

IBN HALDUN UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF RADIO, TELEVISION, AND CINEMA

MASTER THESIS

**MILITARY MEDIA AS SOURCE OF WAR COVERAGE
IN INTERNATIONAL AND REGIONAL VISUAL
MEDIA: ISRAEL'S OCTOBER WAR ON GAZA AS A
CASE STUDY**

EBUBEKIR SAGIR

THESIS SUPERVISORS
ASSIST. PROF. MELTEM ÖZEL

ISTANBUL, 2025

**IBN HALDUN UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF RADIO, TELEVISION, AND CINEMA**

MASTER THESIS

**MILITARY MEDIA AS SOURCE OF WAR COVERAGE
IN INTERNATIONAL AND REGIONAL VISUAL
MEDIA: ISRAEL'S OCTOBER WAR ON GAZA AS A
CASE STUDY**

by

EBUBEKIR SAGIR

**A thesis submitted to the School of Graduate Studies in partial
fulfillment of the requirements for the degree of Master of Arts in
Radio, Television, and Cinema**

THESIS JURY MEMBERS

ASSIST. PROF.

MELTEM ÖZEL (THESIS SUPERVISOR)

ASSIST. PROF. HAKKI ÖCAL

ASSOC. PROF. NİL ÇOKLUK

ISTANBUL, 2025

THESIS APPROVAL PAGE

This thesis has been read by us, and it has been decided that it is sufficient in terms of scope and quality to obtain a master's degree in the field of Arts in Radio, Television, and Cinema.

Thesis Jury Members

Title – Full Name

Opinion

Signature

_____	_____	_____
_____	_____	_____
_____	_____	_____

It has been confirmed that this thesis has been written following all the standards set by Ibn Haldun University Graduate School of Graduate Studies.

Date of Submission

Seal/Signature

ACADEMIC HONESTY ATTESTATION

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Full Name: Ebubekir SAGIR

Signature:



ÖZ

ULUSLARARASI VE BÖLGESEL GÖRSEL MEDYADA SAVAŞ
HABERCİLİĞİNİN KAYNAĞI OLARAK ASKERİ MEDYA: BİR VAKA
ÇALIŞMASI OLARAK İSRAİL'İN EKİM GAZZE SAVAŞI

Sagır, Ebubekir

Radyo Televizyon ve Sinema Yüksek Lisans/ Programı

Öğrenci No.: 214032014

Open Researcher and Contributor ID (ORCID): 0009-0001-2716-8124

Ulusal Tez Merkezi Referans No.: 10687377

Tez Danışmanı: Dr. Öğr. Üyesi Meltem Özel

Ocak 2025, 80 Sayfa

Bu çalışma, İsrail'in Gazze'de başlattığı Ekim Savaşı'nın haberciliğine ilişkin trendi belirlemede askeri medyanın rolüne odaklanıyor ve bunu iki önemli uluslararası medya kuruluşu olan Al Jazeera ve CNN üzerinden yapmaktadır. Al Jazeera Doğu mediasından, CNN ise Batı mediasından seçilmiştir. Tez, görsel içeriğin çerçevesini ve kaynak seçimini analiz ederek bu kanalların küresel ve bölgesel kamuoyunu etkilemeye çalışan rekabetçi anlatıları nasıl oluşturduğunu anlamayı amaçlamaktadır. Araştırma, nicel içerik analizini nitel çerçeve analiziyle birleştiren karma bir yaklaşım kullanarak haber öncelikleri, kaynaklara güven ve tematik odakta büyük farklılıklar ortaya koymuştur. Bulgular, gündem belirleme kuramı, medya çerçeveleme kuramı ve eşik bekçiliği uygulamalarının, editoryal politikaya ve izleyici beklentilerine hizmet etmek ve uymak için askeri kaynakları filtreleme ve kullanmada bulunduğu noktayı göstermiştir. AlJazeera'nın haberciliği daha çok insani haberciliğe, sosyal medya içeriğine ve resmi açıklamalara dayanmaktadır, dolayısıyla daha insani ve çok boyutludur. Buna keskin bir tezat oluşturan CNN'in resmi askeri ve politik kaynaklara çok daha fazla güvenmesi, savaşın stratejiler ve mücadele olarak militarist bir çerçeveye oturtulması fikrini ortaya koymaktadır. Bu çalışmanın bulguları, çağdaş çatışma içinde askeri medya anlatılarının üretildiği, dağıtıldığı ve alındığı mekanizmaları vurgulayarak savaş gazeteciliği ve medya pratiğinin akademik anlayışına katkıda bulunmaktadır. Bu nedenle, izleyicilerin savaşa ve

