interest. Dijk (1993) also states that CDA provides a framework for examining the way language shapes and reflects social practices and identities.

Moreover, Fairclough (1995) highlights that CDA aims to show how language is used to construct social power relations, ideologies, and discourse. In other words, he thinks that language contributes to creating change and can be used to change behavior. This makes language a powerful tool. Critical discourse analysis is an interdisciplinary approach to the study of discourse that uses language as a form of social practice. Fairclough also believes that language is a form of social practice and states that the term discourse can be used to

make connections between language and wider society. He argues that any case of language is a communicative event.

2.2 Media Discourse

Media discourse is a form of speech activity in the media that uses mass communication to educate the public about different aspects of social life. In this sense, media discourse plays a crucial role in shaping public opinion, perception, and attitudes. Richardson (2017) indicated that media discourse is comprised of texts, primarily news items, as well as the processes involved in creating and producing those texts. In this sense, it undoubtedly mirrors the ideological preferences and attitudes of influential individuals, such as politicians, journalists, and members of the elite.

Moreover, Fairclough and Wodak (1997) indicate that the goal of CDA is to identify the underlying ideologies and power structures that influence media representations and narratives through the analysis of language elements, rhetorical devices, and discursive strategies in media texts. This in turn makes the CDA a way to face the mainstream media narratives and reveal the mechanisms of discrimination and oppression involved in the media (Dijk, 2008).

Van Dijk (1991: p. 198) points out that “implications, suggestions, presuppositions and other implicit, indirect or vague means of expressing underlying meaning or opinions may be used to persuade readers to the point of view of the newspaper”. This confirms that language is being manipulated through the use of legitimating language through metaphor and euphemistic expressions. The main goal of war discourse is to legitimate killing and actions that have a relation with war. In this sense, the actions committed in the war are seen as appropriate, acceptable, reasonable, and justifiable.

2.3 War reporting

Wars can have a major effect on language as they bring situations that need language to describe them. This demonstrates that diction or word choice affects the interpretation of the same set of entities or events. In this sense, the language in wartime can manipulate and alter reality to affect what the public hears and watches about events in the world to serve governments.

War reporting plays a significant role in explaining what is happening in the time of war and leads people from around the world to gain access to information about the conflict. In this sense, different perceptions, opinions, and attitudes will be shaped. Lutz and Lutz (2013) confirm that how conflicts are framed influences public perceptions, policy responses, and international interventions.

News reporting is not just a neutral reflection of what might be considered reality; rather, it operates within a network of hegemonic relations that influence how events are reported in ways that encourage readers to embrace particular points of view and categorize reality as rational and accepted (Allan, 2010).

During wartime, reporters usually use specific language to describe specific events, people, and speeches. For example, in the Palestinian-Israeli conflict, specific terms are used. Hoyt (1970) confirms that Israeli supporters want coverage that shows the Palestinian resistance group Hamas as criminals, while Palestinian supporters want coverage that shows the Palestinians suffering from Israeli bombs. In this sense, each side of the conflict shows a different story of the same action.

On one side, Israeli media regularly highlights Israel's fight against terrorism, its right to self-defense, and the dangers posed by Palestinian factions like Islamic Jihad and Hamas (Golan, 2007). On the other hand, the Palestinian media emphasizes the Palestinian people's

complaints, the consequences of Israeli occupation, and the fight for national liberation and autonomy (Khoury, 2016). The main goal of war discourse is to legitimate the actions that have a relation with war. In this sense, the actions committed in the war are seen as appropriate, acceptable, reasonable, and justifiable.

The art of spreading rumors and utilizing them to further psychological warfare objectives has changed over time. As a result, the defense ministries of many nations have set up psychological warfare departments, which employ specialists in spreading rumors, figuring out when to spread them, and using them to demoralize enemy armies, dismantle civilians, and start civil wars. According to Mercier (2005), specialized teams have been set up to consider the problems while providing information prior to, during, and following operations.

2.4 Media Bias

People are especially interested in the Palestinian-Israeli conflict. This means that news reports and headlines must be honest, credible, neutral, objective, and unbiased so they will be understood better. However, a lot of manipulation takes place. Consequently, this creates a social issue since the occurrences are subjectively recounted to support a hidden ideology. This conflict is considered an exemplary case of how various nations and media outlets work on changing the information that the public is exposed to regarding specific aims that serve different sides positively. According to Ali and Rahman (2019), bias occurs when news reporters produce biased or incomplete stories to support a particular political party. This can be clearly noticed throughout the conflict in Palestine.

2.4.1 Media in Gaza

The news media is a vital component in the Israeli-Palestinian conflict, offering varying perspectives and angles of coverage. For example, this can be recognized during the Gaza War of 2008-09. Philo and Berry (2011) that Israeli occupation blocked access to the Gaza

Strip for journalists, humanitarian aid workers, and organizations that monitor human rights. Adelman (2009) also states that it was "difficult to directly access information since Israel had banned independent observers and journalists from entry into Gaza to cover the war" except for The New York Times which had "a correspondent based in Gaza".

Moreover, Wilzig and Schejter (1994) confirm that even if the death toll differed, Israeli deaths received disproportionately more context and humanization than Palestinian martyrs.

2.4.2 Media in the Israeli Occupation

Wilzig and Schejter (1994) conclude that Israel has always maintained a robust and diverse free press. Moreover, to address worldwide criticism of its policies and activities, the Israeli government has embraced the "Hasbara" public diplomacy strategy, which translates to "explanation" (Shenhav et al., 2010). This shows the Israeli occupation's strength and control of the media. Gilboa (2006) shows how "Hasbara" works on spreading frames that go in line with the Israeli government to influence media coverage.

As a result, people from different parts of the world will acknowledge their part of the story. Kretschmer (2017) confirms that the goal of the Israeli occupation Ministry of Foreign Affairs is to present Israel's narrative to people all over the world, especially the Arab and Jewish diasporas.

2.5 Propaganda

It is a given that the media uses propaganda to distort reality during any battle. Psychological warfare employs many tactics such as deception, propaganda, rumors, and political manipulations to undermine the party posing a threat to the safety of the community. Put another way, propaganda is regarded as one of the most crucial tools for psychologically

defeating the opposition. Moreover, it affects people in a way that makes it harder for them to fight and endure.

The art of spreading false information and utilizing it to further psychological warfare objectives has changed over time. As a result, the ministries of defense in numerous nations have set up departments dedicated to psychological warfare, which employ specialists in spreading false information, scheduling the dissemination of such information, and utilizing it to undermine the confidence of the opposition's armed forces, destabilize populations, and instigate civil conflicts. According to Mercier (2005), specialized units have been formed to consider the problems while providing information before, during, and following operations.

Since both parties exploited social media to damage each other's reputations and sway public opinion worldwide, the false media surrounding the Israeli-Palestinian conflict turned into a true information war. However, the terminology and titles employed by publications during the conflict suggest that these outlets continued to report the war using specific stylistic approaches.

2.6 Headlines

Rath (2015) notes that, following the newspaper's headline, the reader's attention is drawn to the heading, which is the second distinguishable item they see. In this way, news headlines serve as readers' initial impression of the content that follows. They have a significant impact on the reader's decision to either read the rest of the news text or go to another story. According to White (1950, p. 12), headlines should either "in a glance what the story is about, or else attract their interest enough to make them want to continue reading." This means readers who scan headlines will have a basic comprehension of the current news, including its significance and impact (Reah, 1998).

Additionally, Conboy (2007) asserts that headlines serve three significant roles. They start by giving a succinct rundown of the most important news to the reader. This leads to understanding the message without reading the entire story. Secondly, they draw attention. Headlines use different fonts to divert people's attention through the sizes and terms used. Third, they frequently serve as a preliminary gauge of the newspaper's news values' tone and content. This has a significant impact on how the newspaper engages its readers. This in turn demonstrates that having "special features on the lexical, syntactic, and rhetorical levels to make it concise, clear, and appealing" (Reah, 2002, p.34) makes the language used to create headlines unique.

Furthermore, Conboy (2007: 26) confirms that "The language of the news reinforces the ways things are" which can be noticed in the headline. In other words, it is rare to find texts that are formed as headlines. This in turn makes the headline stand through the language used to affect and attract viewers' perceptions. For example, when thinking of the vocabulary used in headlines, the use of shorter words than usual to fit in the limited space of the headline can be recognized. However, they must be strong, effective, and attractive at the same time. Finally, the grammar is simplified.

Moreover, Farah (2018) suggests communicating the message to the readers in an effective way needs headlines since it is extremely important. He also believes that the form of the title will have a significant impact on the reader's interest in reading the news items. In other words, the newspaper's viewpoint is reflected in the headlines.

Theoretical Framework

This thesis will adhere to a multidisciplinary approach to critically analyze the media discourse on the war in Gaza since October 7th. Starting with the framing theory which shows how the selection, emphasis, and omission of specific events in the media regarding

conflicts can contribute to the understanding and misunderstanding of what is happening. Entman (1993) noted that framing involves characterizing an issue, identifying its root causes, forming moral conclusions, and proposing solutions. Thus, the thesis will investigate how the Israeli and Palestinian media frame the conflict's key players, events, and consequences to convey disparate realities. Moreover, he makes a distinction between two kinds of frames: news frames, which are features of the news, and audience frames, which are psychologically held principles for information processing. However, the focus of this paper will be on the media frame.

Furthermore, critical discourse analysis will be applied. CDA focuses on exploring the relationship between language, power, and ideology involved in the media texts. This theory was developed by Fairclough (1995) and Van Dijk (1993). This thesis applies CDA to reveal the hidden ideologies in the Palestinian and Israeli media. In this sense, it will demonstrate the way language is used to perpetuate, manipulate, or challenge the dominant narrative regarding the conflict. Thus, the way power relations and ideological positions are formed and maintained through the media discourse will be clear.

Moreover, the transitivity system will be applied in this study. It depends on investigating how language constructs peoples' perception of the outside world via transitivity analysis which depends on different processes. Processes that are happening, doing, sensing, meaning, being, and becoming describe our sense of reality. Halliday's (1985) transitivity system presents a framework for examining how actions, participants, and events are represented in language. In this sense, the representations can influence the audience's perceptions of blame and responsibility.

Finally, this thesis focuses on comparing both the pro-Israeli media and the pro-Palestinian media. Thus, the comparative media studies approach will contribute to facilitating an understanding of the media on both sides.

2.7 Ideology and Power

One of the defining principles of critical discourse analysis is thought to be ideology. "Discourses are inherently ideological," according to Gee (1996), "because they crucially involve a set of values and viewpoints about the relationships between people and the distribution of social goods" (p.5).

Evidently, CDA studies the operation of underlying ideologies and the ways in which objectives are accomplished either directly or indirectly by means of deceptive language instruments that can sway public opinion in the desired direction or by means of covert messages that are intentionally or unconsciously sent to audiences.

This shows that language is a potent ideological tool that may be used to achieve political goals and is essential to gaining and retaining positions of power. Language has the power to quietly indoctrinate people or groups with particular ideological viewpoints by suggesting more than what is expressed directly. It explores how language serves to uphold prevailing beliefs and emphasizes the difficulties experienced by individuals who criticize them. In this sense, media discourse clearly reflects the ideological views and interests of people in positions of power, such as journalists, politicians, and the elite (Fowler, 1991; Fairclough, 1989).

Sociolinguistics, language ideology, and media discourse researchers all "agree on the potential of discourse in mainstream media to shape the language ideologies of their audience, that is, their belief or feelings about language as used in their social world," according to Androutsopoulos (2010, p. 182).

Regarding the hidden power of the mass media, Fairclough (1989) remarks that "there are no reasons to see it as involving hidden relations of power, and the nature of the power relations enacted in it is often unclear" (p.49). Additionally, according to Fairclough (1989), "producers exercise power over consumers in that they have sole producing rights and can therefore determine what is included or excluded, how events are represented, and (as we have seen) even the subjects' positions of their audiences" (p.50) is another example of how power relations are demonstrated in media discourse.

2.8 Framing Theory in Relation to Media

2.8.1 What is Framing Theory

Media reports play a significant role in the social construction of reality and are a growing source of information for citizens concerning national and international affairs. Thus, understanding the concepts that affect how people perceive and interpret data is essential to make sense of the communication process used in media. One concept to be aware of is the framing theory introduced by Erving Goffman the framing theory states that how information is presented to an audience affects how that audience chooses to absorb it, or "the frame."

Frames are the fundamental structures that assist people in making sense of the world. According to Goffman (1974), frames are "schemata of interpretation" that are always in use and enable people "to locate, perceive, identify, and label a seemingly infinite number of occurrences defined in its terms."

Nonetheless, frames usually simplify the narrative to rally supporters and—most importantly—demobilize opponents to highlight particular aspects of perceived reality. This corresponds with the developed definition by Entman (1993) who says 'to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral

evaluation, and/or treatment recommendation for the item described' (p. 52). This in turn is considered a way of presenting the exercise of power (Butler, 1997).

However, An and Gower (2009) argue that the framing theory suggests that the media should go beyond just creating saliency. This happens when they select what details to add and exclude from a narrative

The foundation of framing theory is the notion that specific events are highlighted by the media, which then places them in context. In other words, Information is framed by placing it in a certain context that directs an individual's cognitive resources toward certain aspects of the problem. This has the significant effect of making the chosen elements crucial in influencing people's conclusions or judgments (Kahneman & Tversky, 1984).

Tuchman et al. (1978) introduced the phrase "symbolic annihilation" to describe this framing strategy, which furthers the disadvantaged social groups' exclusion from public awareness by the symbolic absence of the "Other" in the mainstream media. In this particular setting, social groups perceived as more similar to "Us," or those displaying in-group ideals, are more likely to be positively and regularly portrayed in media than the out-group, or dissimilar "Others." By featuring the favorable in-groups more often than the underrepresented "Others," who are more "Otherized," this strategy increases viewers' allegiance to these groups. In other words, symbolic annihilation gives value to people and how it would be if you were one of them.

Framing theory is the study of how to convince listeners of the value of a specific point of view via the use of rhetorical techniques. Fiss and Zajac (2006) emphasize that rhetorical devices known as frames are used to attempt to persuade others of the value of stance

Frames are used as comprehension aids or as cognitive shortcuts to link stories to the bigger picture. Using framing theory has the benefit of enabling the identification and

investigation of modifications to how some events are presented in the media. For example, in the Palestinian-Israeli conflict, the media uses terminologies like "terrorists" over "freedom fighters" and "disputed territories" as opposed to "occupied" (Plaw, 2016). This, when people see the word "terrorist" they will think of them as they are wrong and must be killed, so no matters happening for them will be justified.

Semetko and Valkenburg (2000) introduce generic frames concerning the features that can be implemented for different issues in the media, especially in political communication.

2.8.1.1 Conflict frame:

Nowadays, the "conflict frame" is one of the most widely used frames in political communication research (Vliegenthart, Boomgaarden, & Boumans, 2011). Conflict frames focus on the conflict between people, organizations, or groups that draw people's attention. Putnam and Shoemaker (2007) also believe it includes hostility between competing parties, incompatibility between viewpoints, and politicians insulting one another in the media.

Conflict frames may have some effects on people. Forgette and Morris (2006) emphasize that after watching conflict-filled television coverage, the public's opinion of the politicians' declines. In this sense, people will lose political trust in them (Mutz & Reeves, 2005). However, De Vreese and Tobiasen (2007) stress the importance of conflict frames on people's political decision-making. Media frame issues by naming what the conflict is about, investigating the reasons behind it, and offering justifications for continuing activities. In this sense, people engage in ongoing negotiations, and persuasion, and jointly create understandings about a dispute.

2.8.1.2 Responsibility Frame

The economic consequences frame frames a problem, circumstance, or occurrence by describing the financial implications for an individual, group, organization, nation, or area. Herman and Chomsky (1988) argue that what is written in the media goes hand in hand with government narratives and allegations to frame wars to justify all the actions done by the army by laying blame for the conflict on their enemy.

