Conceptual Metaphors in CCN and Al Jazeera's Representation of the Erbil Attack on January 15, 2024

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Abstract

This research employs Critical Discourse Analysis (CDA) to investigate the representation of the Erbil attack on January 15, 2024 in news coverage by CNN and Al Jazeera. Guided by Fairclough's three-dimensional framework (1995), the study focuses on conceptual metaphors, unraveling the intricate relationship between language, power, and ideology. At the text analysis level, linguistic features of news articles are scrutinized to identify and categorize conceptual metaphors shaping the narrative. Discursive practice analysis broadens the examination to explore overarching strategies, emphasizing the role of metaphors in framing the Erbil attack and influencing public perception. Power relations inherent in discursive practices are critically examined. Social practice analysis contextualizes identified metaphors within broader societal, political, and cultural contexts. Incorporating historical and geopolitical factors, the study unveils ideological dimensions embedded in the use of metaphors. A comparative analysis between CNN and Al Jazeera exposes how each outlet's approach shapes the discourse on the Erbil attack.

This multi-dimensional CDA approach not only uncovers linguistic nuances but also exposes power structures, discursive strategies, and ideological underpinnings contributing to the construction of meaning in media discourse on the Erbil attack. The study aims to offer insights into how language, particularly through conceptual metaphors, influences the framing of significant events, impacting public understanding and interpretation.

Keywords: Conceptual Metaphors, Erbil Attack, Media Discourse, CDA, News Representation

المستخلص

يتبنى هذا البحث التحليل النقدي للخطاب للتحقق في تمثيل الهجوم على أربيل في 15 يناير 2024 في التغطية الإخبارية لقناة سي إن إن وقناة الجزيرة ألخبارية. مسترشدة بإطار فيركلاف ثلاثي الأبعاد (1995). تركز الدراسة على الاستعارات المفاهيمية، وكشف العلاقة المعقدة بين اللغة والسلطة والأيديولوجية. فعلى مستوى تحليل النص، يتم فحص السمات اللغوية للمقالات الإخبارية لتحديد وتصنيف الاستعارات المفاهيمية التي تشكل السرد. ويتوسع نطاق الفحص ليضم تحليل الحبكة الخطابية لاستكشاف الاستراتيجيات الشاملة، مع التركيز على دور الاستعارات في تأطير هجوم أربيل والتأثير على الإدراك العام. يتم فحص علاقات القوة المتأصلة في الحبكة الخطابية بشكل نقدي. يضم التحليل الممارسة الاجتماعية بوضع الاستعارات المحددة ضمن سياقات مجتمعية وسياسية وثقافية أوسع. ومن خلال دمج العوامل التاريخية والجيوسياسية، تكشف الدراسة عن الأبعاد الأيديولوجية الكامنة في استخدام الاستعارات. ويكشف تحليل مقارن بين قناة سي إن إن والجزيرة كيفية تشكيل نهج كل وسيلة إعلامية في الخطاب حول هجوم أربيل.

لا يكشف هذا النهج متعدد الأبعاد للتحليل النقدي للخطاب الفروق اللغوية فحسب، بل يكشف أيضًا عن هياكل السلطة، والاستراتيجيات الخطابية، والأسس الأيديولوجية التي تساهم في بناء المعنى في الخطاب الإعلامي حول هجوم أربيل. تهدف الدراسة إلى تقديم نظرة ثاقبة حول كيفية تأثير اللغة، خاصة من خلال الاستعارات المفاهيمية، على تأطير الأحداث المهمة، مما يؤثر على فهم الجمهور وتفسيره للأحداث.

الكلمات المفتاحية: الاستعارات المفاهيمية، هجوم أربيل، الخطاب الإعلامي، تحليل الخطاب النقدي، التمثيل الإخباري

Introduction

In the contemporary landscape of global media, the power of language to shape perceptions and construct narratives is undeniable. News outlets, as primary purveyors of information, play a pivotal role in framing the understanding of significant events. The Erbil attack, a momentous incident with geopolitical ramifications, stands as a compelling case study for exploring the intricate interplay between media representation and linguistic constructs. This research endeavors to unravel the cognitive underpinnings of news discourse by scrutinizing the conceptual metaphors employed in the coverage of the Erbil attack, specifically examining the representations presented by two influential news agents the CNN (Cable News Network) and Al Jazeera.

The significance of this study lies in the recognition that language is not a neutral conveyor of information but a dynamic tool that shapes and influences our perceptions. Conceptual metaphors, as cognitive mechanisms, serve as powerful lenses through which events are framed and interpreted (Lakoff 1993:209). By delving into the metaphorical constructs within news articles, the researcher aims to uncover the subtle nuances that contribute to the narrative construction of the Erbil attack.

The chosen news outlets, CNN and Al Jazeera, represent diverse perspectives and hold substantial influence on the global stage. Understanding the conceptual metaphors employed by these outlets provides insight into the distinct linguistic choices and narrative strategies that shape their representations of the Erbil attack. Additionally, considering the cultural context associated with these news outlets contributes to a nuanced analysis, acknowledging potential biases that may influence language use in their coverage.

The occurrence of The Erbil attack is recent, and as of now, there is a noticeable void in the existing literature. Given its recent nature, no scholarly papers or studies have been published on this subject. This inherent gap in the literature highlights the need for comprehensive research and analysis in order to contribute new insights and understanding to the academic discourse.

As the present paper embarks on this exploration, the research questions guiding the inquiry seek to unravel how conceptual metaphors contribute to the framing of the Erbil attack in news discourse. Through a meticulous examination of linguistic patterns, we aim to discern similarities, differences, and potential biases in the representations presented by CNN and Al Jazeera. By doing so, we contribute not only to the field of media discourse analysis but also to a broader understanding of the complex relationship between language, cognition, and the construction of meaning in the realm of conflict reporting.

Methodology

The methodology involves the selection of two news articles, one from CNN and the other is from Al Jazeera, specifically covering the Erbil attack on January 15, 2024. Utilizing Conceptual Metaphor Theory (CMT), the text analysis level aims to identify and categorize conceptual metaphors within each article, focusing on linguistic features and metaphorical language. Moving to the discursive practice analysis level, the study explores how these metaphors function as discursive strategies, identifying patterns and assessing their impact on the overall narrative and public perception. At the social practice analysis level, the identified metaphors are contextualized within broader societal, political, and cultural contexts, investigating the role of CNN's and Al Jazeera's social practices in shaping metaphor use and contributing to ideological dimensions. Comparative analysis ensures an examination of similarities and differences between CNN and Al Jazeera texts at each level, highlighting distinctive patterns in the framing of the Erbil attack.

By adopting a combined CDA and CMT approach, this methodology aims to unveil the intricate ways in which language constructs social realities and how metaphorical expressions contribute to the discursive framing of a shared event in the selected news articles from CNN and Al Jazeera.

Research Questions

Based on the introduction provided above, the research questions can be formulated that align with the key components of the study. Here are potential research questions:

1- How are conceptual metaphors utilized in the news articles covering the Erbil attack by CNN and Al Jazeera?
2- How do conceptual metaphors function as discursive strategies in shaping the representation of the Erbil attack in the media discourse of CNN and Al Jazeera?
3- How do CNN and Al Jazeera's social practices influence the use of conceptual metaphors and contribute to the ideological dimensions of the news coverage?