insani trajedilere nasıl bakmayı öğrendiklerini belirlemede medyanın başlıca rolünün altını çizerek, böylece bunlar hakkında uluslararası söylemleri şekillendirmektedir.

Anahtar Kelimeler: Askeri Medya, Gazze, Görsel Medya, İsrail'in Ekim Savaşı, Savaş Haberciliği.



ABSTRACT

MILITARY MEDIA AS SOURCE OF WAR COVERAGE IN INTERNATIONAL AND REGIONAL VISUAL MEDIA: ISRAEL'S OCTOBER WAR ON GAZA AS A CASE STUDY

Sagır, Ebubekir

MA Cinema, Radio and TV

Student ID: 214032014

Open Researcher and Contributor ID (ORCID): 0009-0001-2716-8124

National Thesis Center Reference No.: 10687377

Thesis/Project Supervisor: Assist. Prof. Meltem Özel

January 2025, 80 Pages

This study focuses on the role of military media in setting the trend for coverage of the October War launched by Israel on Gaza, using two prominent international media outlets: Al Jazeera and CNN. Al Jazeera was selected from the Eastern media, while CNN was chosen from the Western media. The thesis aims to analyze the nature of visual content, its framing, and source selection to understand how these channels constructed competing narratives that sought to influence global and regional public opinion. The research used a mixed approach that combined quantitative content analysis with qualitative framing analysis to reveal significant differences in coverage priorities, reliance on sources, and thematic focus. The findings have shown the juncture where agenda-setting theory, media framing theory, and gatekeeping practices meet in filtering and using military sources to serve and conform to editorial policy and audience expectations. The reporting by Al Jazeera relies more on humanitarian reporting, social media content, and official statements, hence more humane and multi-dimensional. In sharp contrast, CNN's far greater reliance on official military and political sources suggests a militaristic framing of war as strategies and combat. The findings of this study contribute to the academic understanding of journalism of war and media practice by highlighting the mechanisms within which military media narratives are produced, distributed, and

received within contemporary conflict. Therefore, it underlines the media's principal role in stipulating how viewers learn to look at wars and humanitarian tragedies, thereby shaping international discourses about them.

Keywords: Gaza, Israel's October War, Military Media, Visual Media, War Coverage.



ACKNOWLEDGEMENTS

I want to express my gratitude to my esteemed advisor, Asst. Prof. Yasmin Aldamen and Dr. Meltem Özel guided me throughout this research and helped me overcome every challenge I encountered with their knowledge and experience.

I also extend my deepest love and respect to my family, who stood by me through every stage of my thesis.