Name the party or things to blame, present a different plan of action, and implore others to take decisive action to bring about change. Snow and Benford (1988) suggest that the responsibility frame represents the following sub-frames: "Prognostic frames" offer information on what has to be done, "motivation frames" offer suggestions for solutions, and "diagnostic frames" identify the issue and diagnose its cause.

2.8.1.3 Human-Interest Frame

The human-interest frame is a way to "bring human face or an emotional angle to political problems and is often used as a way of personalizing news and making it more interesting to the audience"(Olsson & Ihlen, 2018). Neuman et al. (1992) also called it the "human impact" frame since it focuses on the human and emotional side of the issue. It is also used side to side with the conflict frame. For example, this might focus on the suffering of pregnant women in Gaza who cannot find a suitable place to give birth since the hospitals are destroyed.

2.8.1.4 Economic Consequences Frame

The economic consequences frame describes a situation, issue, or event in terms of the financial effects it will have on a person, organization, group, country, or region (Semetko &

Valkenburg, 2000). This is a widely used frame in the news. An event's broad impact and typically significant economic ramifications make it a noteworthy news story (Graber, 1993).

2.8.1.5 Morality Frame

The morality frame places the problem in a moral framework that suggests what is right and wrong. Semetko and Valkenburg (2000) emphasize that the morality frame focuses on interpreting a situation or problem in light of moral guidelines or religious precepts. Because neutrality is a professional norm, journalists often make oblique references to moral frameworks. This can be done, for example, by having someone else pose the issue or by using quotation marks or inference (Neuman et al., 1992).

2.9 Transitivity System

Transitivity is a concept introduced by Michael Halliday. It has a huge analytical capacity that works to reveal the connection between grammar and ideology. Thus, it is widely used in CDA. It 'provides systems of resources for referring to entities in the world and, crucially, the way that they interact with or relate to one another' (Hart, 2014, p. 22).

Transitivity is commonly interpreted as a grammatical property that designates a verb as transitive if it accepts a direct object, intransitive if it does not, and ditransitive if it accepts both a direct and an indirect object. However, Halliday improves it and argues that it is not important to focus on whether a verb takes or does not take a direct object. Transitivity has three main elements: "*processes, participants, and circumstances*" (Hart, 2014, p. 22). The focus of this study will be on the process elements.

Bartley and Hidalgo-Tenorio (2015) indicated that transitivity analysis enables us to identify how people can describe their experiences in discourse using syntactic and lexical tools. In simple words, it represents experience and messages.

Moreover, Halliday and Matthiessen (2004) look at transitivity theory as a clause system that interprets the meaning of a sentence. "A clause is the product of three simultaneous semantic processes. It is at the same time a representation of experience (ideational), an interactive exchange (interpersonal), and a message" (textual). (Halliday, 53)

Thompson (2013) also suggests that every clause must be looked at while assessing transitivity. Thus, it will contribute to understanding the way clauses represent actions, issues, and events, and the way they work together. In this sense, it explains how meaning is transferred via the verb from the subject to the predicate (Hancock, 2005). Transitivity is the "foundation of representation," or the method by which the phrase is used to analyze events and circumstances as belonging to a particular type (Fowler, 1991).

In other words, transitivity theory is seen as a bridge connecting the outside world and language. Peng Ying (2008) explains that the transitivity system as cited in Shi and Fan (2019) is a semantic system representing the ideational meta function, which helps to classify people's external and internal experiences of the world into a manageable set of processes and specifies the participants as well as the optionally circumstantial elements like time and place.

Halliday and Matthiessen (2004) state "a transitivity system interprets the world of experience into a manageable set of process types" (p. 170). Semantic categories such as process, participant, and context provide the broadest explanation for how real-world phenomena are portrayed in language structure (Halliday, 1994). Adverbial groups or prepositional phrases describe situations, nominal groups represent people, and verbal groups represent processes.

2.9.1 Process

According to Simpson (1993), people's perceptions of reality are encoded in terms of a series of processes by transitivity. Transitivity is divided into six processes by Halliday

(2000) based on several options of process, participant, and circumstance. These processes include existential, verbal, behavioral, mental, and material processes.

2.9.1.1 Material processes.

One of the most prominent types of processes. They represent doing an action. In other words, it is a physical action. Material processes are "processes of 'doing': some entity does something, which may be done to some other entity" (Halliday,1994, p. 106". The person who performs this kind of action is known as the Actor, while the other person is known as the Goal.

2.9.1.2 Relational Processes.

The term "being" in the relational process denotes the relationship between two distinct entities. It occurs when something is said to something else. It falls into two categories: identifying and attributive. The former describes how an entity (Carrier) carries an attribute (Attribute), while the latter describes how one entity (Identified) is identified by another (Identifier).

2.9.1.3 Verbal Processes.

Speaking is a physical movement that reflects mental activities. Verbs of "saying," or verbal processes, are the intermediary between mental and material processes. Verbal processes are "processes of saying and can include verbal communication such as telling, asking, offering, and indicating" (Eggins,2004). Additionally, it symbolizes the three-person process of communicating through language: Target (i.e., the object at which the speech process is directed towards), Sayer, and Receiver (the individual to whom or which the procedure is discussed), as well as Verbiage (the actual message).

2.9.1.4 Mental Processes.

A mental process is one that senses and interprets a change in the quantum of events occurring within our own consciousness (Halliday, 2000:197). Emotion (processes of feeling), cognition (processes of choosing, knowing, comprehending, etc.), and desideration (processes of wanting) are the four subcategories of mental processes. The players in these processes that can be perceived and triggered by them are referred to as sensors and phenomena.

2.9.1.5 Behavioural Processes.

This procedure explains the physiological and psychological behavior of (usually human) subjects. Behavioral processes have ill-defined boundaries. They resemble both the mental and the material worlds in different ways. Because it is difficult to define their character, they are the least distinct of the process kinds.

2.9.1.6 Existential Processes.

The existential process is invariably the action of "being," which denotes the presence of an entity, with "there" acting as the subject and acting as the identified and identifiable symbol. Existential procedures are typically disliked because they lack depth and flexibility in the expression of ideas, particularly in news. However, these methods can still provide insightful data.

2.10 Media-Mediated Warfare

Particularly in the Israeli-Palestinian conflict, the media was crucial in keeping the people informed about the status of military operations and covering events as quickly as possible. It is dubious, nevertheless, that the press has hesitated to cover the military during the war with credibility and freedom. This is due to the perception that the media has a

significant role in managing crises and wars. This demonstrates the irrefutable use of propaganda during times of war. Merriam-Webster's Collegiate, 1985, p. 942 in Webster's dictionary describes propaganda as the 'spreading of ideas, information, or rumor to help or injure an institution, a cause, or a person". On one hand, it may play a big role in spreading the positive spirit of heroism. It can also spread motivation in the soldiers and people of the country to which they belong. On the other hand, it may work as a means of psychological war, falsifying facts and weakening the morale of the soldiers and people of the enemy country.

2.11 Media coverage of the Palestinian-Israeli Conflict

The Palestinian-Israeli conflict is one of the most dominant conflicts in the news. As early as the 1970s, media and communication experts started examining how the Israeli-Palestinian conflict was covered in the news media (Neuretier, 2017). In this sense, a thorough analysis of how it is portrayed in the media provides important insights into the larger dynamics of media representation and the moral conundrums that inevitably arise.

2.11.1 Pro-Palestinian News

2.11.1.1 Al Jazeera

The "global understanding of the Israeli-Palestinian conflict" was altered in 2001 when Al Jazeera entered the international media scene and offered a non-Western viewpoint (ElNawawy and Powers, 2008).

Al-Sarraj and Lubbad (2018) found that there is a majority bias for Israelis through coverage in Western media. In this sense, Auter et al. (2005) found that viewers' attachment to the Al-Jazeera "family" and increased usage of the channel's website were directly correlated with their perception of the channel's credibility, with 5379 Arab users of the network participating in the survey across 137 countries.

In a framing study, Elmasry (2013) contrasted the news coverage of the Gaza War by Al Jazeera and Al Arabiya. The results show that Al Jazeera used framing techniques to prioritize Palestinian opinions over Israeli ones and portray Palestinians as the victims of Israeli violence.

2.11.1.2 Ma'an News Agency

It was formed in 2002 to promote independent media in Palestine. It is a crucial component of the non-profit Maan TV Network, which was founded in 2005. Maan Satellite Channel provides local news coverage to different parts of Palestine. The name Ma'an means "together" in Arabic. The main aim of this news agency is to represent what is happening in Palestine. It also provides insights into the suffering of Palestinians which is underrepresented internationally (Aouragh, 2011)

2.11.1.3 WAFA

In addition to producing and sharing news and information about Palestine globally, WAFA aims to give readers a Palestinian perspective on current events. It also aims to inform the global public about Palestine and give Palestinians access to international news.

2.11.1.4 The Palestinian Information Center (PIC)

It is a news website that offers its global readership news coverage in multiple languages, primarily about Palestinian happenings. It is committed to promoting the Palestinian cause from a variety of perspectives.

Despite the obstacles and challenges they face on the ground, they are committed to providing a broad audience with accurate and credible coverage of the Israeli-Palestinian conflict from a pro-Palestine perspective.

2.11.2 Pro-Israeli News

2.11.2.1 Fox News

Rupert Murdoch founded the well-known cable network Fox News in 1996, and it has a distinct role in the American media environment. This news agency is known for its huge support for Israel. Baum and Groeling (2008) believe that since Fox News supports all the narratives that align with the US conservative agenda, they strongly support Israel.

2.11.2.2 Jerusalem Post

The Jerusalem Post, or JP, was established in 1932 and continues to be the most popular and read news website in Israel. It is considered one of the strongest media news agencies for Israelis. In this sense, the Jerusalem Post presents a pro-Israel perspective in its coverage of the Palestinian-Israeli conflict.

Compared to other newspapers, Jerusalem Post has a lower readership share because it does not publish in Hebrew. This explains why this news agency is considered the bridge that connects Israel to Jews from different parts of the world.

2.11.2.3 Ha'aretz

The Israeli daily Haaretz is among the country's oldest. According to the Open-Source Center (2008), Russian socialist Zionists published it for the first time in 1919. Ha'aretz is considered an outstanding news agency in the Israeli media. This is due to its way of challenging the government policies of dealing with the Palestinian-Israeli conflict focusing on the negotiation of peace (Wolfsfeld, 2004). Sheizaf (2010) also confirms that It has been extensively linked to journalistic excellence and captured the interest of the social and political elite as the sole publication in Israel dedicated to advancing democratic principles and civil rights.

2.11.2.4 Breitbart News

It is a pro-Israeli newspaper that supports the narrative of Israel. This website was established in 2007 by Andrew Breitbart. It is criticized by many journalists and scholars because it is racist and sexist (Higdon, 2020)

2.12 Related Studies

The Gaza Strip has been a focal point of the Palestinian-Israeli conflict. As a result, numerous scholarly works aimed to analyze the events and presented news in the media. Philo and Berry (2004, 2009) examined how the Israeli attack against Gaza was covered in the media in 2008. They now realize that there hasn't been fair or balanced coverage of the war by the BBC or ITV. The two investigations that were carried out provided some insight into the prejudices displayed by UK media.

Moreover, Richardson (2007) investigated the transitivity in four British tabloids and four broadsheets worth of 2007 headlines. He looked at how frequently the sampled headlines mentioned national actors. This analysis highlights the UN's nearly total absence as a player. The study also revealed that two semantic-syntactic elements—the use of passive verbs with deleted agents and the usage of personal pronouns like "I," "me," and "we"—were responsible for the number of actors with "unknown" nationality. The analysis of procedures showed that the primary distinction between broadsheet headlines and tabloid headlines is the ratio of noun phrases. The US-led invasion of Iraq in 2003 was the subject of a propaganda war, which Richardson concludes was unsuccessful. However, once the war broke out, military and governmental sources proved more adept at controlling the media during times of war than they were during "peacetime."

Barkho (2008) also investigated the discursive tactics and approaches used by the BBC to report on the Israeli-Palestinian conflict. According to Barkho (2008), BBC editors were

conscious of the terms they use and how inadequate they are in describing the conflict, but they are largely unaware of the grammatical structures that are being utilized in the reporting of the conflict. To appear unbiased and balanced in the view of the protagonists, the BBC thus walks a fine line and runs the danger of undermining its core principles.

In a corpus-based study, Kandil (2009) compared the ways in which media discourse depicted the Israeli-Palestinian conflict by looking at three corpora taken from the websites of Al Jazeera Arabic, CNN English, and BBC English. Kandil discovered that "terrorism" and "settlements" were the most frequently occurring topics after identifying the recurrent themes in the corpora covering the war. According to his investigation, CNN linked Palestinian organizations to terrorism and covered it more extensively than other news organizations. Al Jazeera gave little attention to "terrorism," and the BBC used this word with caution. The Al Jazeera Network focused on the "occupation" issue, which CNN and the BBC minimized.

A qualitative and quantitative discourse analysis of US newspaper coverage of the Israeli-Palestinian conflict from 2002 to 2006 is carried out by Almeida (2011). She gathered 250 articles from seven newspapers and applied discourse analysis and corpus linguistics techniques. According to Almeida (2011), for five years, direct quotes from Palestinian and Israeli authorities were about equal. She showed how word counts in the sample highlight the remarkably aggressive nature of writing on the conflict between Israel and the Palestinians. Almeida (2011) concluded that depictions of violence, conflict, and negative emotion are prevalent in US news coverage of the Israeli-Palestinian conflict.

McTigue (2011) conducted a study regarding the bias in media regarding the coverage of the Israeli-Palestinian Conflict by the British Broadcasting Corporation (BBC). McTigue concluded that BBC tries to be as objective as possible when reporting on the Israeli-Palestinian issue.

Furthermore, Elmasry's framing study focused on comparing the coverage of Al-Jazeera and Al-Arabiya of the Israel-Palestine crisis in 2008/2009 and its aftermath. The study's conclusion showed that both news organizations portrayed Palestinians as the victims of Israeli aggression by using framing strategies that placed a greater emphasis on Palestinian perspectives than on Israeli perspectives. Usually, these networks gave more attention to the suffering of Palestinians. Certain aspects, such as violence, people, and government, can be categorized using framing. Numerous media evaluations have employed this methodology (Elmasry, 2013).

Furthermore, Amer (2017) conducted a discourse study of worldwide press coverage of the Gaza War of 2008–2009. He concluded that the overarching goal of this alleged battle against Hamas is to prevent missiles fired into Israel from the Gaza Strip by Hamas. The media coverage of the conflict failed to mention Hamas' demands for a ceasefire, which included the lifting of Israel's stranglehold on Gaza. In this instance, absence denoted the exclusion of Hamas's viewpoints. Overall, the data pointed to a lack of opportunity and information for readers of the chosen newspapers in the US and the UK to learn about all sides of the conflict or to challenge popular perspectives. Philo and Berry (2011) confirmed that Israel undoubtedly intended for the war to be portrayed as being solely geared against Hamas.

Furthermore, to analyze and comprehend media bias, Aldadah (2018) looked at eight stories that were posted on the websites of the BBC and Al Jazeera English during the Israel-Palestine conflict in December 2017 over Trump's designation of Jerusalem as Israel's capital. The thematic analysis revealed similarities between the two news organizations, but the detailed CDA and social actor-based analysis revealed that Al Jazeera has a viewpoint that is pro-Palestinian, whereas the BBC has an ideological goal that is pro-Israel.

As for the application of the transitivity system, the findings of the research of Suwarno and Sahayu (2020) confirmed that most of the news articles portray Israel as a war criminal and agent provocateur. On the other hand, Palestine is portrayed as the victim of these conflicts. This is evidence that both press agencies preferred Palestine over Israel. This was explained in detail by the media bias in the verbal and material processes that control the transitivity process in the news article samples. Nonetheless, many sections of The New York Times's coverage implied that Israeli brutality or mistreatment of the Palestinian people was justified as appropriate retaliation.

