

Transitivity and Role Allocation of Prejudice in Selected American and Iranian Mass Media Articles on the Israeli-Palestinian Conflict: A Critical Discourse Perspective

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ABSTRACT

Prejudice discourse is a highly significant language use in a range of social circumstances, particularly in in-group communication where it is commonly recognized. This highlights the necessity of researching this linguistic phenomenon, according to certain interdisciplinary perspectives. As part of the discursive portrayal of the Israeli-Palestinian conflict during the attack on October 7, 2023, this paper analyses, from a comparative critical discourse perspective, the linguistic device of transitivity and role allocation of the prejudiced content used in media coverage of American and Iranian newspapers' discourse concerning the campaign "*All Eyes on Rafah*". The American (*New York Post*) and the Iranian (*Khayhan*) are the two competing international publications from which the two articles were gathered. The purpose of this article is to determine the components of prejudice as well as the role allocation and transitivity process frequencies that make it easier for the researcher to highlight similarities and differences in the chosen data. The researcher used both qualitative and quantitative data analysis along with a critical discourse analysis methodology to gain a comprehensive critical understanding of the nature of prejudice in the chosen data. The study reveals that the prejudiced information published in the chosen articles is a result of the cognitive, affective, and

behavioral components that represent an attitude by employing linguistic categories (transitivity and role allocation) as a prejudice tool to portray the other group as obliterated, inferior, and harmful. The material process of transitivity and activation of role allocation are the most often used linguistic techniques to denote the physical actions of the social actors. Despite the fact that these two newspapers employ these methods in almost equal ratios, there are differences in how these procedures are applied ideologically depending on the newspaper's standpoint. This means that the press coverage in the Iranian article was prejudiced "pro-Palestinians," whilst the American one is biased "pro-Israeli" article

Keywords: conflict, critical discourse analysis, prejudice, Israel, Palestine, Transitivity

التعدي اللغوي وتوزيع الأدوار للتحيز في وسائل الإعلام الأمريكية والإيرانية في مقالات خبرية
مختارة حول الصراع الإسرائيلي الفلسطيني: تحليل نقدي للخطاب

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الملخص

يعد خطاب التحيز أحد أهم الاستخدامات اللغوية في التواصل الاجتماعي بين الناس. وهذا يؤكد الحاجة إلى دراسة هذه الظاهرة اللغوية من وجهات نظر متعددة التخصصات. يحل هذا البحث كجزء من التصوير الخطابي للصراع الإسرائيلي الفلسطيني، الهجوم في ٧ أكتوبر ٢٠٢٣، من منظور الخطاب النقدي المقارن، التعدي اللغوي وتخصيص الأدوار للمحتوى المتحيز المستخدم في التغطية الإعلامية لخطاب الصحف الأمريكية والإيرانية بشأن حملة "كل العيون على رفح". إن الصحيفة الأمريكية (نيويورك بوست) والصحيفة الإيرانية (كيهان) هما الصحيفتان الدوليتان المتنافسان اللتان تم جمع المقالين منهما. الغرض من هذه الدراسة هو تحديد مكونات التحيز بالإضافة إلى ترددات عملية تخصيص الأدوار والانتقالية التي تسهل على الباحث تسليط الضوء على أوجه التشابه والاختلاف في البيانات المختارة. استخدم الباحث كل من تحليل البيانات النوعية والكمية جنباً إلى جنب مع منهجية تحليل الخطاب النقدي لاكتساب فهم نقدي شامل لطبيعة التحيز في البيانات المختارة. تكشف الدراسة أن المعلومات المتحيزة

المنشورة في المقالات المختارة هي نتيجة للمكونات المعرفية والعاطفية والسلوكية التي تمثل موقفًا من خلال استخدام الفئات اللغوية (التعدي وتوزيع الأدوار) كأداة تحيز لتصوير المجموعة الأخرى على أنها منبوذة ودونية وضارة. إن عملية التعدي المادي وتفعيل توزيع الأدوار هي أكثر التقنيات اللغوية استخدامًا للإشارة إلى الأفعال الجسدية للفاعلين الاجتماعيين. ورغم أن هاتين الصحيفتين تستخدمان هذه الأساليب بنسب متساوية تقريبًا، إلا أن هناك اختلافات في كيفية تطبيق هذه الإجراءات أيديولوجيا حسب وجهة نظر الصحيفة. وهذا يعني أن التغطية الصحفية في المقال الإيراني كانت متحيزة "مؤيدة للفلسطينيين"، في حين أن التغطية الصحفية الأمريكية كانت متحيزة "مؤيدة لإسرائيل".

الكلمات المفتاحية: الصراع، تحليل الخطاب النقدي، التحيز، إسرائيل، فلسطين، التعدي اللغوي

1. Introduction

This study utilizes a comparative critical discourse analysis (CDA) to examine the presence of prejudice in a selection of American and Iranian newspaper articles concerning the slogan "All Eyes on Rafah".

The Researcher seeks to respond to the subsequent questions:

- 1) What are the prejudice components present in the chosen data?
- 2) What are the occurrence frequencies of transitivity processes and role allocation that enable a journalist to produce prejudiced content in the selected data?
- 3) What are the contrasts and similarities in the way that event is represented?

Given the previous questions, the purpose of this article is to:

- 1) Discovering prejudice components.
- 2) Figuring out the frequencies of transitivity processes and role allocation.
- 3) Identifying the contrasts and similarities in the portrayal of that event in the chosen data.

The research procedure involves the following steps:

1. Giving a basic review of CDA and the notion of Prejudice, including its components and functions.

2. Illustrating Van Dijk's model (1998) of contextual factors, Halliday's (2014) and van Leeuwen (2008) model of transitivity and Role Allocation.

