



IRAQI
Academic Scientific Journals



العراقية
المجلات الأكاديمية العلمية

ISSN: 2663-9033 (Online) | ISSN: 2616-6224 (Print)

Journal of Language Studies

Contents available at: <https://jls.tu.edu.iq/index.php/JLS>



A Critical Discourse Analysis of the Biased Role of Western Media in the Israeli-Palestinian Conflict

Ahmad Hamad Kareem*

University of Kirkuk/ College of Education for Humanities

ahmedhamad@uokirkuk.edu.iq

&

Yaseen Mahmood Najm

University of Kirkuk/ College of Education for Humanities

yaseenenglish@uokirkuk.edu.iq

Received: 7/5 / 2024, Accepted: 9/6 / 2024, Online Published: 30 / 6/ 2024

ABSTRACT

This paper utilizes a critical discourse analysis approach to examine the role of Western media coverage of the Israeli-Palestinian conflict. It uses an analytical method to investigate the influence of Western media in the Israeli-Palestinian conflict. The study aims to analyze the biased role of Western media in the Israeli-Palestinian conflict, focusing on how its coverage disproportionately highlights specific aspects like the killing of Palestinian civilians, leading to perceptions of partiality and skewed narratives. The study is achieved using Van Dijk's notion of "ideological square", categorized by Us vs. their dichotomies using qualitative and quantitative procedures. The analyzed texts are chosen from various YouTube channels, such as Now This Impact and Middle East Eye and analyzed ideologically and linguistically. The present study debates that Western media plays a major role in constructing and perpetuating biased reporting and framing pro-Israeli sympathy and attitude. It is hoped that this research will illuminate on the intricacies and biases of Western media reporting of the Israeli-Palestinian ongoing

* **Corresponding Author:** Ahmad Hamad, Email: ahmedhamad@uokirkuk.edu.iq

Affiliation: Kirkuk University - Iraq

© This is an open access article under the CC by licenses <http://creativecommons.org/licenses/by/4.0>



conflict, with a particular focus on the latest war in Gaza. This research shows that Palestinian representations in Western newspapers are unequivocally negative, often depicting them explicitly or implicitly as combatants, suicide bombers, Islamic militants, and terrorists, underscoring a perceived threat in contrast to Israelis. The findings demonstrate that newspapers shared comparable perspectives on Palestinians and employ nearly identical terminology to characterize them. Also, Western media is biased towards the Israeli side, depicting the Palestinian struggle as aggression while the Israeli attacks as defense and reaction.

Keywords: critical discourse analysis, ideology, policy, the israeli-palestinian conflict, and western media.

تحليل خطاب نقدي للدور المنحاز للإعلام الغربي في الصراع الإسرائيلي الفلسطيني

احمد حمد كريم

كلية التربية للعلوم الانسانية / كركوك

و

ياسين محمود نجم

كلية التربية للعلوم الانسانية / جامعة كركوك

المستخلص

تستخدم هذه الورقة البحثية منهج التحليل النقدي للخطاب لدراسة دور التغطية الإعلامية الغربية للصراع الإسرائيلي الفلسطيني. فهي تستعمل طريقة التحليل للوصول الى تأثير الاعلام الغربي في الصراع الإسرائيلي الفلسطيني. هذه الدراسة تهدف الى تحليل الدور المنحاز للاعلام الغربي في الصراع الإسرائيلي الفلسطيني مركزا على ان تغطيته غير متناسبة وغير مسلطة الضوء على جوانب معينة مثل قتل المدنيين الفلسطينيين مؤدية الى فهم جزئي ومنحرف. تستعمل هذه الدراسة مفهوم فان دايك " الساحة الايديولوجية" المتمثلة بالولايات المتحدة وثنائياتها باستعمال الاجراءات الكمية والنوعية. ان النصوص التي تم تحليلها قد تم اختيارها من عدة قنوات على اليوتيوب مثل: هذا التأثير الان و عين الشرق الاوسط , وقد تم تحليل النصوص ايدولوجيا و لغويا. ان الدراسة الحالية تؤكد الدور المهم الذي يلعبه الاعلام الغربي في تكوين وادامة التقارير المنحازة والتعاطف مع الاسرائيليين وموقفهم. نامل ان ينير هذا البحث التعقيدات وانحيازات الاعلام الغربي الذي ينقل الصراع الاسرائيلي الفلسطيني الجاري مع التركيز على الحرب الاخيرة في غزة. ان هذا البحث يبين

ايضا التوكيلات الفلسطينية السلبية في الجرائد الغربية بشكل لا لبس فيه والذي غالبا ما يصفهم بشكل صريح او ضمنى بانهم مقاتلين, انتحاريين , مليشيات اسلامية وارهابين يشكلون خطرا على العكس من الاسرائيليين. اوجدت النتائج بان الصحف قد تشاركت مفاهيمه مقارنة على الفلسطينيين وقد وظفت مفاهيم متطابقة لوصفهم. اضافة الى ذلك فان الاعلام الغربي قد انحاز الى الجانب الاسرائيلي واصفا الصراع الفلسطيني بالصراع العدواني بينما وصف الهجمات الاسرائيلية بانها دفاع عن النفس وهي رد فعل طبيعي.

