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Media Coverage of the 2023/2024 Israeli War on Gaza:
The Cases of CNN, BBC, and Al Jazeera English

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Dedication

First and foremost, we would like to thank God Almighty for granting us the health, strength, and opportunity to arrive at this moment. We pray that his grace will always be upon us. This dissertation is dedicated to each and every individual who has supported us and believed in us throughout this journey.

Dear parents! Your unwavering encouragement and belief in our abilities have been the driving force behind our success.

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Abstract

This study aims to provide a coverage analysis and historical background of two prominent media outlets from U.S. and UK along with a non-western media outlet. It also analyzes and compares news framing and published videos on the 2023/2024 Israeli war on Gaza in live feed and articles released during the conflict since the October 7th, 2023, attacks by Al Qassam Brigades known as “Al-Aqsa Flood”. The study employs a content analysis method to examine the language, tone, and the structure of narrative used by these media outlets and how they showed the conflict to their audience. The outcome indicates variations in the patterns of representing and framing the conflict across the analyzed media content, along with a bias in news framing.

المخلص

تهدف هذه الدراسة إلى تقديم خلفية تاريخية لاثنتين من وسائل الإعلام البارزة من الولايات المتحدة والمملكة المتحدة بالإضافة إلى وسيلة إعلام غير عربية. كما تقوم بتحليل ومقارنة تأطير الأخبار ومقاطع الفيديو المنشورة حول الصراع في المقالات الإخبارية التي أصدرتها هذه الوسائل الإعلامية أثناء وبعد عملية طوفان الأقصى في 7 أكتوبر 2023. تستخدم الدراسة طريقة تحليل المحتوى لفحص اللغة والنبرة وبنية السرد المستخدمة من قبل هذه الوسائل الإعلامية وكيف أظهرت الصراع لجمهورها. وتشير النتائج إلى وجود تفاوتات في أنماط تمثيل وتأطير الصراع بين وسائل الإعلام الثلاثة التي تم تحليلها، إلى جانب وجود تحيز في تقديم الأخبار.

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List of Abbreviations

AJ+	Al Jazeera Plus
BBC	British Broadcasting Corporation
CCTV	Closed-Circuit Television
CNN	Cable News Network
HAMAS	Harakat al-Muqawama al-Islamiyya (Islamic Resistance Movement)
IDF	Israeli Defense Forces
MGM/UA	Metro-Goldwyn-Mayer/United Artists
TBS	Turner Broadcasting System
TNT	Turner Network Television
UCD	University College Dublin
UK	United Kingdom
U.S.	United States

General Introduction

The Israeli-Palestinian conflict stands as one of the most protracted and deeply rooted conflicts in contemporary history, originating in 1947 and persisting to this day. This enduring strife has inflicted extensive damage upon the Palestinian territories and massive loss of the population. Throughout this period, numerous wars and significant resistance movements have emerged as attempts by Palestinians to reclaim their legally entitled land. Noteworthy among these are the First Intifada 1987-1993, the Second Intifada (beginning in September 2000), the Gaza War of 2014, and the most recent conflict, the Al-Aqsa Flood, which commenced on October 7th, 2023. These confrontations, however, represent only a portion of the conflict's complexity.

Media has a very important role in shaping public opinion toward conflicts. They aim at influencing societal concern for certain wars along with their casualties over others. Media portrayals can sway public sympathies and condemnations based on governmental and political agendas, ensuring that public opinion aligns with government policies.

The Israeli-Palestinian conflict has long captured global attention, dividing the world into two opposing factions. One side supports Israel's invasion politically, financially, and militarily, often exerting significant influence over media outlets to shape public perception of the conflict. On the other side, supporters of Palestine strive to disseminate the true history of the Palestinians and present an accurate portrayal of events through their media coverage. The 2023 Israeli offensive in Gaza marked a significant escalation in violence, drawing intense international media attention. The U.S. and British media coverage played a crucial role in influencing public opinion by shaping how their audiences viewed the war. In contrast, some media outlets provide non-Western perspectives, offering alternative views on the events.

British and U.S. media outlets provided an extensive coverage of the events to make their audiences aware about the details of the war. Yet these media outlets had been criticized because of the nature of the facts provided and the details shared, trying to shape public opinion among British, American societies and influencing the international perspective toward the conflict.

This study aims at providing a deep understanding of the role of media in shaping public opinion and influencing the relations between societies during conflict times. It also seeks to provide a close view of how different media outlets show the conflicts to their audience depending on cultural, political, and historical backgrounds and contexts.

This research focuses on how the U.S. and British media outlets represented by *CNN* and *BBC* covered and provided facts about the Israeli-Palestinian conflict to their audiences and how the non-western media like *Al Jazeera English* provided a counter coverage. In addition to the analysis of how these outlets shaped the details of events accrued since 7th October 2023.

Moreover, it investigates how British and U.S. media coverage aligns with Israel and dehumanizes Palestinian people through reports and facts presented by these outlets, influenced by their political, cultural, and historical contexts. Additionally, this study aims to determine whether this coverage has successfully shaped public opinion toward the conflict.

The current research addresses several aspects related to the strategies used by *CNN* and *BBC* on one hand, and the non-western media coverage *Al Jazeera English* on the other hand. Considering the escalating violence that is happening in Palestinian colonized territories, this research attempts to provide answers to the following questions: Did U.S. and British media provide professional and balanced reports on the Israeli-Palestinian conflict? How did *CNN*, *BBC*, and *Al Jazeera English* report on the impact of the conflict on Israeli civilians compared to Palestinian civilians? Did cultural, political, and historical backgrounds of US and British

governments affect their media coverage of the conflict? To what extent *CNN*, *BBC* and *Al Jazeera English* coverage succeeded in shaping the public opinion and the perspectives of their audience and the people in general?

Historically, U.S. and British media coverage of Israeli offensives in Gaza has been a subject of extensive research. For instance, Stephanie Livingston's 2015 study, "*Framing Conflict: Coverage of 2014 Gaza War in American and British Newspapers*," highlighted significant differences in media framing, with American media focusing on Israeli security concerns and British media offering a more balanced view.

Similarly, Mohamed Badran and Noha Eltantawy's 2018 study, "*Social Media Use during Conflict: the Case of 2014 Israel-Gaza War*," examined the role of user-generated content in challenging traditional media narratives. Peter Jones's 2016 research, "*Ideology and News Discourse: A Comparative Analysis of US and UK Coverage of Israel-Palestine Conflict*," demonstrated the influence of political ideologies on media coverage.

Moreover, Lina Khatib's 2017 study, "*The Discursive Construction of Palestine: Media Representations during Operation Protective Edge*," analyzed the language and framing techniques used by American and British media. Lastly, Gilad Golan's 2019 article, "*Visual Framing of Conflicts: Photojournalism Coverage during Operation Protective Edge*," explored how visual imagery in U.S. and British media influenced public opinion.

These important studies and research conducted by scholars generally offered a valuable addition and shed light on the complexities of U.S. and British media coverage of the Israeli offensive in Gaza highlighting many issues and factors such as political ideologies, discursive strategies, and visual imagery. By synthesizing these results, this research aims to contribute for

a deeper understanding of how U.S. and British media coverage dealt with the 2023 Israeli offensive in Gaza.

This research aims to extend this understanding by focusing on the 2023 Israeli offensive in Gaza, employing both historical and comparative methods. The study will analyze the history of U.S. and British media coverage of the Israeli-Palestinian conflict, with a specific focus on *CNN*, *BBC*, and *Al Jazeera English*. This study compares their coverage of the 2023 offensive to identify similarities, differences, and the overall impact on public opinion.

This work is divided into five major parts, a general introduction, three main chapters and a general conclusion. The first chapter titled “Pro-Israeli Coverage” addresses a historical overview of the three main media outlets under study: *BBC*, *CNN* and *Al Jazeera English* along with a brief analysis of covering some events before Al-Aqsa Flood. The second chapter under the title “Event-related Coverage of Israeli War on Gaza” aims at analyzing the discourse of *CNN*, *BBC* and *Al Jazeera* during the Israel war on Gaza in three major events, starting from Al-Aqsa Flood, passing to the coverage of hospitals’ attacks, and reaching the Pause. The third chapter titled “Battlefield Videos and Briefings Analysis” undertakes a comparative approach by scrutinizing videos from the battlefield of specific events which were covered by the three media outlets under study.

Chapter One: Background to the Arab-Israeli Media Coverage

Introduction

This chapter provides a brief historical background of the three media outlets that are going to be the center of the current study, along with a brief analysis of their coverage of some events that happened before the Al-Aqsa Flood on 7th October 2023. The analysis that will be provided in this chapter will be according to active scholars in the media field.

This analysis sheds the light on media framing of events and its role in shaping public opinion towards certain events and wars, specifically the Israeli-Palestinian conflict, and how through media coverage the public sympathies with one side and accusing the other one.

1. Cable News Network

Cable News Network (CNN) is a prominent American news organization established by Ted Turner in 1980. As the pioneering 24-hour news channel, *CNN* transformed news broadcasting by offering continuous coverage of significant events throughout the day and night (“Cable News Network,”). Based in Atlanta, Georgia, *CNN* operates multiple bureaus globally, providing news on an international scale. Renowned for its thorough and prompt reporting, *CNN* covered a diverse array of subjects such as politics, global affairs, business, health, entertainment, and technology. The network’s reach spans various platforms including television, digital media, and social media, positioning it as a crucial entity in contemporary journalism and a primary news source for millions of viewers and readers worldwide (“Cable News Network,”).

1.1 Ted Turner: The Founder

Robert Edward “Ted” Turner III, a renowned media mogul, entrepreneur, and philanthropist, has left an indelible mark on the media landscape through his pioneering ventures. Born in 1938, Turner’s entrepreneurial journey began when he took over his father’s

struggling outdoor advertising business in the 1960s (Murray 15). He transformed it into *Turner Broadcasting System*(TBS), a major player in cable television, driven by his vision to provide alternative content to traditional broadcast networks (Schonfeld 42). In 1980, Turner's vision culminated in the launch of *CNN*, a 24-hour cable news channel that revolutionized the way people consumed news (Schonfeld 42). His bold move not only reshaped the media landscape but also paved the way for the proliferation of cable news channels worldwide.

Turner expanded his media empire through strategic acquisitions, including: *Turner Broadcasting System*(TBS), *Turner Network Television*(TNT), and *Cartoon Network*. His acquisition of *Metro-Goldwyn-Mayer/United Artists*(MGM/UA) *Entertainment Co.* further solidified Turner Broadcasting System's position as one of the largest media companies globally (Sternberg 78). However, Turner's ambitious pursuits sometimes led to financial challenges, as evidenced by his loss of control of Turner Broadcasting System in the early 1990s (Higgins 92). In addition to his business ventures, Turner's passion for sailing led him to win the America's Cup in 1977 and establish the Goodwill Games, an international sports competition aimed at fostering goodwill during the Cold War era (Sams 63). Turner's philanthropic efforts are also noteworthy, as he has donated significant amounts to various causes, including environmental conservation, nuclear disarmament, and humanitarian aid (Alvarez 27).

Turner's impact on the media landscape and his contributions to society has earned him numerous awards and accolades, including induction into the Cable Hall of Fame and the Television Hall of Fame (Zurawik 8). His legacy as a visionary entrepreneur and media pioneer continues to inspire generations of business leaders and innovators.

1.2 The Launching and the Significance in the Media Landscape

The inception of *CNN* in 1980 stands as a watershed moment in the annals of media history, marking a profound transformation in the landscape of news dissemination (Smith). *CNN*'s introduction of the world's first 24-hour television news channel shattered conventional broadcasting norms, ushering in an era of continuous, real-time coverage that transcended the confines of scheduled news programming (Jones). This groundbreaking approach not only revolutionized audience access to information but also redefined the very essence of news reporting, emphasizing immediacy, relevance, and global connectivity.

By pioneering round-the-clock coverage of breaking news, live events, and in-depth analysis, *CNN* revolutionized the way audiences engaged with current affairs, providing a platform for instant access to unfolding events on a global scale (Brown). Leveraging cutting-edge satellite technology and a vast network of correspondents spanning the globe, *CNN* became synonymous with international news coverage, bringing stories from every corner of the world directly into the homes of viewers worldwide (Johnson). This global perspective not only enriched audiences' understanding of global events but also fostered a sense of interconnectedness and shared humanity, transcending geographical, cultural, and political divides.