CNN Vs. Al Jazeera

CNN (Cable News Network) is an American news-based pay television channel founded in 1980 by American media proprietor Ted Turner (https://edition.cnn.com/about). It has grown to become one of the world's leading news networks (Barkho, 2006). CNN provides 24-hour news coverage, offering a wide range of programming, including breaking news, analysis, feature stories, and documentaries. With a global reach, CNN has correspondents and bureaus worldwide, making it a prominent source for international news. The network covers diverse topics, including politics, business, technology, entertainment, and sports, catering to a broad audience (Khalid, 2024).

Al Jazeera is a Qatar-based international news network launched in 1996. "It is the first independent news channel in the Arab world" (https://www.aljazeera.com/about-us). Established with the mission of providing an alternative perspective on global events, Al Jazeera has become one of the most prominent Arabic/ English language news organizations globally (Lynch, 2006). It operates multiple channels, including the flagship Al Jazeera Arabic, Al Jazeera English, and others. Al Jazeera is known for its in-depth reporting, investigative journalism, and coverage of issues affecting the Arab world and beyond (Rao, 2007). The network has gained recognition for its commitment to presenting diverse viewpoints and offering a platform for voices from the Middle East and other regions.

Both CNN and Al Jazeera have made significant contributions to the field of journalism and have a substantial impact on shaping public discourse on a global scale.

According to regional focus, Groshek (2008) states that CNN has a global reach and covers news from around the world. It has a diverse range of programming, including international news, but its roots are in American media, and it often has a Western perspective (ibid). While Al Jazeera has a strong focus on news from the Middle East and the Arab world. It has gained recognition for providing an alternative perspective to Western-centric media, particularly in its coverage of regional events (Barkho, 2006).

It's important to note that both networks are dynamic and have evolved over time. The media landscape is complex, and these descriptions provide a general overview based on historical contexts. Additionally, individual programs and journalists within each network may have their own unique approaches and perspectives.

The Powerful Influence of Media

During significant events, the influence of media in shaping public opinion and perceptions is undeniable. News outlets play a crucial role in constructing narratives around these events, influencing how the public interprets and understands them (Arnold, 1991). This influence extends to shaping attitudes, beliefs, and emotions, ultimately contributing to the formation of collective perceptions.

Media outlets play a central role in framing events by selecting specific aspects to emphasize and presenting them in a particular light. The choice of language, imagery, and tone shapes the narrative, influencing how the audience perceives the event (Bryant & Thompson, 2002). News organizations influence public opinion by setting the agenda, determining which issues receive extensive coverage. The prominence given to certain events or topics can shape public priorities and influence the public's perception of the significance of different issues (Uscinki, 2009; Davie & Maher, 2006).

The media's role in shaping public opinion is also evident in selective reporting and potential biases. The editorial decisions made by news can impact the information available to the public, potentially leading to a skewed understanding of events (Shoemaker & Vos, 2009). Media outlets construct narratives around key actors involved in significant events, such as political leaders, organizations, or social movements. The portrayal of these actors influences public perceptions of their motives, actions, and credibility (Baran, 2005). Through the use of emotive language, visuals, and storytelling techniques, media can evoke specific emotions in the audience. This emotional impact plays a crucial role in shaping how events are remembered and the emotional tone associated with them (ibid).

Media contributes significantly to public discourse by providing platforms for discussions and debates. The framing and presentation of information influence the parameters of these discussions, impacting public understanding and perspectives (Shaughnessy & Stadler, 2005). Moores (2003) claims that media can contribute to the reinforcement of existing beliefs and opinions, creating echo chambers where individuals are exposed to information that aligns with their pre-existing views. This phenomenon can further entrench certain perspectives and limit the diversity of opinions.

In the era of global media, news contributes to the globalization of perspectives. Events from one part of the world can shape the perceptions and opinions of individuals in other regions, creating a shared global narrative (Chong & Druckman, 2007; Fiss, & Hirsch, 2005).

The role of media in shaping public opinion underscores the responsibility that news organizations bear in providing accurate, balanced, and diverse coverage. Understanding this influence is essential for media consumers to critically engage with information, question narratives, and seek a more nuanced understanding of significant events. Additionally, media literacy and a diverse media landscape are vital for fostering a well-informed and critically engaged public (McCombs & Shaw, 1974; Gamson & Modigliani, 1989; Gamson, 1992).

Conceptual Metaphor in CDA

Conceptual metaphor is a cognitive linguistic concept introduced by George Lakoff and Mark Johnson in their work on Conceptual Metaphor Theory (CMT). It posits that abstract concepts and

ideas are often understood and represented in terms of more concrete, sensorimotor experiences. Lakoff & Johnson (1980: 6) state that "[m]etaphors as linguistic expressions are possible precisely because there are metaphors in a person's conceptual system". In other words, people may conceptualize one idea or domain in terms of another, which helps making sense of the abstract through the familiar. These metaphors provide a cognitive framework for comprehending abstract concepts by linking them to more tangible experiences. George Lakoff and Mark Johnson introduced this idea in their work "Metaphors We Live By" (1980).

In the realm of CDA, the utilization of conceptual metaphors is a common practice for examining how language influences and mirrors power dynamics, ideologies, and societal behaviors. Although CDA does not belong to Conceptual Metaphor Theory (CMT), incorporating metaphor analysis into the wider framework of critical discourse analysis enables researchers to explore the role of metaphorical language in shaping and spreading ideology within discourse. The examination and revelation of racist metaphors have consistently been integral to a highly critical approach in language studies. CDA approach aligns with the early critical linguistic perspective, rooted in the research agenda of The Critical Theory at Frankfurt School, as well as with newer critical threads in language study (Fairclough, 1995; Reisigl & Wodak, 2009; Wodak, 2009; Wodak & Chilton, 2005).

The relationship between media discourse and language construction is intricate and powerful, as media utilizes language, including metaphors, to convey meaning and shape public understanding. Metaphors are pervasive in media discourse and act as framing devices. They encapsulate complex ideas by drawing on familiar concepts, shaping the audience's interpretation of events, and guiding their emotional responses. Fairclough (1995a), referencing Lakoff and Johnson (1980), asserts that metaphor plays a central role in shaping how social and political reality is constructed through language. He claims that metaphors have a "central role in the construction of social and political reality" (ibid:159). However, metaphors are seen as more than linguistic tools; they are considered powerful elements in framing our understanding of the world. Fairclough emphasizes that metaphor in language and discourse can be ideologically invested. This means that the use of metaphor is not neutral; it carries ideological implications, reflecting and shaping particular perspectives and beliefs. He highlights the significance of exploring the relationship between alternative metaphors. Understanding how different metaphors interact is crucial because it reveals ideological positions and perspectives within discourse (Fairclough (1995a: 119).