Ebubekir SAGIR
İSTANBUL, 2025



TABLE OF CONTENTS

ÖZ	iv
ABSTRACT	vi
ACKNOWLEDGEMENTS	viii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF SYMBOLS AND ABBREVIATIONS	xiii
CHAPTER I INTRODUCTION	1
CHAPTER II THE ISRAELI-PALESTINIAN CONFLICT	6
2.1. An Overview of the Beginning of the Israeli Occupation in Palestine	7
2.2. Wars on Palestine	10
2.3. Wars on Gaza	13
2.4. The Last War 7 October 2023: Al-Aksa Flood	16
CHAPTER III WAR COVERAGE AND MILITARY MEDIA	18
3.1. Media Coverage in War	18
3.2. The Concept of Military Media.....	19
3.3. Military Media in Conflict Zones.....	20
CHAPTER IV LITERATURE REVIEW	25
CHAPTER V THEORETICAL BACKGROUND AND METHODOLOGICAL FRAMEWORK	29
5.1. Agenda Setting and Media Framing Theories.....	29
5.2. Problem Statement	31
5.3. Study Hypotheses	31
5.4. Research Questions	32
5.5. Importance of the Study	32
5.6. Data Collection Sources: Qualitative Method.....	32
5.7. Sorting Tweets by Type	34
5.8. Sorting Tweets by Content	35
5.9. Sorting Tweets by Sources	36
5.10. Sorting Tweets by Military.....	37

CHAPTER VI FINDINGS OF THE STUDY	39
6.1. General Statistics for the Total Tweets Posted on the Two Channels about the Gaza War	39
6.2. Comparative Statistics of Media Coverage of Al Jazeera and CNN Arabic by Using the Military Media Sources.....	47
CHAPTER VII DISCUSSION OF THE FINDINGS	58
CHAPTER VIII CONCLUSION AND RECOMMENDATIONS.....	64
8.1. Conclusion.....	64
8.2. Recommendations	66
REFERENCES	68
APPENDIXES	72
Appendix A Data Collection and Sorting Model from Channel Tweets - One of CNN's Models	72
Appendix B Data Collection and Sorting Model from Channel Tweets - One of Al Jazeera's Models	73
Appendix C Examples of Tweets: Al Jazeera	74
Appendix D Examples of Tweets: CNN	78
CURRICULUM VITAE	80

LIST OF TABLES

Table 6.1. Number of Tweets Published on Al Jazeera and CNN Arabic Accounts during the Same Period	39
Table 6.2. Distribution of Tweets by Content.....	40
Table 6.3. Distribution of Tweets for Al Jazeera and CNN in War Coverage by Content Type.....	40
Table 6.4. Distribution of Tweets Posted on the Two Channels by Type	41
Table 6.5. Distribution of Tweets by Source	42
Table 6.6. The Most Prominent Visual Materials, Topics, and Sources that Were Repeated in Al Jazeera’s Tweets.....	43
Table 6.7. Most Frequent Occurrences According to General Category.....	44
Table 6.8. The Most Prominent Visual Materials, Topics, and Sources that Were Repeated CNN’s Tweets	46
Table 6.9. Comparison Table between Al Jazeera and CNN Channels According to the Type of Content.....	47
Table 6.10. Comparing the Use of Sources in The Media Coverage of Al Jazeera and CNN	48
Table 6.11. Comparison of Al Jazeera and CNN Media Coverage by Type of Published Material	49
Table 6.12. Distribution of Channel Usage for Military Sources	50
Table 6.13. Distribution of Content Types Across Military Categories and Channels ..	51
Table 6.14. Distribution of Media Sources Type for Republishing Data Received from Military Sources	55

LIST OF FIGURES

Figure A.1. Data Collection and Sorting Model from Channel Tweets - One of CNN's Models	72
Figure B.1. Data Collection and Sorting Model from Channel Tweets - One of Aljazeera's Models.....	73
Figure C.1. Example of Designed Images Tweets.....	74
Figure C.2. Example of Social Report Tweets - Video Type	75
Figure C.3. Example for Designs Tweets	76
Figure C.4. Example of Designed Images for Biden Statement	77
Figure D.1. Example of Tweets Built on Channel Statement Type Videos	78
Figure D.2. Example of Image - Based Tweets	78
Figure D.3. Example of Video Tweets from a Social Media Source for Civil Content: Demonstrations	79
Figure D.4. Example of Designed Images: Daily Update.....	79