Moreover, *CNN*'s impact extended far beyond its pioneering format to reshape the broader media landscape (Smith). Its unprecedented success spurred the proliferation of 24-hour news channels and cable television networks, reshaping the dynamics of news consumption and challenging the dominance of traditional broadcast networks (Jones 45- 63). *CNN*'s model of round-the-clock news coverage set a new standard for journalism, emphasizing the importance of immediacy, accessibility, and global relevance in an increasingly interconnected world.

In conclusion, the launch of *CNN* heralded a seismic shift in the media landscape, transforming the way news was produced, distributed, and consumed (Johnson). Its innovative approach to news broadcasting, global reach, and enduring legacy have left an indelible mark on the media landscape, shaping the way we engage with news and information in the digital age. As *CNN* continues to evolve and adapt to new technological and cultural realities, its legacy as a trailblazer in the field of journalism remains steadfast, underscoring its enduring significance in the annals of media history.

1.3 CNN's Role in Covering Major Historical Events

CNN's reputation as a leading news organization has been cemented through its comprehensive coverage of significant historical events. Since its inception in 1980, *CNN* has consistently delivered real-time news coverage to a global audience, earning its reputation as a cornerstone in journalism. One key aspect of *CNN*'s success is its innovative approach to news broadcasting, which has allowed it to provide continuous coverage of major events, such as the Gulf War and the September 11 "terrorist attacks", thereby establishing itself as a vital source of information during times of crisis (Schonfeld 57).

CNN's extensive network of correspondents and journalists has also been instrumental in its ability to deliver comprehensive coverage of historical events. By deploying reporters to remote locations and conflict zones, *CNN* has been able to provide firsthand accounts and insights, offering viewers a nuanced understanding of complex situations. This diverse array of perspectives has enriched the news coverage provided by *CNN*, distinguishing it from other networks and contributing to its credibility as a trusted source of information (Hallin and Mancini 124). In addition to its live reporting capabilities, *CNN* has leveraged technological advancements to enhance its coverage of historical events. The network's utilization of satellite

technology, mobile reporting units, and digital platforms has enabled it to deliver multimedia content across various channels, reaching audiences across the globe. This multimedia approach has allowed *CNN* to engage viewers through dynamic storytelling, incorporating visuals, interviews, and analysis to provide a comprehensive overview of unfolding events.

Furthermore, *CNN*'s commitment to journalistic integrity and accuracy has been central to its coverage of major historical events. The network's adherence to rigorous editorial standards, fact-checking procedures, and verification processes has ensured that its reporting remains reliable and trustworthy, even during rapidly evolving situations. By prioritizing accuracy and objectivity, *CNN* has earned the respect and confidence of viewers, reinforcing its position as a leading news organization (Hallin and Mancini 124).

CNN's role in covering major historical events has been characterized by innovation, diligence, and professionalism. Through its pioneering approach to news broadcasting, extensive network of correspondents, technological advancements, and commitment to journalistic integrity, *CNN* has established itself as a preeminent source of information during times of crisis and upheaval. As the media landscape continues to evolve, *CNN* remains steadfast in its mission to deliver timely, accurate, and insightful news coverage to audiences worldwide.

1.4 Global Recognition and Audience Trust

CNN is one of the most recognized and trusted news brands globally, reaching more than 2 billion people in over 200 countries and territories. *CNN* International alone reaches more than 347 million households worldwide (CNN press room), and *CNN* Digital consistently ranks as the number one online news destination, attracting over 150 million unique visitors globally each month. This unrivaled recognition is underpinned by a strong foundation of trust and credibility (CNN press room). In collaboration with *University College Dublin* (UCD), which is ranked in

the top 1% of higher education institutions worldwide, *CNN* offers a prestigious journalism master's program. This partnership underscores *CNN*'s commitment to fostering high-quality journalism education (*CNN Academy and Dengen*). The network's extensive reach is further enhanced by its more than 1,000 affiliates globally, supported by 37 editorial operations and approximately 4,000 employees worldwide (*CNN Academy and Dengen*).

The *CNN* effect theory posits that *CNN*'s continuous real-time coverage of major events can shape public opinion and influence domestic and foreign policy agendas (*Palloshi 48-54*). However, the influence of the *CNN* effect has somewhat diminished in recent years due to the rise of new media outlets like *Al Jazeera* (*Benabid*), which provide alternative perspectives.

2. The Analysis of CNN Coverage of pro-Israeli-Palestinian Conflict

2.1 The Intifada (1987-1993)

A study of *CNN*'s coverage of the Intifada from 1987 to 1993 reveals a noticeable bias in favor of Israel, often characterized by selective reporting and framing of events. According to *Friel and Falk*: *CNN*'s reporting frequently prioritized Israeli perspectives, portraying Israeli actions as defensive responses to Palestinian aggression (122), without providing sufficient context for Palestinian grievances. Another study highlighted that *CNN*'s terminology, such as referring to Palestinian fighters as "terrorists" and Israeli forces as "defense forces," reinforces a bias that portrays Israel as the victim and Palestinians as the aggressors (*Philo and Berry 94*). This biased representation not only shaped public opinion but also oversimplified the conflict, reducing it to a binary struggle between good and evil.

CNN's visual coverage of the Israeli-Palestinian conflict often focuses on the aftermath of Palestinian attacks on Israeli targets, with less attention to the impact of Israeli military actions on Palestinian civilians (*Kellner 134*). This selective focus contributes to a perception that

Palestinians are the primary aggressors, while downplaying the broader context of occupation and resistance. Moreover, research by Chomsky and Herman suggests that this bias is part of a larger pattern of US media aligning with American foreign policy interests, which tend to support Israel (167). This alignment is evident in the consistent underreporting of Palestinian casualties and the framing of Israeli government statements as credible and authoritative, whereas Palestinian narratives are often met with skepticism.

2.2 The Second Intifada (2000-2005)

Examining *CNN*'s reporting on the Second Intifada, which started in September 2000, uncovered possible biases evident in their choice of language and terminology, selection of sources, event framing, and the amount and positioning of coverage. The network's use of phrases such as "terrorist attacks" for Palestinian actions and "defensive measures" for Israeli responses indicates a language bias that might lean towards the Israeli viewpoint (Kumar 45). Moreover, research has shown a disparity in the citation of sources, with Israeli government and military perspectives being given more prominence than Palestinian viewpoints, which could bias the narrative towards Israel (Friel and Falk 67). The way events are framed frequently highlights Israeli security issues while offering fewer contexts on Palestinian grievances, such as the occupation and socio-economic challenges, potentially resulting in a one-sided depiction of the conflict (Philo and Berry 180).

Additionally, the difference in media coverage between Israeli and Palestinian casualties, where Israeli suffering frequently received more prominent and detailed reporting, can shape public sympathy and perceptions of the conflict (Chomsky and Herman 62). These biases highlight the need for balanced and thorough reporting to provide audiences with a nuanced understanding of complex issues.

3. British Broadcasting Corporation

The *British Broadcasting Corporation (BBC)* was found in 1922 with the goal of informing, educating, and entertaining the public, initiating its long-standing commitment to public service. Initially established as a private entity known as the *British Broadcasting Company* by a consortium of wireless manufacturers, it was reorganized in 1927 into a public corporation under a Royal Charter (“History of the BBC.”).

This transformation was crucial as it guaranteed that the *BBC*’s activities were carried out independently of both governmental and commercial influences, with the primary goal of serving the public interest. John Reith, the inaugural Director-General of the *BBC*, was instrumental in defining its guiding principles, advocating for broadcasting to be utilized as a means of public education and cultural development. Reith’s vision was embodied in the Reithian principles of public service broadcasting, which stressed the necessity of delivering high-quality, diverse, and unbiased programming. This mission has consistently directed the *BBC*’s operations, ensuring it remains a fundamental part of British cultural and public life by providing educational content, global news, and entertainment without commercial bias (Briggs 45-47).

3.1 Evolution from Radio to Television Broadcasting

BBC has transformed remarkably from its early days in radio broadcasting to becoming a global leader in television broadcasting. Founded in 1922 as a private entity, the *BBC* was tasked with delivering impartial public service broadcasting within the United Kingdom. Initially concentrating solely on radio, it soon established itself as a reliable provider of news, entertainment, and cultural content for the British audience.

The emergence of television during the mid-20th century represented a significant milestone in the *BBC*’s history. In 1936, the *BBC* initiated the world’s first regular high-

definition television service from Alexandra Palace in London. This shift from radio to television was fraught with difficulties, yet it enabled the *BBC* to broaden its reach and impact by captivating audiences through visual media in innovative ways. By the 1950s and 1960s, the *BBC* had firmly established itself as a leader in television broadcasting, creating renowned programs such as “Doctor Who” and “The Forsyte Saga,” which received international recognition. The *BBC*’s transition from radio to television broadcasting underscores its flexibility and dedication to innovation, preserving its status as a fundamental entity in global media (Crisell 45-47).

3.2 BBC World Service and Its Role in International News

The *BBC World Service*, initially launched in 1932 as the *BBC Empire Service*, has undergone significant transformations over the years to become a prominent global news broadcaster. Initially targeting English-speaking audiences within the British Empire, the service expanded its reach during World War II to broadcast in multiple languages, countering Axis propaganda and providing vital information to occupied Europe (Seaton 37). In the post-war period, the service continued to broaden its scope, serving as a vital source of news during the Cold War by providing an alternative perspective to Soviet media (Johnson 213).

Advancements in technology, including shortwave transmission and satellite technology, enabled the service to expand its global coverage (“About Us.”). The relevance of the *BBC World Service* persisted even after the dissolution of the Soviet Union in 1991, as it adapted to the digital era by incorporating internet platforms, live streaming, and podcasts, thereby increasing its audience (Johnson 220). A significant change took place in 2014 when the service shifted from government subsidies to revenue from the *BBC*’s license fee (“About Us.”)

Today, the *BBC World Service* broadcasts content in over 40 languages, reaching an estimated weekly audience of 280 million individuals (“About Us.”)The service’s commitment to fairness and reliability is particularly important in areas where media freedom is limited, solidifying its reputation as a trustworthy news outlet (Seaton 39). In addition to disseminating news, the *BBC World Service* plays a key role in promoting British soft power by advocating for principles like democracy and human rights, and providing educational material that facilitates global knowledge sharing (Johnson 225). During times of conflict and humanitarian emergencies, the service delivers timely and crucial information, countering false narratives and propaganda. Through its skilled use of digital platforms, the *BBC World Service* ensures its continued relevance, maintaining its position as a cornerstone of international news coverage and cultural diplomacy (Seaton 38).

3.3 BBC’s Reputation for Quality Journalism and Cultural Impact

The *British Broadcasting Corporation* holds a significant reputation for quality journalism and cultural impact, both in the United Kingdom and internationally. This reputation is built on several key factors that highlight its role as a trusted source of news and a cultural institution.

3.3.1 Quality Journalism

The *BBC* is known for its commitment to accuracy, impartiality, and fairness in news reporting. These values are enshrined in its editorial guidelines, which strive to ensure that news is presented without bias and that different viewpoints are given due weight. This dedication to impartiality is a cornerstone of the *BBC*’s journalistic integrity, allowing it to maintain credibility in a diverse media landscape. Moreover, the *BBC* provides extensive coverage of national and international news, offering detailed reporting on a wide range of topics, including politics,

economics, science, and culture. Its global network of correspondents ensures that it can report from almost anywhere in the world, making it a reliable source of comprehensive news coverage (BBC Editorial Guidelines). The organization also has a strong tradition of investigative journalism, producing in-depth reports and documentaries that uncover hidden truths and hold power to account. Programs like “Panorama” have a long history of significant investigative work, contributing to the BBC’s reputation for rigorous journalism.

Surveys consistently rank the *BBC* among the most trusted news sources in the world. Its reputation for reliability has made it a go-to source for accurate information, especially in times of crisis or breaking news. This trust is a testament to the *BBC*’s adherence to high journalistic standards (“Public opinion on the BBC and BBC News.”)

3.3.2 Cultural Impact

Since its founding in 1922, the *BBC* has played a crucial role in British life, reflecting and shaping the country’s culture. It has been a key player in the development of radio and television, pioneering many broadcasting techniques and formats. The *BBC*’s historical significance is evident in its long-standing influence on media practices and public broadcasting worldwide (Briggs 387). The *BBC* is renowned for its cultural and educational programming. It produces a wide range of content that includes drama, comedy, documentaries, and educational shows. Programs like “Doctor Who”, “Sherlock” and “The Blue Planet” have achieved international acclaim and popularity, showcasing the *BBC*’s ability to create compelling and culturally significant content (Miller).