Kress's (1989) concept of metaphor as an indicator of discursive and socio-cultural struggle aligns with Fairclough's perspective. Metaphors are not only linguistic expressions but also indicators of power dynamics, conflicts, and struggles within discourse and society. Moreover, Fairclough argues that dominant metaphors play a role in constructing specific domains of discourse in ways that marginalize alternative constructions. This means that the prevalent use of certain metaphors can contribute to the marginalization of perspectives held by oppositional groups (Fairclough, 1995b: 71). In essence, CDA illustrates the importance of understanding metaphor not only as a linguistic feature but as a powerful tool that influences how social and political reality is constructed. The ideological investment in metaphor, the relationship between different metaphors, and their role in struggles within discourse are highlighted, emphasizing their impact on shaping perspectives and marginalizing alternative viewpoints.

The news serves as a rich source of genuine discourse, significantly influencing our lives, and has garnered substantial research interest since "society is pervaded by media language" (Bell, 1991: 1). Critical discourse analysis aims to uncover power dynamics and ideological biases in social and political contexts (van Dijk, 2001: 352). Metaphor, as a powerful tool, highlights specific aspects of

a concept while concealing others, making it effective for crafting subtly persuasive messages in the press with ideological purposes (Black, 2004; Ana, 1999).

The frequency of metaphorical language in news compared to other registers can vary, and differences often stem from the nature and goals of the respective communication contexts. In news reporting, there is a tendency for a more straightforward and objective presentation of information. However, metaphors can still be employed, especially in opinion pieces or editorials, to add rhetorical flair or convey meanings. When used in news, metaphors might be more subtle and context-specific to maintain the appearance of impartiality and accuracy (Krennmayr, 2011). In contrast, other registers, such as creative writing or literature, often embrace metaphors more openly as a means of artistic expression. The use of metaphorical language in these contexts can be more deliberate and extensive compared to the relatively restrained use in news reporting (ibid). The differences arise from the communicative goals and expectations associated with each register. News aims for clarity, objectivity, and informative content, whereas other registers may prioritize creativity, engagement, or the illustration of abstract concepts. The choice to use or limit metaphorical language is influenced by these distinct communication objectives (Hackett, 1984).

Media Discourse and Power

The interplay between media discourse and influential forces is a dynamic and often complex dance. Media, as purveyors of information, holds considerable sway in shaping public opinion, influencing political agendas, and constructing narratives around significant events. The selection of news stories, framing choices, and the language used are potent tools that can either challenge or reinforce existing power structures. Governments, corporations, and other powerful entities seek to leverage media as a means of disseminating their perspectives and maintaining control over narratives (Tankard, 2001). Simultaneously, media outlets wield influence by framing issues, setting agendas, and shaping the collective understanding of societal issues. This intricate relationship between news and power underscores the pivotal role of media in the dissemination and negotiation of power dynamics within society.

Fairclough's (1995) three-level framework allows for a comprehensive analysis of discourse, moving beyond linguistic analysis to consider the social, cultural, and power dimensions. It provides a holistic understanding of how language is used to construct and reproduce social realities. The framework is structured into three dimensions: (i) Text, (ii) Discourse Practice, and (iii) Social Practice. These dimensions can be seen in diagram 1:
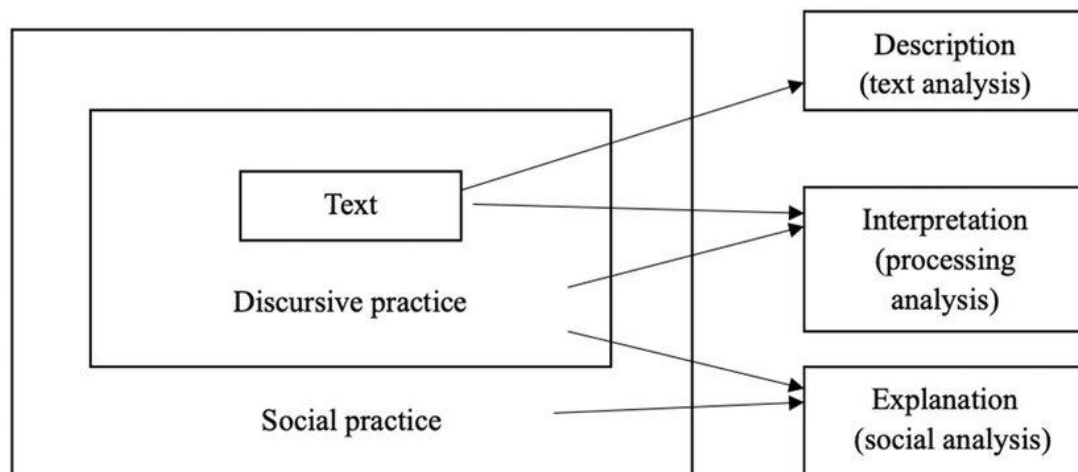
Diagram 1: Three-level framework of CDA: Adapted from Fairclough, 1995a, p. 98.

The Text Level focuses on the surface features of the language, including grammar, vocabulary, and stylistic choices. Text analysis examines the linguistic elements within a specific text, identifying patterns, rhetorical devices, and language choices, i.e. analyzing a news article to identify metaphors, tone, and specific word choices employed to convey a particular message.

Discursive Practice Level examines the processes and practices involved in the production and interpretation of texts. It concerns on how texts are produced, distributed, and consumed. It explores the roles of participants, power relations, and communicative strategies. For example, investigating the editorial decisions behind the framing of a news story, including the selection of sources, language tone, and the placement of information.

Social Practice Level focuses on the broader social and cultural contexts that shape and are shaped by discourse practices. It considers the ideologies, power structures, and social norms that influence language use. This level explores how discourse contributes to and reflects societal structures and dynamics, for example, analyzing how media discourse on particular event reflects and reinforces prevailing cultural attitudes and political ideologies within a society.

Fairclough emphasizes that these levels are interconnected and mutually constitutive. Changes at one level can influence and be influenced by changes at other levels. Analyzing a political speech or text would involve understanding the political discourse practices of the speaker or the writer and the broader sociocultural context that shapes the political discourse (Fairclough: 1995).

In the context of CDA, researchers frequently utilize the concept of metaphor to investigate how language influences and mirrors power dynamics, ideologies, and societal norms. Therefore, the concept of conceptual metaphors is often employed to analyze how language is shaped. Although the CMT is not exclusive to CDA, its integration into the comprehensive framework of critical discourse analysis enables scholars to explore how the strategic use of language, particularly in framing narratives, plays a significant role in shaping and transmitting ideologies within discourse. Researchers frequently use the concept of metaphors to examine the influence of language on power dynamics, based on van Dijk's claim which says that "[d]iscourse […] is a complex communicative event that also embodies a social context, featuring participants (and their properties) as well as production and reception processes" (van Dijk, 1988: 2). The appropriateness of the conceptual metaphor theory as a tool for analyzing discourse is seen as an instrument that reproduces the representations acquired, utilized, and shared by all members of a group across different social situations (van Dijk, 1993: 280).

Data Analysis

This analysis delves into the reporting practices of two prominent international news agencies, CNN and Al Jazeera, focusing on their coverage of a specific event: the missile strikes conducted by Iran in northern Iraq. As purveyors of news with distinct global perspectives, CNN and Al Jazeera are instrumental in constructing narratives that not only inform but also contribute to the framing of geopolitical events. Through a lens informed by Critical Discourse Analysis (CDA) and Conceptual Metaphor Theory (CMT), this analysis aims to unravel the discursive strategies, power dynamics, and metaphorical expressions employed by these media giants in representing and interpreting a shared news incident. By scrutinizing their coverage, the researcher seeks to uncover how language choices, framing techniques, and metaphorical expressions contribute to the

construction of meaning and the shaping of public understanding regarding this complex geopolitical event.