LIST OF SYMBOLS AND ABBREVIATIONS

Aboth	About both IDF and Qassam
AIDF	About Israel Defense Forces
Agency Quote Sources	Statements Transmitted Directly from Official Agencies
Agency Report Sources	All Materials the Channel Transmits on TV or Social Media Platforms from News Agencies or Websites
Agency Sources	All Tweets Published by the Channel from Sources of International Agencies, News Websites, and Media Channels
Album Tweets	Tweets that Tell a Specific Story through a Group of Images
Both	IDF and Qassam
Both Content	All Tweets discuss both Civilian and Military Actions
Civil Content	All Tweets Talk about Civilian Events and Activities
Content	The Content in the Tweet
Design Tweets	Tweets Contain Designs Only without any Images
Designed Images	Images with Text or a Design for the Content
IDF	Israel Defense Forces
Image Tweets	Tweets Contain Images
Link Tweets	Tweets Contain External Links that the Follower is Redirected to
Live Tweets	The Channel's Live Broadcast is Transmitted on the X Platform
Live Video Tweets	Broadcast is Published as a Video on the X Platform
Military	The Military Source of the Tweet (IDF or Qassam)
Military Content	All Tweets that Discuss Military Actions or Activities Issued by an Army Entity or Describe Military Operations
Military Sources	These are Tweets Taken Directly from Military Sources
Qassam	The Military Wing of Hamas, the Qassam Brigades
Quotation Report Sources	Quotes and Statements that Come Directly from the Channel

Quotation Sources	All Tweets that Contain Statements or Interviews of People Talking about a Specific Topic or Commenting on an Event
Social Agency Source	All Statements Published on Social Media Platforms from News Agency Sources
Social Media Sources	All Materials Filmed or Produced by Social media Activists and Transmitted by the Channel in its Tweets
Social Quote Sources	All Tweets that Contain Statements Spread on Social Media Platforms
Social Report Sources	The Channel Produces Content Directly but Addresses it to Social Media Platforms and does not Show it on TV
Source	The Original Source of the Tweet
Text Tweets	Tweets Contain Only Text without any Other Additions
Type	The Type of Material in the Tweet, such as Videos
Video Graphics	Videos Designed with Edit Programs or Animated Graphics
Video Tweets	Tweets that Contain Videos

CHAPTER I

INTRODUCTION

The long-term consequences of conflicts throughout history have led to extensive devastation and hardship. The actions of military media during Israel's October war in Gaza have raised concerns, as they have been unsuccessful in humanely presenting the conflict. Instead of fulfilling their primary purpose, these media sources have opted to utilize graphic imagery and, at times, generate artificial content to engage audiences and distort facts, neglecting the principles of human dignity and the impartiality of media reporting. This issue warrants a thorough evaluation of media practices, underscoring the urgency of reevaluating the existing methods of war coverage.

At the heart of this discussion lies the acknowledgment of the media, specifically the military media, as a crucial tool in advancing the objectives of warfare. This study must illuminate these arguments' various aspects, thus promoting a more comprehensive grasp of the intricacies involved. Indeed, it is undeniable that wars inherently represent a dreadful truth. They bring about the most catastrophic transformations, leaving societies in ruins and lives shattered. In these times of turmoil and devastation, the true essence of warfare is revealed, laying bare the harsh wounds inflicted upon individuals and communities. The profound consequences of wars cannot be overstated, as their brutal aftermath reverberates through history, serving as a poignant reminder of the tremendous sacrifices made in blood and suffering.

However, our society must disentangle itself from the romanticized notion of everlasting peace. The stark reality is that peace is not always the prevailing state of affairs. Instead, war has emerged as an intrinsic component, an indispensable force that shapes and molds our evolution and survival as a species. To grasp the true essence of this research and its relevance, it becomes paramount to delve deeper into

these profound truths. By doing so, we can unravel the intricate tapestry of war, its profound societal implications, and the delicate interplay between media and conflict. Only then can we hope to attain a more profound understanding of the complexities surrounding wars and the indispensable role played by the military media.