الكلمات الدالة: تحليل خطاب نقدي، الأيديولوجيا، السياسة، الصراع الإسرائيلي الفلسطيني والإعلام الغربي.

1. INTRODUCTION

The current study follows an analytical method to investigate the influence of Western media in the Israeli-Palestinian conflict. The study is carried out using Van Dijk's notion of "ideological square", categorized by Us vs. Them dichotomies using qualitative and quantitative procedures. Critical discourse analysis is an interdisciplinary approach to analyze written, spoken, or visual texts in order to uncover power relations, ideologies, and social structures that are embedded within them. It examines how language is used to reproduce and challenge existing power dynamics, social inequalities, and dominant ideologies in society. Researchers have tackled different areas in language, some of these researchers are Alnwairan et al. (2023), Adham and Ali (2024) and Mohammed and Abduljabbar (2024). These areas show the importance of every single aspect in language. Critical discourse analysis aims to reveal hidden meanings, assumptions, and biases in texts, and to understand how language can shape our perceptions of the world (Haque, 2012, p.1).

In the initial trend of defining Discourse Analysis, there is a formal or structural approach. Within this framework, DA is viewed as an examination of language use by focusing on components larger than sentences. The analysis of written and spoken discourse is similar to the analysis topicalized constituents in grammar where the components of the English language are inseparable (Jassim and Najm, 2023).

Schiffrin (1994) clarifies that discourse represents a higher level in the hierarchy, going beyond the levels of morpheme, clause, and sentence, as initially indicated by Zellig Harris in his original description of DA (p. 65). She further elaborates that the objective of DA is to portray the internal structural connections that link the discourse units to each other, aiming to describe the formal coherence within it. As observed by Najim (2012), language has been studied from different perspectives, including grammar, pragmatics and discourse analysis. He states that a term such as reference can be studied in the fields of grammar and pragmatics.

2. MEDIA

Media is derived from the plural form of the word "medium," both of which have Latin origins. "Medium" refers to an agency or means of accomplishing something, and can also be described as a means, method, way, form, agency, avenue, channel, vehicle, organ, instrument, or mechanism. Expanding the definition to a broader context, "media" can be understood as the intervening substance through which impressions are conveyed to the senses, or as the force that acts on objects at a distance. In the context of mass communication, 'media' refers to a series, collection, or aggregation of mediums through which large audiences can be reached (Haque, 2012, p. 1).

Rajan (2011) defines media as the plural form of medium, encompassing all forms of communication channels, ranging from traditional printed materials to digital content (p. 54). It includes a wide array of information such as news, artistic works, educational materials, and any other content capable of reaching and influencing individuals.

In discourse analysis, "media" refers to the various channels and platforms through which communication takes place, such as newspapers, television, radio, social media, and other forms of mass communication. It is not only the means through which information is transmitted, but also a subject of analysis in understanding how messages are constructed, disseminated, and received within society. The mass media of contemporary society provides a means of making information accessible to large audiences. This includes print media such as newspapers, magazines, books, and leaflets, as well as other forms like radio, film, and television (Rajan, 2011, p. 13).

2.1 TYPES OF MEDIA

This includes print media such as newspapers, magazines, books, and leaflets, as well as other forms like radio, film, and television (Rajan, 2011, p. 13). It includes any content or material content to you or your organization that was not self-generated or paid for.

Ellicott (2021) adds that in discourse analysis, various types of media are examined to understand how communication is constructed, disseminated, and received within society (p. 90). These types of media include:

- 1. Print Media:** Includes newspapers, magazines, books, and other printed materials.
Broadcast Media: Encompasses radio and television as primary channels for mass communication.
- 2. Digital Media:** Involves Internet-based platforms, social media, online news outlets, and digital publications.
- 3. Social Media:** Refers to platforms such as Twitter, Facebook, Instagram, and other online social networking sites.
- 4. New Media:** This category includes emerging digital platforms such as podcasts, vlogs, blogs, and other non-traditional forms of media.

5. Traditional Media: This includes established mass media forms such as newspapers, television, and radio. Understanding how language, symbols, and images are utilized within these various forms of media helps analysts comprehend how messages are framed and the impact of these presentations on public discourse and understanding.

Media includes communication devices that facilitate interaction with diverse audiences in multiple languages. It is an integral part of modern life, utilized for entertainment, communication, information dissemination, advertising, marketing, and the expression and exchange of views, opinions, and ideas. Various forms of media are prevalent in today's society, catering to individuals of all age groups, ensuring that everyone encounters media in their daily lives (Roe, 1994, p. 3).

The second category is electronic media, referring to media that necessitates an electrical connection for access. It is also recognized as broadcast media and encompasses television, radio, telephones, and other similar forms. The emergence of electronic media marked a pivotal juncture in the evolution of communication methods (Lee, 1954, p. 65).