Embarking on the analysis of the selected articles from CNN and Al Jazeera, the exploration will delve into the intricate realm of language, discourse, and representation surrounding the missile strikes conducted by Iran in northern Iraq. This analysis employs a dual lens, integrating the methodologies of CDA and CMT, to unveil the layers of meaning, power relations, and metaphorical expressions within the media narratives. By scrutinizing the discursive strategies of these global news agencies, the researcher aims to discern how CNN and Al Jazeera construct and convey the complexities of this geopolitical event. The chosen articles, each a distinct lens through which the incident is portrayed, invite an examination of linguistic choices, framing techniques, and the implicit ideologies embedded in the narratives. The analytical journey commences with a meticulous study of the CNN article sourced from the link below:

https://edition.cnn.com/2024/01/16/middleeast/iran-missiles-kurdistan-syria-israel-intl-hnk/index.html

The title of the article: "*Iran launches missile strikes in northern Iraq and Syria, claims to destroy Israeli spy base*" By Hamdi Alkhshali, Nechirvan Mando and Helen Regan, CNN, Updated 2:11 PM EST, Tue January 16, 2024.

The Ideological Analysis of the Title:

The title positions Iran as the actor with agency, launching missile strikes in northern Iraq and Syria. The claim to destroy an Israeli spy base frames Iran's actions assertively. The framing emphasizes Iran's military capability and strategic intent, influencing the reader's perception of the event. The use of terms like "*missile strikes*" and "*destroy*" conveys a sense of force and impact, framing the events in a way that emphasizes the military nature of the action. The choice of "*claims*" introduces an element of skepticism or potential controversy, reflecting the discursive practice of acknowledging different perspectives.

The active agency is attributed to Iran with the phrase "*Iran launches missile strikes.*" This attribution of action signifies power and agency, positioning Iran as the primary actor in the event. Terms like "*missile strikes*" and "*claims to destroy*" convey a sense of power and impact. This choice of language emphasizes the military strength and capability of Iran, suggesting an assertive action.

The inclusion of *Syria* in the title adds depth, context, and potential geopolitical significance to the reported missile strikes, contributing to a more comprehensive and nuanced presentation of the events described in the article. By mentioning Syria, the title contextualizes the broader regional scope of the missile strikes. It suggests that the actions taken by Iran extend beyond the specific location of northern Iraq. This inclusion emphasizes the interconnected nature of geopolitical events in the Middle East.

Including Syria in the title could attract a broader audience and enhance the relevance of the article. The situation in Syria is often of international interest, and mentioning it in the title may capture the attention of readers who follow developments in the broader Middle East region.

Framing and Perspective of Text (1): CNN

The title frames the event with a specific perspective, emphasizing Iran's military actions. This framing contributes to the construction of a narrative where Iran holds a central role. The ideological position is influenced by the framing of the event as a strategic and forceful move by Iran. The mention of "*claims to destroy Israeli spy base*" introduces geopolitical implications. The choice of words, particularly "*spy base,*" adds ideological meaning by framing the target of the missile strikes. This suggests a covert and potentially provocative element, contributing to the ideological positioning within broader international relations.

The title may contain implicit biases in the selection of certain terms. For example, the use of the term "*claims to destroy*" introduces an element of skepticism or potential controversy, reflecting a discursive practice that acknowledges alternative perspectives. This choice may align with certain ideological positions regarding the veracity of Iran's claims.

Identifying power and ideology involves a nuanced analysis of language, framing, and perspective within the title. These elements contribute to shaping the reader's understanding of the event and reflect the news agency's stance on the geopolitical incident.

Metaphorical Expressions:

The title contains metaphorical expressions that shape the discourse. "*Launches*" and "*strikes*" metaphorically convey the idea of a military offensive, framing Iran's actions within a strategic and forceful context. The metaphor of "*destroy*" implies a successful and impactful outcome, portraying Iran's actions in a potent light.

The conceptual mapping in the title involves linking military actions "*missile strikes*" and "*destroy*" with specific geographical locations "*northern Iraq and Syria*" and geopolitical implications "*claims to destroy Israeli spy base*". This mapping constructs a narrative where military events are tied to specific regions and international relations. The mention of an "*Israeli spy base*" adds symbolic meaning to the discourse. The metaphorical representation of the target as a "*spy base*" implies a covert and potentially provocative element to Iran's actions. This choice of language contributes to the framing of the event within broader geopolitical tensions.

The title of the CNN article uses language strategically to frame Iran's actions in a certain light, emphasizing military strength and geopolitical significance. The metaphorical expressions contribute to the construction of meaning, influencing how readers interpret the events described. The title reflects discursive practices that play a role in shaping public perception of the reported incident.

There are several metaphors and figurative expressions that contribute to the overall meaning and framing of the events in the CNN report. The researcher will identify some of the metaphors:

"*This headquarters has been the **center** for developing **espionage** operations and planning terrorist acts*"

The term "*center*" is metaphorical, suggesting a focal point or hub for espionage and terrorism. This metaphor conveys the idea of a significant and strategic location for planning and coordinating activities. It conceptualizes the facility as a place actively involved in planning and organizing covert intelligence activities.

The CNN uses the direct speech of the Iraq's Foreign Minister Fuad Hussein when he told CNN that:

"*The Iranians don't want to or cannot attack Israel. They **search for victims** around them, and so they attack Erbil*"

The metaphor of "*searching for victims*" implies a predatory or aggressive stance, portraying Iran as actively seeking targets for attack. This metaphor contributes to a particular characterization of Iran's actions.

"***Paying the price" for Iran's tensions with Israel***"

The Iraq's Foreign Minister said: "*paying the price*" to convey the notion that Iraqis are suffering the consequences of the tensions between Iran and Israel. It suggests a cost or burden borne by the Iraqis due to geopolitical conflicts. The phrase implies a cost or consequence, suggesting that Iraqis are bearing the negative repercussions of the tensions between Iran and Israel. It frames the situation in economic or transactional terms.

Fairclough's Three-Level Framework Analysis:

1. Text Level:

The text employs language choices that portray Iran's actions in a specific light. Terms like "launched ballistic missiles," "spy base," and "anti-Iran terror groups" carry specific connotations, contributing to the construction of meaning within the discourse. The text includes terms like "*headquarters*," "*espionage operations*," and "*terrorist acts*," which contribute to a specific framing of the targeted location. The "*Islamic Revolutionary Guard Corps*" IRGC's claim employs strong language to characterize the center as a hub for espionage and terrorism. The use of direct quotations from the IRGC statement adds a layer of authenticity and directness to the information, influencing how the audience perceives the claims made by the Iranian military.

The CNN report uses formal and official language, evident in phrases like "*according to a statement*," "*unconfirmed reports*," and "*blatant violation*." The language is structured and employs a mix of reported speech and direct quotes, contributing to the authoritative tone. Phrases such as "*according to*" and "*unconfirmed reports*" introduce a level of uncertainty, while the Security Council's statement uses strong language to condemn the attack, portraying a certain level of conviction.