Within this expansive and turbulent landscape, it is the profound responsibility of the media to navigate the treacherous waters of war coverage with integrity, objectivity, and compassion. The dissemination of information should be done in a manner that respects the dignity and humanity of all those affected by the conflict. This requires reevaluating the methods employed by military media outlets, shifting the focus from sensationalism to empathy. By presenting a balanced and comprehensive perspective, the media can contribute to a more nuanced understanding of war and its consequences, illuminating the true nature of conflicts and their impact on individuals, societies, and the global community.

Furthermore, the military media serves as a key source for news outlets, providing them with updates and information from the field. This information informs the public and can influence public opinion and policy decisions and even help resolve conflicts. To fully realize this potential, military media must practice ethical journalism, ensuring transparency, accuracy, and fairness in their reporting. By doing so, the media can stimulate informed conversations, foster empathy, and ultimately support efforts for peace by facilitating meaningful dialogue and understanding.

In the case of Israel's war on Gaza, the military media played an indispensable role as the primary source of information for conveying the ongoing conflict to the rest of the world. By utilizing the information provided by the military, a comprehensive and vivid depiction of the situation in Gaza was effectively presented to the public. The role of military media in war coverage is not simple; it is a complex and intertwined relationship with society. It goes beyond reflecting societal values and perceptions; it shapes and molds them, influencing our perspectives on conflicts and their subsequent outcomes. Engaging in an exhaustive analysis of the intricate relationship between media and war is imperative to truly grasp the profound impact of wars and comprehend the vital role of military media.

Furthermore, it is essential to redefine and reimagine the current model of war reporting. Through this transformative process, we can attain a profound and comprehensive understanding of the complexities, encourage empathy and compassion, and ultimately strive toward creating a more harmonious and peaceful future where conflicts exist.

They are resolved through meaningful dialogue, understanding, and empathy rather than the destructive forces of violence and devastating consequences. This requires a collective effort from all stakeholders involved, including media organizations, governments, and individuals, to reshape the narrative of war coverage and promote a culture of understanding, reconciliation, and sustainable peace.

Reporters in Gaza heavily rely on government officials and Hamas military sources for obtaining information during significant military events. Similarly, foreign journalists depend on Israeli Defense Forces (IDF) reports for their coverage in Israel. These media professionals operate within well-established organizational structures and serve as intermediaries for the global audience, considerably influencing how regional conflicts are perceived.

While operating in conflict zones, journalists must adhere to specific implicit rules that guarantee their ongoing access to restricted data. Despite the challenging circumstances, they relentlessly gather and disseminate critical information, establishing operational spaces within the chaos. Professional ethics play a crucial role in guiding the content produced by these journalists, demanding a sense of impartiality even when embedded in specific reporting contexts.

In this thesis, we aim to explore how visual media portrays and conveys the images of war in the Arab-Israeli context to the international audience. One of the primary aspects we address is the prominent use of military media as a significant source of war coverage. It is important to note that just like previous conflicts that occurred in the era of global communication, the Israeli war in Gaza was extensively covered through the lens of military journalism.

The media's coverage of wars, conflicts, and disputes has been one of the oldest and most essential practices related to war. Such coverage ranges from reports about the preparation of forces, tactics, and victories achieved in theaters and fronts to reports and articles about governmental, logistic, industrial, and ideological dimensions of war. At the local, regional, and international levels, the media plays a significant role in forming and driving public support for governments during peacetime and mustering public support and propaganda during wartime. Military media has always been a considerable employer trying to activate the information war aspect, form public opinion, and support the effort of using direct media-vector propaganda at a range of recipients, starting from their enemies and ending with their forces, Ministry of Defense, or a particular military base or compound.