The third type is social media, also known as new media, which arose with the advent of the internet and mobile technology, revolutionizing the dissemination of news. Presently, various social media platforms exist, encompassing blogs, social networks, microblogs, forums, wikis, and platforms for photo, audio, and video sharing. As technology advances, not only journalists but also individuals can now disseminate news and opinions on the internet and social networking platforms. Social media leverages web and mobile technologies to enable interactive communication (Lee, 1954, p. 65).

2.2 The ROLE OF MEDIA IN DALY LIFE

The media serves as a mirror of our society, portraying its functioning and characteristics. Whether in print, electronic, or digital formats, it serves as the main channel for keeping the public informed, entertained, educated, and aware of current events. In today's world, the media has emerged as the voice of our society, with a diverse range of platforms profoundly influencing the perspectives of the younger generation and various segments of our community (Singh, 2017, p. 128).

The bond between media and society is robust, and the profound influence of media on society is readily apparent in the modern era. Media mirrors the workings and composition of our society, reflecting the evolution of people's thoughts and concepts as technology continues to advance. From the inception of the printing press to the introduction of the latest smartphones, every technological innovation has been embraced by our society. While communication mainly relied on sketches and printed materials, the medium has steadily progressed over time (Singh, 2017, p. 129).

The role of media in producing news is to gather, verify, and disseminate current events and information to the public. This process involves journalists and reporters conducting research, interviews, and fact-checking to ensure the accuracy and relevance of the news being reported. Media outlets serve as platforms for sharing news stories through various formats such as print, broadcast, and digital channels. They play a critical role in shaping public opinion, informing the populace, and holding individuals and

organizations accountable. Furthermore, media sources act as watchdogs, highlighting important events, issues, and developments that impact society. Through their reporting, the media contributes to the transparency and accountability of public and private institutions (Hali, 2003, p. 756).

In today's world, the media holds significance as a primary source of information, covering a wide range of topics, including human rights. For many individuals, television, radio, and newspapers serve as their primary sources of information. The media wields the authority to choose which global issues and events are brought to public attention, determining what qualifies as newsworthy. They sift through and structure issues, provide context, shape the political agenda, and shape awareness on matters, including human rights (Kant, 2012, p. 54).

2.3 WESTERN MEDIA

Western media, representing the mass media outlets of the Western world, plays a pivotal role in shaping perceptions, influencing public opinion, and covering events with a global outreach. Its characteristics, coverage, critiques, and the role it plays in international geopolitics are vast and multifaceted. The roots of Western media can be traced back to the late 15th century with the operation of printing presses in Western Europe, leading to the emergence of the news media in the 17th century. Despite its efforts to provide varied perspectives, Western media has been criticized for favoring Western opinions and interests, notably in the representation of wars and geopolitical crises. For example, coverage of military conflicts such as the Syrian Civil War and the 2003 invasion of Iraq was criticized for being skewed toward Western viewpoints. Furthermore, Western media portrayals of non-Western nations frequently contain implicit prejudices, resulting in the silence or vilification of these regions (Viser, 2012, p.143).

Throughout history, Western media has been contrasted with Soviet media during the Cold War, serving as a counterbalance to Communist-dominated news media in the Eastern Bloc. The press freedom and diversity of voices were highlighted as key features distinguishing Western media from the state-owned media models in the Soviet Union (Viser, 2012, p. 143). Western media's expansive reach into developing and non-Western countries has sparked discussions on its influence and the portrayal of international events. Problems of representation and exposure in Western media stretch to the depiction of Africa, the Middle East, and other non-Western areas, with a disproportionate emphasis on war or crisis news. This restricted coverage adds to a distorted global view, diminishing the intricacies and promising advancements in these places. In addition, the prevalence of Islamophobia and discrimination in Western media has prompted worries about its role in generating misunderstanding and conflicts among various ethnic and religious communities (Bandura, 1991, p. 110).

2.4 THE ISRAELI GENOSIDE IN GAZA

The situation unfolding in Gaza has led to grave concerns regarding the potential for genocide, a charge that carries profound implications under international law and moral scrutiny. The accusation against Israel of committing genocide in Gaza is rooted in the extreme and tragic consequences of the conflict, marked by significant loss of life and

destruction. The legal definition of genocide requires considerable proof, and substantial evidence showing that the intention is to totally destroy or wipe out a given society or ethnic group. While some experts assert the current situation in Gaza meets this criterion, others argue the legal threshold has not been conclusively reached. The term "genocide" is defined under the U.N. Convention on the Prevention and Punishment of the Crime of Genocide as acts committed with the intent to destroy, in whole or in part, a national, ethnical, racial, or religious group (Emerson, 1992, p.76).