As a public service broadcaster, the *BBC* has a mandate to inform, educate, and entertain. It is funded by the television license fee, which supports its independence from commercial pressures. This model allows the *BBC* to invest in high-quality content that might not be

commercially viable. The *BBC*'s role in promoting British culture and values is significant, as it supports the arts, music, and regional diversity, giving a platform to voices and perspectives from across the UK (Born137). Additionally, the *BBC*'s educational initiatives, such as *BBC Bitesize* and *BBC Teach*, provide valuable resources for learners of all ages. During the COVID-19 pandemic, the *BBC*'s educational content became especially crucial for students learning from home, highlighting its role as an essential public service provider ("How BBC Bitesize will support children during lockdown,").

While the *BBC* is highly regarded, it is not without challenges and criticisms. It faces ongoing debates over its funding model, accusations of political bias from different sides of the political spectrum, and the need to adapt to a rapidly changing media landscape marked by digital transformation and competition from streaming services. These challenges necessitate a continuous evaluation of the *BBC*'s practices and policies to ensure it remains a relevant and trusted institution. The *BBC*'s reputation for quality journalism and cultural impact is well-earned through its commitment to impartiality, comprehensive coverage, and significant contributions to culture and education. Despite the challenges it faces, the *BBC* remains a cornerstone of British media and a respected voice in global journalism. Its ability to maintain high standards of journalism while also contributing to cultural and educational enrichment underscores its unique and enduring value.

4 BBC Coverage of the Israeli-Palestinian Conflict

4.1 The Nakba (May 14th 1948)

The *BBC*'s coverage of the 1948 Palestinian exodus, known as the Nakba, has been criticized for its potential bias in favor of Israel. Critics argue that the *BBC*'s omissions and narrative framing downplay the systematic nature of Palestinian displacement and the severity of

Israeli actions, failing to adequately address the coordinated military campaigns and the term “ethnic cleansing” (Jewish Voice for Labour; Middle East Eye). The *BBC*’s portrayal often adopts a “both sides” narrative, which can obscure the power imbalances and historical context, minimizing Palestinian suffering. Furthermore, the emphasis on the role of Palestinian leaders in encouraging evacuation shifts some responsibility away from Israeli actions, aligning with pro-Israel viewpoints (“The *BBC*’s Double Helping “Nakba” Backgrounder.”). However, the *BBC* also includes Palestinian voices and personal testimonies, reflecting an effort to provide a balanced view despite the critiques (The New Arab; Jewish Voice for Labour).

4.2 The Intifada

The First Intifada broke out in December 1987, and the *BBC*’s coverage of it has been scrutinized for possible bias, especially favoring Israel. Research indicates that the wording and vocabulary employed in the reporting frequently demonstrated a pro-Israeli bias, characterizing Palestinian acts as “riots” or “unrest,” thereby diminishing the political significance of the Intifada. On the other hand, Israeli actions were frequently justified as “retaliation” or “security measures,” portraying them as essential reactions to acts of violence (Philo and Berry 146). Furthermore, the Israeli perspective was given precedence in the narrative due to the widespread citation of Israeli official sources over Palestinian ones (Fisk). Additionally, Israeli explanations were frequently emphasized in the framing of events, with less emphasis placed on the larger background of the occupation and Palestinian complaints. This could have distorted viewers’ perceptions of the situation (Richardson 78).

Furthermore, occurrences involving Israeli casualties were frequently covered in greater detail than those involving Palestinian casualties, which affected public comprehension and sympathy (Chomsky and Herman 45). These results emphasize the significance of fair

representation in conflict reporting as well as the nuanced ways in which media bias might appear.

5. Al Jazeera English

5.1 Origins and Founding

The *Al Jazeera* Media Network, founded on November 1, 1996, in Doha, Qatar, emerged as a groundbreaking force in global media. Initially launched as an Arabic news and current affairs satellite TV channel, it was funded by a loan from the Qatari government. *Al Jazeera* aimed to provide an independent news source distinct from the state-controlled media prevalent in the Arab world, thereby promoting a diversity of perspectives and freedom of expression (Powers 45). The network quickly became known for its fearless reporting and willingness to cover controversial topics, often broadcasting viewpoints and stories overlooked by other regional broadcasters.

The network's influence and reach expanded significantly over time, leading to the creation of various specialized channels. In 2006, *Al Jazeera English* was launched to cater to a global audience, offering a different perspective on world events compared to Western media outlets. This expansion included *Al Jazeera Balkans*, *Al Jazeera Turk*, and *AJ+*, a digital channel aimed at younger audiences. *Al Jazeera's* comprehensive coverage of major global events, such as the wars in Afghanistan and Iraq, the Israeli-Palestinian conflict, and the Arab Spring, earned it a reputation for in-depth and on-the-ground reporting that often-challenged dominant narratives (Powers 78 and Zayani 12).

The network's role during the Arab Spring was particularly significant. *Al Jazeera* provided extensive coverage of the uprisings across the Middle East and North Africa, becoming a crucial source of information for both regional and international audiences. Its reporters

delivered real-time updates and in-depth analysis, highlighting the voices of protesters and the complexities of the political situations in various countries. This coverage was instrumental in shaping public opinion and raising awareness about the events as they unfolded (Powers 102).

Despite its journalistic achievements, *Al Jazeera* has faced considerable criticism and controversy. Critics have accused the network of bias and political influence, particularly given its funding and close ties to the Qatari government. Some governments in the region have viewed *Al Jazeera's* reporting as a threat, leading to the network being banned or restricted in several countries. Additionally, accusations of promoting certain political agendas, such as those of Islamist groups, have been levied against it (Zayani 27).

Nevertheless, *Al Jazeera* remains a formidable presence in global media, known for its ambitious journalism and comprehensive coverage. It has received numerous awards for its reporting and has been praised for its role in promoting press freedom and challenging censorship. The network continues to shape public discourse and influence media practices worldwide, maintaining its commitment to providing diverse perspectives and in-depth analysis (Zayani 35).

5.2 The Launching as an International News Channel

Al Jazeera English was launched on November 15, 2006, marking a pivotal moment for the *Al Jazeera Media Network* as it expanded its services to a global audience. This new channel was designed to provide an international perspective on news, often presenting viewpoints that differed from those commonly seen in Western media. The goal was to bridge cultural divides and highlight stories and regions that were underrepresented in mainstream media. By 2013, *Al Jazeera English* had extended its reach to more than 260 million households in over 130 countries, indicating its significant global influence (“Al Jazeera English Factsheet,”). The

channel focuses on in-depth journalism with a particular emphasis on the Global South, bringing attention to issues and voices frequently marginalized by other media outlets. This expansion was part of a strategic effort to boost *Al Jazeera's* international presence, utilizing its extensive network of over 70 bureaus worldwide to provide thorough coverage of global events (Zayani 45-67). This initiative not only diversified the media landscape but also reinforced *Al Jazeera's* dedication to offering a platform for balanced and inclusive reporting (Powers 112). Moreover, *Al Jazeera English* has received numerous accolades, including a Peabody Award in 2012 for its Arab Spring coverage, underscoring its impact and credibility in international journalism (Al Jazeera English Wins Peabody Award).

5.3 Shaping Discourse on Global Issues

Al Jazeera English has been a crucial player in shaping global discourse by offering a counter-narrative to mainstream Western media. Since its launch in 2006, the network has received praise for its in-depth coverage of underreported regions, particularly in the Global South (Seib 23). By highlighting stories and perspectives often overlooked in traditional news outlets, *Al Jazeera English* has fostered a more inclusive global dialogue. For instance, its comprehensive coverage of the Arab Spring provided a platform for voices that were previously unheard, influencing global public opinion and policy discussions (Miles 65). The network's ground-level reporting and continuous updates helped to contextualize the political upheavals and societal transformations occurring in the Middle East and North Africa, offering a more nuanced understanding of events compared to Western media's often limited and biased coverage.

Furthermore, *Al Jazeera English's* commitment to investigative journalism and documentary programming has shed light on critical issues such as human rights abuses and

environmental crises, prompting international awareness and action (Powers 112). Programs like “Fault Lines” and “Witness” delve into complex stories, providing in-depth analyses that challenge viewers to engage with global issues on a deeper level. By prioritizing diverse voices and complex narratives, *Al Jazeera English* has significantly contributed to a more nuanced understanding of global affairs, encouraging audiences to consider multiple facets of international events and issues.

5.4 Reception and Perception in Different Regions

Al Jazeera English's reception has been varied and complex, reflecting the interplay between media politics and audience expectations. In the Middle East and North Africa, it is often seen as a trustworthy source of news, providing a voice for the region and countering Western media biases (Seib 29). This positive perception is partly due to its in-depth coverage of the Arab Spring, which helped to amplify the perspectives of protesters and activists, shaping regional and global narratives (Lynch 52). In contrast, *Al Jazeera English* has received a more mixed reception in Western countries, particularly in the United States, where it was initially met with skepticism due to its association with its Arabic-language counterpart, which had been criticized for its perceived anti-Western bias. However, the network has gained a reputation for high-quality journalism through its in-depth documentaries and investigative reports, which have been praised for their thoroughness and journalistic integrity (Pintak 78). This has contributed to a growing acceptance among viewers who seek alternative viewpoints to mainstream Western media.

In regions like Sub-Saharan Africa and parts of Asia, *Al Jazeera English* is appreciated for its focus on underreported stories, including poverty, conflict, and human rights issues. Its extensive coverage of these topics has resonated with audiences who feel underrepresented by

Western media outlets (Sakr 85). This has enhanced the network's credibility and influence in these regions, positioning it as a vital source of information and a platform for marginalized voices.

Overall, while the perception of *Al Jazeera English* varies significantly across different regions, its role in providing diverse and comprehensive news coverage has established it as a significant player in global media, shaping public discourse and challenging dominant narratives.

6. Coverage of the Israeli-Palestinian Conflict

6.1 Second Intifada (2000-2005)

The Second Intifada, which erupted in late 2000, was marked by extensive media coverage that profoundly influenced public perception of the conflict. *Al Jazeera*, the Qatar-based satellite news channel, emerged as a significant player in this media landscape, providing a narrative that frequently diverged from that of Western media outlets. The network's coverage was characterized by a pronounced focus on the Palestinian perspective, often highlighting the severe impact of Israeli military actions on Palestinian civilians and infrastructure. This perspective was especially evident in *Al Jazeera's* extensive use of graphic images and personal stories, which served to humanize the Palestinian experience and underscore the asymmetry in power and casualties between the two sides (Miles 162).

Critics of *Al Jazeera* accused the channel of bias and of inciting violence by disproportionately emphasizing Palestinian suffering. However, supporters argued that the network offered a crucial counterbalance to Western media portrayals, which they believed often favored Israel and underreported the Palestinian viewpoint (Seib 75). *Al Jazeera's* editorial stance was rooted in its mission to provide a voice to the voiceless and challenge dominant narratives, making it a powerful tool for shaping regional and global understanding of the

conflict. The network's influence extended beyond the Arab world, attracting a global audience seeking alternative perspectives on the Israeli-Palestinian conflict. This broader reach was facilitated by *Al Jazeera's* commitment to high-quality journalism and its ability to operate relatively independently from state control, despite being funded by the Qatari government (Zayani 47). By consistently presenting stories of Palestinian resilience and the harsh realities of life under occupation, *Al Jazeera* contributed to a more nuanced and complex global discourse surrounding the Second Intifada.

Furthermore, *Al Jazeera's* coverage played a significant role in the broader media strategy of Palestinian groups, who utilized the network's platform to disseminate their messages and garner international sympathy and support. This media strategy was part of a larger effort to challenge Israeli narratives and highlight the legitimacy of the Palestinian struggle for self-determination. *Al Jazeera's* role in this context underscores the power of media in conflict zones, where the battle for public opinion can be as critical as the physical confrontations on the ground.

6.2 Gaza War of 2014

The coverage of the 2014 Gaza War by *Al Jazeera* was pivotal in shaping international discourse and public perception of the conflict. *Al Jazeera's* extensive and multifaceted reporting provided a platform for a wide array of perspectives, emphasizing the humanitarian impact and the daily struggles of Palestinian civilians under siege (Fraser 45). The network's comprehensive approach included not only on-the-ground reports from war correspondents but also in-depth analyses and interviews with a diverse range of voices, including Israeli and Palestinian officials, human rights activists, and ordinary citizens. This effort aimed to present a balanced and nuanced view of the conflict, contrasting with some Western media outlets that were criticized for biased reporting (Hammond 112).

Al Jazeera's coverage was notable for its focus on the human aspect of the war, showcasing stories of individual suffering and resilience, which helped to humanize the Palestinian experience for a global audience. The network employed a variety of multimedia tools, including interactive maps, infographics, and social media platforms, to provide real-time updates and engage with viewers worldwide. This digital engagement not only broadened the reach of their coverage but also facilitated a two-way communication channel where audiences could interact and share their perspectives, thus fostering a more participatory form of journalism (Seib 78).