In this thesis, we meticulously examine and dissect the pivotal role played by military media during the profoundly Israel's October war in Gaza. Our study sheds light on how these media outlets, particularly Al Jazeera and CNN, emerged as a profoundly compelling and disconcerting force that captivated the hearts and minds of humanity while functioning as an exceedingly potent and lethal tool. Our study meticulously investigates the significant role played by military media in the October war in Gaza, mainly focusing on Al Jazeera and CNN. These media outlets emerged as influential forces during this time, captivating global audiences while serving as powerful tools. Our analysis delves into how these outlets utilize information from both sides of the conflict to create a compelling narrative, emphasizing the portrayal of deadly weaponry. Despite the financial incentives, these media organizations are committed to their responsibilities, skillfully balancing their relationships and objectives. In a landscape where warfare is increasingly weaponized, the fusion of military media and sponsor funding is a critical factor that shapes the narrative surrounding the challenges faced on the battlefield during the October offensive. Our examination uncovers the intricate connections between military media, the weaponry they showcase, and the financial motivations that underpin their operations, highlighting the complexities inherent in their coverage of the conflict. Through this analysis, we aim to shed light on the delicate balance between media ownership, profitability, and the imperative to present an impartial depiction of the realities on the battlefield.

Within this exhaustive research inquiry, we thoroughly explore the concept of impartiality in media coverage, specifically regarding the conflict in Gaza. Our main objective is to analyze the extent to which Al Jazeera and CNN, as prominent media outlets, strive to provide fair representation for all parties involved in this intense conflict. Driven by a deep curiosity, we meticulously examine the complex dynamic between military forces and the media, especially in their depiction of lethal weaponry. Additionally, we carefully investigate the significant financial influences that shape their

Behaviors, uncovering the intricate connections that bind them together. By navigating this complex network, we shed light on the intertwined relationship between media ownership, the pursuit of profit, and the commitment to deliver an authentic, objective, and unbiased account of the battlefield.

CHAPTER II

THE ISRAELI-PALESTINIAN CONFLICT

The Palestinian-Israeli conflict is one of the oldest unresolved conflicts since World War I. It is a conflict over land, identity, and historical entitlement. In this context, Zionist movements, within the framework of Israeli settlement policies, have worked to politicize the history of the conflict and use history as a tool to prove the legitimacy of the occupation and settlement in the Palestinian territories. Israel has worked to promote religious and historical narratives that link the Jewish people to the land of Palestine as their promised and sacred land. It has also sought to ignore any Palestinian presence in the Holy Land and has worked to distort and refute Palestinian narratives. Israel has relied on historical falsification of events, in addition to expanding settlements and increasing pressure to displace Palestinians. The media has played an important role in promoting the Israeli narrative and the Jewish people's entitlement to the land of Palestine (BARAIJIA, 2020).

Speaking about the history of the Palestinian-Israeli conflict, Noam Chomsky believes that America plays a vital role in restructuring the conflict according to the Israeli vision by portraying all Palestinian peace attempts and their demands to establish a state as hostile projects that threaten the existence of the Israeli state. Chomsky asserts that America has stood in the way of all international community projects to give the Palestinians the right to establish an independent state. The conflict has always been portrayed as a conflict between armed Palestinian groups that carry out terrorist attacks on Israel, the democratic state in the Middle East. The American-Israeli media and propaganda have always worked to ignore Israeli provocations and violations that ultimately lead to Palestinian attacks. Chomsky also points to America's use of the veto against any international resolution that could support the establishment of a Palestinian state and peace efforts. He adds that the American veto is not just an objection to the establishment of a Palestinian state and the achievement of peace but rather a veiled message to all media outlets to ignore

the Palestinian issue and go along with the American and Israeli narrative (Bahlol, 2021).