This involves murdering the members of the organization, inflicting major bodily or mental injury, and enforcing living circumstances designed to cause its physical demise. Scientists and international organizations have voiced concerns about the situation in Gaza, citing the substantial number of fatalities and humanitarian crises. The International Court of Justice (ICJ) issued a preliminary ruling finding South Africa's allegations plausible, marking a significant step in the ongoing legal and diplomatic debates over the issue. Concluding the classification of events in Gaza as genocide remains a highly contentious and complex issue, involving legal, ethical, and political dimensions. As the international community continues to scrutinize actions on the ground, the discourse surrounding the Israeli-Palestinian conflict remains charged with profound implications for international law, human rights, and the quest for lasting peace in the region (Finney, 2003, p.513).

Since the fighting began on October 7, following a fatal Hamas strike, more over 11,000 people have died in Gaza. This generated a wide-ranging discussion among academicians, human rights groups, and international authorities about whether Israel's conduct might be characterized as genocide. Particularly, in December 2023, South Africa filed a complaint against Israel at the International Court of Justice, claiming that Israel's actions in Gaza during the 2023 conflict constituted murder. This came after several complaints from various sources concerning Israel's activities, including the siege of Gaza, the 2014 Gaza War, and the 2023 Israel-Hamas war (Emerson, 2023, p.76).

3. THE ISRAELI- PALASTANIAN CONFLECT

The Israeli-Palestinian conflict is a deeply entrenched and multifaceted struggle involving the two primary parties, Israel and the Palestinians. This enduring and complex dispute encompasses historical, political, religious, and territorial dimensions, with both sides asserting claims to the same land. The conflict has sparked numerous wars, uprisings, and acts of violence over the years, drawing global attention and significant diplomatic efforts to foster peace and find a lasting resolution. The core issues of the conflict include the borders and territories, Israeli settlements in the West Bank and East Jerusalem, security concerns for both Israelis and Palestinians, the status of Jerusalem, Palestinian right of return, and the formation of an independent Palestinian state (Axelrod, 2001, p. 78).

Each of these issues has its own historical, cultural, and legal complexities, which further complicates the path to a peaceful resolution. Efforts to broker peace have been ongoing, involving international organizations, neighboring countries, and major world powers. These efforts have encompassed diplomatic negotiations, peace agreements, and proposals for a two-state solution, which aims to establish an independent Palestine alongside the state of Israel. The Israeli-Palestinian conflict remains a critical issue in the

Middle East, with significant implications for regional stability and global geopolitics. Addressing this conflict and finding a sustainable resolution is essential for fostering peace, security, and prosperity in the region (Axelrod, 2001, p. 79).

One of the most fascinating aspects of the Israeli-Palestinian conflict is the observation that "In 1850, neither Jews nor Arabs viewed themselves as members of an ethnically, culturally, linguistically homogeneous, territorially based nation in the modern sense of the word." Nevertheless, in less than a century, both groups had developed strong national connections to the same land, leading to an enduring and violent struggle for dominance. For most scholars, the origins of this conflict are commonly traced back to 1917, when Great Britain adopted a plan for the colonization of Palestine, influenced by the desires of a group of political Jews known as Zionists (Nwankwo, 2011, p. 1).

The roots of the conflict can be traced back even earlier, specifically to the initial wave of Zionist Jewish migration into Palestine, known as the First Aliyah, which commenced in 1882. The Israel-Palestine conflict stands as one of the most enduring and historical disputes globally. Periodically, the situation intensifies, resulting in fatalities and devastation in the area. In order to understand the current and enduring violent conflict between Israel and Palestine, it is essential to grasp the historical context of the region and its inhabitants. While the contemporary conflict has its origins in the 20th century, a brief overview of the area's ancient history is crucial for understanding the religious and historical importance of the region, particularly for the primary participants in the conflict (Moeller, 2012, p. 3).

This ongoing dispute has familial roots that extend back to the time of Abraham. According to biblical tradition, the Jews are descendants of Abraham's son Isaac, while the Arabs trace their lineage to his son Ishmael. The crux of the conflict lies in the differing beliefs held by each group: Jews maintain that Isaac was the promised son entitled to Abraham's blessings, whereas the Qur'an teaches that it was Ishmael whom Abraham was prepared to sacrifice. This debate over the promised son has contributed to the current animosity. Nevertheless, the ancient discord between Isaac and Ishmael does not entirely account for the enmity observed between Jews and Arabs today. In reality, for much of Middle Eastern history, these groups coexisted in relative peace and indifference. The primary source of the hostility stems from more contemporary factors. While complex, a significant portion of the present conflicts can be linked to the post-World War I decisions of the victorious Allies, particularly Britain and France, who partitioned the territory of the former Ottoman Empire (Moeller, 2012, p. 3).