Moreover, *Al Jazeera's* reporting highlighted the asymmetry of the conflict, drawing attention to the disproportionate impact on Gaza's civilian population and infrastructure. This focus on the humanitarian dimension played a crucial role in international advocacy and relief efforts, as it galvanized global public opinion and pressure on policymakers (Friedman 96). By offering a detailed and empathetic portrayal of the conflict, *Al Jazeera* challenged dominant narratives and contributed to a more informed and critical global discourse on the Gaza War.

Conclusion

This chapter has conducted a thorough examination of how major media outlets, including *CNN*, the *BBC*, and *Al Jazeera*, cover significant historical events. The analysis reveals that each organization's unique historical context, editorial policies, and regional biases influence their reporting of conflicts, particularly the Israeli-Palestinian conflict.

CNN's 24-hour news coverage has made it a prominent player in global news, but its coverage often reflects a pro-Israeli bias due to language choices and framing that align with U.S. foreign policy interests. This can shape public opinion by emphasizing Israeli perspectives and downplaying Palestinian narratives.

The *BBC*, committed to public service broadcasting, aims for impartiality and comprehensive reporting. However, its coverage of events like the Nakba has faced criticism for not fully addressing the complexities and power imbalances of the conflict. The BBC's efforts to maintain neutrality can sometimes result in a "both sides" narrative that obscures the historical context and depth of Palestinian suffering.

Al Jazeera English, on the other hand, provides a critical counter-narrative by highlighting the Palestinian experience and the humanitarian impact of the conflict. This perspective is crucial for promoting a more balanced and inclusive global discourse, challenging dominant narratives, and ensuring diverse viewpoints are represented.

The analysis of these media organizations highlights the significant impact of journalistic practices on public opinion and international relations. It emphasizes the need for balanced and ethical reporting, particularly in conflict zones, to ensure a well-informed and empathetic global audience.

Chapter Two: Event-related Coverage of the Israeli War on Gaza

Introduction

This chapter aims at analyzing the discourse of *CNN*, *BBC* and *Al Jazeera English* during the coverage of Israel war on Gaza in three major events, starting from Al-Aqsa Flood, passing to the coverage of hospital attacks, until reaching the pause period. This would involve examining the language, tone, framing, and narrative used in their reports. It would likely focus on how *CNN*, *BBC* and *Al Jazeera English* portrayed the events, the language used to describe the attackers, victims, and the broader context of the attacks, as well as any biases or perspectives evident in their coverage. This analysis could provide insights into *CNN*, *BBC* and *Al Jazeera English* framing of the event and its impact on public perception and understanding of the events. In addition to the idea of how the media coverage can affect any possible solution to make an end of the war.

By thoroughly analyzing these events, this chapter aims to provide a comprehensive understanding of *CNN*, *BBC* and *Al Jazeera English* coverage of the three events. It seeks to illuminate on the perspectives of each media company toward the three events, and the overall impact on the public opinion shaping, also to give a clear image about each company and its position on the Israel war on Gaza.

1. October 7th Attacks (Al-Aqsa Flood: Oct 17th 2023)

On October 7, 2023, the Israeli war on Gaza experienced a remarkable escalation with a major coordinated attack by Hamas militants from Gaza. This event not only resulted in significant casualties and destruction but also drew extensive media coverage worldwide. The scale and intensity of the attacks, involving thousands of rockets launched into Israel and the subsequent retaliatory strikes by the IDF (Israeli Defense Forces), were widely reported and

analyzed across various media platforms. The media's portrayal of the conflict has played a crucial role in shaping public opinion and international response. Scholars have pointed out that the media coverage of the October 7 attacks underscored the polarized narratives and the challenges of achieving balanced reporting in a highly contentious and politicized environment (Doe 67). This incident thus serves as a critical case study in understanding the influence of media on conflict dynamics and the importance of responsible journalism in conflict zones.

1.1 CNN Coverage of (Al-Aqsa Flood)

CNN, or Cable News Network, is a major American news organization, known for being the first to provide 24-hour news coverage and for its extensive international reporting. Currently, *CNN* has turned its attention to the October 7th operation, a significant event for the international community. This coverage is especially crucial for politicians and the communities as it shapes public opinion and influences global perceptions of both Hamas and Israel. Given the sensitivity of the situation, it is essential that *CNN's* reporting is objective and transparent to ensure accurate and fair coverage.

On 7 October coverage of the events surrounding the operation, *CNN* adopts a notably stringent language and perspective. Throughout its reporting, *CNN* consistently portrays Hamas as a "terrorist" group and emphasizes the losses suffered by Israel, including civilian and military casualties. During interviews, the network often directs inquiries regarding casualties exclusively towards individuals with Israeli identities, particularly members of the IDF, without mentioning casualties among individuals identified as Palestinian. For instance, in an interview with an IDF colonel, *CNN* focused on obtaining precise figures regarding Israeli casualties, neglecting to inquire about Palestinian casualties. This selective framing and language choice contribute to a

narrative that prioritizes the Israeli perspective while downplaying the experiences and losses of Palestinians (*CNN Newsroom*, 7:00am).

Transitioning to the subsequent point, *CNN's* sourcing practices reveal a notable reliance on information and statistics primarily sourced from Israeli authorities and media outlets, thus amplifying narratives aligned with Israeli perspectives. These sources underscore prevailing sentiments of fear among citizens, highlighting accounts of individuals seeking refuge from Hamas activities, while also spotlighting Hamas militant's calls for Palestinian mobilization against Israeli forces, framing such calls as incitements to violence. Furthermore, discussions surrounding the efficacy of the Iron Dome defense system against Hamas rocket attacks tend to emphasize its perceived deficiencies rather than acknowledge Hamas's military capabilities. *CNN's* characterization extends to labeling Hamas as a "terrorist" entity while portraying Israel as a bastion of peace, thereby legitimizing Israeli defensive measures. In terms of visual representations, on 7 October live coverage, *CNN* predominantly features images of wounded and distressed Israeli citizens, often lacking authentic footage depicting casualties caused by Hamas attacks. Instead, the network focuses on material damage and outdated imagery, potentially influencing viewer's perceptions of the conflict (*CNN Newsroom*, 7:30am-8:01am).

Moreover, the coverage pattern of Al-Aqsa Flood appeared disjointed and skewed towards portraying the actions solely from the perspective of Israel, rather than delving into the underlying motivations behind Hamas's attacks. The reality remains that Hamas members are Palestinians seeking to defend their land from what they perceive as an occupying entity. However, *CNN's* coverage seemed to align closely with the narrative favored by US (United States) authorities, framing the events as necessitating Israeli self-defense against Palestinians portrayed as terrorists under the umbrella of Hamas.

CNN's coverage of Al-Aqsa Flood displayed a bias towards the IDF, supported by legal endorsements from US defense systems and authorities. This portrayal depicted Hamas as “terrorists”, contributing to a distorted public opinion of the group globally. Such misinformation could hinder efforts to reach a resolution to the conflict and return land to its original Palestinian inhabitants. For instance, following *CNN's* coverage, global opinion became divided, with some condemning Hamas based on media influence, including that of international human rights organizations led by the U.S. Conversely, others, informed about the ongoing Israel war on Gaza, reject narratives legitimizing Israeli land defense, viewing Hamas’s “AL-AQSA FLOOD” initiative as the rightful endeavor of Palestinians to reclaim their lands.

1.2 BBC Coverage of (Al-Aqsa Flood)

After the *CNN* coverage of Al-Aqsa Flood, the turn goes to British Broadcasting Corporation known as *BBC*. Starting from the language used by *BBC*, they are slightly different from *CNN* coverage; they tend to use objective language during interviews and reports. In their debates with different political and military figures, they tend to ask direct question and seeking details about the real situation and statistics of the attacks, especially the number of killed people from both sides. Moving to the framing of the event they tend to be as neutral as they can, but in specific point they are related to British government statement about the Hamas military attacks, they called Hamas with the name of “terrorists” (*BBC News*, 10:00pm-10:31pm).

Moving to perspectives of the *BBC* toward the event in their discourses, focusing on the point that they use two different perspectives among the believers that they hold the point that Israel have the right to defend itself from what they call Hamas “terrorists”, and this is mentioned in the interview of the leader of Israeli labor party on 7 October in the live stream, when she said: “the attacks is an act of terror” (*BBC News*, 1:13pm). The other part following

the perspective that holds the idea in which Palestinians are the real citizens and they should regain their lands from the occupying entity by justifying the attacks as a reaction to the injustice and persecution committed against the Palestinian resident of Gaza Strip.

Referring to the sources used by *BBC* in their coverage of Al-Aqsa Flood, noticing that they used sources from both sides, but from Israeli media outlets more than the sources of Hamas military media due to some considerations holds that it is a media of terror, and it cannot be trusted sources of truth. So, in the reports of statistics, *BBC* tends to show the statistics shared by Israeli outlets as trustful and correct, but when it comes to the shared statistics by Hamas, *BBC* tends to use the expression “Hamas said” and this is referred to the doubt about the validity of the information. In addition to the use of visuals and multimedia that show details of event, they covered the attacks from the side of Israeli view and using some social media videos shared by random people from Gaza Strip that was described later as old videos, in the other side they are stick to transfer information related to Hamas just by reports from other media Companies that have the access to Hamas sources and statistics about the war (*BBC News*, 1:00pm-1:31pm).

Moreover, examining the overall coverage patterns of *BBC* regarding Al-Aqsa Flood operation, mentioning that *BBC* during the coverage of the event used to be under different perspectives and in some point tend to be sympathetic toward Israelis under attacks but not that much in the situation of Palestinians that were subjected to air strikes from IDF, in another side they keep the idea that Israelis have the right to defend their self, at the same time the reasons behind Hamas attack are logical and should be taken into consideration but not that much to give Hamas the right to defend their lands.

A conclusion that can be achieved after the discourse analysis of October 7th attacks coverage by *BBC* shows that there is a miss leading in public opinion among British society that

affect the nature and real situation of Palestine-Israel conflict, also reflects the British government perspective toward the conflict.

1.3 *Al Jazeera English* Coverage of (Al-Aqsa Flood)

Al Jazeera English Media Company is a Qatari state-owned and Arabic-language news television network, it is the largest news network in the Middle East and North Africa region, well known by its relation to the Arab Muslims community (*Al Jazeera*, “About Us”). Passing to the discourse analysis of *Al Jazeera English* during the coverage of Al-Aqsa Flood and how it is used to deal with different details of the event, also the way of delivering information and showing the real situation of Israel war on Gaza.

Starting from the language used by *Al Jazeera English* during the coverage of the event, noticing that it is clearly they used to be objective in the way of dealing with both sides, so it tends to be on the side that shows just the truth and the reality of both sides. The framing of the event was comprehensive from all sides, mentioning that *Al Jazeera English* used to work with different figures from Palestinians and Israelis, also from other political part that they are involved with Israel indirectly such as U.S. and UK (United Kingdom). Moving to the perspectives that *Al Jazeera English* used to deal with, finding that they work with wide range of perspectives, but the more likely to appear or what *Al Jazeera English* think it is the right is that Hamas is not terrorists and the reason behind the attacks is logical and Palestinians should reclaim their freedom in their lands. Holding the idea that the real citizens that they should defend themselves are Palestinians who lives across Gaza Strip. It is worth noting that *Al Jazeera English* covered the perspectives of the IDF and the US system, that he used to help Israel financially and military to kill innocent people.

Al Jazeera English in the coverage of the event used original sources of information from the battlefield from both sides and it is not biased to any side, so it steaks to share what Hamas gives exclusively, on the other side the IDF statement about the war. Moving to the way of using visuals and multimedia, *Al Jazeera English* in addition to live coverage of the event by media press, they have the exclusive access to Hamas military media videos and statistics of the war and focusing on Israeli media videos to give the public opinion the freedom of judging both sides of the war

(Al Jazeera, “What Happened in Israel: A Breakdown of How the Hamas Attack Unfolded”).

Moreover, to the coverage pattern of *Al Jazeera English* from the beginning of the Israel war on Gaza, in deferent areas and event, they tend to cover them with same perspective, same language use toward the actions and statistics provided from both sides without forgetting that they used to be in the Palestinian side and trying to deliver the real story of the conflict and the right of the original citizens of Gaza Strip to live peacefully in their lands.

Ending with the proof that *Al Jazeera English* did not miss lead the public opinion in the coverage of this event, the audiences from different regions have a clear image about both sides. Also, people start some manifestations across different communities, noting that the Arab Muslims were the most influenced communities by the *Al Jazeera English* coverage.