3. Analyzing two representative articles from two opposing international newspapers (American and Iranian).

4) Making some conclusions from the analysis.

2. Theoretical Background

1.1 Van Dijk's Approach to Critical Discourse Analysis

It is essential that CDA take into consideration the particular structures, strategies, and functions of text and talk, including grammatical, pragmatic, interactional, stylistic, rhetorical, semiotic, narrative, and related forms of verbal and para-verbal institution of communicative events, regardless of the other aspects of discourse that it addresses. Accordingly, Van Dijk (2016) proposes that this domain is understood by the theoretical discourse-cognition-society triangle.

Even though all of CDS's (critical discourse analysis) techniques focus on the relationships between discourse and society, Van Dijk (2016, 2001) claims that a socio-cognitive approach asserts that these links are cognitively structured. One possible link between discourse structures and social structures is "the mental representations of language users as social members." Only by the same cognitive link of mental models, information, beliefs, and ideologies does discourse affect social interactions and social structures (Van Dijk 2016, 2001). Discourse, it should be noted, in this context refers to a "semiotic" or multimedia aspect of symbolic representation that includes spoken and written words along with any supplementary expressions, textual structures, pictures, and other components of a communicative event. In this sense, cognition refers to any "mental" or "memory," picture, or method used in speaking. Both interpersonal and social communication are included in this. Critical discourse analysis emphasises that before

selecting the discourse and social structures to be analysed, an analyst must first do a comprehensive theoretical investigation of a social problem. It does not offer a preset procedure for carrying out a social study (Van Dijk, 2016). Moreover, the research methodologies are influenced by the context aspects of the study, which comprise the objectives, participants, surroundings, users, and their interests and viewpoints. Any "mental" or "memory," image, or technique that is employed in speech is referred to as cognition in this context. This encompasses both interpersonal and social communication. Critical discourse analysis emphasizes that every research project needs to start with a thorough theoretical analysis of a social problem before the analyst can choose the discourse and social structures to be studied. A predetermined method for conducting a social study is not provided by it (Van Dijk, 2016). Furthermore, the context elements of the study, including the goals, participants, environment, users, and their perspectives and passions, impact the research methods.

Discourse categories for it are chosen in accordance with Van Dijk's (2016) theory and its primary objectives, which include a critical examination of the discursive replication of dominance in society. The idea of discourse is fundamental to interaction and communication for discursive, cognitive, and social reasons. It is crucial to make clear that the aim of this study is to uncover the underlying ideologies that are present in a selection of newspaper articles by looking at discursive frameworks from a semantic and rhetorical viewpoint. These techniques, or discursive approaches, are explained as follows:

2.2 Mass media and Critical Discourse Analysis

According to Denis McQuail, "the term mass media indicates the entire systems within which messages are produced, selected, transmitted, received and responded ". Interpersonal communication takes the form of both speech and nonverbal conversation in mass communication. The

message can be disseminated through a channel or media to a large audience (McQuail, 1994). These include radio, television, newspapers, magazines, billboards, movies, records, books, and the Internet in addition to the emerging class of smart mass media, which consists of smartphones, smart TVs, and tablets, all of which are utilized to concurrently reach a vast number of people (McQuail, 1994).

As stated by Fairclough (1989), beyond merely presenting the facts, language used in the media also serves to reflect power, which is mostly obtained through ideologies—more precisely, through the ideological application of language. Van Dijk (2007) continues by explaining that the media is one of the most important tools for marking a conversation in a variety of ways. It is shown that one of the objectives of CDA is to illustrate how the highly illuminating rhetoric of government documents, sociological reports, and media reporting may really represent ideological viewpoints. The articles published in outstanding publications and journals are considered to be an important source of support for disseminating the beliefs upheld by the influential organization. Since language usage is essential for showing status and power in modern social interactions, media is a significant determining factor in CDA (Sadat et al., 2013). Moreover, spoken texts are the main emphasis of CDA since different pronunciations of the same text might alter its meaning. In every society, readers comprise the majority, and it is noted that the ideas they read in newspapers and magazines have a significant impact on their thinking. Additionally, language used in a variety of media contexts has a big impact on people's beliefs and viewpoints.

2.3 Newspaper Discourse

Newspaper discourse is important, according to Hart (2010), and this stems from the press's distributional power since the press's power is subject to the processes of "transformation" and "selection". The majority

of language in newspapers is impersonal and formal. This suggests that there are no slang words or idioms used, other from quotation marks. Notably, articles frequently used the active voice instead of the passive, among other grammatical conventions. Except for the headlines, every single one of them is written in the past tense (van Dijk, 1988a).

2.4 The Concept of Prejudice

Scholars have varied in their definitions of prejudice; nevertheless, one common definition is "feelings of intergroup hostility." (Allport & Kramer, 1946). Allport defines prejudice as "an aversive or hostile attitude toward a person who belongs to a group, simply because he belongs to that group, and is therefore presumed to have objectionable qualities ascribed to the group." He argues that prejudice, especially when there is an ingroup–outgroup relationship, is a natural outcome of group classification. An unreasonable, typically unfavourable attitude projected against people due to their social category or group membership is also known as prejudice (Allport, 1954).

Van Dijk (1984 p. 14) asserts that prejudice is a cognitive and asocial phenomenon. It is not only a characteristic of personal beliefs or sentiments about social groups, but a common kind of social representation that members of the group have acquired via socialisation processes, modified, and executed in social communication and interaction. According to him, prejudices are mental constructs and strategies for using them in social contexts that determine their formation, applicability, contents, arrangement, and other attributes. In other words, prejudice cannot be comprehended in a vacuum, apart from its role in ethnic relations among groups, from the perspective of the majority's dominance, or from its interests pertaining to minority groups.