Issa (2020) conducted a study from a chosen article published in an Israeli daily. This report discussed an Israeli airstrike that killed ten people, including a family, in Gaza in 2012. The findings showed that the "Israeli" reporter employed syntax-level transitivity and modality systems to elicit various reactions from the reader. He attempted to divert attention away from the family's murder and make a connection between Palestinians and terrorism to defend the family's deaths. In this sense, he carried out the violent deed, the reporter used passive construction. Palestinians, on the other hand, were utilized as active players and were emphasized throughout the book, while Israeli soldiers were portrayed as passive participants who did not act upon others. To persuade the reader that this movement is to blame for what transpired, the reporter used the technique of repeating " Hamas " throughout the narrative.

Majzoub (2021) conducted an empirical study looking into how media networks Al Jazeera and Al Arabiya covered the Gaza-Israel war on Twitter in May 2021. This study offered an analytical perspective on the framing of the Gaza-Israel conflict by two prominent Middle Eastern news agencies. The research delved into the report's biases, content selections, and other effects that might persuade readers to adopt a particular geopolitical stance. The study's conclusion implied that framing strategies used by Al Jazeera and Al

Arabiya in their reporting of the Gaza-Israel conflict did have a major influence on how the general audience saw the topics covered.

Amer (2022) found that there is a pattern of bias in American and British news media favoring Israeli viewpoints and narratives. By portraying the situation as the regrettable and inevitable consequence of war, this narrative pattern saves Israel from moral criticism and condemnation for its heinous crimes against innocent Palestinians. While the scenario was depicted as the two sides having opposing claims to the land and holy sites, the media mostly ignored the settings of Israel's occupation, siege, brutalities and violations, colonization, and ethnic cleansing. The NYT and BBC were primarily in favor of Israeli justifications and perspectives at the expense of both a Palestinian perspective and the international legal perspective on the Israeli actions, according to the textual manifestations, particularly the lexical references to Israelis and Palestinians, the transitivity selections, and the quotation patterns employed by the two media outlets.

Shahzad et al. (2023) also concluded that CNN and the BBC have come under fire for their allegedly biased reporting of the crisis, which portrays Palestinians as the root of all issues and presents Israeli attacks as an act of self-defense. In contrast to the conflict frame, which was more prevalent on BBC and CNN, RT and Al-Jazeera have demonstrated greater coverage of the human-interest frame, suggesting that they are giving greater attention to human elements. The BBC and CNN's reporting styles were consistent with the long-standing pro-Israel narrative that presents Israelis as the victims and Palestinians as the aggressors. However, RT sees the disputes differently, and this may be because of Russian government policy. Al-Jazeera is likewise taking a more Middle Eastern stance, viewing Israel as the source of the issues. Obviously, how the chosen TV stations have covered the Israel-Palestine conflict indicates that their coverage is consistent with foreign policy.

The literature review showed the media discourse from different perspectives. For example, bias, propaganda, and framing in the contexts of Gaza and Israel. It reflected upon the way media plays in shaping narratives to influence public perception. Theoretical approaches such as ideology and power dynamics, framing theory, and the transitivity system are examined to understand how media constructs meaning. It examined framing theory about keyframes: conflict, responsibility, human interest, economic consequences, and morality. Such frameworks demonstrate how media organizes audience interpretation, especially concerning disputes. This review identified the gaps within the analysis of linguistic structures, such as the transitivity system, and linked them with media bias. The present study aims to build upon these insights by providing a more focused analysis of media coverage in the Gaza conflict. Thus, the previous literature review shows that the researcher is developing upon already solid and important work that is important to others. Thus, it allows the researcher to address these concerns in his work and broaden the scope of research by contributing new ideas and insights.

CHAPTER THREE

Methodology

3.0 Introduction

This chapter outlines the methods of data collection and analysis used in this thesis to address research questions. It begins by showing how this thesis is formulated to match the objectives through the use of different headlines. Thus, their way of formulating the headlines will be explained. Moreover, it describes the theoretical framework utilized in analyzing the data and the procedures followed in the analysis.

3.1 Sample of the Study

This research was conducted by gathering a sample of news headlines that covered the October 7, 2023-2024 Gaza War. These headlines were selected from well-known news agencies which are pro-Palestinian and pro-Israelis. For each newspaper, online headlines were utilized to collect a substantial sample of data. Then, they were pulled collectively, centered on the theme they presented. These headlines were selected to resemble a representative view of the way different media agencies framed the events during this period. The selection of these media agencies ensured that the same events could be presented differently according to specific aims to change reality and perceptions.

The pro-Palestinian media include the following media outlets (Al Jazeera, WAFFA, Ma'an News, and the Palestinian Information Center). The pro-Israeli media include the following (Fox News, Jerusalem Post, Ha'aretz, and Breitbart News). Headlines were obtained from the print and online formats with an emphasis placed on major news events and developments in the conflict. Such an approach fairly presents the coverage of media in multiple contexts and locations within the stipulated period.

The sample was purposively sampled to capture headlines that relate to Gaza conflict events while being able to highlight the differences in framing. In total, 39 headlines were analyzed, thus ensuring an equitable representation of both ideological camps.

3.2 Research Type

For this case study, the researcher undertook qualitative research with an interest in the perceptions, interpretive activities, and stories that are present in media discourse. According to Moser and Korsrjens (2017), qualitative research is a kind of study that investigates and offers a more profound understanding of real-world issues without the need to measure data.

Moreover, the qualitative approach complies with the objectives of the investigation of ideologies embedded in the headlines and calling up certain attitudes in the audience. The focus of the research is rather general as it seeks to study the types of framing, transitivity, and ideology employed by the pro-Palestinian and pro-Israeli media. In particular, the authors aim at text analysis, wishing to establish hypotheses regarding the dissemination of certain messages within the confines of opposing narratives about the same events. In this regard, the research adopts a comparative structure, analyzing policies toward different countries that are being used in this study. The policies are analyzed from two contradictory points: the Palestinian views and the Israeli views. This comparison focuses on the role of language in shaping public opinion and justifying the use of violence in the context of the Gaza conflict in the period ranging from October 2023 to 2024.

3.3 Procedure

The procedure of this study has been carried out in a clear manner to ensure a thorough analysis of the media discourse on the Gaza conflict from the years 2023 to 2024. To start with, the most important events concerning the conflict were selected and noted down to assist in the selection of appropriate headlines. Then these events were sought from the eight

leading news agencies because four of them were referred to as pro-Palestinian while the other four were described as pro-Israeli to see which of them was telling the truth and which was biased. Headlines accompanying these events as reported by these agencies were obtained from their: official websites, and archives. The study purposively sampled the most pertinent heads that helped in amplifying the opposite sides of the same occurrence.

Collected heads were afterward arranged in tables and analyzed about various themes such as oppression, suffering, security, self-defense, and others. Organization of the data thematically enabled the researchers to compare the representation of these events by the media of pro-Palestinian and pro-Israeli positions in a more straightforward manner. All heads were analyzed qualitatively for their functional aspects such as the styles of reporting, transitivity systems, and ideological strategies employed. The main emphasis of the study revolved around how language was deployed to present alternative explanations and marshal emotions.

This chapter focuses on the Gaza War between October 2023 and 2024; it describes the methodology used in order to analyze 52 headlines from pro-Palestinian and pro-Israeli media. Qualitative methodology was applied in this study to find out how language, framing, and ideology are used in constructing contested narratives. A total of eight major news headlines are considered in this paper: Fox News, the Jerusalem Post, WAFFA, and Al Jazeera, each selected with great care as a representative of the opponent's views concerning significant occurrences throughout the conflict. Data were extracted from official websites and then categorized by themes: oppression, security, self-defense, etc.

Chapter Four

Finding and Discussion

This chapter aims to detail the results of the comparative analysis of Palestinian and Israeli news agencies and their news stories within the Gaza offensive period from 7th October 2023 till 2024 and the consequences of such findings. The current chapter engages with the questions of how language, framing systems, transitivity systems, and ideologies are invoked and utilized in media discourse to present what takes place in the conflict. It analyzes the language elements and the framing of conflicts in the headlines and in what way these are used to create anti-thesis in the same conflict, shift social opinions, and reinforce social hierarchies. The results indicate the communication of the mass media is of high valuation in dealing with the conflict issues and that there is a likelihood of either furthering or eroding the existing beliefs.

Data analysis

The data analysis section aims to critically examine news headlines by categorizing them into thematic tables. Each table will represent a specific theme and serve as a foundation for in-depth analysis. The data will be analyzed through the lens of the transitivity system, framing techniques, ideology, and power dynamics, alongside textual analysis. This multifaceted approach will provide insights into how language constructs meaning, shapes perspectives, and reflects underlying ideologies within the media discourse.

Table 1

A comparison of headlines that are pro-Palestinian and pro-Israeli sharing the themes of war and military actions.

Pro- Palestinian Headline	Pro-Israeli Headline
On October 7, Gaza broke out of prison (Al-Jazeera) Oct, 2023	October 7, 2023: A Date That Will Live in Infamy in Israel (Ha'aretz) Oct 2023
Israel declares state of war, attacks on Gaza intensify (Al-Jazeera) Oct 2023	Israel declares war after Hamas surprise attack, launches airstrikes (Fox News)Oct 2023
Israel attacked Rafah at night, ‘all the people burned’ (Al-Jazeera) May 2024	Israeli airstrike on Rafah kills 2 top Hamas commanders, civilians (Fox News) May 2024
Israel claims killing of Yahya Sinwar; no comment from Hamas (Al-Jazeera) Oct 2024	'Gaza's Bin Laden,' Hamas leader Yahya Sinwar killed in Gaza (The Jerusalem Post) Oct 2024
A year of Israel’s devastating war on Gaza (Al-Jazeera) Oct 2024	A year after Oct. 7, some Gazans rail at Hamas for causing devastating war (The Times of Israel) Oct 2024
A cry to the whole world... North Gaza is being annihilated (Palestinian Information Center) June 2024	Northern Gaza was destroyed – what will happen next? (The Jerusalem Post) June 2024
Israel’s rescue of four captives kills hundreds of Palestinians in Gaza (Al-Jazeera) June 2024	IDF rescues four hostages from Hamas captivity in daring Gaza operation (The Jerusalem Post)June 2024

This table includes the themes of war and military actions. The analysis will start with textual analysis, then the researcher will analyze the transitivity system depending on the Halliday system. After that, the researcher will analyze it according to the framing techniques. Finally, the analysis will include ideology and power.

Textual Analysis

Table one underscores how texts are portrayed in ways that contribute to delivering specific messages both from the Palestinians and Israelis to affect public opinion. Thus, the used language is strong, convincing, and sentimental. According to McKee (2003), conducting textual analysis is an effort to learn more about how people make sense of things both within and outside of our own countries. It enables us to determine how comparable or distinct persons may employ distinct sense-making techniques.

First of all, the pro-Palestinian headlines, use a language that often reflects the people of Gaza as victims and sufferers of Israeli aggression. Using terms like "*Gaza broke out of prison*," "*North Gaza is being annihilated*," and "*all the people burned*" shed light on the enormous Palestinian suffering and destruction. The first quotation describes an individual escaping from an Israeli prison which emphasizes the injustice or oppression of Israel. Thus, it frames the escape as an act of resistance or freedom. In the second one, 'annihilated' has a very strong connotation as it relates to absolute destruction and total endangerment. It suggests a loss that cannot be restored which makes the message much more poignant for the audience. The last one emphasizes emotional implications that present a completely devastating irreversible and monstrous harm. Thus, a vivid image in the brain will be formed in the eyes of the viewer, who will imagine the action happening in front of him. In other words, the purpose of such headlines is to capture people's attention toward the harshness of the occupation of "Israel." Thus, there will be sympathy for Palestinians. Moreover, we have terms like "*devastating war*" and "*rescue kills hundreds*" which highlight how brutal Israel's military actions are, portraying them as unduly destructive. All in all, these headlines emphasize the weakness of Gazans, who suffer from monsters that commit different kinds of torture against civilians.

On the other hand, pro-Israeli Phrases like " *Hamas surprise attack,*" and "*kills 2 top Hamas commanders,*" work to justify all the military actions done by Israel. In the first one, Hamas is mentioned to identify it as responsible for the action. It also describes the attack which reflects aggression and violence as "surprised" to show that this tragedy is unpredictable. This is clear since they are concentrating on the idea of self-defense that responds to terrorists and aggression. The second headline focuses on that there are specific targets resulting from their airstrike on Rafah. Thus, the emphasis will be on the reason for such an airstrike. In this sense, using such phrases frames Israel's actions as required and legitimate countermeasures against threats. Furthermore, there is an emphasis on specific targets such as Hamas leaders or military objectives as can be recognized in the table. Thus, the Israeli military actions are justified and indispensable to their security.

In short, while pro-Palestinian headlines focus on phrases that resemble the atrocities and suffering that Gazans face because of Israel's crimes, pro-Israeli headlines use phrases to justify their actions.

Transitivity System

After looking at the hidden messages implied in the textual analysis, the transitivity system will present it. Matu and Lubbe (2007) contend that the analysis of transitivity processes might reveal how certain publications are ideologically skewed or biased in favor of a particular party or viewpoint. Two news sides will be used to reflect upon the two sides of the conflict in the transitivity system. The first is the pro-Palestinian news headlines and the second is the pro-Israeli news headlines.

Material process

First of all, processes that involve physical, physiological, and material actions are known as material processes. Halliday (2004) confirms that experiences that occur outside are referred to as "outer experiences" in the material processes.

If you take a closer look at these headlines, it will be easy to recognize that there are two sides against each other and fighting. Starting with the pro-Palestinian headlines, the viewer can recognize that there is an occupier (Israelis) of the land and a victim (Palestinians) who suffers and lives with difficulty. In this sense, an antagonist relationship can be recognized in how these headlines are presented in the media. The agony and loss of innocent lives can be identified in these headlines *"Israel declares state of war, attacks on Gaza intensify"*, *"Israel's rescue of four captives kills hundreds of Palestinians in Gaza"*, and *"Israel attacked Rafah at night, 'all the people burned'"*. The actor in them is "Israel" who commits the acts of "attacks", "kills", and "are burned" which are considered the material process targeted at the aim which is "Gaza intensify", "hundreds of Palestinians", and "Rafah". This confirms that newspapers' linguistic choices powerfully reflect the atrocities committed against Palestinians by Israel. Thus, the framing highlights the torture that Palestinians encounter which includes killing and burning to call for condemnation and war-stopping. In other words, it implies a power dynamic in which Gaza and Palestinians are the targets of destructive activities.

Moreover, *"On October 7, Gaza broke out of prison"* emphasizes that "broke out" which is the material process that the actions of Gazans who are living unbearable life conditions as if they are in prison (goal) is justified. It also represents that they acted as a kind of resistance against their imprisonment. Obviously, the pro-Palestinian headlines work on shaping a narrative that evokes viewers' sympathy to act against what they are enduring

However, the Israeli military is frequently referred to as an actor depicted by neutral terms like "**IDF**," which is a widely used title devoid of any additional meaning. For example, "**IDF rescues four hostages from Hamas**" puts light on "rescues" which is the material process that mirrors the bravery, strength, and commitment of the IDF (actor). In other words, they act out of commitment to their country. However, the use of qualifiers like "**Hamas commanders**" and "**Gazans rail at Hamas**" which are commonly used in conjunction with Palestinian groups, reminds readers of their association with militancy. Thus, people will recognize Hamas as the bad guy and Israel as the good one who responded to Hamas with some civilian casualties.