4. DEFINITIONS OF DISCOURSE ANALYSIS

Notable Theorists (Gee 2014; schiffrin, Tannen and Hamilton 2001) defined discourse analysis as the linguistic examination of interconnected written and spoken communication within social environments. It encompasses the study of speech patterns, language usage, dialects, and socially acceptable expressions within a community. Critical discourse analysis, on the other hand, according to Fairclough (1995) and van Dijk (2008), is a specific type of discourse analysis that focuses on the relationship between power, ideology, and language use. It aims to systematically explore the opaque relationships between discursive practices, events, and texts, and wider social and cultural

structures. Critical discourse analysis seeks to uncover how language is shaped by relations of power and struggles over power, and how it can be used to maintain or challenge social inequalities.

Critical discourse analysis focuses on the connection between three elements - power, ideology, and language use. Critical discourse analysis delves into the use of language in order to build power structures, and how confront those power structures. The main purpose for critical discourse analysis is not language per se, but how it is employed in a given political context. Critical discourse analysis has proven useful in the analysis of different types of texts, such as news articles, political speeches, commercials, and blogs, in addition to the way language is utilized in different social and educational establishments, including schools, hospitals, and work environments. Thus, critical discourse analysis may reveal how language is manipulating inequalities, and how to challenge them. According to Van Dijk (1998, p.78), critical discourse analysis focuses on analyzing written and spoken texts to reveal the roots of power, authority, inequality, and biases. It attempts to show how these vectors are reflected and created in a given socio-political, cultural and historical situations.

In a similar vein, Fairclough (1993,p.135) defines Critical discourse analysis as discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.

In simple terms, critical discourse analysis seeks to clarify the relationships between discourse methods, social practices, and social structures, connections that may not be clear to the average person (Mousa, 2000, p. 1). The term "discourse" includes different meanings. In language studies, it commonly means the speech patterns, language usage, dialects, and socially acceptable expressions within a community. Discourse Analysis specifically refers to the linguistic examination of interconnected written and spoken communication. The main emphasis of Discourse Analysis is the using of language within social environments (Mousa, 2000, p.1).

Critical discourse analysis focuses on examining the functionality of language in institutional and political contexts, and within particular discourses, to reveal or concealed inequalities in social interactions. The use of language in both speaking and writing is seen as a social activity, involving an interdependent connection between a particular verbal occurrence and the circumstances, institutions, and social frameworks that encompass it (Fairclough, 1995, p.258). Therefore, in this interactive association, discourse is perceived as both socially formative and socially influenced.

5. DISCOURSE ANALYSIS Vs. CRITICAL DISCOURSE ANALYSIS

Discourse analysis refers to the linguistic examination of interconnected written and spoken communication within social environments. It encompasses the study of speech patterns, language usage, dialects, and socially acceptable expressions within a

community. Critical discourse analysis, on the other hand, is a specific type of discourse analysis that focuses on the relationship between power, ideology, and language use. It aims to systematically explore the opaque relationships between discursive practices, events, and texts, and wider social and cultural structures. Critical discourse analysis seeks to uncover how language is shaped by relations of power and struggles over power, and how it can be used to maintain or challenge social inequalities.

6. CRITICAL DISCOURSE ANALYSIS

Critical discourse analysis focuses on the connection between three elements: power, ideology, and language use. Critical discourse analysis delves into the use of language in order to build power structures, and how confront those power structures. The main purpose for Critical discourse analysis is not language per se, but how it is employed in a given political context. Critical discourse analysis has proven useful in the analysis of different types of texts, such as news articles, political speeches, commercials, and blogs, in addition to the way language is utilized in different social and educational establishments, including schools, hospitals, and work environments. Thus, critical discourse analysis may reveal how language is manipulating inequalities, and how to challenge them.

According to Van Dijk (1998, p.78), Critical discourse analysis focuses on analyzing written and spoken texts to reveal the roots of power, authority, inequality, and biases. It attempts to show how these vectors are reflected and created in a given socio-political, cultural and historical situations. In a similar vein, Fairclough (1993, p.135) defines Critical discourse analysis as discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.

Critical discourse analysis is being used to examine a variety of texts, including news stories, speeches about politics, ads, and social media postings. It has also been used to investigate how language is utilized in various social settings, such as schools, hospitals, and businesses. The critical discourse analysis is a useful tool for comprehending how power and ideology work in culture. It can help us understand how language serves to produce and sustain social inequities, as well as how to oppose them. It is critical to point out that, for the reason of this research, 'critical discourse analysis' will be handled as a single a propensity or motion with recognized commonalities and self-awareness, as its supporters think themselves to be operating within a 'critical' paradigm in the setting of discourse analysis" (Wodak, 2011, p.50).

In simple terms, critical discourse analysis seeks to clarify the relationships between discourse methods, social practices, and social structures, connections that may not be clear to the average person (Mousa, 2000, p. 1). The term "discourse" includes different meanings. In language studies, it commonly means the speech patterns, language usage, dialects, and socially acceptable expressions within a community.

Discourse Analysis specifically refers to the linguistic examination of interconnected written and spoken communication. The main emphasis of Discourse Analysis is the using of language within social environments (Mousa, 2000, p.1).