2.5 Components of Prejudice

Prejudice can take three fundamental forms, or modes, in which negative attitudes towards other groups might appear. All three of these components have traditionally been seen as signs of a common mindset for intergroup judging (Duckitt, 2003). Among them are (*These components will be included in the data analysis model to show how the journalist publishes prejudiced material in the chosen data; see p. 8 for further details.*):

2.5.1 Cognitive Component

The term refers to negative stereotypes, which are beliefs held about a particular social group or individuals within it. They take the logical form of a judgement, which exaggerates and generalises certain features or behavioural patterns to a specific group of people. The outgroup beliefs can be evaluated as favourable, neutral, or negative. Only evaluatively negative stereotypes are usually regarded as indicative of prejudiced views (Duckitt, 2003).

2.5.2 Affective Component

Unwanted feelings are implied. Anti-outgroup sentiments and hatred are the main characteristics of prejudice. The best way to define prejudice is as unfavourable emotions between groups. People's evaluation of intergroup interactions or circumstances may result in prejudice and intergroup behaviour based on "social emotions" about outgroups when group identification is significant. It is possible to characterize "attitudes" as a person's emotional reaction to a relationship partner, expressing either anger or sympathy (Duckitt, 2003). Stangor and Colleagues (1991, as cited in Duckitt, 2001) discovered that feeling responses to national, ethnic, and religious groupings were clearly stronger predictors of overall favorable and social disconnection to these groups than stereotypes held about those groups. 'Attitudes' can be described as

one's emotional response to someone with whom one has a relationship and can express hatred or sympathy.

2.5.3 Behavioral Component

It means negative behavioral characteristics towards outgroups (to behave negatively to outgroup members, for example, through discriminatory actions and maintaining social distance). Behavioral manifestations of prejudice take the form of people's intentions and dispositions to behave badly towards outgroup members. The most behavioral expressions of prejudice are likely social distance preferences (behavioral avoidance) and discriminating behavior. Interestingly, individuals may face purposeful acts of significant violence due to their group or category membership (Duckitt, 2003).

2.6 Prejudice and Discourse

Van Dijk (1984, p.2) asserts that "both prejudice and talk are social phenomena that require analysis within an interdisciplinary framework" and that "both create meaning in the world while utilizing specific word combinations." It is critical to understand that biased discourse is a way for social members to engage and utilize language in in-group communication contexts. In other words, prejudice is regarded as a basic feature of social actors rather than something that arises exclusively on an individual or personal level as a consequence of what may be termed "social information processing." (Fairclough, 2003).

3. Methodology

This section includes comprehensive guidelines for data analysis to help achieve the objectives of study.

A. Prejudice Components

- 1. Cognitive Component:** Negative judgment.
- 2. Affective Component:** Emotion.
- 3. Behavioral Component:** Racism and Discriminatory behavior (Duckitt, 2003).

B.Contextual Factors

Ideologies can spread because of contextual elements related to speech events. The following are listed as the contextual analysis parameters by Van Dijk (1998):

- **Domain:** It refers to the context or scope of the communication events.
- **Genre:** Genres are unique forms of discourse that include text, conversation, and context. Genres replicate ideologies, hence they need to be investigated.
- **Functions:** Each genre serves a distinct purpose in a chain of activities or domains.
- **Intention:** All communication activities have intentions. This is because participants have mental representations of what they say or write. Speakers control and generate their speech based on their objectives. For specific ideological goals, sometimes the true intentions are veiled.
- **Location:** Refers to where communication events occur.
- **Circumstances:** Refer to the exact situations under which speech events occur.

C. Transitivity and Role Allocation

According to Halliday's Systemic Functional Linguistics (Halliday, 1994), language is viewed as a social semiotic, used to create meaning within a specific context. Transitivity is a key component of this approach. According to Eggins (1994), this approach examines how individuals use language to convey meaning and how language is structured to facilitate this process. The process is achieved via the sentence's verbal part. According to Halliday and Matthiessen (2014), grammar distinguishes between "outer experience," which refers to material processes (MPs), or the activities of the outside world, and "inner experience," which refers to mental processes (MnPs). Grammar recognizes a third category of

processes, which are referred to as relational processes [RPs] for the purposes of recognition and classification. Each boundary has the following sub-processes: At the boundary of mental and material processes are behavioural processes, or BPs: Existential processes (EPs) at the border between relational and material domains and verbal processes (VPs) at the border between mental and relational domains (Halliday and Matthiessen, 2014, p. 218)

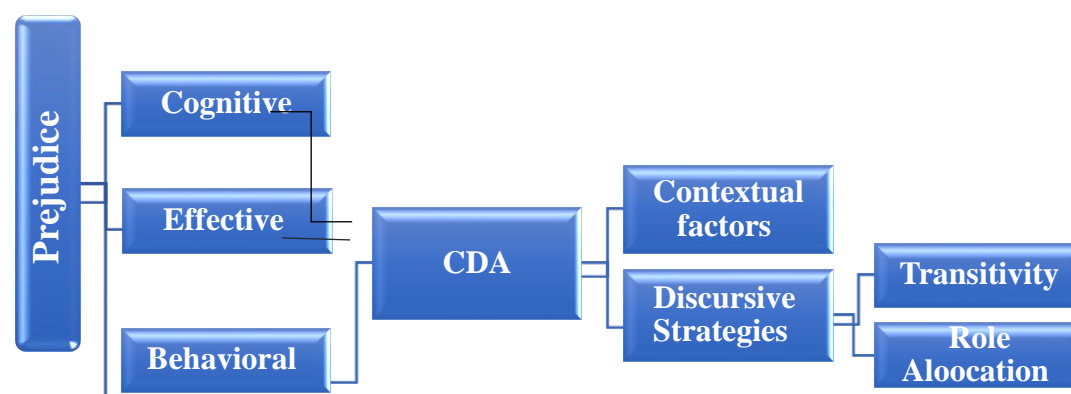
Social actors can take on either active or passive roles. activation involves social actors as active participants in an activity, while passivation involves them as passive recipients (van Leeuwen 2008, pp 32–3). According to Kessler and McDonald (When Words Collide, 8th ed., Wadsworth, 2012), the passive voice should be employed in two instances in newspapers. First, when the recipient of an action is more significant than the performer of the action. Second, when the writer does not know who performed the action (actor). In another research, Moaddab (2014, p.1) notes that passive and active sentences are important in the study of persuasion and emotive writing. Additionally, they play a significant role in newspaper stories. The writer's choice between these two forms influences how readers understand his words in the way he desires.