2. Discourse Practice Level:

The text reflects specific production processes related to the dissemination of information about the military strikes. The framing of *Mossad* as a "spy base" and groups as "*anti-Iran terror groups*" suggests a specific perspective. The condemnation of the strikes by the United States is highlighted, indicating power relations and differing perspectives on the events. The choice of the term "*reckless*" by the United States reflects a certain evaluation of Iran's actions. CNN's effort to reach out to Israel's Prime Minister's office for comment reflects standard journalistic practices of seeking multiple perspectives. This discourse practice ensures a more balanced presentation of the information. It showcases the power dynamics in the region. The IRGC asserts its claims, and CNN, as a major news outlet, seeks a response from Israel's Prime Minister's office. The involvement of Iraq's Foreign Minister further introduces a layer of geopolitical power relations.

The report refers to statements by the Security Council of the Kurdistan region, incorporating external sources like a CNN journalist. This intertextuality helps establish credibility and provide a broader context.

Genre: The passage follows the genre conventions of news reporting, presenting facts, quoting official statements, and providing additional context to the incident.

3. Sociocultural Practice Level:

The text reveals ideological dimensions through the portrayal of Mossad as a "*spy base*" and groups as "anti-Iran terror groups." These labels carry ideological weight, framing the entities in a particular manner. Power structures are evident in the portrayal of Iran's response to perceived Israeli attacks. The text suggests a cycle of actions and reactions, reflecting power dynamics in the region. However, the cultural context is the reference to the midnight missile strike and the destruction of an "*espionage headquarters*" may carry cultural connotations related to secrecy, urgency, and military operations. The framing of the events is not neutral, and the language used contributes to a specific interpretation of the military strikes. The condemnation by the United States introduces a layer of disagreement and highlights the complexity of power dynamics in the geopolitical context. Additionally, the text reflects sociocultural aspects by employing metaphors and terms that may resonate with cultural perceptions related to military actions and covert operations.

The statements from the IRGC contribute to the ideological framing of the events. The portrayal of the targeted center as a hub for espionage and terrorism reflects a specific ideological stance. Iraq's Foreign Minister's response, labeling the strikes as a "*violation of international law*" and expressing the belief that Iraqis are "*paying the price*" for Iran's tensions with Israel, introduces cultural and geopolitical dimensions to the discourse.

The quotation "[t]*his headquarters has been the center for developing espionage operations and planning terrorist acts*" provides a glimpse into the complexity of the geopolitical situation, highlighting conflicting narratives and power struggles. The language used by the IRGC carries ideological weight, framing the targeted center as a significant hub for espionage and terrorism. The involvement of CNN in seeking a response from Israel's Prime Minister's office adds a journalistic layer to the discourse, reflecting the practice of presenting multiple perspectives. The response from Iraq's Foreign Minister introduces cultural and legal dimensions, illustrating the broader sociocultural context in which these events unfold.

The Security Council's statement holds significant power, accusing Iran of a "*blatant violation*" and emphasizing the impact on the sovereignty of the Kurdistan Region and Iraq. The use of language like "*undermines sovereignty*" reflects power dynamics and geopolitical implications. References to the historical stability of the Kurdistan Region contribute to the social context, portraying it as a region that has not posed a threat. This framing is crucial in shaping perceptions and justifying the condemnation of the attack.

After conducting a meticulous analysis of the CNN article, the researcher will subsequently proceed to examine the second article from Al Jazeera under the title: "*Iran launches missile strikes in Iraq and Syria citing security threats*" written on 15 Jan 2024 and updated on 16 Jan 2024 at 12:16 PM (GMT), by Karzan Mohammad Othman/Anadolu Agency. It is sourced from the link below:

https://www.aljazeera.com/news/2024/1/15/irans-revolutionary-guard-attack-anti-iranian-groups-in-iraqs-erbil

The Ideological Analysis of the Title:

While both titles -the CNN and Al Jazeera- report on the same event, they differ in their emphasis and framing. The CNN title highlights specific actions, involves Israel and intelligence operations, and provides a more detailed geographical focus. On the other hand, the Al Jazeera title emphasizes Iran's stated security concerns without explicitly questioning or affirming them and has a broader geographical scope.

The title from Al Jazeera employs relatively neutral language to describe the missile strikes but strategically frames Iran's actions within an ideological context. By emphasizing security threats as the rationale, the title positions Iran's military response as a necessary measure for safeguarding regional stability. This framing aligns with specific ideological perspectives related to security, defense, and the justification of military actions in response to perceived threats.

The use of "*citing security threats*" in the title reflects a specific language choice that frames Iran's actions as a response to perceived security threats. The term "*security threats*" carries a certain ambiguity, leaving room for interpretation and emphasizing the necessity of Iran's military response. However, the title uses relatively neutral terminology such as "*missile strikes*" which, on its own, doesn't inherently carry a positive or negative connotation. The framing relies on the explanation of security threats to contextualize the actions. The term "*citing*" introduces a metaphorical dimension, framing the security threats as a verbal justification. This implies a communicative act where Iran provides reasons for its actions, positioning the missile strikes as a response to perceived threats. The phrase "*security threats*" is metaphorical, suggesting a perception of potential dangers or risks that may compromise Iran's security. This framing implies a subjective assessment of the situation, contributing to the justification for the missile strikes.

The title attributes the justification for the missile strikes directly to Iran, emphasizing Iran's agency in the situation. The framing suggests that the decision to launch the strikes is based on Iran's assessment of security threats. By mentioning both Iraq and Syria, the title places the missile strikes within an international context, suggesting that Iran's actions are not limited to one specific location but span multiple countries. This reflects a broader geopolitical dimension. The title reflects a particular ideological stance by presenting Iran's actions as responsive to security threats. The choice of wording implies a defensive posture, framing Iran's military actions as necessary measures to ensure security and stability in the region. Concerning the global security context, the inclusion of "*security threats*" aligns with broader global discourses on security and counterterrorism. The framing may resonate with international discussions on the use of military force in response to perceived threats, connecting the local events to wider global security narratives.

The title, as a whole, creates a metaphorical narrative where Iran is portrayed as taking forceful action (*launching missile strikes*) in response to perceived dangers (*security threats*). The use of language contributes to the construction of a specific narrative surrounding the events, framing Iran's actions within the context of a defensive response to identified risks.

The metaphorical elements in the title play a crucial role in shaping the reader's perception of the events, framing the *missile strikes* as a calculated and justified defensive measure by Iran in the face of perceived security threats in the region.

Framing and Perspective of Text (2): Al Jazeera

Al Jazeera text presents a comprehensive account of the missile strikes carried out by Iran's Islamic Revolutionary Guard Corps (IRGC) in Iraq's Kurdish region and northern Syria. The framing and

perspective can be analyzed in several dimensions. As it is mentioned earlier, the text provides Iran's perspective, framing the missile strikes as defensive measures aimed at countering terrorism and defending national security. The use of terms like "*defending its security*" and "*countering terrorism*" aligns with Iran's narrative of justifying the military action. The article details the claimed targets, including what Iran alleges to be Israeli "*spy headquarters*" and gatherings of anti-Iranian terrorist groups. The consequences, such as explosions in Erbil and casualties, are presented, contributing to a narrative of the impact of the missile strikes.