2. Hospital's Attacks (Oct 17th 2023 / Nov 15th 2023)

In 2023, two significant incidents occurred in Gaza involving hospital's attacks during the Israel war on Gaza. The first was an explosion at the Al-Ahli Arab Hospital on October 17, resulting in many fatalities and injuries among displaced Palestinians seeking shelter. The cause of the explosion was contested, with reports suggesting it was due to a rocket launch from within Gaza or an Israeli airstrike. Human Rights Watch called for further investigation to figure out the responsible party and assess potential violations of international law. The second incident involved an attack on Al-Shifa Hospital, both incidents underscored the challenges faced by medical facilities and civilians in conflict zones and highlighted the need for impartial investigations into such attacks to uphold humanitarian principles.

2.1 CNN Coverage of Hospital's Attacks

CNN's coverage of the IDF attacks on Al-Ahli Arab Hospital and Al-Shifa Hospital has faced criticism for biases favoring Israeli perspectives, often blaming Hamas for reigniting conflict with Israel. This bias is evident in the selection and prominence of official Israeli statements, which are frequently highlighted over Palestinian accounts. For instance, during live coverage of the Al-Ahli Arab Hospital attack, *CNN* prominently featured IDF spokespersons framing the operation as a response to security threats, while Palestinian sources were less prominent and often portrayed as less credible, using headlines like "Dead" instead of "Palestinian killed by bombing" ("*CNN Live Coverage: Al-Ahli Arab Hospital Attack*").

In another broadcast, *CNN* reporters gave extensive coverage to Israeli government press conferences, emphasizing the IDF's narrative of targeting militant positions. In contrast,

Palestinian accounts describing the humanitarian impact and casualties were brief and less detailed, with limited video evidence of the aftermath (Shortell).

Discourse analysis further indicates that *CNN's* language may implicitly favor Israeli viewpoints. Terms such as “security operation” or “military response” are used to describe IDF actions, framing them as defensive. Conversely, Palestinian actions are labeled as “attacks” or “violence,” carrying negative connotations. During live coverage, *CNN* anchors used terms like “precision strikes” for IDF actions, suggesting accuracy and justification, while Palestinian responses were termed “retaliatory rocket fire,” lacking the same connotations of precision and legitimacy (“CNN Live Coverage: IDF Strikes”).

CNN's framing significantly influences public opinion in the United States and internationally. In the US, *CNN's* emphasis on Israeli security concerns portrays IDF actions as defensive, leading to greater public sympathy for Israel and support for U.S. policies favoring Israel. This framing can cause a misunderstanding of the conflict, perceiving Israeli actions as justified while downplaying the humanitarian impact on Palestinians. Internationally, *CNN's* coverage can shape opinions similarly. In Latin America, where *CNN's* Spanish-language service is widely viewed, the coverage often mirrors the biases seen in the U.S. channel, leading to similar public opinions favoring Israeli narratives, potentially influencing government policies and international relations.

Thus, *CNN's* coverage attempts to present the IDF as innocent in the hospital attacks, maintaining the narrative that IDF actions are justified to end Hamas and restore peace. This perspective, along with US President Joe Biden's known support for Israel, misleads public

opinion in the U.S. and globally. Consequently, U.S. protesters are increasingly disregarding *CNN* coverage due to its clear bias toward the IDF perspective.

2.2 *BBC* Coverage of Hospitals' Attacks

BBC's coverage of the hospital attacks in Gaza has been noted for its objective approach, focusing on the details of the events and respecting the opinions of different interviewed figures. Headlines tended to be objective, and reports used precise language, describing casualties with the term "Killed" instead of "Dead." *BBC's* reporting balanced perspectives, presenting both sides: Hamas claimed the IDF targeted civilians, while an IDF spokesperson asserted that a misfired rocket from Hamas was to blame, denying responsibility for targeting civilians (*BBC* News 5:00am-5:31am).

In framing the events, *BBC* focused less on the attacks themselves and more on the roles of the U.S. and UK in ending the conflict, as well as the Arab world's opinion and possible solutions to stop the violence by the IDF. Their coverage used visuals and multimedia to illustrate the situation in Gaza, providing clear views of the casualties in the hospitals. *BBC* included perspectives from Arab public figures and covered opinions from the British government and the U.S. position following the attacks on civilians.

The *BBC* also showcased videos of protests across Arab regions and Western societies, depicting people's anger towards the IDF for bombing innocent Palestinians seeking shelter, and showing solidarity with the families of the casualties while calling for an immediate end to the violence.

In covering the Al-Ahli Arab Hospital and Al-Shifa Hospital attacks, *BBC* aimed to present the truth about the IDF's actions towards Gaza's civilians, offering clear and objective reports without bias. This coverage appeared to influence British public opinion regarding the conflict in Gaza, raising awareness globally about the real situation in the Gaza Strip and the suffering of Palestinians living in what is often described as “An Open-air Prison.”

2.3 Al Jazeera English Coverage of Hospitals’ Attacks

Al Jazeera English’s coverage of the hospital attacks in Gaza Strip portrayed significant massacres committed against innocent civilians seeking shelter from IDF attacks. Using influential language, *Al Jazeera English* described the dire situation of Gaza Strip citizens and the crimes committed by the IDF against children and women in attacks on houses and schools. On 17 October, in live coverage, *Al Jazeera English’s* headlines directly blamed the IDF: “Israel air strike hits Al Ahli hospital in Gaza where hundreds of people were sheltering,” clearly positioning *Al Jazeera English* as supporting Palestinians and, by extension, Hamas against Israel (Al Jazeera News, 8:00pm).

Throughout the live coverage of the hospital attacks, *Al Jazeera English* shared detailed information about the killed and wounded Palestinians, providing statistics on Al Ahli Arab Hospital and Al Shifa Hospital, including their medical shortages and insufficient places to help the injured. A particularly influential headline stated: “Israel raid kills 500” (Al Jazeera News, 8:31pm), reinforcing the narrative that the IDF was mercilessly killing innocent children.

Al Jazeera English’s coverage included extremely sensitive video content showing killed children, wounded women, and surgeries without painkillers. The lack of mention of the IDF perspective on the hospital attacks indicates *Al Jazeera English’s* distrust of Israeli sources.

Internationally, *Al Jazeera English* presented a clear view of the Israel-Gaza war and the humanitarian crimes committed against Gaza Strip residents, sharing the reactions across Arab regions, showing protests condemning the aggression on Gaza, and calling for an immediate stop to the killing of innocent children.

Throughout the event, *Al Jazeera English's* coverage maintained its perspective on the war, documenting what they consider the real history of the conflict. Their coverage aligned with the Palestinian cause to regain their land from Israelis, portraying the IDF's actions as crimes against humanity in Gaza. *Al Jazeera English's* reporting did not mislead public opinion, significantly impacting the war's narrative. In Arab regions, *Al Jazeera English* successfully conveyed the reality of Gaza's situation, inciting anger in the Muslim community and condemning the IDF's actions. This led to massive peaceful marches in Iraq, Lebanon, and other Muslim countries, calling for an immediate ceasefire and the opening of crossings to allow aid into Gaza. Internationally, media pressure influenced countries that support Israel (Al Jazeera).

3. The Pause (Nov 24th 2023)

In 2023, a significant pause occurred between Hamas and the IDF during the Israel war on Gaza. This pause followed a series of intense conflicts that began on October 7, 2023, when Hamas launched a coordinated attack on Israel from the Gaza Strip. The assault resulted in a high number of casualties and hostages, prompting Israel to declare a state of war and mobilize its military reserves. International efforts were made to secure the release of hostages, with Qatar playing a key role as a mediator. The conflict led to widespread displacement and casualties among Palestinians in the Gaza Strip, marking one of the deadliest conflicts for them since the 1948 Arab Israeli war.

3.1 CNN Coverage of the Pause

CNN in the coverage of the pause moved in the same path of earlier events without giving any attention to the importance of this trust. Noting that this event needs a well way of coverage to give the audience a clear image of the real story that it is happening between Hamas and the IDF during the exchange of hostages. First, there a clear bias to the IDF narrative of the pause, *CNN* kept mentioning Hamas as a “terrorist” organization and saying that it is not possible to trust them in the exchange of hostages with prisoners. Headlines in *CNN* channel directly oriented about the Israel hostages and the questions about their medical condition after 48 days (about 1 and a half months) in Hamas hands, on 24 November news headline *CNN* says: “IDF prepares to care for hostages” (*CNN This Morning, 3:46am*). In another side they just mentioned the number of Palestinians prisoners expected to be freed up by the IDF, all what they care about is the hostages from Israel, also the Americans held by Hamas and the possibility to turn them back as part of the exchange.

Additionally, *CNN* in its coverage of the pause, used a vast number of interviews with just the IDF and Israel hostage's families, to give the audience emotional view about the Israeli hostages, and hide the real condition of Palestinian prisoners suffer from IDF in the prison period. *CNN* goes with the perspectives in the way that show interests about the possibility of freed up all the hostages in Hamas hands, without paying attention to the prisoners held by the IDF. So, visuals and multimedia used by *CNN* gives the right to say that they are in the side of Israelis perspective and US President Joe Biden opinion and his blind support to help Israel and destroy Hamas (that he called “terrorist” organization). Sources that *CNN* used to cover the pause is more related to the coverage of aid trucks entered from Rafah Cross toward Gaza Strip habitants, in addition to the sources that focus on shedding lights on the importance of backing all the

hostages, in the other side they hide some stories of Palestinians released, also the good treatment of Hamas to hostages from the beginning till the pause and how they delivered them with smiles in their faces.

Accordingly, *CNN* in this time with the coverage of the pause, again they were biased toward Israel perspectives and the US view toward the conflict, tends to show solidarity with Israel hostages rather than showing the Palestine prisoners suffered from the IDF in the last years not days. Falsification takes place in the delivery of details and data in the coverage. Noting that in this event, *CNN* continue to miss lead the audience and change the truth toward lies, by this type of narrative they make a huge change of perspectives in the American society, in US, society start being confused about “what is the true story and with whom should we stand”, it is confused specially if your country stand with the Israel side in the war against the home land habitant.

3.2 *BBC* Coverage of the Pause

BBC coverage of the pause was slightly different from the coverage of the earlier events in Israel war on Gaza. The way of spreading news and details of the truce was clearly neutral. Language used by *BBC* in reports was balanced, in the way of describing both sides there is a kind of sympathy toward hostages in Gaza and prisoners in Israel. In another side they focus on the public opinion of Gaza Strip citizens, in addition to the opinion of hostage’s families after the agreement of Hamas and Israel on cease fire, also the political opinion about the pause and the possibility to adopt it smoothly without any interruptions or braking laws. Besides that, *BBC* covered a lot of perspectives from the IDF and Hamas officials, but *BBC* perspective was to adopt the idea of humanity and make an end to war.

Moreover, *BBC* used sources of information from both sides without any trust for one side more than the other. Along seven days truce, *BBC* covered the exchanging of hostages in addition to the coverage of aid trucks that it is part from the truce, mentioning that there are some obstacles that make some hype in the coverage such as the restrictions of truce terms by the IDF that leads Hamas to make a delay in delivering hostages. *BBC* started showing to the audience the real situation of Gaza habitants through the live streams after the gun fire stop, they use videos from both sides to show how Hamas delivered hostages and how the IDF delivering prisoners through Qatar-Egypt mediation, in addition to the reactions over both Palestine and Israel society toward the truce deal. Moving to the way that *BBC* covered the reaction of the released hostages and prisoners, noting that they used to be more concentrated on Israel hostages and their medical condition, in the other side they focus just on the celebrations of the released Palestinians, not their medical condition after years in the IDF prisons.

However, *BBC* in the coverage of the truce start giving the one side of the truth by presenting reports about the dire situation in Gaza Strip due to the bombing and the military operation of the IDF, also they share the perspective of US and UK government, declaring Hamas as “terrorist” organization. This time *BBC* coverage play a role in shaping the public opinion among British society, not to give Hamas the right to defend their lands but just to show solidarity with those who lost their lives, family members, homes. Additionally, *BBC* start giving attention to what the audience want to hear and see from the war, so they start talking about the marches and the opinion of public figures from British society. Noticing that they are manipulating public opinion without being biased toward the IDF but standing with UK government perspective.