3.2 The Model of Analysis

The model is an application that was developed as an essential data analysis tool. It is based on Duckitt's model (2003) (*for more information about prejudice components see p.5*), Van Dijk's Approach of contextual factors (1998) and the combination of Halliday's (2014) and van Leeuwen 2008 model of transitivity and Role Allocation.

Figure 1.

The Eclectic Model of Analysis



D. Data Collection and Data Analysis

This section applies the model to the selected data.

4.1 Data Selection and Collection

The selected newspapers' websites were the source of the data collection. The choice was made using predetermined standards rather than at random. The coverage of the campaign "All Eyes on Rafah" as part of the Israeli–Palestinian conflict (October 7, 2023 attack) in two worldwide newspapers—the American and Iranian press. From one Iranian (Kayhan) and one American newspaper (New York Post), two articles were chosen. The attack on October 7, 2023, is widely regarded as a significant global event, with coverage from many mass media outlets because to the increasing popularity of the Palestine–Israel conflict. The selection of newspapers need to be predicated on their level of popularity and direction. The main method of selection is to group data according to country, popularity, and ideology. This implies that the selection criteria are determined by the significance of the organisations as global media outlets that follow their political preferences. Iranian newspapers employ English instead of Farsi to avoid translation.

4.2 The Procedures of Analysis The analysis methodology is a guide for the analyst to follow when analyzing the research study's data. The analysis is divided into two sections: both qualitative and quantitative.

4.2.1 Qualitative Analysis

To address each of the two article, the following steps are taken:

A. The first step is the researcher's attempt to seek the representation of prejudice content the in the selected data.

B. Using Van Dijk's (1998) contextual factors model is the second stage.

C. The third step is the examination of the ideological discursive strategies.

4.2.2 Quantitative Analysis

Because it works with numbers, mathematical facts, and comparisons, this part aids qualitative analysis. Following these procedures will help with the quantitative examination of the data and support the qualitative analysis:

1. Tables and figures will display the results.
2. Discussing the result mathematically.
3. Finding the differences in how the event was reported by contrasting and debating the outcomes of the two media – newspaper pieces.

4.3 Data Analysis

4.3.1 Qualitative Analysis

4.3.1.1 American Data

Article 1: " 'Vapid': 'All Eyes on Rafah' viral post ripped for fake AI images of Gaza" Newspaper: NWP Date: May30 ,2024 By: Ronny Reyes

A viral AI-generated image of Rafah calling on the world to witness Israel's advancement in the Gazan city and shared by millions, including Noble Peace Prize winner Malala Yousafzai and model Gigi Hadid, has garnered backlash for offering an unrealistic, sanitized view of the

situation. The fake image, uploaded earlier this week by pro-Palestinian activists, features rows and neatly organized tents in the desert stretching off towards snow-capped mountains, with several tents in the center spelling out "All Eyes on Rafah." 'Vapid': 'All Eyes on Rafah' viral post ripped for fake AI images of Gaza. While the AI-generated picture has been shared tens of millions of times on social media, it ultimately fails to capture the reality of a city and its people caught between Israel's military offensive and Hamas terrorists operating in residential areas.... Many on social media slammed those who shared the fake picture accusing them of performative activism by sharing an "aesthetically pleasing" picture rather than facing the harsh reality.... The fake Rafah image has been ultimately slammed as the latest piece of "slacktivism..." "The All Eyes on Rafah post is another vapid, lazy way to say 'I care,' not 'I care about bringing the conflict to an end with as little human suffering as possible,' not even 'I care about all civilians killed,'" Kaplan wrote. "It says nothing productive." "All Eyes on Rafah" has become a rallying cry for anti-Israel protesters after Rik Peepkorn, who leads the World Health Organization's Gaza office, used the phrase in February as he warned of the IDF's looming operation in the southern city, which houses more than one million refugees.....The slogan and image erupted across social media following an Israeli airstrike on Sunday near a refugee camp, which was followed by a large blaze that killed 45 people and wounded some 200 others.....On Instagram, the "All Eyes on Rafah" graphic was not labeled as an AI-generated image and allowed to flourish while more than 1,000 images of the grim reality in Gaza have been repeatedly censored on the platform, according to a Human Rights Watch's report last December. The 51-page report, titled "Meta's Broken Promises: Systemic Censorship of Palestine Content on Instagram and Facebook," alleged that the company had taken down

1,050 posts on its platforms uploaded by Palestinian activists and their supporters (Web source 1).

A. Prejudice Components

1) Cognitive Component

The journalist of article 1 carries negative stereotypes or beliefs towards Palestine. The journalist negative judgement towards Palestine and Hamas as terrorist let him to justify Israel's deadly attacks against Palestinians. The journalist thinks that Hamas is considered as a terrorist, so Israel's deadly attacks is against Hamas which is considered as part of Palestine. So he is prejudiced against them as out group.