The text includes the Iraqi government's condemnation of what it calls Iran's "*aggression*" on Erbil. The language used by the Iraqi government positions the missile strikes as a violation of Iraq's sovereignty and the security of its people.

Statements from the IRGC are presented, emphasizing their assertion of hitting espionage centers and anti-Iranian terrorist groups. The article includes the number of missiles fired, reinforcing the idea that the IRGC carried out a targeted military operation.

The international response is highlighted, including Iraq recalling its ambassador from Tehran and summoning Iran's charge d'affaires. The condemnation by the U.S. adds a global perspective to the events, indicating broader implications beyond the regional context. The article humanizes the impact by mentioning civilian casualties, including a "*Kurdish businessman Peshraw Dizayee''* and his family. This framing adds a personal dimension to the consequences of the missile strikes.

The response from the Kurdish Regional Government, condemning the attack on Erbil as a "*crime against the Kurdish people*," adds a regional perspective, indicating the impact on specific ethnic groups.

The text presents a multifaceted narrative, incorporating various perspectives, official statements, and reactions to the missile strikes. The framing reflects the complexity of the situation, allowing readers to consider different viewpoints and interpretations of the events.

Metaphorical Expressions:

The metaphorical expressions contribute to the overall framing of the events, shaping how readers perceive the motives, actions, and consequences of the missile strikes and the subsequent reactions. They provide a nuanced understanding by linking abstract concepts to more concrete and familiar domains.

The phrases "*defending its security*" and "*countering terrorism*" represent the military operations as defensive measures. These expressions metaphorically frame the military actions as a defensive response to perceived threats. The conceptual metaphor is "defense is protection", where defending security is metaphorically linked to protecting oneself from potential harm.

Missile strikes as offensive operations are represented in the sentence "*offensive operations will continue until avenging the last drops of martyrs' blood*". The term "*offensive operations*" is used metaphorically to describe ongoing military actions. This employs the conceptual metaphor "war is a continuous offensive action", suggesting a sustained and proactive approach in response to perceived grievances.

The phrase "*filing a complaint*" in the phrase "*filing a complaint at the United Nations Security Council*" metaphorically applies legal terminology to diplomatic actions. This aligns with the

conceptual metaphor "diplomacy is a legal process", where diplomatic measures are framed as legal actions to address grievances and seek resolution.

The act of recalling an ambassador in the sentence "*Iraq recalled its ambassador from Tehran*" is metaphorically aligned with diplomatic measures. This reflects the conceptual metaphor "diplomatic relations are physical connections", where recalling an ambassador is akin to severing a diplomatic connection.

These metaphorical expressions contribute to the rhetorical framing of the text, influencing how readers interpret and understand the motives, actions, and consequences of the events described. The metaphors provide a bridge between abstract concepts and more concrete, familiar domains, shaping the overall narrative and perception of the situation.

Fairclough's Three-Level Framework Analysis:

The present section will analyze the Al Jazeera text using Fairclough's Three-Level Framework, which includes the Text Level, Discourse Practice Level, and Sociocultural Practice Level.

1. Text Level:

The first line in the article "*Emergency teams carry out search and rescue operations after missiles target Erbil, Iraq*" provides information about emergency teams conducting search and rescue operations. The sentence is likely part of a news report or informational context. It serves to inform the audience about a specific event and the actions taken in response. The use of "*emergency teams*" and "*search and rescue operations*" reflects societal responses to crises. It implies a larger social context where events like missile attacks trigger organized efforts for rescue and relief.

The text constructs a narrative that emphasizes Iran's defensive stance, framing the military actions as responses to perceived threats. Specific details about the targets and consequences contribute to the overall representation of the events. Iran's military actions framed as defensive measures. Mention of specific targets, including alleged Israeli "*spy headquarters*" and ISIL-related targets. Consequences of the missile strikes, such as explosions in Erbil and civilian casualties. The text constructs a narrative that emphasizes Iran's defensive stance, framing the military actions as responses to perceived threats. Specific details about the targets and consequences contribute to the overall representation of the events. The text reports on a series of explosions in Erbil, Iraq, with casualties mentioned. It communicates specific details about the events, including the number of explosions, location "*Erbil*", and the casualties "*four killed, six wounded*". The text is likely part of an official statement, it serves the purpose of conveying information to the public about a significant event in Erbil, emphasizing the impact on human lives. Moreover, the use of passive voice in many lines make shifting the focus from the doer of the action to the receiver of the action, often used for objectivity or to highlight the impact of actions. For example, the sentence: "*At least eight explosions were heard in Erbil,*".

Al Jazeera report exhibits a formal and official language style through various linguistic features. The report includes technical terms like "*ballistic missiles,*" legal language such as "*filing a complaint at the United Nations Security Council,*" and geopolitical terminology like "*violation of the country's sovereignty.*" These contribute to the formality of the language. The use of formal lexical choices like formal vocabulary and terminology, such as "*Islamic Revolutionary Guard Corps (IRGC),*" "*condemned*" and "*espionage centers,*" reflects a level of formality commonly associated with official reports. The inclusion of official statements from entities like the IRGC,

Iraqi government, and Ministry of Foreign Affairs involves language typical of official communication. Direct quotations from these sources contribute to the formality of the report too.

The report refrains from taking a stance and presents the events and statements objectively, allowing readers to form their own interpretations.

2. Discourse Practice Level:

To analyze the discourse practice level in Al Jazeera report, it is important to examine how the language is used in the broader context of discourse and how statements and narratives are constructed and framed. The analysis reveals how language is employed to shape the narrative, present justifications, and influence the perception of the events surrounding the Erbil attack. The choice of words contributes to power relations and attempts to persuade the audience to view the situation from specific perspectives.

The report uses specific language choices to convey the perspective of different actors. For example, Iran's IRGC refers to the missile launch as defending its security and countering terrorism, while the Iraqi government condemns it as "aggression". The term "spy headquarters" and the claim of hitting Mossad's headquarters contribute to the narrative presented by the IRGC.

Power relations are evident in the language used by various parties. Iran justifies its actions based on national security, portraying itself as a defender against terrorism. The Iraqi government, on the other hand, perceives the attack as a violation of sovereignty. The condemnation by the US further highlights power dynamics, indicating a stance against Iran's actions.

The IRGC's statement includes a commitment to continuing offensive operations, framing it as a response to avenging martyrs' blood. This language aims to persuade and mobilize support for their actions. The report includes statements from Masrour Barzani, condemning the attack as a "*crime against the Kurdish people*" emphasizing the impact on civilians and seeking sympathy and support.

The report provides context by mentioning the downing of bomb-laden drones targeting a United States-led coalition base, adding complexity to the situation. The mention of the Kurdish businessman and his family being among the civilian casualties adds a human dimension to the narrative, influencing reader perceptions.

The power relations can be identified in many ways, for example the economic power and influence. Peshraw Dizayee is described as a "*Multimillionaire Kurdish businessman*" who owned businesses involved in major real estate and security projects in the Kurdish region. This indicates a significant economic power and influence held by Dizayee.