Critical discourse analysis focuses on examining the functionality of language in institutional and political contexts, and within particular discourses, to reveal or concealed inequalities in social interactions. The use of language in both speaking and writing is seen as a social activity, involving an interdependent connection between a particular verbal occurrence and the circumstances, institutions, and social frameworks that encompass it (Fairclough, 1995, p. 258). Therefore, in this interactive association, discourse is perceived as both socially formative and socially influenced.

7. METHODOLOGY

The research uses a critical discourse analysis approach as explained by Van Dijk's notion of "ideological square", categorized by Us vs. them dichotomies using qualitative and quantitative procedures. This model is suitable for the analysis of the selected samples and reveals the hidden biases and sentiments of the western media coverage of the Israeli- Palestinian conflict. The texts, chosen from various YouTube channels, represents western media portrayal of this conflict. The selected samples are diverse and representative of media coverage. To conduct a critical discourse analysis of the biased role of Western media in the Israeli-Palestinian conflict, the following methodology could be employed:

- Collect a representative sample of news articles, opinion pieces, and editorials from major Western media outlets (e.g., The New York Times, The Washington Post, BBC, CNN and You Tube channels) covering the Israeli-Palestinian conflict over a specific time period.
- Ensure a balanced representation of different media outlets and political leanings to mitigate potential biases.

8. ANALYSIS AND DISCUSSION

This research paper examines the role of Western media in the Israeli-Palestinian conflict, specifically focusing on the Gaza genocide. The study is carried out using Van Dijk's notion of "ideological square", categorized by Us vs. them dichotomies using qualitative and quantitative procedures. The researcher selected six extracts as a sample to analyze how the media portrayed and contributed to the events in Gaza. The analysis explores the biases, representational choices, and power dynamics evident in these media extracts, shedding light on the media's role in shaping public perception during the genocide in Gaza. By examining these specific examples, we gain insights into the broader implications of media coverage on such tragic events.

- **The Role of Media in the Genocide of Gaza**

Extract (1) Butcher Biden

As Yemen shows, Butcher Biden is reporting for duty with Europe's Frau by this side they are the ones who have enabled the continuation of Israel terror. So, take note butcher Biden the ancestors of the Ireland that you claim to be from disown you keep our country out of your mouth. The people of Europe stand with Palestine (Middle East Eye, Jan 17, 2024).

The speaker in this extract is criticizing the US president Joe Biden for his hypocrisy and faked support of the conflict of Israel-Palestine. The speaker conveys the notion that despite the catastrophic death that inflicted by Israel upon the people of Palestine, Israel is losing on the public opinion. She speaks with a clear mind, full throat, and steel spine. The speaker shows the fact that Israel is doing and using every brutal and savage means to inflict pain and suffering and killing inhumanly the people of Palestine. The speaker also shows that Israel refuses to admit defeat, resorting to desperate acts to incite conflicts. The speaker in this extract also is criticizing President Joe Biden for saying one thing but doing another about the Israel-Palestine conflict. He is saying that even though Israel is causing a lot of harm to the Palestinians, more and more people are seeing through it. The speaker describes Israel's actions as brutal and savage, causing a lot of pain and suffering to the Palestinians. He also mentions that Israel is refusing to admit defeat and is doing whatever it takes to keep the conflict going. The speaker sounds confident and determined, like he is not afraid to speak up for what's right.

Extract (2): Brutal, ugly and messy War

"Being honest about there have been civilian casualties and there likely will be more because that's what war is. It's brutal. It's ugly. It's messy". Then he says "it's hard to look at what Putin is doing in Ukraine. It is difficult to look some of the images and imagine that any well thinking serious mature leader would do that" (Now This Impact, October 26, 2023).

The speaker in this extract is showing his hypocrisy through making contrast in his speech about the conflict and war that is happening in Gaza and Ukraine. The speaker in the 1st quotation is showing the consequences and the brutal reality of war and its ugly face that caused many civilian casualties. It spread chaos. While in the 2nd quotation, the speaker is showing his clear contrast and paradoxical statement about the war happening in Ukraine. The speaker is saying that the war in Ukraine by Putin's forces is destroying civilians. The speaker through his pauses and body language is showing us that he is being too emotional and overwhelmed by sadness because of the unethical and the genocide killing of civilians. The speaker is using his body language to persuade the audience that he is not siding with this amoral war happening the Ukraine. The speaker refers to the US president as butcher to signify his role genocide gaze.us provide Israel with all needs (military and logistic). She points out and oppose what Biden says that this ancestor is from Ireland because Ireland standing with Palestine standing with original people with the occupiers.

Extract (3): Israeli lobby

It is no secret that, therefore, that in the midst of all this, we have lobbying groups like AIPAC and the far right christens United for Israel lobby who are providing unquestioning support for Israel's right-wing government...Who spoke out in the favor of Palestinian human rights (Bernie Sanders, Feb 11, 2024).

The speaker in the passage above is criticizing Netanyahu in his elections. The speaker wants to convey the message that if people criticize Netanyahu, they will be targeted. The speaker is clearly showing his intention that he is siding with human rights and especially the Palestinian rights. He shows that he is defending the people of Palestine in gaining rights.