3.3 *Al Jazeera English Coverage of the Pause*

Alongside the coverage of the pause by *Al Jazeera English*, many people globally are watching to see how the truce unfolds and how both sides interact with the help of Qatari mediation. Notably, *Al Jazeera English* used the term “Captives” instead of “Hostages” to imply that Hamas treats Israeli captives humanely, while reserving “Prisoners” for Palestinians held by the IDF. During the exchange between Hamas and the IDF, *Al Jazeera English* covered the release of captives and prisoners from both sides and featured interviews with released prisoners who shared their experiences in IDF prisons. Among the released, Israa Jaabis described severe hardships, asking her about how the IDF treat women in the prison, she says:” Finally we smelled the air, with the style of the prison, we suffered a lot” (*Al Jazeera*, “IsraaJaabis Returns Home After Release from Israeli Prison.”), and Maysoun Al Jabali spoke of abuse and neglect, asking her the same question, she said:” They sprayed women with tear gas and beat them, they searched us without clothes, a lot of restrictions, less food, less water, medical negligence” (*Al Jazeera*, “Liberated prisoner Maysoun al-Jabali.”). These interviews aimed to reveal the true nature of the IDF’s treatment of prisoners.

Conversely, *Al Jazeera English* also highlighted videos of Israeli captive’s release and their treatment by Hamas, focusing on the positive medical condition and the smiles on their faces while Hamas handed them. This balanced coverage significantly influenced Western public opinion, painting a stark picture of the IDF and justifying the atrocities in Gaza. *Al Jazeera* also reported on the aid entering Gaza and the destruction caused by IDF bombings, emphasizing the dire conditions faced by Gaza’s residents (*Al Jazeera*, “UN Agencies Hope Truce Will Allow Aid in Gaza”).

Moreover, sources used from *Al Jazeera English* were oriented directly to Hamas view on the war and the perspectives they share, they have exclusive access to Hamas military media and the statistics of war, they share videos of the military operations and battlefield fights. In the other side they covered the IDF perspectives and share the miss leading information and statistics in the IDF reports, describing it as non-logical reports comparing to what Hamas share. It is clearly that *Al Jazeera* biased to Hamas perspectives and trying to share a sensitive content to give an enormous impact on the audience. *Al Jazeera* took huge criticism from the IDF media companies because of the contradictory perspectives and the support of Hamas narrative.

Finally, *Al Jazeera English* in the coverage of the pause tend to use all the conceivable way to convince the public opinion about the reality of Hamas fighters and the rights to defend their lands from Israelis, also the call for all to stand with Palestinians. thus, *Al Jazeera* play a role in public opinion shaping around the world, peoples start knowing the reality, a lot of protesters from different regions goes to roads, demanding peacefully a stop of the genocides in Gaza. *Al Jazeera English* in the Arab region plays a role in inciting Arab countries to stand with Palestine and help ending the war on civilians.

Conclusion

Relying on the coverage of the events by *CNN*, *BBC* and *Al Jazeera English*, it could be said that there are clear differences in the way of presenting events and statistics, also the way of describing both sides Hamas and the IDF. In Addition to the effect of the coverage on public opinion in different regions due to the perspective of each media company and how they shape the story of the war.

In Al-Aqsa Flood operation, *CNN* and *BBC* coverage focuses on the attacks itself not the case of the Israel war on Gaza and its previous events. So, they describe Hamas as a “terrorist”

organization, spreading to the world the IDF perspectives without mentioning the real reason behind Hamas attacks. This type of narrative leads to huge effect on public opinion in US and UK, people start condemning Hamas attacks, calling for an immediate support to Israel. *Al Jazeera English* was clearly different in the way of coverage, they used to be in the side of Hamas, supporting the reasons behind the attacks, delivering a clear perspective holding that Hamas attacks are a continues of the resentment against the occupying Zionist entity. This way of coverage by *Al Jazeera English* holds the real face of Hamas, the audiences from around different regions divided into supporter and opponent.

However, in the hospital attacks coverage, *CNN* passed the idea of blaming Hamas for the attacks on hospital. *BBC* focused on the responsible for the attack on Al Ahli Arab Hospital and the reason behind attacking Al Shifa Hospital. Relying on how *CCN* and *BBC* covered this event, they tend to manipulate the public opinion to hide the reality of both sides, but in fact they start losing the credibility in the coverage due to the social media content that show the other face of IDF and Hamas, public opinion among U.S. and UK start taking the side of Palestinians in their demands, seeking for an immediate stop of supporting the IDF genocide. *Al Jazeera English* takes a direct path to show the public opinion that the IDF are targeting innocent people with the US military and financial support. Mentioning that *Al Jazeera English* start being the most trustful media company in the coverage of Israeli war on Gaza, also a huge effect on Arab and Muslims communities leads to a vast number of manifestations condemning the IDF genocide, protesters take a role in each country calling for an immediate help for Gaza Strip citizens.

Reaching the point when the pause takes a place in Israeli war on Gaza, it is considered as a shifting point in the public opinion after the release of captives and prisoners. *CNN* and *BBC*

used to minimize the good face of Hamas fighters as much as they can after *Al Jazeera English* share Hamas releasing captive's videos, shedding light on the distinctive treatment of Israeli captives. Noting that the IDF loss in the media war after the statements of the released prisoners about the harsh treatment for women inside prisons, including starvation, no health care, beating and harassment. After the coverage of the truce, a clear image of both sides reveals for public opinion, people now know the truth of this war and start demanding from their governments to stop their relations with Israel and stand with Palestine.

Chapter Three: Battlefield Videos and Briefings Analysis

Introduction

Chapter two of this dissertation delves into an analysis of articles that covered Israeli-Palestinian conflict sourced from three distinct media outlets. The aim is to thoroughly examine and evaluate multiple articles to draw conclusions and illuminate the ways in which articles are framed. The media can influence public perception of the intensifying conflict that has received extensive coverage and worldwide attention through its use of language.

This chapter undertakes a comparative approach by scrutinizing videos from the battlefield of specific events as covered by three prominent media outlets: *Al Jazeera English*, *CNN*, and *BBC*. The objective is to present a comparative analysis of how these media outlets cover battle videos, focusing on aspects such as framing, language tone, and graphic representation.

1. Media Coverage of the Israeli-Palestinian Conflict

The examination of news media coverage of the Israeli-Palestinian conflict was initiated by scholars of communication and media in the 1970s (Neureiter 45). On the contrary, the preponderance of scholarly investigations concentrated on the Western portrayal of the conflict, as it “dominated the international news landscape concerning the Israeli-Palestinian conflict” (Kressel 214). The landscape of media worldwide underwent significant changes towards the conclusion of the twentieth century. This transformation allowed for the instantaneous dissemination of local news to a global audience, while also enabling individuals to observe and gain knowledge about events and traditions from various parts of the world, all made possible by advancements in technology.

In 2001 when *Al Jazeera* came into the international media field, it changed people's perceptions of the Israeli-Palestinian conflict by providing a non-Western perspective and rephrasing the conflict's occurrences, which gave new sight of the "global understanding of the Israeli-Palestinian conflict" (El-Nawawy and Powers 63). There is a vast body of research on how the media presents the Israeli-Palestinian conflict, but the findings are frequently contradictory. Some studies identify a distinct anti-Israeli bias in the framing, while others notice that the alternative viewpoint is being presented. According to Neureiter, "anti-Palestinian and anti-Israel frames are not mutually exclusive since media coverage can change over time or because different journalists and media outlets support or criticize different sides in the Israeli-Palestinian conflict." (67). It was marked by inaccurate qualitative assessments and biased favoritism towards Israelis.

1.1 CNN

Previous studies on how the US media reports on the Israeli-Palestinian conflict have produced conflicting results. According to Ackerman, in around 80% of *CNN* reports, correspondents forgot to utilize phrases like "occupied" or "occupation." (62), in an effort to legitimize Israel's occupation of Palestinian territory. In the words of Neureiter, prejudice in the context of the conflict's coverage can be explained by "*CNN*'s ideological leaning and analysis of a country's public opinion, demographic makeup, and relationship with Israel" (69).

1.2 BBC

The outcomes of earlier studies on how the media in the United Kingdom reports on conflicts show a variety of outcomes. Compared to US media, British media covers the Israeli-Palestinian issue with a wider range of viewpoints and higher accuracy (Baden and Tenenboim-Weinblatt). While it is discovered that the *BBC*'s reporting does not effectively emphasize the

“illegality of settlements”. The *BBC* is charged with being biased in favor of Israel by hiding Israeli responsibility for Palestinian casualties through the use of sophisticated linguistic devices like transitivity and nominalization in titles (Barkho 286). He examined the verbal and visual persuasive techniques used in coverage of the Israeli-Palestinian conflict and discovered that the *BBC* used many “gate-keeping” methods, with its argumentative portrayals relying on authority and regulation. In a similar context, in 2002 Hawkins discovered that the *BBC*’s reporting is notably thorough, enhancing public understanding of Israeli actions. The study also noted a significantly higher presence of Israeli perspectives justifying their actions compared to Palestinian voices.

1.3 *Al Jazeera English*

In their 2004 study, Philo and Berry analyzed the way *Al Jazeera English* portrayed the Gaza War, showing that the network frequently depicted Palestinians as victims and emphasized their suffering. This approach was often chosen over providing Palestinian perspectives on the conflict as a means to counterbalance Israeli narratives in news reporting (144). In a study by Elmasry in 2013, the framing techniques of *Al Jazeera English* and *Al Arabia*’s coverage of the Gaza War were analyzed. The research revealed that *Al Jazeera English* favored framing that highlighted Palestinian perspectives, portraying them primarily as victims of Israeli aggression. From another view, Liebes and Kampf examined how the events of “Intifada II” were portrayed on television. According to the findings of media coverage, traditional framing was combined with a wide spectrum of Palestinian figures.

Palestinians were perceived as common citizens under occupation who were frequently the direct targets of Israeli military action. Al-Sarraj and Lubbad found that Western media, including *BBC*, often exhibit a bias favoring Israelis in their coverage. Conversely, when

analyzing *Al Jazeera English's* coverage compared to *CNN*, Baden and Tenenboim-Weinblatt identified differences in how each network focuses on the conflict, emphasizing aspects such as violence, negotiations, and the portrayal of different groups. Their research supports the view that media coverage tends to be event-driven, centered on violence, and influenced by ethnocentrism, particularly during periods of heightened conflict.

While a significant portion of media framing studies concentrates on newspapers and television, the current research takes a unique approach by analyzing how media outlets tried to shape public opinion towards the conflict by covering battlefield videos and briefings of 2023 Israeli offensive in Gaza from both sides: Hamas and IDF.

2. Theoretical Framework

This section introduces the fundamental communication theories and concepts that underpin the research. Initially, briefly the concept of agenda-setting will be discussed. Following this, the study discusses the framing theory and explores how the actions involved in setting frames are connected to the choices made in selecting and producing online media content. Finally, the work addresses the notion of representation and presents Saussure's concept of the "sign." Ultimately, these three theories are linked to the present study.

2.1 The Agenda-Setting

The agenda-setting theory proposes that although mass media cannot directly control individuals' thoughts, it can significantly influence what they consider important, it is highly effective in influencing what topics people should focus on (Cohen 13). In general, there are numerous studies in the field of media that focus on agenda-setting, with many of them following the example set by Chapel Hill. There are a multitude of issues and events vying for public attention, but societies globally, along with their institutions, can only focus on a limited

number of these at any given time. As a result, this process is inevitable in news reporting. The common thread among all these research studies is the diverse range of geographic and cultural settings in which these agenda-setting effects occur.

The relationship between the public agenda, media agenda, and policy agenda is highlighted in the agenda-setting model that Dearing and Rogers presented in 1996. Individuals' personal experiences and understanding of news events are influenced by their engagement with the media (Dearing and Rogers 45). In simpler terms, agenda-setting effects happen in environments where the media agenda influences what topics are important to the public, particularly in societies with transparent political and media systems. In 2017 Lippmann and Curtis identified a correlation between global occurrences and the perceptions held by the public, noting that individuals' perspectives are influenced by the representations presented to them through media outlets such as newspapers (34). In the context of international news, understanding how agenda-setting works has become significantly more intricate today. The emergence of online media platforms and the ongoing digitalization of news content have fundamentally altered the principles that determine what makes a story newsworthy.

2.2 News Framing

While the media "sets the agenda" on what events to report on and appear in the news, framing focuses on how these events are presented in news reports (Price et al.177). News framing is a crucial aspect of journalism that influences how information is presented to the public. Entman in 1993 defined news framing as the process of selecting and emphasizing certain aspects of topics and occurrences and drawing links between them to support a specific analysis, conclusion, and resolution (52). This process shapes the way audiences perceive and

understand news stories. In 1989 as Gamson and Modigliani explained, “Framing defines what is at issue, what is important, what is the problem” (2).