For the political affiliation and clan connections, the report mentions that Dizayee was "*close to the ruling Barzani clan*" and suggests a political connection and affiliation. The Barzani clan is a prominent political family in the Kurdish region, and being close to them implies a certain level of political influence. The fact that a multimillionaire businessman with political connections and significant economic influence became a casualty in the attack adds a layer to the power dynamics. It suggests that even individuals with considerable power and connections can be vulnerable in conflict situations, impacting the overall balance of power.

Finally, the power relations in Al Jazeera report revolve around economic influence, political affiliations, and the vulnerability of individuals, even those with significant power and connections, in the context of the conflict described.

3. Sociocultural Practice Level:

The report mentions the attack in the context of the Kurdish region, highlighting a distinct cultural and ethnic identity. The reference to the ruling Barzani clan and the impact on a prominent Kurdish businessman like Peshraw Dizayee adds a sociocultural dimension to the conflict. The mention of Dizayee's multimillionaire status and his proximity to the ruling Barzani clan reflects social hierarchies and power structures within the Kurdish region. It suggests that certain individuals or families hold significant influence and power in the sociocultural context.

The report touches upon the international aspect of the conflict, involving Iran's IRGC launching missiles into Iraq's Kurdish region. This highlights the interconnectedness of sociocultural dynamics with broader geopolitical forces, impacting the lives of individuals and communities. The report emphasizes the human impact of the attack by mentioning civilian casualties, including a prominent businessman and his family. This brings a human element to the sociocultural context, showing how conflicts affect individuals, families, and communities

Al Jazeerta report refers to the Kurdish Prime Minister Masrour Barzani condemning the attack as a "*crime against the Kurdish people*", this language underscores the significance of ethnic identity in shaping responses to the conflict. The Iraqi government's condemnation of Iran's actions as an "*aggression*" reflects sociocultural considerations tied to national sovereignty. This brings in the dimension of how nations perceive and react to external interventions based on cultural and societal values.

In summary, the sociocultural practice level analysis reveals how cultural, social, and identity related factors play a crucial role in shaping the narrative around the Erbil attack. It highlights the impact on individuals, social hierarchies, and the interconnectedness of local and international dynamics in the sociocultural context.

Discussion

Comparison of CNN and Al Jazeera's Coverage

To identify the similarities and differences in the use of conceptual metaphors employed by CNN and Al Jazeera, this section compares and contrasts the power aspect and conceptual metaphors present in their coverage of the Erbil attack, shedding light on the diverse narratives and interpretations surrounding this significant event.

Both texts are situated within the broader context of tensions in the Middle East, particularly between Iran and its adversaries. It reflects the ongoing geopolitical struggles and power plays in the region, where military actions can have significant implications for regional stability and global politics. The language used by the CNN is straightforward and factual, presenting the actions of Iran's Revolutionary Guards without overtly emotive or biased language. However, terms like "*spy base*" and "*anti-Iran terror groups*" carry implicit meanings and may reflect the perspective of the author or the sources cited. The report presents the perspective of Iranian forces regarding the missile strike. Terms like "*espionage headquarters*" and "*Israeli attacks*" carry implicit connotations, framing the actions within a narrative of defense and retaliation. The text is situated within the context of ongoing tensions between Iran and Israel, with military actions being framed as responses to previous incidents and perceived threats. It underscores the volatile nature of the region and the potential for escalation in hostilities.

On the other hand, Al Jazeera depicts power dynamics between Iran and its perceived adversaries, particularly Israel and terrorist groups like (ISIS). Iran's action of launching ballistic missiles is

portrayed as a defensive measure to protect its security and counter terrorism, showcasing its military capabilities and agency in the region. The report reflects the ideological stance of Iran's IRGC, framing the missile strike as a response to threats posed by perceived enemies, including Israeli intelligence agencies and terrorist groups. Terms like "*defending its security*" and "*avenging the last drops of martyrs' blood*" align with the narrative of protecting national interests and seeking revenge for perceived injustices. The report is situated within the broader context of regional tensions and conflicts in the Middle East, particularly involving Iran, Israel,

Aspects	CNN	Al Jazeera
Tone and Language	Objectivity, neutrality, measured language	Reflecting Middle Eastern perspectives, potential regional emphasis
Framing of the Event	International aspects, global implications	Regional context, Kurdish perspective, potential sociocultural implications
Emphasis on Key Details	Geopolitical factors, international reactions	Local and regional consequences, Kurdish perspective, civilian casualties
Use of Quotes and Sources	International leaders, diplomats, experts	Regional leaders, local officials, affected individuals
Political and Cultural Sensitivity	Balanced presentation considering diverse viewpoints	Middle Eastern perspective, attuned to local political and cultural nuances
Visual Content	Maps, timelines, images from various international locations	On-the-ground footage, interviews, images capturing the regional context

and terrorist organizations. The civilian casualties and condemnation by Iraqi authorities underscore the humanitarian and political implications of the missile strike, highlighting the potential destabilizing effects on the region.

Table 1 illustrates the comparison of the aspects between the language of CNN and Al Jazeera:

Table 1: Comparison of the Aspects between the Language of CNN and Al Jazeera

International vs. Regional Focus	Global focus, implications on global security	Regional focus, impact on local communities, regional dynamics

In the context of news coverage of the Erbil attack, conceptual metaphors are employed to shape the narrative, convey the severity of the incident, or frame it in a particular light. The following tables outline the different conceptual metaphors, provides example phrases associated with each metaphor, and offer a brief description of how each metaphor might be utilized in news coverage of the Erbil attack.

Table 2: Discursive Strategies of Metaphors Used in the Context of News

Metaphor	Example Phrases	Description
WAR	"Frontline", "enemy forces", "strategic targets"	Emphasizes conflict aspect, evokes urgency and danger
DISASTER	"Devastation", "impact", "recovery efforts"	Highlights widespread damage, emphasizes need for humanitarian response
CRIME	"Investigation", "perpetrators", "justice"	Portrays attack as crime scene, underscores need for accountability
JOURNEY	"Escalation", "tensions rising", "path to peace"	Frames attack within broader context of ongoing conflict and diplomatic efforts
POWER/PHYSICAL FORCE	"Ballistic missiles", "midnight missile strike"	Portrays military actions

Both CNN and Al Jazeera may have political agendas that influence their reporting. CNN may align more closely with US government perspectives, while Al Jazeera might take a more critical stance towards Western interventions in the Middle East.

The power relations in CNN's report reflect a Western-centric perspective, emphasizing the influence of the United States and Israel in the region and framing Iran's actions as aggressive and destabilizing. Al Jazeera highlights a broader range of perspectives, including those of Iran and local actors in the Kurdish region, challenging dominant Western narratives and emphasizing the complexities of regional power dynamics.

Table 3 summarizes the key differences in the power relations evident in the CNN and Al Jazeera reports.