Extract (4) Genocide of Gaza

27,000 Palestinians have been killed and 67,000 have been wounded and the estimate is that two-thirds of the dead and wounded are women and children. 1.7 million people, that is over 80% of the people who lived in Gaza, 80% have been driven from their homes. And as of today, they have no idea where they will be next month or they will ever return to their homes (Bernie Sanders, Feb 11, 2024).

The speaker in the above passage is presenting an estimation of the Palestinian people who are killed in the conflict, listing the percentage of those innocent people including women and children. The speaker is showing sympathy with those innocents. The speaker also says, right now, the Senate is considering giving Netanyahu's right-wing government \$14B to continue its indiscriminate bombing in Gaza. How can we, with a straight face, rightly criticize Putin's war crimes in Ukraine, while ignoring the killing of 27,000 Palestinians?

Extract (5) who pays the costs?

Do you demand that Israel pay the cost of rebuilding Gaza, just as you demand Russia to do so in Ukraine?"

The speaker cleverly asked the spokesman of the foreign ministry of the US, exposing the hypocrisy and fraudulence in saying that the other countries will pay money to rebuild the damage that is caused by Israel. The word 'game' is very important in his speech because to the US, the entire world is just like game; they play that game whatever they want.

Extract (6) United States stands with Israel

Today, the people of Israel are under the attack orchestrated by a terrorist organization Hamas. In this, moment of tragedy I want to say to them and to the world and to terrorists everywhere that the United States stands with Israel, we will not ever fail to have their back (Biden, Washington, Oct 8, 2023)

The speaker in this passage is showing his clear and strong support for the people of Israel. The speaker wants to say this idea to the entire world that United States is standing with people of Israel because he considered Hamas as terrorists who are killing not

only the soldiers of Israel but the civilians like women and children. The speaker is blaming the Hamas terrorists for causing this tragedy. The speaker also wants to say that Israel has the right to defend and protect itself from the attack of those terrorists. President Joe Biden condemned the deadly surprise attacks by the Palestinian militant group Hamas as an assault by a "terrorist organization" and pledged "rock solid" US support for Israel.

9. RESULTS AND DISCUSSION

The critical discourse analysis of Western media coverage on the Israeli-Palestinian conflict shows an important biases and imbalanced narratives. The study found that the Western media outlets disproportionately focused on specific aspects, such as the killing of Palestinian civilians, while marginalizing the root causes and historical context of the conflict. Moreover, the language used in the news reports often portrayed Palestinians as aggressors or perpetrators, while Israeli actions were frequently justified or presented as acts of self-defense. This linguistic framing contributed to the perpetuation of stereotypes and the dehumanization of Palestinians in the media discourse.

The study also identified instances of selective reporting, where certain events or perspectives were either amplified or downplayed based on the media outlet's ideological leanings or perceived biases. For example, the suffering of Israeli civilians due to Palestinian attacks received extensive coverage, while the hardships faced by Palestinians under occupation were often overlooked or minimized. Another notable finding was the influence of political and economic factors on media narratives. Western countries with close ties to Israel tended to exhibit a more pro-Israeli bias in their media coverage, while those with stronger relationships with Arab nations displayed a more balanced or pro-Palestinian stance.

Overall, the results of the critical discourse analysis highlight the need for more objective and nuanced reporting on the Israeli-Palestinian conflict. The media plays a crucial role in shaping public perceptions and understanding of complex geopolitical issues, and it is essential to address inherent biases and strive for balanced and comprehensive coverage.

10. CONCLUSION

The Israeli-Palestinian conflict has been a hot topic in Western media which has played a significant role in creating perceptions and impacts. Critical discourse analysis offers a tool for examining how language of the media affects public perception. The Western media reporting of the continued bombardment as a "conflict" totally ignores the force disparity between the two sides - Israel and Palestine. This has a lasting effect and propagates misconceptions concerning the conflict. There is a double standard in the reporting of Western media, describing Israelis as being "killed" while Palestinians as "dying". Naturally, this adds to biased sentiments and unfair perceptions. The combination of vocabulary selection, shaping of the struggle, together with often repeated biases, all impact public feelings of this conflict.

The media impact also extends to the framing of opinion internationally, to the making of decisions and policies which have the potential to change the direction of the conflict. This work highlighted the significance of critical discourse analysis and attempted to provide an understanding of the influence of the media on societal perceptions, focusing on the war in Gaza. The work highlighted the complexities of such matters and their significance within critical discourse analysis. It is hoped that this present research will illuminate on the intricacies and biases of Western media reporting of the Israeli-Palestinian ongoing conflict, with a particular focus on the latest war in Gaza. The research determined that Palestinian representations in Western newspapers are unequivocally negative, often depicting them explicitly or implicitly as combatants, suicide bombers, Islamic militants, kidnappers, and terrorists, underscoring a perceived threat in contrast to Israelis. The findings further demonstrated that both newspapers shared comparable perspectives on Palestinians and employed nearly identical terminology to characterize them.