The basic roots of the Israeli-Palestinian conflict can be traced back to the late 19th century. 1881, the First Aliyah began, but the real conflict started in 1948 after the British Mandate over Palestine ended. The UN called for the formation of two states but left them to determine their future leadership. Consequently, the two states of Israel and Palestine emerged, each having a different interpretation of land ownership. This entailed an inherent contradiction at the heart of the UN's appeal. The Jewish people who had returned to their "motherland" took little notice of the political implications of the UN's resolution. Three years later, Israel proclaimed its independence. That was the end of the "First Arab-Israeli War." Since then, there have been several attempts to solve the conflict. However, all have failed. During the 1950s, 60s, 70s, and 80s, new conflicts emerged. In 1992, with the beginning of another peace process, there were several setbacks to the peace process over four years. In 1996, these setbacks culminated in the election of the right-wing government led by Benjamin Netanyahu. Nevertheless, periodic talks and attempts to agree on further talks were held until 2000 (Dowty, 2022).

2.1. An Overview of the Beginning of the Israeli Occupation in Palestine

During the First World War, the Jewish and Arab populations living in Palestine were subjects of the Ottoman Empire. The Ottomans had formally ruled the area for over 400 years before the war broke out. However, having chosen to ally with the Germans, the Ottomans found themselves at war with the British, French, and Russians, who colonized the area by invading the Middle East. The British seized control of Palestine. This occurred after Britain first convinced emissaries of the Arab tribes to help them fight the Ottomans and revolt against their colonial enslavers during the war. The British achieved this by promising to support Arab independence in the area. Then Britain led the negotiations with the French and the others who hoped to colonize the region concerning the territorial division of the Middle East once the peace treaties were signed. This was done to undermine the agreement that had been signed in secret but was leaked to the press and forced the British and French to deny the existence of such an arrangement in public. Indeed,

they both had to declare that they had no intention of colonizing the Arab people who were to be freed from Ottoman rule, as stated in the decrees (Samri, 2013).

The recognition, which British Foreign Secretary Arthur Balfour issued at the time, stated the following: "His Majesty's Government view with favor the establishment of a national home for the Jewish people in Palestine, and will use their utmost endeavors to facilitate the achievement of this goal, with it being clearly understood that nothing will be done that would detract from the civil and religious rights enjoyed by non-Jewish communities now residing in Palestine, nor the rights or political status enjoyed by Jews in other countries. (Balfour Declaration: Text of the Declaration, n.d.)"

Upon analyzing the Balfour Declaration, it becomes clear that Britain granted a homeland it did not own to those not there. Through historical sources, it is evident that Balfour overlooked the reality that Palestine is an Arab territory and a homeland of the Palestinian people. At the time, Arabs and Palestinians made up 94% of the population, while the Jewish community constituted only about 6%, representing a small minority lacking significant influence. Before the Balfour Declaration, it is worth noting the efforts of the Zionist movement in seeking support from major powers, including Theodor Herzl's proposal to the Ottoman Empire and Sultan Abdul Hamid for the establishment of a Jewish homeland in Palestine, a plea that the Sultan firmly rejected. This rejection led the Zionist movement to redirect its efforts towards the West, notably Britain (KHALIDI, 2021).

The Balfour Declaration was a landmark statement that established a homeland for the Jewish people in Palestine. It was issued on November 2, 1917, by Lord Arthur Balfour, the British foreign secretary, and was addressed to Lord Walter Rothschild, a scion of the Zionist movement. The declaration, which was partly motivated by British hopes for Jewish assistance in the First World War and by anti-Semitic precedents, was ultimately endorsed by the League of Nations and became the cornerstone of the British Palestinian mandate created in 1920. Jewish acceptance of the Balfour Declaration was not unanimous. Critics pointed especially to its vague allusions to a "national home" and the "non-Jewish communities in Palestine." While they catered to Arab susceptibilities and promised increased Jewish immigration,

which often came at the expense of Arab tenants, they primarily referred to Jewish efforts to assimilate into the land, to their pioneering spirit, or the actions of different peoples. They did not pertain to Jewish national sovereignty. Due to its unclear and limited mandate, the declaration was to become an increasingly important source of contention within Man- destroy Palestine's borders. Unlike the British and the Jews, the Arabs utterly rejected the declaration. The two groups' hostility heightened, making the partitioning process once the British left much more difficult (YAMAÇ & CARTMILL, 2018).