Moreover, in the headline "Northern Gaza was destroyed – what will happen next?" the material process "destroyed" is used in the passive form. This implies that the writer aims to give the impression that what transpired was normal but also to avoid putting the Israelis in a murderous situation.

As a result, Palestinian acts are framed as militancy or insurrection, while Israeli actions are positioned as being carried out by a state armed force. This consistent labeling affects the audience's perception by bolstering specific narratives about the legitimacy and morality of the conflict players. In simple words, defenses against danger.

All in all, pro-Palestinian headlines focus on the human cost while pro-Israeli on the self-defense theory to shape a narrative that serves their purposes. Thus, it shows the power of media which corresponds with Simpson's (1993) suggestion that newspapers' linguistic decisions are a potent indicator of the various political stances they have adopted the material processes.

Rational Process

"Relational processes are those that have a relationship between the 'inner' and 'outer' experiences," according to Halliday (2004). Relational processes play a leading role in clarifying the sides of conflict that are involved, depending on their identities and characteristics. In this regard, the narrative will be formed around the conflict. Relational dynamics sheds light on the different identities and characteristics of the people of Gaza in pro-Palestinian headlines. For example, the use of terms such as "*displaced Gazans are being used as human shields*" or "*all the people burned*" resembles the relational dynamics that focus on showing the hard life, misery, and victimhood of the people of Palestine and at the same time it shows the negative abusive unhuman qualities of the military actions used by Israel. Thus, they are being framed as harmful, senseless, and inhuman.

Moreover, it is clear that the structure of the relationship portrays Gaza as a place of devastation. This shows that Palestinians are considered victims of oppression and loss. In this sense, presenting the conflict in a humanitarian context and emphasizing the terrible circumstances that residents in Gaza confront. This identification aims to arouse empathy and support from the audience. The headlines' emphasis on these relational elements creates a definite moral position by depicting Palestinians as victims in need of aid and attention from the international community.

On the other hand, pro-Israeli headlines describe Israel in terms of its power, legitimacy, and justifiable military action through relational dynamics. Phrases like "*rescues four hostages from Hamas captivity*" or "*Israel declares war after Hamas surprise attack*," are examples of attributive relational processes that characterize Hamas negatively while attributing positive qualities to Israel. By portraying Hamas as a threat and presenting Israel as a legitimate state defending its inhabitants, this association strengthens the idea that Israel has the right to use force in retaliation.

In short, there is a contrasting use of this process. On one hand, the pro-Palestinian headlines focus on the suffering and oppression of Palestinians caused by Israel which is presented as inhuman and aggressor. On the other hand, pro-Israeli focus on its self-defense right against the aggressor Hamas.

Verbal Process

On one hand, depending on the language processes in the pro-Palestinian headlines the reader can recognize a narrative marked by requests for international awareness and emotional appeals. Phrases like *"Israel claims killing of Yahya Sinwar; no comment from Hamas"* cast Israel in the role of the Sayer (claims) and raise doubts about the validity of its accusations. Another title is *"Israel attacked Rafah at night, 'all the people burned,'"* graphically depicts the catastrophic effects of military attacks on civilians and adds to this doubt. The use of graphic expressions as a verbal process goes in line with the belief of Martinet et (1997) who emphasize that the nonverbal semiotic processes such as asking, demanding, offering, and proclaiming (showing, pointing) are also included in this general category.

Additionally, the heading *"A cry to the whole world... North Gaza is being annihilated"* highlights the urgent need for attention to the situation of Palestinians and makes a desperate plea to a worldwide audience. In addition to conveying the seriousness of the situation, this expressive language portrays Israel's activities as forceful, horrific, illegal, and criminal, gently urging the audience to sympathize with the plight of Gaza's residents. In short, the verbiage used in these headlines focuses on presenting the suffering of Palestinians and contributes to attracting their sympathy. This goes in line with the analysis of Abunahel (2023) who also emphasizes the use of the verbal process to reflect upon the suffering of Palestinians

On the other hand, pro-Israeli headlines create a narrative of agency and justification through language processes. " An official statement like *"Israel declares war after Hamas surprise attack, launches airstrikes"* uses the verbal process "declares" which implies legitimacy and power in declaring the war. Thus, it presents Hamas as the aggressor and justifies Israel's actions in response to alleged threats. Furthermore, *Yahya Sinwar's* designation as *"Gaza's Bin Laden"* the verbal process implied in the use of quotation marks. This means that the implied verbal process can be called. However, this gives him a distinct identity and supports the idea that Hamas is a terrorist group. By portraying Israel as a bulwark against aggression, this deliberate rhetorical strategy seeks to both justify Israel's military activities and influence public opinion in support of them. Abunaher (2023) also finds out that the verbal process works on legitimizing the Israeli attack on Gaza.

All in all, with the use of the verbal process in both the pro-Palestinian media and pro-Israelis media, two different narratives will be recognized. The former use it to show their suffering from different kinds of torture while the latter utilizes their right in self-defense. Thus, the role of media will be emphasized through the language used to describe what is being said or stated to serve specific purposes.

Mental Process

Halliday (2004) demonstrates that the process that reflects the "inner experience" is known as the mental process. This process is a combination of recording, responding to, and reflecting on the outer world, as well as a distinct awareness of our emotional states. This is obvious in the pro-Palestinian headlines which heavily feature mental processes that evoke strong emotional responses and a sense of urgency over the situation in Gaza. Looking at these headlines *"A cry to the whole world... North Gaza is being annihilated"* and *"A year of Israel's devastating war on Gaza"*, emotional appeal will be recognized by the viewers

who witnessed unbearable devastating conditions that Palestinians live and encounter from the aggressor. In other words, sympathy and mercy will take place in the hearts and minds of its viewers. Taking a closer look at headlines such as *"Israel attacked Rafah at night, 'all the people burned'"*, viewers will have a horrific image in their minds of people being "burned" and eventually will feel shocked and grieve the people who suffer from this. In this sense, applying such kinds of Intelligence can contribute to becoming aware of the difficulties that people face because of armed activities. thus, they will support this weak side. Obviously, these headlines focus on the mental process, unlike the pro-Israelis headlines. This shows the amount of suffering that the Palestinians face which requires a lot of sympathy.

Behavioral

Process

According to Gerot and Wignell (1994), behavioral processes are the result of both physiological and psychological behavior. "Thousands of civilians are trapped in Rafah as airstrikes continue" and other pro-Palestinian headlines make people feel helpless. In addition to the physical imprisonment of persons, this title encapsulates the psychological impact of terror and worry as people live in constant fear of violence. The portrayal of the residents who live in Gaza is considered a behavioral response. It resembles the passivity and vulnerability of the people whose day-to-day life is totally affected by the conflict. They are considered "trapped" in a dangerous place to be in.

On the other hand, *"IDF prepares for ground invasion to ensure national security"* is a pro-Israeli headline. It emphasizes a completely different behavioral approach depending on preparedness and strategic action. This confirms that Israeli soldiers are physiologically ready to react to threats, showing a proactive posture. It highlights the protective and watchful mental state and shows a collective behavioral process motivated by a sense of duty and urgency to safeguard citizens.

All in all, one side represents readiness and resolution, while the other side faces fear and helplessness.

Existential Process

Halliday (2004) asserts that the word "There" at the start of the phrase designates the existential process. On one hand, a pro-Palestinian headline like "*There are thousands of displaced Gazans in desperate need of humanitarian aid*" serves as an existential declaration to highlight the reality of a dire humanitarian crisis. The phrase "There are" represents an existential process. In this case, it indicates the existence of difficult, harsh, and intolerable conditions indicating the existence of thousands are displaced. In this headline, "*thousands of displaced Gazans*" is the Existence being negated. However, it shows the circumstance which is "*Gazans in desperate need of humanitarian aid.*" This circumstantial element indicates the scope in which humanitarian aid is not provided and it is needed. It demonstrates that displaced Gazans are vulnerable and in need of assistance and rescue.

On the other hand, a pro-Israeli headline such as "*There is a rising threat from Hamas*" uses the existential process "there is" to define the conflict's context from Israel's perspective. Here, the phrase implies a sense of worry and commitment since there is a growing real threat. Thus, their actions will be legitimized. In other words, security comes first since the existence of dangers matters more than the human cost of the conflict. The audience may become less sensitive to the detrimental impacts of violence as a result of this framing.

Overall, this process plays a significant part in framing realities. The pro-Palestinian headlines highlight the desperate need for humanitarian aid among displaced Gazans which evoke sympathy towards these vulnerable people. While the pro-Israeli legitimize Israeli actions by emphasizing the existence of danger towards its citizens. Thus, the existential process creates two different narratives to serve their purposes.

Framing Techniques

While the transitivity system categorizes the process into different types depending on the people and situations, the framing techniques shape audiences' perceptions as they concentrate on certain aspects of the conflict. According to framing theory, media frames serve as interpretive lenses that aid viewers in comprehending complex issues and circumstances (Gammon & Modigliani, 1989).

Framing approaches, as discussed in the literature review, help to illuminate how media narratives influence how the public views the Israel-Palestine conflict. A conflict frame is used by both pro-Israeli and pro-Palestinian headlines to support their respective narratives. The first pro-Palestinian headline, *"On October 7, Gaza broke out of prison,"* for instance, indicates that there is a rebellion against the oppressive jailers. This conveys victimization and power disparities. However, the pro-Israeli title *"Israel declares war after Hamas surprise attack"* portrays the battle as a necessary measure to prevent terrorists from attacking them. In this sense, Israel is viewed as a victim defending itself. Furthermore, pro-Palestinian frames of human interest, such as *"A cry to the whole world... North Gaza is being annihilated,"* depict the suffering of residents in order to evoke sympathy. By portraying their military activities as heroic, justifiable, and admirable, the pro-Israeli focus on events such as *"IDF rescues four hostages from Hamas captivity"* persuades the audience to support them

The frame of attribution is also significant in forming narratives. For example, pro-Palestinian headlines like *"Israel's devastating war on Gaza"* work on linking bloodshed to Israel's activities, as the aggressor. The headlines *"Israel declares war after Hamas surprise attack"* on the other hand, confirm that Hamas is the one that started the aggression and Israel needs to defend itself. Moreover, moral framing is evident. *"UN condemns war*

crimes" is a pro-Palestinian headline that has an ethical connection. Words like "condemn" highlight the heinous, repulsive, and immoral acts of murder and other crimes. Furthermore, bringing up "war crimes" by a higher authority highlights how the world disapproves of the other side's activities because they go against moral and legal norms. On the other hand, pro-Israel narratives serve as moral justifications for their activities. For instance, the statement *"Israel declares war after Hamas surprise attack"* demonstrates their action in self-defense against Hamas. As a result, their behavior will be ethically acceptable.

In conclusion, the use of framing techniques is prominent due to creating different narratives to support its aims through the created narrative. In order to evoke sympathy and condemn Israeli acts, pro-Palestinian headlines frequently highlight human suffering, power imbalances, and persecution. On the other hand, pro-Israeli headlines present Israel as a defender against its attackers. As a result, its actions will be ethically legitimate, and required to counter aggression. These tactics show how media discourse affects public perceptions and knowledge of the conflict in addition to providing information. This corresponds with Galtung and Ruge (1965), where media frames about the Israel-Palestine conflict may emphasize topics such as human rights, terrorism, victimization, or security, depending on the news outlet's biases and objectives.

Ideology and Power

realizing the frames used in headlines shows that ideology and power have a clear connection to use such frame. All the aforementioned headlines represent the beliefs and power dynamic as an influential factor for how the Israel-Palestine conflict is perceived. It is clear from using Fairclough's theory that language is an essential tool for creating and preserving power relations. On one hand, pro-Palestinian headlines like "North Gaza is being annihilated" and "Israel's devastating war on Gaza" reflect on the suffering of civilians

while presenting Israel as the aggressor. By doing so, the humanitarian viewpoint will be revoked. These headlines ruin the prevailing narrative of Israel as a victim defending itself against terrorism. The use of emotive language to evoke sympathy and support for the Palestinian cause reflects an ideology that challenges the status quo and advances justice and human rights.

On the other hand, pro-Israeli headlines work on deliberately highlighting military action and defense. In other words, it shows that Israel is a state that is facing a huge danger. Repeating the scenario of self-defense like "Israel declares war after Hamas surprise attack" and "IDF rescues four hostages from Hamas captivity" convinces readers that Israeli actions are necessary and legitimate. The rhetoric used, such as calling Hamas leader "Gaza's Bin Laden" delegitimizes their cause and sways public opinion in favor of Israel. This headline evokes a strong emotional response since he is linked to terrorism.

All in all, the headlines demonstrated how language can both reflect and sustain ideological divides in a complex and continuing struggle by reflecting and perpetuating existing power relations through these different representations.

Table 2

This table is a comparison of pro-Palestinian and pro-Israeli headlines regarding the theme of humanitarian crisis and civilian suffering.

Pro-Palestinian Headline	Pro-Israeli Headline
Displaced Gazans say they are being used as human shields (Roya News) Nov 2023	Sullivan: Israel should protect Gaza civilians despite human shields (Fox News) Oct 2023
Random mass graves: A phenomenon in Gaza due to Israeli genocide (Palestinian Information Center) Sep 2024	Israeli Army denies claim it dug mass grave in Gaza (Ha'aretz) Apr 2024

WHO: Israel wiped out entire families in Gaza (Palestinian Information Center) Oct 2023	Kutz family: Father, mother, and teens die in embrace (The Times of Israel) Oct 2023
Body of 6-year-old Hind and Red Crescent crew found after 12 days (Wafa News Agency) Feb 2024	US to query Israel about 6-year-old's death in Gaza (The Jerusalem Post) Apr 2024
Israel's war on Gaza updates: School strike contradicts 'all moral values' (Al-Jazeera) June 2024	IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead (Fox News) June 2024
UNRWA: Over 625,000 children in Gaza suffering from severe psychological trauma (Wafa News Agency) Sep 2024	Children once held hostage still working through trauma: 'Are they coming for us again?' (Fox News) Sep 2024
Rescuers put human remains in backpack after Israeli attack on Gaza City (Al-Jazeera) Sep 2024	Several Gazans killed in strikes as IDF appears to zero in again on northern Strip (The Times of Israel) Sep 2024

This table discusses the themes of humanitarian crises and civilian suffering. The analysis will start with textual analysis, ideology, and power, then the researcher will analyze the transitivity system depending on the Halliday system finally the researcher will analyze it according to the framing techniques.

Textual Analysis

Starting with the pro-Palestinian headlines, the viewer can recognize how the used language conveys Palestinian suffering in the most expressive way. In other words, the mentioned headlines express the civilian suffering caused by Israel. Using words like **"genocide," "mass graves," "severe psychological trauma," "human remains"**, and

"contradicts 'all moral values'" can frame the whole situation on the Palestinian side. This is due to the strong connotations that the words have. This can be recognized in **"Random mass graves: A phenomenon in Gaza due to Israeli genocide"**. Taking a closer look into the nouns used **"mass graves" and "genocide"**, ideas like annihilation, butchery, bloodbath, and bloodshed may come to the mind of the viewer. Such strong connotations will lead to a shift in the viewer's sympathy towards the people who suffer such unbearable conditions (Palestinians) with huge outrage toward the aggressors (Israelis). Moreover, a headline like "Israel wiped out entire families in Gaza" presents the aggressor as a completely merciless aggressor who "wiped entire families". Thus, the viewer's focus and sympathy will go to the side suffering (Gazans) from such atrocity. This word choice highlights human pain and heightens emotional reactions.

On the other hand, Israel's headlines use terms that emphasize self-defense, safety, and security. Words such as "terrorists", "human shield", "self-defense" and "hiding" have a strong connotation to justify all the actions that they are being accused of which is "to protect themselves from terrorism". For example, **"IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead"** can justify the killing of 23 women and children since they are targeting "terrorists" not civilians. In this sense, they blamed the terrorists who hide among civilians. Moreover, Israel should work to "protect Gaza civilians despite human shields" creates a narrative for the viewer that regardless of the challenging conditions that they are suffering, they still have morals to protect civilians even if they are used as "human shields". This shows Israel as the good guy.