REFERENCES

- Adham, R., & Ali, A. (2024). A Critical Pragmatic Study of National Identity Representation in American Political Discourse. *Journal of Language Studies*, 8(2), 327-348.
- Ahmadian, M. (2014). A critical discourse analysis of The Los Angeles Times and Tehran Times on the representation of Iran's Nuclear Program. *Theory and Practice in Language Studies*, 4(10).
- Alnwairan, M. A., Al Harthy, S. R., Darwish, A. S. & Yacoub, M. A. (2023). To Correct or Not to Correct: The Impact of Written Corrective Feedback on Improving Students' Writing about Literature. *World Journal of English Language*, 13(7), 336-345.
- Axelrod, A. (Ed.). (2001). *Encyclopedia of historical treaties and alliances* (Vol. 1). Zenda Inc.
- Bourdieu, P. (1991). *Language and symbolic power*. Harvard University Press.
- Duncan, J. (1990). The city as text. *The politics of Landscape interpretation in the Kan Dyan*.
- Ellicott, A. (2021). *What are the different types of media? Concepts, trends and dimensions*. Kanishka Publishers.
- Emerson, S. (1992). The Other Fundamentalist. *New Republic*, June 12, 1995.
- Esposito, J. (1992). *The Islamic Threat*. Oxford University Press.
- Fairclough, N. (1993). *Discourse and Social Change* (Vol. 73). Polity press.
- Fairclough, N. (1995). *Media Discourse*. Edward Arnold.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. Longman.
- Finney, N. (2003). The challenge of reporting refugees and asylum seekers. Press wise/ICAR.
- Gee, J. P. (2014). *An Introduction to Discourse Analysis: Theory and Method* (4th ed.). Routledge.
- Jassim, A. & Najm, Y. (2023). Unbounded Dependency in English and Arabic: A Lexical- Functional Grammar Approach. *Kirkuk University Journal- Humanity Studies*, 18(1), 1-20.

- Hali, S. M. (2003). Media Imperialism. *The Defence Journal*. Retrieved from <https://www.files.ethz.ch/isn/128264/Report%2020.pdf>
- Haque, M. (2012). General Concepts of Media. Department of Law, University of Barisal.
- Mohammed, M. & Abduljabbar, H. (2024). Exploring the Importance of Contextual Factors in Translating Islamophobia Caricatures. *Journal of Language Studies*, 8(2), 230-244.
- Kant, R. (2012). A study of media for development. In A. Saxena (Ed.), *Issues of media content market and technology* (pp. 7–13). Kanishka Publishers.
- Kumar, N., & Sharmila. (2016). Demonetisation and its impact on Indian economy. *International Journal of Humanities, Arts, Medicine and Sciences*, 3(10), 23-26.
- Lee, D. D. (1954). *Symbols and Values: An Initial Study*. Conference on Science, Philosophy, and Religion in Their Relation to the Democratic Way of Life, Inc.
- Moeller, S. D. (1999). *Compassion fatigue: How the media sell disease, famine, war and death*. Psychology Press.
- Mousa, I. (2000). *The making of the media in the West*. In L. A. Gher & H. Y. Amin (Eds.), *Civic discourse and digital age communication in the Middle East*.
- Najim, Y. (2012). A Syntactic Study of the Overlap between Substitution and Reference. *Kirkuk University Journal- Humanity Studies*, 7(4), 1-33.
- Nwankwo, C. (2011). The role of the media in promoting human rights: An analysis of the BBC documentary, chocolate: The bitter truth. School of Global Studies, Tromso, Norway: University of Gothenburg.
- Rajan, M. (2011). *Media in modern India*. Deep and Deep publications.
- Roe, E. (1994). *Narrative Policy Analysis: Theory and Practice*. Duke University Press.
- Singh, N. (2017). Role and impact of media on society: A sociological approach with respect to demonetisation. *IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)*, 5(10), 127-136.
- Schiffrin, D., Tannen, D., & Hamilton, H. E. (Eds.). (2001). *The Handbook of Discourse Analysis*. Blackwell Publishing.
- Van Dijk, T. A. (1998). *Discourse analysis as ideology analysis*. *Language and Peace*, 10, 47-142.
- van Dijk, T. A. (2008). *Discourse and Power*. Palgrave Macmillan.
- Viser, M. (2012). Attempted objectivity: An analysis of the New York Times and ha'aretz and their portrayals of the Palestinian-Israeli conflict. *Harvard International Journal of Press Politics*.
- Wodak, R., & Meyer, M. (2011). Critical discourse studies: A sociocognitive approach. In R. Wodak & M. Meyer (Eds.), *Methods of critical discourse analysis* (2nd ed., pp. 62-86). Sage.
- Zetter, R. (2007). More labels, fewer refugees: Remaking the refugee label in an era of globalization. *Journal of refugee studies*, 20(2).