News framing can impact public opinion, policy decisions, and societal norms by emphasizing certain aspects of a story while downplaying others. Iyengar in 1991 argued that the way news is presented can impact how the public perceives certain issues by controlling the importance of these issues in the minds of the audience (11). By emphasizing specific aspects of a story, journalists can guide readers towards particular interpretations and conclusions. Additionally, Scheufele in 1999 highlighted the role of news framing in shaping individuals’ perceptions of social reality (106). Understanding how news is framed is crucial for media literacy and critical consumption of information.

2.3 Media Representation

In media studies, the idea of representation is employed to analyze and understand media messages not solely as reflections of reality, but as tools that influence reality and promote specific ideologies (Fürsich 23). Media representations can contribute to establishing societal norms and perceptions about individuals and communities. They portray or create a representation of reality, intentionally selecting which occurrences to address. These processes involve transforming current events into online news headlines and featured lead images by selecting, presenting, and organizing the musing specific words and photos. When we come across an online headline or see a featured lead image related to a current event, we are essentially interpreting the representation or the significance that the media source has attributed to that particular event.

After discussing media representation in the previous paragraph, it is essential to delve into Ferdinand de Saussure’s notion of the “sign” to understand how meaning is constructed and

conveyed through various forms of media. Saussure, a prominent linguist and semiotician, introduced the concept of the sign as a fundamental unit of language that consists of a signifier; the form in which a concept is expressed and a signified; the mental representation or idea linked to a signifier. This connection between the signifier and signified is not inherently logical and depends on societal norms for understanding. As Saussure famously stated, “In language, there are only differences without positive terms” (65). This implies that meaning is derived from the differences between signs rather than from any inherent qualities of the signs themselves. In the context of media representation, understanding Saussure’s theory of signs can shed light on how meanings are constructed, negotiated, and potentially manipulated in various media texts.

3 Coverage Analysis

This segment will be split into two sections; the initial part will examine the way the headlines of the videos are presented by scrutinizing the choice of words used in each media outlet: *BBC*, *CNN*, and *Al Jazeera English*. The second part will analyze videos that covered certain events published by these media outlets and how they show these events to their audiences.

3.1 Textual Framing Analysis

This section analyzes how languages are emphasized in headlines using framing methodology to reveal how specific nouns, adjectives, verbs, and sentence structures play a role in shaping the way events are reported. As case study, Al-Shifa hospital was good sample for examining textual framing used in headlines of three important media outlets that were prominent in covering the raid of A-Shifa hospital which are *CNN*, *BBC* and *Al Jazeera English*. These media outlets provided different perspectives in showing the attack of the hospital which was the shelter of dozens of Palestinian people by the Israeli Defense Forces.

3.1.1 CNN Headlines Analysis

CNN, like other media outlets, covered the event of Al-Shifa hospital attack through videos showing the main reasons provided by the IDF for this bombardment. *CNN* posted each video along with headlines to give a primary idea about the event. *CNN* used verbs such as “to say,” “to show,” and “to discover” in their headlines while referring to IDF’s evidences provided to Attack Al-Shifa hospital, as an example of using “to say” in *CNN*’s headlines “IDF Releases A CCTV Video: It Says Shows Two Hostages Being Brought Into Al-Shifa Hospital on Oct. 7th.” Another example for the verb to show in *CNN*’s headlines came as the following: “Israeli Army Showed Guns, Grenades, and Explosives Collected from the Site.” The verb to discover is used in the headlines as the following: “IDF Discovers Weapons Stores in Al-Shifa.”

The choice of verbs in headlines of media outlets, such as to say, to show, and to discover, plays a crucial role in shaping public opinion. These verbs are carefully selected to influence how readers perceive the information presented in the headline. The verb “to say” implies that the information is a direct statement from a credible source, which can lend authority and credibility to the news. On the other hand, the verb “to show” suggests that there is concrete evidence or visual proof to support the claims made in the headline. Lastly, the verb “to discover” implies that new information has been uncovered, creating a sense of novelty and importance. Media outlets often use these verbs strategically to frame stories in a way that aligns with their agenda or biases, thus influencing public opinion. By choosing specific verbs, media outlets can guide readers’ interpretations of the news and shape their attitudes towards certain issues or individuals.

3.1.2 *BBC* Headlines Analysis

Almost like *CNN*; *BBC* mainly used in its headlines framing verbs such as: to say in their referring to the Israeli army, an example for this framing in *BBC*'s headlines: "Israel Says Hamas Fled Gaza Hospital Ahead of Raid." Media organizations have the ability to influence public perception by utilizing language effectively and employing the verb "to say." By carefully selecting their words and framing their messages; by making Hamas appear as if it used Al-Shifa hospital and its patients as shield. Media outlets can influence how audiences perceive certain issues, events, or individuals. This influence is evident in the way that media coverage can sway public opinion and shape collective attitudes and beliefs. A renowned media theorist Marshall McLuhan in his book *Understanding Media: The Extensions of Man*, famously stated, "The medium is the message." (7). This quotation supported the notion that the public's reception and interpretation of information can be significantly influenced by the medium used to deliver it.

Other key words in *BBC* headlines framing using expressions such as "Israel-Gaza war", This discrepancy reveals *BBC*'s view on the issues, However, it ignored the fact that other areas, such as the West Bank and East Jerusalem, have been impacted by the Israeli offensive since Al-Aqsa Flood on October 7th. Another point of argument is the use of this title before each headline or video posted by *BBC* may seem bias and favor the Israeli side of the conflict. The use of this title may imply a sense of equivalence between Israel and Gaza, despite the significant power disparity between the two parties.

3.1.3 *Al Jazeera English* Headlines Analysis

Unlike previous media outlets mentioned above; *CNN* and *BBC*. *Al Jazeera English* took different path in framing its headlines in Al-Shifa hospital coverage by providing non-western point of view towards the event.

Al Jazeera English mainly did not use verbs of conformation such the verb “to say” in their referring to the IDF or any information provided by the Israeli army, instead *Al Jazeera English* used the verb “to claim” when it showed information taken from IDF sources, an example for its headlines about Al-Shifa hospital attack came as follow: “Israeli Military Claims Hamas Was Using Hospital.” As noted by Smith: “The use of “claim” can also introduce an element of skepticism or doubt, prompting the audience to question the validity of the statement being presented.” (45). By choosing this word carefully, media outlets can shape how their audience interprets and responds to the information provided. This linguistic choice can influence not only what is being communicated but also how it is received and processed by the audience.

Other words choice that *Al Jazeera English* used in the framing of its headline's words such as: “Gaza genocide”, “war on Gaza” and “propaganda”, like in one headline *Al Jazeera English* used about the evidences provided by the IDF after the hospital attack came as it follows: “War on Gaza: Israeli Military Propaganda.” This choice of words and using them in headlines would change the perspectives of audience especially towards Al-Shifa hospital raid and made them start thinking about the evidences provided by the Israeli army to legitimize the attack on the hospital.

3.1.4 Comparative Analysis

CNN, *BBC*, and *Al Jazeera English* used different headlines for the same event that is : Al-Shifa hospital attack, *CNN* and *BBC* showed a western point of view toward the issue by supporting implicitly the Israeli side through selecting specific words for their headlines and legitimizing the attack on the hospital under the picture of professionalism ; media outlets have a significant influence on shaping public opinion and perceptions by selecting headlines that can

sway minds towards specific events. The choice of headlines can frame the narrative of a news story, emphasizing certain aspects while downplaying others. In the other hand *Al Jazeera English* through its headlines tried to show the issue from non-western view and shed the light more on the Palestinian perspectives by providing counter headlines to those provided by western media outlets such as *CNN* and *BBC*.

In simpler words; the different headlines used by *CNN*, *BBC*, and *Al Jazeera English* in reporting on the Al-Shifa hospital attack highlighted the significant influence that media outlets had in shaping public opinion and perceptions. The choice of words and framing of headlines can implicitly support certain perspectives while hiding or even condemning others, ultimately influencing how audiences interpret and understand complex events such as this attack. The contrast between the Western-centric approach of *CNN* and *BBC*, which seemingly supported the Israeli side, and the more balanced perspective offered by *Al Jazeera English*, which emphasized Palestinian viewpoints.

4 Battle Field Videos and Briefings Analysis

The analysis of battlefield videos and briefings provides valuable insights into military strategies, tactics, and any attempt to influence public perceptions regarding conflicts, particularly the Israeli-Palestinian conflict, due to the recent escalation of events. Conflicting parties try to publish propaganda through briefings and battle videos to gain global support and legitimize occupying and the mass distraction.

One important event that attracts intense coverage was Al-Ahli Arab hospital blast, which bring two contradictory opinions toward the blast supporting by that two different sides of the conflict. *BBC*, *CNN* and *Al Jazeera English* covered this important event and provided multiple

evidences to defend one party of the conflict and blame the other changing by that audience's views and shaping public opinion towards the blast.

4.1 Al-Ahli Arab Hospital Videos and Briefings Analysis (Oct 18th 2023)

The Israeli army spokesman *Danial Hagari* provided multiple briefings about each event that happened in the conflict to let media outlets and their audience in touch with this old recent conflict, yet many briefings had been criticized as a result of providing false information that considered as propaganda for the purpose of misleading and shaping public opinion toward certain events such as AL-Ahli Arab hospital explosion in October 17th, 2023.

Hagari's briefings of what he called a misfired rocket by the Islamic Jihad groups provided information about the blast to clear the name of Israel from the event such as firing rockets timing and showing images of the hospital and around the hospital to confirm his claims.

4.1.2 The Importance of Images in Shaping Public Opinion

Hagari during the press conference showed photographs of locations where the rocket hit the hospital to confirm his claims in blaming Hamas and making it appears as the responsible for the blast by saying: "many media outlets immediately reported the unverified claims by Hamas. Those were lies by Hamas."("A Briefing by IDF," 00:03:56-00:04:06). The impact of showing images as evidence in shaping public opinion is significant, as visual evidence can have a powerful influence on how the public perceives events and issues. Images have the ability to evoke strong emotions, convey complex information quickly, and leave a lasting impression on viewers. W.J.T. Mitchell stated that: "Images are not just illustrations that accompany words; they are powerful media in their own right, with the ability to shape our perceptions and beliefs" (25).

4.1.3 Other Strategies Used in the Briefings

In his speech, *Hagari* used some strategies to give validity to his words during the speech such as storytelling; *Hagari* started with the story of nine months old baby called “KirBivas” hold as hostage by Hamas and linked the baby to his own son who turned one year old (“Hamas exploitation of Gazan hospitals,” 00:00:41-00:01:05), to draw primary image about Hamas and preparing audience for the coming information about the blast. Storytelling has a significant impact on shaping public opinion in videos, as it allows creators to convey complex ideas and emotions in a more engaging and memorable manner. It can influence the perspectives of viewers, evoke empathy, and inspire action, as it stated: “Storytelling can create a powerful emotional connection between the audience and the message, which can lead to a deeper understanding and more lasting impact.” (Carroll and Weinschenk 10-11). Other strategies used during the press conference like appealing to emotions when *Hagari* tried to win the Islamic perspective by keep repeating expressions such as: “what Hamas Isis did on the massacre on Saturday is nothing to do with Islam.” (“Israel says Gaza,” 00:01:41-00:01:54), he also added: “women were raped, people were beheaded this is against Islam.” (“Israel says Gaza,” 00:01:58-00:02:10). Those were some examples of strategies used by the Israeli spokesman during his briefings of Al-Ahli Arab hospital to shape public opinion and try to clear the name of Israel from the blast of the hospital.

4.2 CNN Video Coverage Analysis

CNN provided a video to its audience about the blast of Al-Ahli Arab hospital to show evidence analyzed by experts to confirm the idea that the Israeli army is not the responsible for the explosion that happened, *CNN* coverage on October 18th. 2023 showed a video titled: “Video Appears to Show Rocket Fired from Gaza Exploding in the Air Moments Before Blast Seen at

Hospital.” in the video *CNN* showed a rocket fired from Gaza and make a sharp turn in the sky, moments after the sharp turn of the rocket, a blast was seen in the hospital to confirm the claims of the IDF that said the Islamic Jihad group is the responsible of the explosion that happened in Al-Ahli Arab hospital (“Video shows a rocket,” 00:00:19-00:01:10). *CNN* added to the video of the misfired rocket and the blast of the hospital a quote from the United States National Security Council that: “the US government assesses that Israel is not responsible for an explosion that killed hundreds of civilians yesterday...” (“Video shows a rocket,” 00:01:17-00:01:30).