Taking a closer look into the narratives that these headlines are trying to imply, the viewer can understand the narrative of weak people with no strength being murdered like "wiped out entire families" and suffering from ethical transgression "School strike contradicts

‘all moral values’. Thus, the tone is strong and reveals the suffering of weak armless civilians who are being murdered by a strong military who is merciless.

As recognized in the analysis of the aforementioned table, textual analysis here also confirms that the language used in pro-Palestinian headlines reflects Gazans' suffering from Israel's actions while pro-Israeli justify them.

Ideology and Power

Van Dijk (1991) asserts that the notion of ideology has a cognitive component that defines "belief" and "belief system." On one hand, the pro-Palestinian headlines highlight the pain and suffering of the Palestinians and the power disparities within the Israeli-Palestinian dispute. The wording “Displaced Gazans say they are being used as human shields,” for example, seeks to emphasize the suffering of vulnerable civilians who are caught within larger struggles for dominance among nations. This particular framing seeks to challenge the relative context that should explain the higher civilian casualties and it seeks to reinforce a pro-Palestinian story where Palestinian suffering is considered a product of the violence still. Headlines such as, “*Random mass graves: It’s a phenomenon in Gaza for Israeli genocide*” and “*WHO: Israel wiped out entire families in Gaza*” also amplify the emotional appeal by depicting the level of destruction brought about by Israel. It is easier to see Israelis as villains when they use phrases like “*genocide*” or “*wiped out*” as their action mindfully destroying helpless individuals. The mention of “*mass graves*” and their “*entire families*” further emphasizes the extent of loss brought about by the conflict.

Obviously, there is an oppressor-oppressed relationship. Recognizing that Palestinians need assistance to save them from different kinds of atrocities, support will be for them. In this sense, the ideological frame supports the need for sympathy towards Palestinians and accountability toward Israel.

On the other hand, the pro-Israeli headlines inscribe a relationship of power and ideology between the media to their audience by representing Israel as an emphasis on responsibility coming from security self-defense while attributing culpability for civilian suffering onto Hamas or constructing Israel as a victim. By using such language, civilian casualties are misinterpreted as an outcome of Palestinian tactics rather than Israeli actions. For example, "despite human shields". This in turn shows Israel as the good guy who tries to guard civilians in a complicated conflict.

All in all, it is recognizable how the discourse of media can change public opinion, influence ideology, and challenge power dynamics. While pro-Palestinian headlines focus on human suffering to emphasize the imbalance in power, pro-Israeli headlines blame Hamas for using self-defense to justify its actions.

Transitivity System

Material Process

Thinking of actions and actors, in the pro-Palestinian headlines, it is obvious that Israel is the actor of all the atrocities against Palestinians who are suffering from them. This can be noticed when using verbs like "wiped out," "displaced," "put human remains," and "being used as human shields". These verbs imply that these actions that affect Palestinians' lives and existence are committed by Israel. For example, Israel is portrayed as the perpetrator of the Palestinian deaths in "WHO: Israel wiped out entire families in Gaza," emphasizing a humanitarian crisis narrative. For instance, "Rescuers put human remains in backpack after Israeli attack" can respond to the question "Whom do the rescuers put the human remains into a backpack because of?" Thus, Israel. To emphasize the vulnerability as well as the pain of the victims, the material processes of causation here ensure that Israel is perceived as bearing the loss.

On the other hand, in the pro-Israeli headlines, the material process "denies" in *"Israel denies claim it dug mass grave in Gaza"* moves the emphasis from actual injury to disputing allegations to disassociate Israel from atrocity accusations. Therefore, the material processes emphasize self-defense and justify operations by blaming terrorist organizations or Palestinians for civilian harm, even while Israel is portrayed as an active agent.

In conclusion, the analysis of the material processes in the pro-Palestinian and pro-Israeli headlines brings to the fore well-articulated narrative strategies that seek to interpolate public perception towards the Israeli-Palestinian conflict. In the pro-Palestinian headlines, Israel's agency in wreaking harm and suffering is highlighted using verbs such as "wiped out", "displaced", and "put", thus depicting Palestinians as helpless victims and bringing to the fore a humanitarian crisis. These material processes attribute direct responsibility to Israel, evoking sympathy for Palestinians and outrage against the aggressor. On the other hand, pro-Israeli headlines utilize such material processes as "denies" shifting focus from the harm caused to disputing accusations, framing Israel as defending against allegations.

By making self-defense prominent and blaming the civilian harm on terrorist organizations or the Palestinian's own actions, these headlines justify Israel's operations and build up a framework that shows a minimized culpability of Israel.

Rational Process

Taking into account the relational processes, the aforementioned headlines specify the attributes and identities of the involved parties. Thus, each side represents a frame for the reader to understand. On one hand, the Pro-Palestinian headlines often portray the miserable lives of Palestinians who are considered victims. For example, the headline **"Body of 6-year-old Hind and Red Crescent crew found after 12 days."** Here, mentioning the girl's name

"**Hind**" contributes to humanizing her. Thus, the viewer will be connected to her emotionally. In other words, it will have a greater influence because the viewer will think of her as a person with a unique life instead of a casualty. Personalizing her leads people to be aware of the kinds of tragedies that Palestinians encounter, sympathize with, and mobilize public actions and opinions for these innocent lives especially since she is a young child. Thus, it is considered a symbol of the innocent lives lost in the fight by being an Identified participant whose Identifier (tragic victimhood) is implied. Moreover, the headline's use of the phrase "**found after 12 days**" is connecting between place and existence. The Carrier in this instance is "Body of 6-year-old Hind and Red Crescent crew," and the Attribute is "found after 12 days.". Here, the relational process links the Red Crescent crew to the agony and terrible facts of the humanitarian problem by highlighting Hind's position as deceased and the outcome of an action (being found). Having a closer look into the fact that they were "found after 12 days" shows the difficult circumstances that the Palestinians face for not being able to reach her till day 12.

Another phrase is "**severe psychological trauma**". This can raise awareness of the humanitarian issue, particularly with regard to the "Over 625,000 children" who are Palestinian. This demonstrates how the continual atrocities among Palestinian youngsters have an impact on their mental health. Additionally, "UNRWA" as the Identifier observes the "severe" pain endured by these children.

On the other hand, the pro-Israeli headlines use the relational process in a way that presents the actions of Israel as a moral duty. For example, the headline "**Israel should protect Gaza civilians despite human shields.**" Emphasizes that Israel is the actor who is responsible for civilians' safety regardless of the hardship that it may encounter "**despite human shields**". Thus, the headline resembles Israel as noble and moral since its attempt to

"protect" civilians even with different obstacles as "human shields". This in turn works on justifying its actions against Gazan's civilians.

Another headline is **"Israeli Army denies claim it dug mass grave in Gaza"**. The identifier here is the **"Israeli army"** who are considered responsible for the identified claim of **"digging mass graves"**. However, the recognized relationship can show that they deny these kinds of actions. As a result, this headline shows that Israel cares about maintaining its legitimacy and reputation. It also emphasizes that they care about controlling the narrative.

In conclusion, the relational processes across the headlines tell counter-narratives. Pro-Palestinian headlines humanize victims, such as "6-year-old Hind," to garner sympathy and call attention to suffering, while pro-Israeli headlines show Israel as morally accountable for looking out for civilians and denying accusations to hold legitimacy. These strategies build perception and reinforce positions that are ideological.

Verbal Process

Taking into consideration the verbal process, the aforementioned headlines work to convey a specific message or narrative that represents each side. Starting with the pro-Palestinian headlines, the verbal process is used to deliver messages regarding the horrific unbearable situation in Gaza. The headline **"Displaced Gazans say they are being used as human shields"** shows a verbal process by using a word like "say" from "the displaced Gazans". Thus, they were able to describe their experience of displacement that they are being "used as human shields". Thus, the people who encounter such an experience have a voice to express their suffering caused by the other party which is Israel. Doing so, has a larger effect on the audience since the ones who encounter such difficulties are the ones who are speaking. Moreover, introducing the verbal process through authoritative entities like "UNRWA" and "WHO" adds credibility to such headlines. In "UNRWA: Over 625,000

children in Gaza suffering from severe psychological trauma " UNARWA acts as the Sayer who gives us definite information from reputable sources on the difficult situation of the children of Gaza. In "WHO: Israel wiped out entire families in Gaza", the Sayer is WHO which is an authoritative place as well that expresses the situation of the families there. Clearly, all of them express the suffering of Palestinians in Gaza.

On the other hand, in the Pro-Israeli headline, "**Sullivan: Israel should protect Gaza civilians despite human shields**", the Sayer is Sullivan who makes a recommendation that frames his statement on Israel's duty to protect civilians regardless of the "human shields" This will strengthen the story especially if it is expressed by important people like Sullivan who is the national security of the United States. Another verbal process can be recognized in "**IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead**" The use of "says" applies the verbal approach to state the IDF's stance on military operations, characterizing them as essential reactions to dangers. Clearly, they are presenting the self-defense idea.

In summary, verbal processes in headlines magnify the narrative of one side through statements by authoritative sources or affected people. In pro-Palestinian headlines, voices such as those of displaced Gazans and organizations like WHO raise awareness of suffering and make victims human. Pro-Israeli headlines would lend voices to figures like Sullivan and the IDF to justify their actions, framing them in terms of self-defense to justify their legitimacy and morality.

Mental process

The mental process depends on using emotive language that creates easy gateways for audiences to attribute agency to the party they consider holding more responsibility. The pro-Palestinian headlines show strong feelings of terror, helplessness, and injustice. In Random

Mass Graves: A phenomenon in Gaza owing to Israeli Genocide, terms like "*genocide*" and "*massive graves*" are potent representations of horror, cruelty, murder, shock, and dehumanization. To put it another way, they have a strong negative connotation that embodies both intentional murders to exterminate a group of people and widespread slaughter. The horrifying death of Gazans is implied by this headline. This language evokes strong feelings in readers, such as indignation and sympathy for the Gazan people, compelling them to recognize the seriousness of the situation.

In the statement "*Israel's war on Gaza updates: School strike contradicts 'all moral values,'*" the ethical implications of military actions are given some thought. The statement "*contradicts 'all moral values'*" can trigger viewers' reactions toward moral contamination since Israel's actions are completely against basic human values. The viewer is urged by this headline to adopt a stance of disapproval of violating basic human rights. Additionally, it affirms that a school strike hinders pupils' ability to study and develop, which is intolerable.

Additionally, the article "*Rescuers Put Human Remains in Backpack after Israeli Attack on Gaza City*" highlights the horrifying crimes and atrocities perpetrated on the Gaza population. The act of placing human remains in a backpack suggests a grave catastrophe.

All in all, words like "*genocide*" and "*contradicts all moral values*" amplify the ethical violations and human suffering. These headlines compel audiences to acknowledge the gravity of the conflict and a moral stand for or against perceived atrocities.

Behavioral process

The written headlines use powerful words with strong meanings to evoke psychological reactions. In the pro-Palestinian headlines, each one of them implies emotional language to describe the horrors that they encounter. For example, "*say*" in "*displaced Gazans say that*

they are being used as human shields" functions as a behavioral process since it describes the agency of this group of people who suffer from displacement.

Another headline is *"UNRWA: over 625,000 Children in Gaza Suffering from severe psychological trauma"*. The use of the word "suffering" implies that there is a continuous struggle that causes internal psychological trauma" for children. It also emphasizes the unhuman, strong, and merciless actions that affect the most innocent creatures in the world which are children. Moreover, it implies that this hardship that children encounter is still happening. Thus, it shows that in this atrocity even children are not of any concern. This shows the number of difficult situations that they are encountering and how evil the other side is. As a result, the psychological impact will be drawn from viewers since these children are resilient and vulnerable.

On the other hand, in the headline *"Kutz Family: Father, Mother, and Teens Die in Embrace"*, the use of the word "die" involves a physiological process of losing a life. Thus, emotional responses will take place when readers read such headlines. It does not only show the physical action, but it also represents the tragic loss to the family members "in embrace". By viewing them in this way, different ideas will dominate like love, weakness, and tragedy.

Another headline is *"Children once held hostage still working through trauma: 'Are they coming for us again?'"*. The use of "Working through trauma" conveys a message that there is an internal psychological experience. It shows the huge effect of such trauma which they are still suffering from even though it is not happening anymore. In other words, it humanizes children by showing the difficulties in their recovery. Moreover, the use of *'Are they coming for us again?'* links to the psychological effect of being afraid of facing what they have encountered one more time.

Existential Process

To establish the reality of the situation, the Pro-Palestinian headline "*Random mass graves: a phenomenon in Gaza due to Israeli genocide*" implies that there are "mass graves". However, even though it is not clear who caused them, they exist because of someone else's actions. Thus, focusing on this tragic reality, people will be attracted to the horrific situation. Such headlines emphasize that there is

Framing Techniques

After analyzing how transitivity systems use different linguistic choices, framing will resemble how the meaning is shaped to affect the audience. Fiss and Zajac (2006) demonstrate that frames are used as comprehension aids or as cognitive shortcuts to link stories to the bigger picture.

Starting with the responsibility frame of the pro-Palestinian headlines, they emphasized the other side 'Israel' to be blamed for all the terror they are encountering since they are the ones who committed all this genocide and caused all kinds of suffering. For example, "*Israel wiped out entire families*", "*Random mass graves: A phenomenon in Gaza due to Israeli genocide*", and "*Rescuers put human remains in backpack after Israeli attack on Gaza City*". On the other hand, in the pro-Israeli headlines, they blamed Hamas for each action they did as self-defense like "*IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead*". In other words, the death of "23 women and children" is because Hamas is hiding in the school blaming Hamas for being there. All in all, each side tries to hold the responsibility for the violence or murder to the other side.

Furthermore, it is evident from the conflict frame that there are two opposing factions engaged in combat. "*Random mass graves: A phenomenon in Gaza due to Israeli genocide*" is a pro-Palestinian headline that goes against the pro-Israeli headline "*Israeli*

Army denies claim it dug mass grave in Gaza." Thus, the words used in the headlines allow the audience to understand the type of disagreement they have with one another. Firstly, divergent viewpoints regarding the events in Gaza and the kind of measures implemented by each side. Thus, the audience will recognize that it is much more than a dispute of viewpoints.

Moreover, the human-interest frame is strongly used to show the pain and suffering of each side, especially with Palestinians. The use of *"Rescuers put human remains in backpack after Israeli attack on Gaza City"* in the pro-Palestinian headline can strongly reflect the atrocities and crimes committed by the other side. Thus, the use of such strong and emotional language contributes to gaining people's sympathy. It is unimaginable to see "human remains" and it is even worse that they are being put in a "backpack". This describes the amount of violence, crimes, and suffering that they encounter. On the other hand, the pro-Israeli headline like "Kutz family: Father, mother, and teens die in embrace", uses humanization so viewers will sympathize with what has happened to them.

There is also the morality frame that can be recognized in these headlines. For example, *"Israel's war on Gaza updates: School strike contradicts 'all moral values'"*. This pro-Palestinian headline reflects on the immorality of Israel in this war since they attacked a school where it is a place for children to learn. Thus, the viewer will look at this event conducted by Israel as a violation of human rights. On the other hand, *"IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead"* works to justify Israel's actions within a moral context due to having precise targets.

In conclusion, framing techniques in media headlines are influential in shaping the audience's understanding and emotional response to the Israel-Palestine conflict. Pro-Palestinian headlines frequently employ responsibility, human interest, and morality frames.