2) Affective Component

In article 1, the journalist expresses undesirable feelings in the form of hostile bad attitudes towards Palestine. His reaction to the campaign carried out by pro-Palestinian supporters against Israel caused him to become biased.

3) Behavioral Component

The journalist's negative beliefs and hatred for Palestine, Hamas and its supporters as an out-group cause him to approach the topic of the campaign of "All eyes on Rafah " against Israel's deadly attacks negatively, writing hate speech in a discriminatory and racist manner against them and portraying Israel as a dominated and supported group.

B. Contextual Factors

- **Domain:** Article 1 is political news about the surprise event that happened in Israel. It is under the headline " 'We are being slaughtered': Israelis cry for help as Hamas militants break into homes ".
- **The Type or the genre** of the article is newspaper.
- **The Function:** The purpose of Article 1 is to keep the public informed about the most recent occurrences of Israeli-Palestine Conflict.

It cites the story of the surprise assault that is done by Hamas against Israel.

- **Intention:** The purpose of article 1 reflects prejudice and this stems from the ideology of the newspaper. The goal of article corresponds with the ideology of the newspaper, whether it supports or opposes such attack (Hamas).
- **Time:** Article 1 is stated on May30,2024. This date represents the beginning of the campaign.
- **Location:** It shares the same location as The New York post, which is in New York City.
- **Circumstances:** Article 1 documents the beginning of the event. The article discusses the war between Hamas and Israel.

C. Transitivity and Role allocation

The negative representation and criticism of the campaign of is portrayed by using different processes types and roles allocation that suit the journalist's prejudiced ideology in reporting then news coverage of IPC. The use of the verbal and material processes to indicate the negative idea about the campaign by the use of fake image by millions to represent unrealistic situation as in *"calling on, witness, offering, uploaded spelling out"*. The journalist negatively criticized the slogan by using verbal processes and material verbs that it is slammed by many people because it is a fake image that doesn't represent the reality of the Gazan city just like *"slammed, accusing, sharing"*. So, this represent the prejudiced ideology of the journalist in representing the news in discriminatory and racist manner by deceiving the reader throughout showing sympathy towards Palestine, but in fact the journalist hates Palestine and any campaign calling on the peace and freedom of Palestinian.

Additionally, the journalist's prejudiced beliefs and feelings of hating towards *"the American Black people"* leads him to compare their

campaign with Palestinian slogan which also fail in representing the realistic situation of their world as in " **compared to, posted, criticized, show**"

The use of relational and verbal processes to negatively represent the slogan that it is only just words without any actions to represent the reality in order to change it just like " **is, say, bringing, wrote, says** ". The writer also criticizes the slogan by using the relational, verbal and material processes in comparing it to the real campaign which is a phrase that is written by Rik Peeperkorn against Israel's attacks on Palestinian as in " **become, used, warned**". Finally, the journalist indicates hatred towards Palestine and any campaign support it by claiming that this slogan is against Meta's legality, so there are many posts that have been deleted by it. This indicates the journalist's prejudiced ideology in producing the coverage news of Israel and Palestinian conflict in discriminatory and racist manner.

4.3.1.2 Iranian Data

Article 2: "Iranian Artists Join 'All Eyes on Rafah' Campaign"

Newspaper: Kayhan

Date: 29 May 2024

By: TEHRAN

TEHRAN -- Iranians have joined the "All Eyes on Rafah" international campaign on the Instagram social media platform that has gotten more than 40 million shares by the time of our printing and is expanding by the hour. The worldwide campaign was launched Tuesday amid the ongoing Israeli genocide in the Gazan city of Rafah. Iranian artists, political activists and ordinary people have joined it regardless of their political affiliations. Some of the famous Iranian actors and filmmakers participating in the campaign include Kamal Tabrizi, Parviz Parastui, Payman Maadi, Tannaz Tabatabaei and Amir Jafari. The campaign's slogan is an adoption from the World Health Organization representative in Palestine Rik Peeperkorn's "all eyes are on Rafah" comments days after Israeli prime minister Benjamin Netanyahu unveiled his plan for the

invasion of the city, where over half of the Gaza population had sought shelter. Rafah is now facing a dire humanitarian crisis, widespread destruction and displacement due to the ongoing Israeli offensive. The UN has warned that more than one million Palestinians have fled Rafah in three weeks and the remaining civilian population is in desperate need of food, water, shelter, and medical care (Web Source 2).

A. Prejudice Components

1) Cognitive Component

The journalist of Article 2 holds unfavorable preconceptions towards Israel. The journalist condemns Israel's unlawful and terrible conduct against innocent Palestinians. The journalist believes that Israel is a criminal occupation that removes Palestinians' homes. He, according to these principles of CDA has prejudiced beliefs against Israel.

2) Affective Component

In Article 2, the journalist expresses undesirable sentiments in the form of hostile bad attitudes towards Israel. The praising of the campaign is organized by pro-Palestinian supporters against Israel following its murderous strikes on Rafah reveals his ideology. The concept of being Muslim led him to sympathize with Palestine, consider it favorable, and join the campaign since Iran and Palestine have the same Muslim ideology and the same opponent, the Zionist regime.

3) Behavioral Component

The journalist of Article 2 writes hate speech in a discriminating manner towards Israel which *"the Zionists' criminal assault against Palestine"*

B. Contextual Factors

- **Domain:** Article 2 is political news about the campaign "All eyes on Rafah"
- **The Type** or the genre of the article is newspaper.
- **The Function** or the purpose of this page is to keep the public informed about the most recent occurrences of Israel–Palestine Conflict.