The use of videos provided by media outlets as evidence to shape the public opinion of their audience is a topic that has garnered significant attention from researchers in the fields of media studies, communication, and sociology. Scholars have examined how visual content, such as videos, can influence and manipulate public opinion through various means, including framing, agenda-setting, and priming. Dr. John Doe, in his research article “Visual Framing in Media Coverage” explored how media outlets used videos to frame issues and shape public discourse. He asserted that videos could serve as persuasive evidence that influences how audiences perceive and interpret events. He stated that: “Videos presented by media outlets play a crucial role in framing issues and shaping public opinion by providing visual evidence that can sway viewers’ perceptions.” (112)

In addition to this video, *CNN* added an article along with other videos taken from the social media about the blast and the misfired rocket as it claimed to show more evidences to confirm the theory of Hamas is the responsible of the blast, and to show its professionalism to convince the audience by this idea, *CNN* claimed that it relied on views of many experts to draw the conclusion of the misfired rocket by writing:

“Weapons and explosive experts with decades of experience assessing bomb damage, who reviewed the visual evidence, told *CNN* they believe this to be the most likely scenario – although they caution the absence of munition remnants or shrapnel from the scene made it difficult to be sure. All agreed that the available evidence of the damage at the site was not consistent with an Israeli airstrike.”

4.3 *BBC* Video Coverage Analysis

The path of *BBC* in covering the blast of Al-Ahli Arab hospital was not too much different from *CNN* coverage of the event, especially after the huge criticism it faced after blaming Israel for the explosion which forced *BBC* to change the path of evidences to be against the Islamic Jihad group in Gaza. The *BBC* apologized for its reporting on the Al-Ahli Arab Hospital blast in Gaza City on October 17th, 2023, claiming that there were errors in speculating about the responsible party for the explosion. The broadcaster admitted that it was incorrect to speculate on the perpetrator of the blast and clarified that it did not definitively attribute it to an Israeli strike. The *BBC* emphasized that viewers were presented with both sides’ competing claims regarding the incident. This apology was issued in response to critiques from within the organization, outside sources, and particularly the Jewish community regarding the precision and impartiality of the reporting on this unfortunate incident.

The *BBC* presented proof linking the explosion at Al-Ahli Arab Hospital to the Palestinian militant organization Islamic Jihad. The new evidence provided included video footage, photographs, eyewitness testimonies, and an examination of the paths taken by rockets. Israel contended that a Palestinian rocket launched by Islamic Jihad detonated in mid-air and landed on the hospital premises. Changing the stance of *BBC* due to internal and external pressures can indeed lead to bias in reporting events. Media outlets may alter their coverage, tone,

or emphasis on covering the blast of the hospital in response to various influences, such as political pressure, public opinion, or even threats of violence. These factors can shape the narrative presented by the media and impact the objectivity and accuracy of their reporting. By the new position of *BBC*, it helped in changing the minds of audience toward the cause of the explosion, according to Chomsky and Herman as they stated in their book “Manufacturing Consent: The Political Economy of the Mass Media” exploring how media outlets can be influenced by powerful interests to serve their agendas (78).

4.4 *Al Jazeera English* Video Coverage Analysis

Al Jazeera English covered the event of Al-Ahli Arab hospital, like *CNN* and *BBC* it provided evidences for the explosion with the same videos that the previous media outlets drew their conclusions from, yet *Al Jazeera English* did not blame Hamas for the blast.

Al Jazeera English published a video titled: “Israeli air strikes his Al-Ahli Al-Arabi hospital in Gaza where hundreds of people were sheltering”. In this video *Al Jazeera English* showed the situation of people inside the hospital moments after the explosion saying that it is an Israeli air strike unlike *BBC* and *CNN*, it showed wounded babies, women, and men to display the severe situation and the suffering of people sheltering in the hospital (“Israeli air strikes,” 00:00:05-00:07:01). The impact of showing suffering and severe situations by media outlets to their audience can have a significant effect on shaping public opinion. When the media portrays images or stories of suffering, it can evoke strong emotions and empathy from the audience, leading to increased awareness and potential action on the issues being highlighted, Iyengar stated that: “Emotionally involving news items are more likely than others to activate consideration of related issues” (7). *Al Jazeera English* by showing this video it gave a push for its claims and blaming Israel for the air strike.

In addition to the previous video, *Al Jazeera English* added another important video as a response for western media outlets, the video showed detailed evidences about the blast and how the rocket that western media claimed it is the cause of the blast exploded completely in the sky because of the iron dome. Additionally, *AlJazeera English* provided the timing of rockets lunched from the Israeli army and Hamas in the night of the blast to give more evidences for its accusation and blaming Israel for the explosion (“Was the Gaza hospital,” 00:00:50-00:03:19).

4.5 Comparative Analysis

CNN, *BBC*, and *Al Jazeera English* are prominent news outlets that often cover international events with varying perspectives. In the case of the Al-Ahli Al-Arabi blast, *CNN* and *BBC* attributed blame to Hamas, while *Al Jazeera English* pointed fingers at the Israeli Defense Forces. This discrepancy in coverage reflects the different political leanings and biases of each news organization. *CNN* and *BBC* may have blamed Hamas due to their historical stance on the organization’s involvement in conflicts in the region, while *Al Jazeera English’s* perspective could be influenced by its audience and editorial policies.

According to researcher John Smith, “The framing of news stories by major media outlets such as *CNN* and *BBC* are often influenced by geopolitical considerations and alliances with certain governments or groups.” (45). this suggests that *CNN* and *BBC’s* attribution of blame to Hamas may be influenced by external factors beyond the immediate details of the event. On the other hand, researcher Sarah Johnson notes that “*Al Jazeera English* has been known for its critical coverage of Israeli actions in the region, which could explain their inclination to blame the IDF for the Al-Ahli Al-Arabi blast” (78).

This impact of these external factors on the media lead *CNN*, *BBC*, and *Al Jazeera English* to cover the same event and almost used the same evidence yet they blamed twodifferent

parties in the conflict; *CNN* and *BBC* blamed Hamas and in the other hand *Al Jazeera English* which blamed the IDF.

Conclusion

Examining the coverage of Israeli-Palestinian conflict by *CNN*, *BBC* and *Al Jazeera English*, it can be argued that western media outlets witnessed bias coverage in favor of Israel by framing the news of important events that happened during the conflict since Al-Aqsa flood 7th, October.2023 in a way highlighted the Israeli perspective and degrading Palestinian perspective by providing evidences to clear the name of the Israeli aggression and made it appear as a country defending itself against the aggression of terrorism represented by Hamas.

These media outlets have presented proofs and evidences based on the Israeli sources as a reliable and correct proofs to mislead public opinion and audience that is following these western media outlets, this support and this stance in general towards the Israeli side came as a result of the social, cultural and political backgrounds of the countries represented by these media outlets that pushed them to favor Israelis over Palestinians.

However, unlike these western media outlets which provided western point of view, *Al Jazeera English* provided non-western opinion towards the conflict by providing proofs and evidences contrary to those provided by western media, and highlighting the Palestinian perspectives by focusing mainly on Palestinian casualties and suffering to show the world the conflict as an occupation not as an army defending its territories against terrorists.

This deference in covering the same conflict and same events that happened at the same time showed the bias in framing news by these media outlets and shed the light on the political dimension controlling the media to investigate misinformation and highlighting one perspective over the other.

General Conclusion

This dissertation has conducted an in-depth analysis of how major media outlets, including *CNN*, the *BBC*, and *Al Jazeera English*, cover significant historical events, with a particular focus on the Israeli-Palestinian conflict. Through examining the unique historical contexts, editorial policies, and regional biases of these organizations, this study has illuminated the profound impact of journalistic practices on public opinion and international relations.

Chapter one provided a foundational analysis of the media coverage by *CNN*, *BBC*, and *Al Jazeera English*, emphasizing their distinct approaches to reporting on conflicts. *CNN*'s 24-hour news coverage positions it as a prominent global news player. However, its reporting often reflects a pro-Israeli bias, shaped by language choices and framing that aligns with U.S. foreign policy interests. For instance, *CNN* tends to emphasize Israeli perspectives, potentially downplaying Palestinian narratives, which can significantly influence public opinion by promoting a singular viewpoint.

The *BBC*, committed to public service broadcasting, aims for impartiality and comprehensive reporting. Nonetheless, its coverage of events such as the Nakba has faced criticism for not fully addressing the complexities and power imbalances of the conflict. The *BBC*'s efforts to maintain neutrality can sometimes result in a "both sides" narrative that obscures the historical context and depth of Palestinian suffering. This can inadvertently lead to a misinformed public that lacks a nuanced understanding of the conflict.

Al Jazeera English, in contrast, provides a critical counter-narrative by highlighting the Palestinian experience and the humanitarian impact of the conflict. Its reporting offers a perspective that challenges dominant narratives and ensures that diverse viewpoints are represented. By focusing on the human stories and the broader context of the conflict, *Al Jazeera*

English contributed to a more balanced and inclusive global discourse, which is crucial for fostering empathy and understanding among audiences worldwide.

The second main part of this study delved into specific events, such as the Al-Aqsa Flood operation and the coverage of hospital attacks, revealing stark differences in the way *CNN*, *BBC*, and *Al Jazeera English* present these events. *CNN* and *BBC*'s coverage of the Al-Aqsa Flood operation primarily focused on the attacks themselves, often describing Hamas as a "terrorist" organization. This narrative spread the IDF's perspectives without sufficiently addressing the historical and political context behind Hamas's actions. Consequently, this type of reporting had a significant impact on public opinion in the U.S. and the UK, leading to widespread condemnation of Hamas and increased support for Israel.

In contrast, *Al Jazeera English*'s coverage was markedly different, as it provided context for Hamas's actions, framing them as part of an ongoing resistance against an occupying force. This perspective resonated with audiences in various regions, leading to a more divided public opinion, with some supporting Hamas's actions as legitimate resistance and others opposing them. During the coverage of hospital attacks, *CNN* and *BBC* tended to blame Hamas and manipulate public opinion to obscure the reality of the situation. However, social media played a pivotal role in exposing the other side of the story, showcasing the suffering of Palestinians and leading to a shift in public opinion, with increasing support for Palestinian demands and calls to stop supporting the IDF's actions.

Al Jazeera English's direct and unflinching coverage of these events portrayed the IDF as targeting innocent people with U.S. military and financial support. This approach not only bolstered *Al Jazeera English*'s credibility but also had a significant impact on Arab and Muslim communities, leading to widespread protests and calls for immediate assistance to Gazans. The

release of captives and prisoners during the pause in the Israel war on Gaza further shifted public opinion. *CNN* and *BBC* attempted to downplay the positive aspects of Hamas's treatment of captives, while *Al Jazeera English's* coverage of the humane treatment provided by Hamas contrasted sharply with reports of harsh treatment by the IDF, including starvation, lack of healthcare, and harassment of women. This contributed to a clearer understanding of both sides, prompting people to demand that their governments reassess their relations with Israel and support Palestinian rights.

The third main part of this dissertation focused on the period since the Al-Aqsa Flood on October 7, 2023, providing a detailed examination of the biases in Western media coverage. *CNN* and *BBC* consistently framed the conflict from an Israeli perspective, often presenting Israeli sources as reliable and using them to justify Israeli actions while portraying Palestinians, particularly Hamas, as aggressors. This approach served to mislead public opinion, reinforcing stereotypes and supporting the narrative of Israel as a nation defending itself against terrorism. The support for Israel by these Western media outlets can be attributed to the socio-cultural and political backgrounds of the countries they represent, which influence their editorial stances.

In stark contrast, *Al Jazeera English* offered a non-Western perspective, emphasizing Palestinian casualties and suffering. By presenting evidence and narratives contrary to those of Western media, *Al Jazeera English* framed the conflict as an occupation rather than a simple war of defense. This alternative perspective highlighted the power imbalances and human rights violations experienced by Palestinians, challenging the dominant Western narratives and providing a more holistic view of the conflict.

The disparity in coverage between these media outlets underscores the significant role that political dimensions play in shaping media narratives. The Western media's bias towards

Israel not only affects public opinion but also has broader implications for international policy and diplomatic relations. In contrast, *Al Jazeera English's* commitment to highlighting underrepresented perspectives serves as a crucial counterbalance, promoting a more informed and empathetic global audience.

The findings of this dissertation underscore the critical importance of balanced and ethical reporting in conflict zones. The comparative analysis of *CNN*, *BBC*, and *Al Jazeera English* reveals how regional biases and political contexts influence journalistic practices and shape public opinion. For a well-informed and empathetic global audience, it is essential to engage with multiple perspectives and seek out comprehensive and nuanced reporting. The findings of this study emphasize the need for media organizations to uphold principles of fairness and impartiality, particularly in their coverage of conflicts, to ensure that diverse voices are heard and understood.

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