Thus, it highlights Israel's actions as the root cause of suffering and to elicit empathy for Palestinian victims. These frames contribute to evoking sympathy since they suffer sincerely from all kinds of atrocities. On the other hand, pro-Israeli headlines work on using different frames to shift responsibility to Hamas. Thus, all of their actions will be reasonable, required, and justified. In doing so, different narratives to sway audiences' opinions and evoke sympathy will be interrupted.

Table 3

A comparison of pro-Palestinian and pro-Israeli headlines regarding the theme of Legal and Human Rights Perspectives

Pro-Palestinian Headline	Pro-Israeli Headline
Israeli Occupation practices severe collective punishment in Gaza (Roya News) June 2024	Legal Expert: Israel's Siege of Gaza Is Lawful, Not 'Collective Punishment' (Breitbart News) June 2024
Reports: 'Israeli forces' use banned phosphorus munitions in Gaza strikes (Roya) Oct 2023	Army in response to white phosphorus report: IDF only uses legal weaponry (The Times of Israel) Dec 2023
Israel blocking more food than other aid in hunger-stalked Gaza: UN (Wafa News Agency) Apr 2024	Study says food aid meets quality, quantity for Gazans as UN, ICC say Israel starving civilians (Fox News) Apr 2024
UN vetoes UN resolution calling for humanitarian pause in Israel-Hamas war (Al-Jazeera) Aug 2024	US vetoes Gaza war UN resolution that doesn't stress Israeli right to self-defense (The Times of Israel) Aug 2024
Killing Gaza children and beheading their heads: WATCH: IDF reveals Hamas launched rockets from	

Pro-Palestinian Headline**Pro-Israeli Headline**

Israel's unspoken atrocity (Palestinian Information Center) Oct 2023

Post) Nov 2023

Investigations reveal discrepancies in Israel's Gaza hospital attack claims (Al-Jazeera) Oct 2023

Israeli Defense Forces release video showing evidence of Hamas weapons, tunnels linking to hospital basements (Fox News) Nov 2023

This table includes the themes of Legal and Human Rights Perspectives. The analysis will start with textual analysis, ideology, and power, then the researcher will analyze the transitivity system depending on the Halliday system finally the researcher will analyze it according to the framing techniques.

Textual Analysis

On one hand, taking a closer look at the Pro-Palestinians headlines, the viewer can recognize a strong language that implies different connotations. For example, "*Israeli Occupation*" and "*collective punishment*" emphasize that Israel is the occupier who takes over, controls, and practices a specific land or people's actions in an illegal way according to international law. The terms "banned phosphorus," "blocking food," and "killing Gaza children and beheading" are used to symbolize Israel's oppression, injustice, brutality, and immorality toward the people of Gaza. The ethical and humanitarian issues that Israel has caused are embodied in all of the aforementioned terms. The term "unspoken atrocity" also refers to crimes that Israel has committed that are even more unknowable and unthinkable. The use of such language can make viewers feel as though they are witnessing the unimaginable misery and suffering inflicted on Gaza's residents and children. Thus, people will sympathize with them.

On the other hand, the pro-Israeli headlines are portrayed in a way that works to show Israel defending itself from wrong accusations. Thus, the use of two contrasting ideas can be recognized in their headlines. For example, the use of **"legal expert"**, **"study"**, **"US vetoes"**, and **"watch"** represent the credibility and trustworthiness of what they are going to highlight since they depend on the saying of careful study, analysis, and authority. Then they justify the mentioned illegal crimes like "siege", "collective punishment", "white phosphorus", and "starving civilians" with words like "lawful", "legal weaponry", "food aid meets quantity and quality", "self-defense", and "release videos". Thus, it refutes all the claims that do not match its narrative that Israel has the right to defend itself, and she does that in a legal way that follows international law.

In essence, the contrastive language in pro-Palestinian and pro-Israeli headlines shows how each framing of the conflict corresponds with the framing of their narratives. Pro-Palestinian headlines make use of powerful emotive words such as "occupation," "collective punishment," and "unspoken atrocity" to emphasize Israel's actions as oppressive and inhumane and to appeal for the sympathy of Gaza's residents. On the other hand, pro-Israeli headlines use such terms as "legal expert," "study," and "self-defense" to highlight credibility and legality in support of controversial actions and refuting accusations. These contrasting linguistic strategies in headlines suggest how language shapes perceptions into conflicting realities that influence public opinion.

In short, Pro-Palestinian headlines presented the suffering and violations of human rights by Israel, placing Palestinians as victims. This has been supported through international voices, such as the United Nations. Pro-Israeli headlines termed their actions as self-defense, using terms like "legal expert" to justify their argument and shift blame to Hamas. These two narratives reflect how media shapes power and ideology.

Transitivity System

Material Process

In the pro-Palestinian headlines, Israel is the one to blame for all the mentioned crimes and genocide against the people of Gaza. Using verbs like "practices", "use", "blocking", "vetoes", and "reveal" implies the physical impact of Israel on the Palestinians in Gaza. Thus, themes of suffering, violence, killing, and weakness will be confirmed. For example, Israel is portrayed as an illegal force practicing an illegal act in Gaza as can be shown in **"Israeli Occupation practices severe collective punishment in Gaza"** and **"Israeli forces' use banned phosphorus"**. These headlines also show the helplessness of these people who are not able to defend themselves against such atrocities. It also shows the power Israel has on an international level that it can practice such illegal kinds of crimes that are prohibited nationally.

Moreover, the use of a headline like "Israel blocking more food than other aid in hunger-stalked Gaza: UN" highlights not only the amount of control that Israel has over Gaza but also sheds light on the basic human needs that Gazans cannot have because of Israel. The material process reflects upon the weakness and suffering of the people of Gaza caused by Israel. Clearly, the used actions support the people of Gaza who suffer from their occupiers.

On the other hand, the presented actor in the pro-Israeli headlines is Israel. However, they reflect upon their actions to justify and legalize. For example, the used verbs in "Israel's Siege of Gaza Is Lawful" and "IDF only uses legal weaponry" suggest that Israel's actions are legal and applied to international law and needed for self-defense. There is also the use of headlines like "IDF reveals Hamas launched rockets from the humanitarian area in civilian clothes" and "Israeli Defense Forces release video showing evidence of Hamas weapons, tunnels linking to hospital basement". The use of actions like "reveals" and "release"

confirms the need for reacting out of necessity against Hamas who attacked Israel from a "hospital basement" and "humanitarian areas". Thus, they justify the death of civilians as a need for eradicating Hamas. The used actions support Israel's narrative and attack Hamas.

Rational Process

Starting with the pro-Palestinian headlines, the rational process can be recognized in the use of words that frame the actions of Israel in Gaza with different attributes and identities. In this sense, the viewer can recognize the horrific consequences that Palestinian civilians endure because of Israel's actions. For example, headlines that include "severe collective punishment," "blocking critical food supplies", and using "banned phosphorus munitions" in Gaza represent a huge association between Israel and cruel, oppressive, unimaginable, and illegal behaviors. Moreover, in these headlines, the relational process suggests that Israel is to be blamed for the "hunger-stalked" state in Gaza while highlighting UN assertions that link Israel to collective suffering.

Further intensifying this perspective, the headlines position Israeli actions as marked by extreme violence and unreliability. By identifying violent acts, such as the "killing [of] Gaza children," as "Israel's unspoken atrocity," the narratives depict this violence as an inherent characteristic of Israel's role in the conflict. Similarly, the claim of "discrepancies" in Israel's statements on a Gaza hospital attack suggests a lack of truthfulness, as uncovered by investigations. Through both attributive and identifying relational processes, these headlines create a depiction of Israel as a harmful and morally suspect entity in the Gaza conflict, highlighting the negative impact of its actions on Palestinian civilians.

The pro-Israeli headlines, however, emphasize a relationship-based strategy that presents Israel's activities in Gaza as lawful, responsible, and in line with security and self-defense. For instance, the headlines "Israel's Siege of Gaza Is Lawful, Not 'Collective Punishment,'"

and "only uses legal weaponry," which contrast the claims of "collective punishment" and "white phosphorus," which are completely unlawful and inhumane acts, suggest a relational process that gives legitimacy to the siege of Gaza and the weapons used. By portraying these actions as appropriate and reasonable, the headlines suggest that Israel abides by the law rather than engaging in violent or unlawful behavior.

Verbal Process

In the pro-Palestinian headlines, the verbal process is implied to deliver certain messages about the genocide that they are going through to affect viewers' opinions and feelings. As a result, using the verbal process in the pro-Palestinian headlines focuses on the statements of credible sources. In this sense, their narrative will be more trustworthy and supported. For example, **"UN vetoes UN resolution calling for humanitarian pause in Israel-Hamas war"**. In this headline, "vetoes" is the verbal process, and the UN is the Sayer who documents or condemns aligned with legal authority on an international level. It is also assigned to anyone involved in supporting or refusing the veto. Another example is "Investigations reveal discrepancies in Israel's Gaza hospital attack claims". Using the verbal process "reveal" confirms that exposing reality and information happens through investigations (sayer) which makes it credible. The sayer was able to communicate the needed message which confirmed that there are "discrepancies in Israel's Gaza hospital attack claims". In this sense, the viewer can make sure that the information is credible, and know for sure that Israel is to blame for the suffering and genocide that they are facing.

On the other hand, in the pro-Israel headlines, the use of verbal process is dominant. They are being used by authoritative sources to serve the message that they want to deliver. For example, **"Legal Expert: Israel's Siege of Gaza Is Lawful, Not 'Collective Punishment'"** and **"Army in response to white phosphorus report: IDF only uses legal weaponry"**

ascribing such information from experts and the army, actions will be justified for the viewers. This is due to the existence of credible sources that support the mentioned information.

Additionally, some headlines highlight Israel's actions as transparent, using verbs like "reveals" and "release" to suggest the IDF is disclosing evidence, such as "WATCH: IDF reveals Hamas launched rockets from humanitarian area in civilian clothes" or "Israeli Defense Forces release video showing evidence of Hamas weapons, tunnels linking to hospital basements." In these cases, the verbal processes underscore the IDF's stance as a truth provider, framing Israel as proactive in addressing allegations and demonstrating accountability. These framing choices position Israel as acting within legality and transparency, suggesting that Israel's responses and disclosures are efforts to clarify facts in a contentious context.

Mental Process

To evoke emotions, the mental process is used by presenting the kinds of suffering, horror, and atrocities that the people of Gaza are encountering. For instance, phrases such as "hunger-stalked Gaza" in "Israel blocking more food than other aid in hunger-stalked Gaza: UN" resemble the kind of inhuman acts that Israel practices against the people of Gaze. In other words, they are preventing Gazans from basic human needs for a long time. Thus, this headline reflects upon the huge fear among Gazans of not having food to eat. This mental process attracts viewers' sympathy towards the people of Gaza and anger towards Israel that commutes such acts.

Similarly, in "Killing Gaza children and beheading their heads: Israel's unspoken atrocity", the use of phrases like "unspoken atrocity" resembles the amount of horror that Gazans encounter. In other words, they face grief and pain that are difficult to keep up with

since they are uncountable. Through the use of such a mental process, the viewer can recognize the emotional and psychological impacts on the people of Gaza. Additionally, phrases like “discrepancies in Israel’s Gaza hospital attack claims” imply a growing mistrust and doubt. This in turn can help viewers to deeply think in the provided narrative. As a result, these mental processes contribute to shaping public opinion that condemns and rejects such crimes.

Framing Techniques

After analyzing the transitivity system, framing techniques will make it more understandable in showing how it affects audiences' opinions. Pan and Kosicki (1993) emphasize that framing depends on selecting and focusing on specific aspects of ideas over others. To begin with, the pro-Palestinian headlines reflect upon the responsibility frame that can be recognized in all of the aforementioned headlines. Through the used language, the viewer can tell that Israel is to be blamed for all the pain, suffering, murder, and atrocities that Palestinians encounter. For example, *"Israeli Occupation practices severe collective punishment in Gaza"* and *"Israeli forces' use banned phosphorus munitions in Gaza strikes"* suggest that Israel is the one that practices all these illegal actions toward Palestinians. Thus, it is responsible for all the consequences that they encounter. However, the pro-Israel headlines employ this frame to justify the actions of Israel through a narrative that legally represents self-defense. This can be recognized in headlines like *"Legal Expert: Israel's Siege of Gaza Is Lawful, Not 'Collective Punishment'"* and *"Army in Response to white phosphorus report: IDF only uses legal weaponry"*. They also use headlines justifying the killing of civilians as casualties resulting from Hamas rather than Israel's aggression. This can be recognized in *"Hamas launched rockets from humanitarian area in civilian clothes"*. Thus, the use of a responsibility frame ensures the different narratives that both sides use to influence viewers and gain them into their side.

Second, there is the conflict frame that can be strongly recognized by both sides. In the Pro-Palestinian headlines, the headline "*Killing Gaza children and beheading their heads: Israel's unspoken atrocity*" focuses on the violent conflict between them. Such a headline explains that this conflict is practiced mercilessly and extremely that even children are being killed and beheaded. Thus, showing Palestinians as oppressed who are being killed and murdered by the occupier Israel which is strong, powerful, and merciless. While the pro-Israel headlines suggest that they are fighting against Hamas not the civilians claiming that they are being used as human shields. For example, "*IDF reveals Hamas launched rockets from humanitarian area in civilian clothes*". Clearly, using such headlines works to influence public perceptions.

Third, in order to evoke viewers' sympathy, the human-interest frame is used. On one hand, the Pro-Palestinian headlines, such as "*Israeli Occupation practices severe collective punishment in Gaza*" and "*Killing Gaza children and beheading their heads: Israel's unspoken atrocity*," resemble what kind of illegal atrocities used by Israel against civilians, especially children who supposed to be safe. Thus, the humanitarian crisis is emphasized. On the other hand, the pro-Israel narratives emphasize the need for security and self-defense. A headline like "*WATCH: IDF reveals Hamas launched rockets from humanitarian area in civilian clothes*" explains the hardship put on Israel which is trying to protect its civilians from Hamas' rockets in difficult situations where civilians exist.

Lastly, the morality frame. In the pro-Palestinian headlines, there is a strong emphasis on moral standards, condemnation, failure, and atrocity related to the Israeli occupation that "*practices severe collective punishment*", "*uses banned phosphorus*", "*blocking more food*" and "*Killing Gaza children and beheading their heads*". Focusing on the moral implications of Israel's actions, strong emotions will be noticed among viewers who disagree with such immoral actions against humans. Thus, depriving Gazans of basic human needs and acting all

kinds of atrocities against them will lead to humanitarian interventions. However, the pro-Israel headlines work on presenting their actions as legal according to international law and thus their actions will be morally justified. This can be viewed in *"Israel's Siege of Gaza Is Lawful"*, *"IDF only uses legal weaponry"*, and *"Israeli right to self-defense"*. Moreover, the use of *"IDF reveals Hamas launched rockets from a humanitarian area in civilian clothes"* shows that Hamas is the problem that Israel must react to in a context of legal and ethical responsibility to safeguard its civilians. Clearly, using moral implications contributes to provoking a strong emotional response.

All in all, the mentioned framing approaches show a way of competition among the pro-Palestinian (suffering frame) headlines and pro-Israelis headlines (self-defense frame) to influence the perceptions and feelings of the audience. Thus, a specific frame will be shaped among viewers.

Table 4

A comparison of pro-Palestinian and pro-Israeli headlines regarding the theme of Psychological and Emotional Impact

Pro-Palestinian Headline	Pro-Israeli Headline
'I yearn for the girl I used to be': Gaza women tell their stories (Al Jazeera) Mar 2024	Feminists ignore pain of Jewish women in a post-October 7 world - opinion (The Jerusalem Post) Oct 2024
A year of Israel's devastating war on Gaza (Al-Jazeera) Oct 2024	A year after Oct. 7, some Gazans rail at Hamas for causing devastating war (The Times of Israel) Oct 2024

Pro-Palestinian Headline**Pro-Israeli Headline**

Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich (Roya) Aug 2024

Smotrich stands by 'misunderstood' seeming to justify Gaza starvation (The Times of Israel) Aug 2024

This table will provide a comprehensive analysis of the textual analysis, ideology and power, and transitivity system.