- The Intention or the objective of article 2 exhibits prejudice and is based on the newspaper's ideology.
- **Time:** Article 2 is stated on 29 May 2024. This date represents the beginning of Hamas surprise attack against Israel
- **The location** of this article is Tehran.
- **Circumstances:** Article 2 describes Israel's deadly attack against Palestinian in Rafah. It discusses the factors and consequences of that attack.

C. Transitivity and Role Allocation

The journalist uses several process types and role allocations that suit the biased ideology when reporting on the news coverage clash, which portrays the favorable portrayal and support of the campaign. The Iranian's agency and responsibility of supporting the campaign is represented by the use of the material processes such as *"joined, participating"*. So, this represents the journalist ideological bias and favoritism towards Palestine as in-group and share the same properties and ideologies that they are Muslims and have the enemy which is Israel, so Iranian's duty is to support them in order to put an end for the Israeli occupation against Palestine. The utilize of relational and verbal processes in order to describe in a positive way how the campaign of is started *"The campaign's slogan is an adoption"*. The journalist represents the negative consequences of Israeli's attacks against Palestinians in Rafah by using relational, verbal and material processes *"Rafah is now, UN has warned ,Palestinians have fled Rafah....."*. As a result, this shows how the journalist, by the use of suitable transitivity processes and role constructions of activation and passivation, can

reports the news coverage of conflict in a prejudiced and biased way by portraying the Palestinians as victims, because they are in-group.

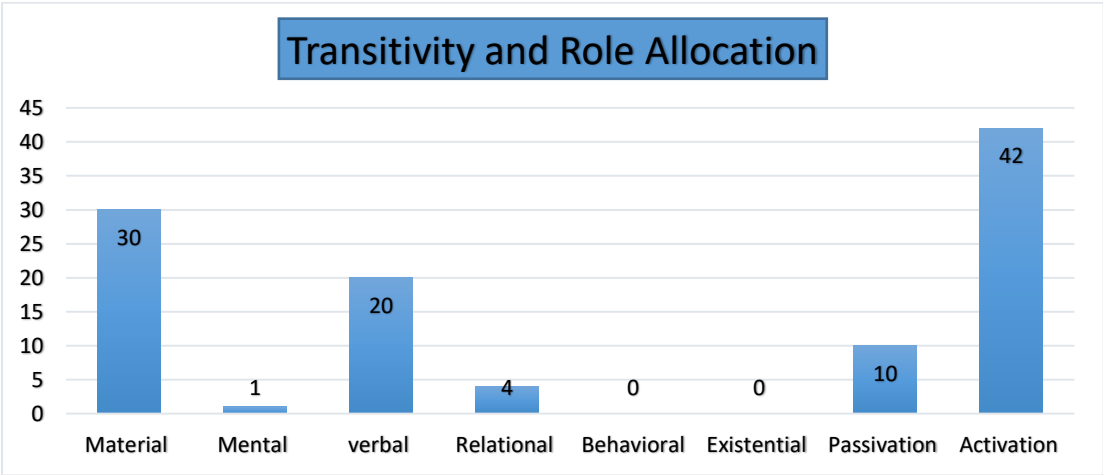
4.3.2 Quantitative Analysis

4.3.2.1 Quantitative Analysis of Transitivity and Role Allocation in Article 1

Table 1 Frequency and Percentage of Transitivity and Role Allocation in Article 1

Process Type	Frequency	Percentage	Role Allocation	Frequency	Percentage
Material	30	56.54%	Passivation	10	19.23%
Verbal	20	36.36%	Activation	42	80.76%
Mental	1	1.81%			
Relational	4	7.27%			
Behavioral	0	0%			
Existential	0	0%			
Total	55	100%	Total	52	100%

Figure 2 Frequency of Transitivity and Role Allocation in Article 1



The frequencies and percentages of transitivity and role allocation, are shown in Table 1 and Figure 1. The total number of applicable processes in "the American article" is 55. The Material process is in the first rank which counts 30 in the skull. Its share of the overall use is 56.54%, or almost half that of the other five process categories. The actional aspect of the event under study—justifies the high frequency

of occurrences. However, this forces the reporter to rely mostly on the material process to blame *" Hamas terrorist "* of the responsibility for making violence against Israel.

Next is Verbal process in the second rank, with a score of 20 (36.36%), which is utilized by the journalist in order to represent Israel's reaction to the campaign against Israel. While relational process scores 4 and percentage 7.27 %, earning it a third-rate ranking. The biased journalists of American newspapers utilize it to characterize or depict the good attributes of the in-group, which is the Israeli side of the conflict, and the bad attributes of the out-group, which is the Palestinian side. Behavioral with and existential have the same lowest frequencies and percentages with 0 (0%).Based on *"transitivity"*, it can be concluded that *"American journalist"* frame their "in-groups" in relation to the *"out-groups"* in a way that reinforces the function of prejudice.

The frequencies and percentages of role allocation shows that **"Activation" is more than "passivation" with a score 42 and percentage 80.79% which is** used by the American article to imply that the assailant is affiliated with Hamas who are responsible for the unexpected attack against Israel lead to the Israeli's attack against Rafah.They are set off to emphasize the performance above the actual action. **"Passivation"** is used with a score 10 (19.23%) to portray the ***"terrorist organization Hamas"*** as being subjugated, the operation's aim, or the gainer. Passivation is the goal of Israel's deadly bombings and operations against Hamas. The media is trying to present them as helpless and suffering by doing this.