Table 3: Power Relations in both the CNN and Al Jazeera Reports on the Erbil Attack

Power	CNN Report	Al Jazeera Report
International Powers	Portrayal of Iran's IRGC actions in global context	Emphasis on regional dynamics, potential regional actors influencing power relations
Iraqi Government	Potential portrayal of power dynamics between Iraq and Iran	Regional perspective, potential power relations within Iraq, especially in the Kurdish region
Global Perspective	Consideration of international reactions and implications	Potential focus on local and regional perspectives, highlighting regional actors
Military and Security Entities	Reporting on missile launch, security considerations	Potential emphasis on military and security entities, particularly those involved in the conflict
Iran's IRGC	Depending on framing, portrayal of actions and influence	Potential portrayal as a powerful regional actor defending its interests
Civilian and Sociocultural Impact	May or may not emphasize the vulnerability of influential	Potential focus on the impact on civilians, illustrating power

	individuals	relations in the context of conflict
Local Authorities and Kurdish Leadership	Depending on framing, portrayal of actions and influence	Potential portrayal as a powerful regional actor defending its interests

The conceptual metaphors used in the reports can shape public opinion and influence policy responses to the Erbil attack. For example, CNN's framing of Iran's actions as aggressive may contribute to calls for a more assertive stance against Iran in Western capitals, while Al Jazeera's coverage may highlight the need for diplomatic engagement and de-escalation in the region.

The conceptual metaphors employed in the reports also reflect cultural perceptions and stereotypes associated with different actors involved. For example, CNN's framing of Iran's actions as "*reckless*" and "*imprecise*" may draw on longstanding stereotypes of Iranian aggression in Western media. Conversely, Al Jazeera's coverage challenges these stereotypes by presenting Iran's actions as defensive responses to external threats.

The following table summarizes the conceptual metaphors used in both reports, highlighting how they frame various aspects of the Erbil attack within broader societal, political, and cultural contexts.

Table 4: Representation of the Conceptual Metaphors Found in the CNN and Al Jazeera Reports

Conceptual Metaphor	CNN Report	Al Jazeera Report
Military Actions as Defensive Measures	Depicts Iran's missile strikes as a response to alleged Israeli attacks	Frames missile strikes as defense against Israeli "*spy headquarters*" and *ISIL* targets
Violence as Violation of Sovereignty	Highlights condemnation from Iraqi officials regarding missile strikes on Erbil, portraying attacks as violations of Iraq's sovereignty	Emphasizes condemnation from Iraqi government, framing missile strikes as violations of Iraq's sovereignty and security
Casualties as Collateral Damage	Mentions civilian casualties and destruction of civilian property	Specifically mentions death of Kurdish businessman and family, highlighting tragic consequences of military actions on innocent civilians
Political Responses as Diplomatic Measures	Discusses Iraq's intention to file complaints with the United Nations Security Council and condemnation of attacks by the United States	Covers diplomatic fallout from missile strikes, mentioning condemnation by US and Iraq's diplomatic actions such as recalling ambassador and summoning Iran's charge d'affaires
Media Coverage as Information Source	Relies on statements from official sources like government officials, military spokespersons, and state media for information about missile strikes	Relies on official sources and state media for information about missile strikes, portraying media outlets as conduits for disseminating news

CNN and Al Jazeera's social practices influence the use of conceptual metaphors in their news coverage through their editorial policies, target audience, geopolitical context, and role in shaping public opinion. These metaphors contribute to the ideological dimensions of their reporting by framing events in ways that reflect their respective editorial stances and representational goals. They play a significant role in influencing the use of conceptual metaphors and contributing to the ideological dimensions of their news coverage.

These metaphors can influence how audiences perceive and interpret the news, shaping public discourse and policy debates on issues such as the Erbil attack and broader geopolitical tensions in the Middle East.

The choice of conceptual metaphors in their news coverage reflects the preferences and biases of their respective audiences. CNN's use of metaphors that align with Western political discourse may resonate more with its audience, while Al Jazeera's coverage may appeal to viewers seeking alternative perspectives on global events.

The table below illustrates how CNN and Al Jazeera's social practices influence the use of conceptual metaphors and contribute to the ideological dimensions of their news coverage.

Table 5: CNN and Al Jazeera's Social Practices Influence the Use of Conceptual Metaphors

Aspect	Influence of CNN's Social Practices	Influence of Al Jazeera's Social Practices
Editorial Policies	Prioritize perspectives aligned with Western interests	Challenge dominant Western narratives, represent perspectives of the Arab world
Target Audience	Primarily Western audiences, particularly Americans	More global audience, with a focus on the Middle East and North Africa
Geopolitical Context	Aligned with US foreign policy objectives	Represent perspectives of the Arab world, challenge Western hegemony
Language and Framing	Metaphors framing Iran's actions as aggressive or destabilizing	Metaphors framing Iran's actions as defensive or retaliatory
Role in Shaping Opinion	Influence public opinion through news coverage that aligns with Western narratives	Influence public opinion by challenging Western narratives and providing alternative perspectives

In summary, the use of conceptual metaphors in news coverage of the Erbil attack reflects the ideological orientations and social practices of CNN and Al Jazeera, contributing to contrasting narratives and interpretations of the event within broader geopolitical contexts.

Conclusion

The analysis of news articles covering the Erbil attack by CNN and Al Jazeera reveals distinct patterns in the utilization of conceptual metaphors and their function as discursive strategies in shaping the representation of the event.

Firstly, both CNN and Al Jazeera employ conceptual metaphors to frame Iran's actions and their consequences. CNN's coverage tends to portray Iran's actions as aggressive and destabilizing, using metaphors such as "*reckless*" and "*escalation of hostilities*." In contrast, Al Jazeera's reporting presents Iran's actions as defensive responses to perceived threats, employing metaphors like "*self-defense*" and "*countering terrorism*." These differing metaphors reflect the ideological orientations of each outlet and contribute to contrasting narratives of the Erbil attack.

Secondly, conceptual metaphors function as discursive strategies in shaping the representation of the Erbil attack in the media discourse of CNN and Al Jazeera. CNN's metaphors align with Western narratives of Iran as a regional threat and emphasize the need for condemnation and assertive action. Al Jazeera's metaphors challenge dominant Western narratives, presenting Iran as a victim of aggression and framing its actions as justified responses to external pressures. These discursive strategies serve to reinforce each outlet's editorial stance and appeal to their respective target audiences.

Lastly, CNN and Al Jazeera's social practices play a significant role in influencing the use of conceptual metaphors and contributing to the ideological dimensions of their news coverage. CNN's editorial policies prioritize perspectives aligned with Western interests and US foreign policy objectives, shaping its coverage to fit within dominant Western narratives. Al Jazeera, on the other hand, challenges Western hegemony and represents the perspectives of the Arab world, reflecting its broader geopolitical context and audience preferences. These social practices influence the selection and framing of news stories, shaping the narrative surrounding the Erbil attack on January 15, 2024 and contributing to the ideological dimensions of media discourse.

The analysis highlights how conceptual metaphors are employed as discursive strategies in shaping the representation of the Erbil attack in the media discourse of CNN and Al Jazeera. These metaphors reflect each outlet's ideological orientations and are influenced by their social practices, including editorial policies, target audience, and geopolitical context. Understanding the role of conceptual metaphors in news coverage is crucial for deciphering the ideological dimensions of media discourse and its impact on public perceptions of global events.

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