Textual Analysis

In the Pro-Palestinians headlines, the viewer can analyze the used language differently. For example, in "*I yearn for the girl I used to be': Gaza women tell their stories*", the use of such language reflects a deep emotional loss among the women in Gaza who feel grief and hopelessness. It also resembles the huge change that the women in Gaza encounter in the way they live their lives due to this atrocity. Thus, a huge connection with the viewer will be emphasized. Moreover, the use of the adjective "*devastating*" in "*A year of Israel's devastating war on Gaza*" conveys a strong negative connotation. This is because it showed the horrific impact resulting from this genocide which continued for a year affecting the lives of Gazans in the worst possible way.

The language employed in the title, "*Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich*" is remarkably blatantly insensitive and divisive. Using the statement "*may be justified, moral*" implies that the agony and torture of two million people who are deprived of basic human rights could be justified. This language conveys a message that puts political thinking before human lives. It also suggests a disconnection from the humanitarian problem. In other words, suffering may be tolerated in a political setting. Clearly, this language dehumanizes those affected by the violence.

On the other hand, there are many differences in the used language in the pro-Israel headlines. Starting with *"Feminists ignore pain of Jewish women in a post-October 7 world – opinion"*, the language can deliver a message that there is a kind of neglect to the "Jewish women" applied internationally by "feminists". Thus, the utilized language resembles a tone of accusation towards a legal and international organization which supposed to sympathize with all women's suffering regardless of who they are. Moreover, the language in *"post-October 7"* reflects a turning point for Jewish women. This, in turn, shows the failure of such an organization which is supposed to be presented in a time of need.

Furthermore, the headline *"A year after Oct. 7, some Gazans rail at Hamas for causing devastating war"* suggests that there is partial blame on Hamas since "some Gazans" believe that Hamas is a contributing factor in this conflict. Using the quantifier "some" also suggests that there is an internal conflict among the people of Gaza where some agree with the statement while others disagree. This headline also implied that the war caused severe and intense destruction emotionally and physically through the use of the adjective "devastating". Lastly, the headline *"Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation"* tries to justify what is "misunderstood". Thus, people will understand from the used language that there is a kind of misrepresentation or a need for clarification. In another word, it suggests that humanitarian suffering is acceptable, *"seeming to justify Gaza starvation"* raises significant ethical concerns. By characterizing Smotrich's position as "misunderstood," this phrase softens it while expressing a worrisome justification that can imply a moral disengagement from the effects on Gaza's populace.

Ideology and Power

In the pro-Palestine headlines, the first headline, *"I yearn for the girl I used to be,"* focuses on the suffering encountered by Gazan women personally and emotionally due to the

conflict. As a result, the language reflects an ideological focus concerning humanizing those impacted by the conflict. It also resembles individual trauma rather than political narratives. By emphasizing personal suffering rather than only military or strategic concerns, this leads to a challenge to the prevailing power structures.

The second headline, "*A year of Israel's devastating war on Gaza,*" uses the term "*devastating*" which implicitly criticizes the power imbalance and the human cost of Israel's military actions. The focus on "Israel's war on Gaza" places Israel as the active subject, framing it as the initiator of violence, which can implicitly question the moral or ideological justification of Israel's power and actions in the region.

The third headline, "*Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich,*" reveals power dynamics. The language represents the ignorance of the people of Gaza where no solution to their humanitarian suffering. This in turn reflects on a specific ideology that is in favor of altering, rationalizing, and defending power structures to prioritize political goals over human lives. It also reveals how ideology can affect how the general public perceives pain, thus escalating divisions and justifying acts that prolong injury.

On the other hand, the pro-Israel headline "*Feminists ignore pain of Jewish women in a post-October 7 world – opinion*" resembles a lack of sympathy practiced by feminists. Thus, feminist ideology is critiqued for being politically biased. This will contribute to reshaping views on feminism's priorities. Moreover, "*A year after Oct. 7, some Gazans rail at Hamas for causing devastating war*". This headline represents Hamas as the main reason behind what is happening in Gaza. In this sense, the ideology of viewers will be shifted to criticize Hamas's actions since there is an internal conflict among the people of Gaza. This will lead to looking at Hamas as a problematic force. In terms of power, it seems that Gazans have the power to express their dissatisfaction even with Hamas having control of Gaza.

Lastly, "Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation," this headline highlights the influence political leaders have over citizens' quality of life. Thus, it exposes an ideological viewpoint that puts Gazans' humanity aside from those in authority.

In short, the language used in these headlines supports and uses the narratives of the side that they stand with. This also corresponds with Farah's (2018) study, which demonstrates the ways various newspapers craft their headlines to align with their respective views. He concludes that using this tactic results in a distinct narrative and, as a result, a different impact.

Transitivity system

Material Process

The use of material processes to identify several actions and implications can be recognized in the pro-Palestine headlines. For example, "*I yearn for the girl I used to be': Gaza women tell their stories.*" The verb "tell" is mentioned to represent this process by the actors, "Gaza women," who share their suffering, experiences, pain, and narratives. However, viewers will look at the actors as a kind of resistance.

Furthermore, the material process can be recognized in "*Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich*". The material process can be recognized in the use of the word "dying" which represents the horrific situation that the people of Gaza who are the participants are dealing with. In other words, it shows the ongoing death because of depriving food to reach for these people. However, this headline focuses on representing the end of life, emotional pain, and injustice that Palestinians encounter where others may look at such immoral, illegal, and wild actions as justified and acceptable as mentioned by

Smotrich. This can reflect on the kind of merciless enemy they are dealing with. These headlines emphasize that Israel is the main source of the suffering that Gazans are facing.

On the other hand, pro-Israel headlines are used to support Israel's actions, statements, and narratives. Starting with *"Feminists ignore the pain of Jewish women in a post-October 7 world – opinion"*, the material process is Implied by the verb "ignore" to present the actor "feminists" in a way that shows them as indifferent to the "pain of Jewish women". Thus, an idea to the viewer will be formed that this movement which claims to put an end to any kind of suffering and oppression that women may encounter is false or biased. This in turn will help in sympathizing with them.

In *"A year after Oct. 7, some Gazans rail at Hamas for causing devastating war"*, the action "rail" which is conducted by "some Gazans" against the target "Hamas" works on presenting Hamas as the source of suffering. This can be reflected in blaming Hamas for the "devastating war". Thus, this pro-Israel headline will acquit Israel from the responsibility. Finally, *"Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation"* The material process can be emphasized through the use of "stands by" which resembles his affirmation of what he has mentioned regardless of any kind of controversy. Thus, it reflects that the actor "Smotrich" commits to his statement. However, the "misunderstood' comment" shows a kind of misrepresentation in a way to defend him. Using headlines in such a way works on shifting the blame for Gazans' suffering from Israel to Hamas.

Rational Process

In the pro-Palestinian headlines, the rational process is being used explicitly. Starting with *"'I yearn for the girl I used to be': Gaza women tell their stories."*, the phrase "the girl I used to be" can reflect upon identity and change. Thus, the relational process is implied in transforming the "girl" identity into a completely different status. This shows that this conflict

has taken over the dear, precious, and unique girls' past and changed it into misery, insecurity, and hardship. Realizing such harsh reality that these girls are going through will lead viewers to sympathize with them.

Another headline is *"A year of Israel's devastating war on Gaza"*. By associating "Israel" with "devastating war" through possession ("Israel's"), this headline employs a relational strategy. This approach implicitly gives Israel agency and accountability by directly attributing the conflict to it, making the "devastation" a defining element of its involvement in Gaza. Here, Israel is doing more than just acting; it is carrying out a "devastating" act against helpless and powerless people. Here, the relational process creates a conflicting image in which Israel's involvement is explicitly linked to negative effects.

Finally, *"Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich"* Through linking "dying of hunger" with "justified" and "moral", a relational process can be recognized. Thus, this headline shows the extremism of the other side presented by "Smotrich" who is trying to justify and moralize a horrific, illegal, and inhumane action such as "dying of hunger".

On the other hand, *"Feminists ignore pain of Jewish women in a post-October 7 world – opinion"*, the word "ignore" is the relational process that makes a connection between "feminists" and "pain of Jewish women". Thus, feminists will be characterized by a lack of action and response. Moreover, "rail at" in *A year after Oct. 7, some Gazans rail at Hamas for causing devastating war"* links Gazans to Hamas in a relational role. This in turn blames Hamas for this devastating war. Finally, the headline, *"Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation"* uses the relational process using "stands by" to link Smotrich to his statement as a way to defend his position. Clearly, these headlines are

used to assign roles, identities, or qualities to others like feminists, Gazans, Hamas, and Smotrich and represent their relation into specific actions.

Verbal Process

In "*I yearn for the girl I used to be': Gaza women tell their stories.*", the verbal process can be recognized by using the word "tell". It shows that women in Gaza are expressing their pain and personal stories. Another headline that uses the verbal process is "*Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich*". This statement which is introduced by Smotrich shapes a moral frame. Thus, controversial views will be shaped by viewers whose perceptions of the moral implications will be influenced.

In the pro-Israel headlines, the verbal process is used effectively. First, "*Feminists ignore pain of Jewish women in a post-October 7 world – opinion*", "*A year after Oct. 7, some Gazans rail at Hamas for causing devastating war*", and "*Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation*" In these headlines, the verbal processes reveal actions of speaking (ignoring, railing, standing by) and expressing opinions. The use of "ignore" frames feminists in a passive role, while "rail" reflects a more active, aggressive verbal action by Gazans. In Smotrich's case, "stands by" signals steadfastness, while "seeming" introduces an element of doubt or uncertainty in interpreting his words. These verbal processes highlight how speech and communication are presented concerning political and social issues.

Mental Process

The pro-Palestinian headline reflects both emotional and cognitive expressions. In "*I yearn for the girl I used to be': Gaza women tell their stories.*", the use of "yearn" expresses a subjective emotional state that reflects a sense of loss, grief, and heartbreak. It also suggests the huge desire to go back in time when peace and happiness existed when using the phrase "*I*

used to be" implying that women in Gaza don't have anything but devastation and horror because of this war. This strong language represents the huge transformation that occurs in their life. There is also a cognitive evaluation that can be noticed in *"Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich"*. The use of "two million civilians dying of hunger" reflects an emotional state that emphasizes indescribable human suffering applied to two million that are civilians. Thus, the feeling of anger, objection, and refusal will arise among viewers. It also uses *"might be justified"* which can elicit the feeling of shock and disbelief among viewers whose morals and ethics will refuse such atrocities. The pro-Palestine headlines concentrate on reflecting the suffering that Palestinians encounter because of Israel.

On the other hand, using the word *"ignore"* in "Feminists ignore pain of Jewish women in a post-October 7 world – opinion" reflects a cognitive process where feminists ignore the pain of Jewish women. The use of *"rail"* in *"A year after Oct. 7, some Gazans rail at Hamas for causing devastating war"* also suggests an emotional process in which Gazans express their anger toward Hamas for causing a devastating war. Finally, the use of "stands by" in *"Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation"* confirms a conviction mental process. This is due to the action of Smotrich of defending his statement. All in all, the mental process is used by both sides of the conflict.

Table 5

A comparison of pro-Palestinian and pro-Israeli headlines regarding the theme of misinformation, and narrative control

Pro-Palestinian Headline	Pro-Israeli Headline
CNN correspondent apologizes for spreading misinformation regarding infant beheading (Roya News) Oct 2023	At least 40 babies, some beheaded, found by Israel soldiers in Hamas-attacked village (Fox News) Oct 2023
Syndicate: 11 journalists killed and 50 media organizations targeted since start of aggression on Gaza (Wafa News Agency) Oct 2023	Israel demands action after journalists reportedly joined Hamas massacre (The Jerusalem Post) Nov 2023
GMO: Israeli incitement against Gaza journalists paves the way for more crimes (Palestinian Information Center) Oct 2024	Israel accuses 6 Al Jazeera journalists in Gaza of being Palestinian militants (Breitbart News) Oct 2024
Al-Ghoul & Al-Rifi: The voice of truth bleeding on the land of Gaza (Palestinian Information Center) Aug 2024	IDF: Al Jazeera journalists were killed in car with drone-operating terror operative (The Times of Israel) Aug 2024

Framing Techniques

The researcher analyzed only the framing techniques for this table.

Regarding the political news, the framing techniques in all the aforementioned tables highlight that there is a competitive way among the involved parties or ideological factions that are framed in opposing terms which corresponds with Chong and Drukman (2007). Starting with the responsibility frame, the above headlines blamed media institutions, military forces, and government officials that affected journalists in Gaza negatively in a way showing them as the bad guys who mustn't sympathize. In the case of *the "CNN correspondent's apology for spreading false information regarding infant beheaded,"* the CNN correspondent is directly responsible for such misinformation on a sensitive issue. This, in turn, places an indirect responsibility on CNN's institution. Shedding light on this kind of misinformation

can represent a kind of bias used by CNN to change the narrative for upholding information and publishing it without being accurate. Such misinformation leads people to sympathize with Israelis and accuse the other party of committing horrific acts. However, this headline represents some of the lies that can be implied to alter the narrative.

Moreover, in *"11 journalists killed, and 50 media organizations targeted since start of aggression on Gaza"* military forces are responsible for infringing on press freedoms and the safety of journalists. Doing so contributes to showing how they are trying to prevent the horrific truth of their actions from coming out as can also be emphasized in *Israeli incitement against Gaza journalists paves the way for more crimes* " and *"Al-Ghoul & Al-Rifi: The voice of truth bleeding on the land of Gaza"*. These headlines not only present that the military is targeting journalists but also show how journalists assign themselves the responsibility of delivering the message even if it would cost them their lives. These headlines confirm the need for international intervention to stop such illegal actions and murder against the journalists of Gaza.

On the other hand, in *"At least 40 babies, some beheaded, found by Israel soldiers in Hamas-attacked village"*, Hamas is directly responsible for the death of 40 babies in that village. This in turn alters the narrative in favor of Israel which was attacked by Hamas in the first place. As a result, *"Israel demands action after journalists reportedly joined Hamas massacre"*, *"Israel accuses 6 Al Jazeera journalists in Gaza of being Palestinian militants"*, and *Al Jazeera journalists were killed in car with drone-operating terror operative"* justify Israel's actions as a way of defending themselves blaming Hamas for each action they are going to commit. In other words, Hamas and some journalists have a relationship with violence, so they are responsible for all the different kinds of threats. In short, each side tries to put the responsibility on the other one like pro-Palestinian headlines blame Israel for all the

death and suffering that Gazans encounter, while pro-Israelis blame Hamas for all the actions they endure.

Moreover, the mentioned headlines confirm that there is a conflict between two different sides which are Palestinians and Israelis. The conflict frame in this table suggest that the conflict doesn't only include physical violence, but also there is media conflict or control. Starting with the pro-Palestinians headlines, the viewer can recognize the tension between press freedom in Gaza and military aggression. For example, "*11 journalists killed and 50 media organizations targeted since start of aggression on Gaza*", "*Israeli incitement against Gaza journalists*", and "*The voice of truth bleeding on the land of Gaza*". These headlines show the military aggression implied by Israel through "killing" and "targeting" journalists in Gaza. Thus, it resembles various kinds of risks that journalists have to endure like being murdered to tell the world about the reality of what is happening in Gaza. This, in turn, shows how media plays a significant part in this conflict since Israel in one way or another is trying to silence journalists from presenting its illegal and inhuman crimes. There is also "*CNN correspondent apologizes for spreading misinformation regarding infant beheading*" reflects narrative control conflict where spreading wrong information to influence the audience. Clearly, pro-Palestinian headlines reflect the risks placed on Gazan journalists while portraying the reality of this conflict.