4.3.2.1 Quantitative Analysis of Transitivity and Role Allocation in Article 2

Table 2 Frequencies and Percentages of Transitivity and Role allocation in Article 2

Process Type	Frequency	Percentage	Role Allocation	Frequency	Percentage
Material	7	50%	Passivation	3	25%
Verbal	4	28%	Activation	9	75%
Mental	1	7.14%			
Relational	2	14.28%			
Behavioral	0	0%			
Existential	0	0%			
Total	14	100%	Total	12	100%

Figure 3

Frequency of Transitivity and Role Allocation in Article 2

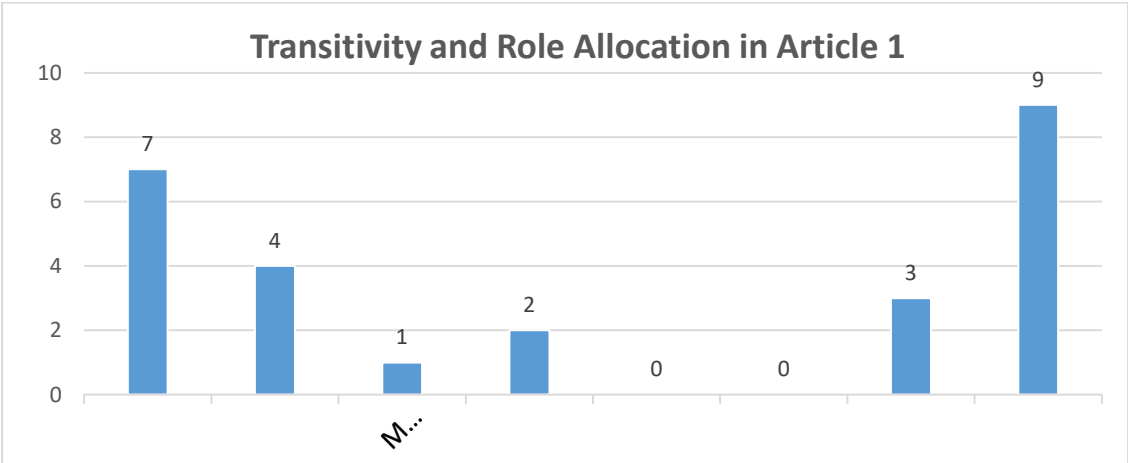


Table 2 and Figure 3 provides a quantitative analysis of **"transitivity"** in terms of its many processes. **"The Iranian data"** mention a total of 14 times where these procedures were used. The greatest importance is given to Material, whereas Behavioral with and existential are ranked lowest. With 7 material count, it ranks first. It comprises 50%, or more than half, of all the **"transitivity processes"** that are used. This specific count and percentage give background for the process's associated rating and ranking and show how significantly different it is from the other processes. Thus, the skewed perspective of the **"Iranian journalist"** towards Israel, based on material processes. Of fact, the

verbal sort of process's ranking second is no accident. It gets 4, or 28% points.

The social actors share their thoughts, opinions, critiques, and responses to the campaign through spoken speech. Language processing is therefore justified since reporters require proof to support their claims. The **"verbal technique"** is used to provide the reader a clear understanding of the speaker's mental process. Furthermore, the Mental Process which obtains 1 is used by **"Iranian journalist"** to portray the opinions and viewpoints of other individuals on the event. This is done psychologically, expressing various social players' points of view about the occurrence. Ideologies govern this on their own. However, with scores of 2(14.28%), the kind of Relational process offers noteworthy counts and percentages. This explains why, while describing the significant events under examination, it is important to emphasize the role of attribute and value in comprehending the ideological imprint on speech patterns. The latter two processes, behavioral with and existential, have the lowest ratings (0%) compared to the other process categories.

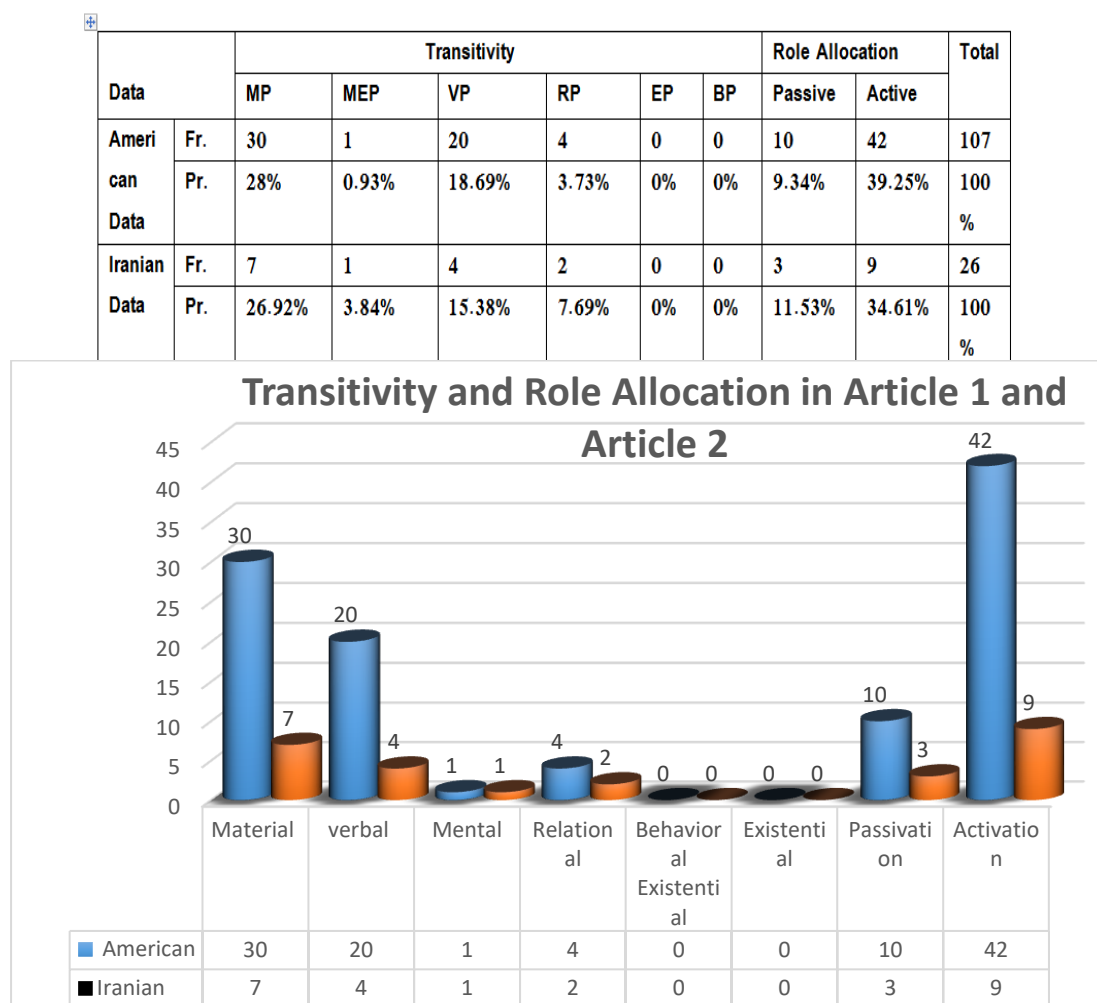
However, activation is used in Iranian article with a score 9 (75%) to highlight out-group "Israel" accountability as the driving force for constructive activity, doing deadly attacks against Rafah and to highlight the responsibility of Pro-Palestinian supporters for launching the campaign against Israeli deadly attacks. However, the passivation has a lower score with 3 (25%) to represent the Palestinians who have been forced to flee their homes are portrayed in Iranian publications as helpless victims of Israel's destructive bombings.