On the other hand, pro-Israelis headlines reflect upon the ongoing struggle between Israel, Hamas, and Gazan journalists. The mentioned headlines in the table suggest that Israel is facing terrorism which works to justify its actions. For example, the killing of journalists as can be seen in "*Al Jazeera journalists were killed in car with drone-operating terror operative*" can reflect an idea that they are not real journalists who show reality but as active actors in this conflict who are doing "terror operative". This also can be recognized in "*Israel accuses 6 Al Jazeera journalists in Gaza of being Palestinian militants*" and "*Israel demands*

action after journalists reportedly joined Hamas massacre". Thus, journalists of Gaza will be questioned in presenting reality.

In short, the mentioned headlines portray the conflict frame that takes place between Israel, Hamas, and the journalists of Gaza. Taking into account the pro-Palestinian conflict frame, the viewer can arrive at the conclusion that Israel is targeting and killing the voice of truth and is trying to resemble the crimes practiced among his people in Israel. However, the pro-Israeli conflict frame reflects that the journalists of Gaza are terrorists whose words are lies and biased.

Another frame to talk about is the human interests frame which focuses on the personal and emotional impact of the conflict. On the one hand, the pro-Palestinian headlines reflect upon the suffering of Palestinians in Gaza emphasizing that Gazan journalists are facing death to deliver different messages. For example, "*11 journalists killed and 50 media organizations targeted since start of aggression on Gaza*" This headline affects human feelings since journalists are civilians who are doing their job. This mirrors the weakness and sacrifices they endure, making viewers sympathize with and respect these brave reporters. Emotions of anger will also be confirmed because the killing of journalists who are supposed to be protected by international law is still ongoing and recognized by using words like "since". Furthermore, in "*Israeli incitement against Gaza journalists paves the way for more crimes*", the use of such strong language contributes to reflecting upon the continuous murder committed against journalists in a way to prevent showing the horrific crimes they practice against civilians since they don't want journalists to spread. Thus, emotions of sympathy, anger, and curiosity will be stressed. In other words, people sympathize with what is happening to the people of Gaza, feel angry about such crimes, and are curious to know what they are trying to hide. This can be also noticed in "the voice of truth bleeding on the land of Gaza".

Moreover, in *"CNN correspondent apologizes for spreading misinformation regarding infant beheading"*, human emotions will be provoked realizing that inaccurate information from an international agency contributes to forming a negative point of view toward Palestinians. Thus, the feeling of distrust will control the viewers for they might think that publishing such wrong information means bias toward Israel. This headline also emphasizes the emotional implications of the apology which reflects the weight of responsibility upon journalists whose views can manipulate public opinions, especially in such a conflict. It also implies that there are strong lies that might be used to shift the narrative in favor of Israel. All in all, the Pro-Palestinians headlines represent the human interests frame that evokes viewers' emotions by showing their loss and sacrifice, framing them as suffering, enduring, and resisting.

The pro-Israelis headlines also suggest the use of the human-interests frame. Starting with *"At least 40 babies, some beheaded, found by Israel soldiers in Hamas-attacked village"* use graphic and emotive language that leads viewers to sympathize with them. Noting that there are beheaded babies, the feeling of rage, shock, and empathy will take place among viewers. In other words, killing children is globally unacceptable and merciless. Thus, it will draw a picture in the mind that Israel is dealing with monsters that kill children, so it is ok to do whatever it takes to get rid of them.

Moreover, *"Israel accuses 6 Al Jazeera journalists in Gaza of being Palestinian militants"*, *"Israel demands action after journalists reportedly joined Hamas massacre"*, and *"Al Jazeera journalists were killed in car with drone-operating terror operative"* include human interests frames that represent the journalists in Gaza to "Hamas" in doing terror activities like "joined Hamas massacre", "operating terror operative", and "Palestinians militants". Thus, the viewer will have negative emotions towards journalists in Gaza since they are involved in such terror. This makes viewers angry and shocked that these journalists

are not delivering reliable and credible information to the viewers. This means that they do not follow the ethics of being journalists and thus spread lies and misinformation to alter the narrative on their side. As a result, the viewers will support and justify targeting journalists since they are responding to threats showing Israel as defensive.

All in all, the human interests frame is used differently by pro-Palestinian and pro-Israelis headlines. The former tries to gain people's sympathy toward Palestinian journalists who are being targeted to stop showing the massacre that Palestinians face from Israel. This makes the heart melt when recognizing that they are facing not only military violence but also media manipulation to switch the narrative in favor of the oppressed. However, the latter tries to connect Gazan journalists with terror, so it will show them as biased and terrorists. This in turn will justify all the actions committed against them.

The human interests frame is shaped due to the morality frame. Starting with the pro-Palestinian headlines, they focus on presenting the violation of ethical values regarding the media's false narrative as in "*spreading misinformation*" and illegal violations against the journalists in Gaza as in "*Israeli incitement against Gaza journalists*", "*11 journalists killed and 50 media organizations targeted*", and "*The voice of truth bleeding on the land of Gaza*". These headlines reflect a morality frame where ethical values are put into light when talking about the integrity and credibility of journalists while presenting a narrative, especially in such a sensitive conflict. It also shows the limitations put on the freedom of the journalists in Gaza through killing them. Doing so contributes to "*paves the way for more crimes*". This shows the significant role they play in preventing such immoral actions from happening or showing their true color to the world. Such immoral actions that target journalists who are supposed to be globally protected require condemnation. Obviously, this pro-Palestinian frame shows a sense of what is acceptable and not acceptable by highlighting such moral dimensions.

Pro-Israeli headlines also highlight the morality frame. Starting with the first headline, emphasizes the immorality of killing innocent civilians who are children while attacking the village. This represents a grave ethical violation that requires condemnation. Moreover, the other headlines confirm the immorality of the journalists of Gaza who seem to participate in militants away from real assigned roles which are neutral journalism that must follow ethical standards. Obviously, the viewer is going to value such characteristics of journalism as immoral.

All in all, each news headline is trying to resemble ethical and moral views regarding the side it stands with as well as show the other side as immoral. On one hand, the pro-Palestinian reflects upon the immorality of targeting journalists. This presents the suffering and threat that they face while doing their duty. on the other hand, the pro-Israelis show the immorality of the journalists of Gaza to justify their actions as reasonable and necessary.

In summary, this chapter provided a comparison of Israeli and Palestinian news headlines through Gaza's offensive. It examines how conflict is portrayed in the media through language, framing, transitivity, and ideology. This study will look at how these headlines' elements reinforce social institutions and sway public opinion to create contradictory narratives. These results demonstrate the media's enormous power to support or refute the prevalent conflict theories.

Chapter Five

Conclusion and Recommendations

This thesis analyzed the pro-Palestinian and pro-Israelis headlines depending on the framing techniques, transitivity system, and ideological strategies that play an essential role in shaping public perception toward this conflict. While media outlets that are considered pro-Palestinian concentrate on Palestinian suffering and depict Israel as an aggressor and occupier, media outlets which is pro-Israeli highlight Israeli security concerns and depict Palestinian actions as dangers to national security. This in turn resembles that these distinct media show completely different realities throughout this war that reflects the subjectivity behind these news agencies. Thus, it shows how complicated this conflict is to know the reality of what is happening.

However, by addressing the three thesis questions, it is clear that the thesis emphasized the way media discourse works to construct different narratives of the same events in a way that serves the side that the news supports. This causes manipulation of reality and influences viewers' understanding in favor of the power dynamic. This shows that the language used in the media contradicts reality, the colonizer has changed into a peacemaker, the oppressors are oppressed, the aggressors are victims, and the Palestinian national struggle with Israel is a world in and of itself that is flipped upside down in discourse. All this is to manipulate reality.

In addressing the main framing techniques used by both the Israeli and Palestinian news media in their coverage of the Gaza war on October 7th, the findings demonstrated that framing techniques work on presenting different themes like conflict, morality, responsibility, and victimhood. To begin with, the pro-Palestinian headlines usually portray Palestinians depending on human-interests frame and morality frame to evoke sympathy, refusal, and

condemnation against the oppressor who is responsible for the suffering, pain, atrocities, and massacres that they face. On the other hand, the pro-Israelis headlines rely on the conflict frame that shows Israel as a state has the right to defend its people and security assigning blame to Palestinians, especially Hamas. These frames are being chosen selectively for they put and omit whatever information they need to serve their purpose in presenting the other side as to be blamed. Thus, a narrative will be formed in a way to affect people's perceptions and opinions.

Moreover, this thesis addressed the transitivity system introduced by Halliday. This answered the question related to the transitivity system's roles in the coverage of pro-Palestinian and pro-Israeli headlines. Different linguistic features are employed to influence the understanding of the viewer. On one hand, the pro-Palestinian headlines focus on the use of material processes to highlight the victimization of Palestinians. Thus, they will be considered as passive recipients of violence. They also use relational processes to emphasize their suffering and the oppressive nature of Israeli actions. However, the pro-Israeli headlines demonstrate the material processes as a way that concentrates on showing Israel as an active defender that has the right to do so. They also use verbal processes to legitimize their actions while framing Hamas as the aggressor.

Furthermore, how differently ideology and power dynamics influence the language choices in pro-Palestinian and pro-Israeli headlines play a significant part in choosing the language to serve its purposes. The analysis confirmed that the role of media control and persuades peoples' minds, thoughts, and perceptions. In other words, the study evaluated how language reproduces or challenges power relations. In the pro-Palestinian headlines, the used language reflects the suffering, loss, and aggression they encounter. Thus, the ideological stances that can be noticed resemble Palestinians as victims. Controversially, the pro-Israelis

confirm the acts of violence conducted by Palestinians to justify their actions. This means the controlled ideology is self-defense right.

In short, this thesis asserted the need for critical analysis of the media discourse, especially in such sensitive conflicts. These opposing viewpoints demonstrated how the media may influence public opinion and how language plays a crucial part in supporting or refuting prevailing narratives in conflict reporting. As a result, being able to understand how framing, transitivity system, and ideological influence, viewers will be able to understand any given narrative related to the conflict in Gaza.

Recommendations

Future research might adopt a multi-dimensional approach, as both qualitative and quantitative methods together can seek to explain how media discourse-textual and visual-shapes public conceptions about the Israeli-Palestinian conflict. Such a quantitative study may count and categorize the images used in pro-Palestinian and pro-Israeli news articles, which are emotionally appealing and support or contradict the captions/headlines that present the narratives. Researchers may study how various visual representations, such as images of suffering, destruction, or military action, shape viewers' emotional responses and opinions, and relate to power dynamics and ideological positioning by the media outlets themselves. Moreover, analyzing full articles can provide a more comprehensible understanding of the used language. Future research could also take up an inter-media approach where differences across media formats-such as social media, TV, and print-are analyzed in terms of how language and image modalities shape popular opinion about conflict situations. This would offer a more holistic approach to the role of media in shaping narratives and power dynamics.

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Appendix A

Headlines: pro-Palestinian

1. On October 7, Gaza broke out of prison (Al-Jazeera)
2. Israel declares state of war, attacks on Gaza intensify (Al-Jazeera)
3. Israel attacked Rafah at night, 'all the people burned' (Al-Jazeera)
4. Israel claims killing of Yahya Sinwar; no comment from Hamas (Al-Jazeera)
5. A year of Israel's devastating war on Gaza (Al-Jazeera)
6. A cry to the whole world... North Gaza is being annihilated (Palestinian Information Center)
7. Israel's rescue of four captives kills hundreds of Palestinians in Gaza (Al-Jazeera)
8. Displaced Gazans say they are being used as human shields (Roya News)
9. Random mass graves: A phenomenon in Gaza due to Israeli genocide (Palestinian Information Center)
10. WHO: Israel wiped out entire families in Gaza (Palestinian Information Center)
11. Body of 6-year-old Hind and Red Crescent crew found after 12 days (Wafa News Agency)
12. Israel's war on Gaza updates: School strike contradicts 'all moral values' (Al-Jazeera)
13. UNRWA: Over 625,000 children in Gaza suffering from severe psychological trauma (Wafa News Agency)
14. Rescuers put human remains in backpack after Israeli attack on Gaza City (Al-Jazeera)
15. Israeli Occupation practices severe collective punishment in Gaza (Roya News)
16. Reports: 'Israeli forces' use banned phosphorus munitions in Gaza strikes (Roya)

17. Israel blocking more food than other aid in hunger-stalked Gaza: UN (Wafa News Agency)
18. Killing Gaza children and beheading their heads: Israel's unspoken atrocity (Palestinian Information Center)
19. Investigations reveal discrepancies in Israel's Gaza hospital attack claims (Al-Jazeera)
20. 'I yearn for the girl I used to be': Gaza women tell their stories (Al Jazeera)
21. A year of Israel's devastating war on Gaza (Al-Jazeera)
22. Two million civilians dying of hunger in Gaza might be justified, moral: Smotrich (Roya)
23. CNN correspondent apologizes for spreading misinformation regarding infant beheading
24. Syndicate: 11 journalists killed and 50 media organizations targeted since start of ag; (Wafa News Agency)
25. GMO: Israeli incitement against Gaza journalists paves the way for more crimes (Palest Center)
26. Al-Ghoul & Al-Rifi: The voice of truth bleeding on the land of Gaza (Palestinian Inform

Appendix B

Headlines: Pro-Israeli Headlines

1. October 7, 2023: A Date That Will Live in Infamy in Israel (Ha'aretz)
2. Israel declares war after Hamas surprise attack, launches airstrikes (Fox News)
3. Israeli airstrike on Rafah kills 2 top Hamas commanders, civilians (Fox News)
4. 'Gaza's Bin Laden,' Hamas leader Yahya Sinwar killed in Gaza (The Jerusalem Post)
5. A year after Oct. 7, some Gazans rail at Hamas for causing devastating war (The Times of Israel)
6. Northern Gaza was destroyed – what will happen next? (The Jerusalem Post)
7. IDF rescues four hostages from Hamas captivity in daring Gaza operation (The Jerusalem Post)
8. Sullivan: Israel should protect Gaza civilians despite human shields (Fox News)
9. Israeli Army denies claim it dug mass grave in Gaza (Ha'aretz)
10. Kutz family: Father, mother, and teens die in embrace (The Times of Israel)
11. US to query Israel about 6-year-old's death in Gaza (The Jerusalem Post)
12. IDF says terrorists hiding in UN school killed in strike, local officials report 23 women and children dead (Fox News)
13. Children once held hostage still working through trauma: 'Are they coming for us again?' (Fox News)
14. Several Gazans killed in strikes as IDF appears to zero in again on northern Strip (The Times of Israel)
15. Legal Expert: Israel's Siege of Gaza Is Lawful, Not 'Collective Punishment' (Breitbart News)

16. Army in response to white phosphorus report: IDF only uses legal weaponry (The Times of Israel)
17. Study says food aid meets quality, quantity for Gazans as UN, ICC say Israel starving civilians (Fox News)
18. WATCH: IDF reveals Hamas launched rockets from humanitarian area in civilian clothes (The Jerusalem Post)
19. Israeli Defense Forces release video showing evidence of Hamas weapons, tunnels linking to hospital basements (Fox News)
20. Feminists ignore pain of Jewish women in a post-October 7 world - opinion (The Jerusalem Post)
21. A year after Oct. 7, some Gazans rail at Hamas for causing devastating war (The Times of Israel)
22. Smotrich stands by 'misunderstood' comment seeming to justify Gaza starvation (The Times of Israel)
23. At least 40 babies, some beheaded, found by Israel soldiers in Hamas-attacked village (Fox News)
24. Israel demands action after journalists reportedly joined Hamas massacre (The Jerusalem Post)
25. Israel accuses 6 Al Jazeera journalists in Gaza of being Palestinian militants (Breitbart News)
26. IDF: Al Jazeera journalists were killed in car with drone-operating terror operative (The Times of Israel)