4.3.2 Comparison of Results

Table 3

Frequencies and Percentages of Transitivity and Role Allocation of Article 1 and Article 2

Figure 4 The Following Figure displays the Ratios of Transitivity and Role Allocation occurrence in Article 1 and Article 2



The material process, which has percentages of 56.54% and 50% in **"Article1 and Article 2"**, respectively, indicates that it is ranked highest on the scale because it emphasizes the physical actions of the social actors who are in charge of the event under study more than other details. Verbs like **"launched," "humiliates," "shared," "attacked," "killed," "done, etc"**. are used in this procedure. With ratios of 18.69% in "the American sample" and 15.38% in the "Iranian sample", verbal process is ranked second on the scale. Verbs like **"showed," "said," "appeared," "revealed," "reported," "emphasised," and so on"** are employed with it. Its use denotes the speech acts related to the responses of the Israeli–Palestinian conflict

The relational ranks third on the scale according to the two sets of data, it is rated 3.73% and 7.69%, respectively. This type of process is demonstrated by the connecting verbs. Mental is rated fourth on the scale with ratings of 0.93% and 3.84% in articles chosen from American and Iranian sources, respectively. This process, when combined with the relevant data, reveals the participant's beliefs, emotions, perceptions, desires, or sights.

The processes listed below demonstrate that there are no variations between the **"American and Iranian samples"**. Behavioral with and existential, which have the same score of 0% in both sets of data, rank fifth on the scale for both groups. This emphasises the similarities between the selected news organizations because they both use these techniques with nearly equal percentages; but, there are differences in the ideological application of these procedures.

These news items use a role-allocation approach that examines the activation and passivation categories. Table 3 shows that, when transitivity and role allocation are considered, activation is the most often used technique, surpassing even passivation.

The chosen American sample essentially represents two groups ***"out-group and in-group": "Palestine, Islam, Iran, and its proxies as an out-group",*** and ***"Israel and pro-Israel supporters as an in-group"***. On the other hand, in the chosen **"Iranian publication"**, ***"Israel and its allies"*** are shown as **"out-groups"**, while Palestine and Iran, Hamas, and Hizballah are portrayed as in-groups. **"Activation"** is used with a proportion of 39.25% in American publication, referring to the in-group declaration of good intentions by Israel's friends.

"Activation", on the other hand, is employed more frequently than **"passivation"** of the group in issue was found to be 9.34% in American article, while 11.53% was found in Iranian ones. This is not to argue that passivation has no role in the representation of social actors; rather,

its use in both cases reveals ideological stances in the denigration of certain social actors. Similar to how American article used passivation of the outgroup **"Palestine, Iran"** and **"passivation"** of Israel as an out-group in Iranian newspapers, both attempts were made to foreground objects and hide the identity of the bad actors, so that readers would inevitably infer it. The emphasis on the acts rather than the individuals expresses its improved function.

E. Conclusions

The following findings are drawn from the data analysis:

1. "Cognitive, affective, and behavioral" are components of "prejudice," which are a representation of a single attitude used by journalists in the social function to safeguard the interests of the in-group by employing various linguistic categories as a prejudice tool to portray the other group as obliterated, inferior, and harmful.
2. When transitivity and role allocation are considered, the material process and activation are the most often used linguistic techniques to denote the physical actions of the social actors by the journalists who published prejudiced content on the selected data.
3. Although these two newspapers use these techniques with nearly equal percentages; but, there are differences in the ideological application of these procedures. This means that these articles convey the news coverage of that event in some prejudiced way based on the newspaper's ideological perspective which is the polarization of positive self-representation of the in-group and negative-other representation of the out-group in a racist and discriminatory manner. So, the difference in the selected articles is that the news coverage in the Iranian article was prejudiced "pro-Palestinians," while the American one was prejudiced "pro-Israeli" articles.

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