The presence of the Zionist movement in the Palestinian territories was an outcome of the colonial policies of the time, predominantly led by Britain. The significant empires were intent on solidifying their colonial foothold in the Middle East and Africa, and the Zionist movement took advantage of this Western inclination to further its agenda. The British military presence in Palestine facilitated the immigration and settlement of Jews in the Palestinian territories. Britain offered all necessary assistance to establish settlements and aided Jews in acquiring or forcefully seizing land. The Jews and the Zionist Settlement Association bought substantial amounts of land from non-Palestinian owners, which drew strong criticism from the Arab press for those who sold their land to the Jews. These lands became the initial core of settlements in Palestine, with British forces serving as protectors and guardians of these settlements and the Jewish population, which was relatively small compared to the Arabs at the time. The 1918 Haifa Conference marked the first proclamation of the State of Israel on Palestinian land, adopting the Zionist slogan as the national slogan of the State of Palestine. British military rule also extended across all Palestinian lands, granting the Jews considerable power within the state at that time (KHELAH, 1974).

The Palestinians did not stand idly by in the face of these violations and the Zionist expansion, under British sponsorship, on the Palestinian lands. Numerous demonstrations and protests took place, opposing the increasing Zionist presence and rejecting Jewish immigration to Palestine. They also denounced the empowerment of Jews, especially Zionists, from senior positions in the state. The Palestinians began to demand independence and liberation from the British Mandate, especially after the revolution against the Ottoman Empire, with the goal of independence and self-rule.

The Palestinians and Arabs faced a new colonialism with which they had no ties or common ground, whether in religion or language, as with the Ottoman Empire, which many Arabs considered an extension of the caliphate. Islamic religion was the strongest common bond that created a feeling of belonging and loyalty to the Ottoman Empire. The Palestinians continued their movements against the British Mandate on a political level by holding political conferences, addressing the British Colonial Secretary at the time, Churchill, submitting objections to the British Mandate to the League of Nations, and demanding that Britain stop Jewish settlement (Daraz, 2017).

In this manner, it served as the initial spark of the Palestinian-Arab dispute, with Britain facilitating the immigration and settlement of Jews on Arab territory in Palestine, disregarding the calls and requests for independence and liberation from the Palestinian population, and resorting to various violent measures to suppress these demands and silence the Palestinians from asserting their right to establish a Palestinian Arab state across all Palestinian territories. As the Palestinians recognized their inability to reclaim their rights through peaceful and political channels, they turned to armed resistance against the new occupants of their land, alongside their political activities at both local and global levels.

2.2. Wars on Palestine

A major foundational event in Israeli and Palestinian history is that the United Nations obligated Great Britain to issue a declaration releasing Palestine from a British mandate, bringing it to a vote. After British troops departed, six surrounding Arab armies attacked to recapture territory. Israel defended the attack and expanded. Then, under the armistice in 1949, Israel and its subsequent neighbor states agreed to stop notorious warfare. Moreover, the conflict could have been resolved in the 1940s, but all parties missed three broad opportunities due to inflexible terms. At the same time, all three parties neglected the Arab settlers' problems regarding land and security. Then, the issues of territory, security, and refugees that resulted from the 1948 war were unresolved by the 1949 armistice agreements and led in 1967 to a new war and to even more complex problems, which remain at the core of Israeli-Palestinian disputes today (Jarar, 2008).

The 1948 Arab-Israeli war marked the beginning of the Israeli-Palestinian conflict. Before this war, the Palestinians accepted the United Nations Partition Plan with conditions that authorized the establishment of a Jewish and an Arab state in Palestine. However, the plan was never implemented due to the ensuing war. During the war, several hundred thousand Palestinians fled or were expelled from their homes by the Israeli forces. These refugees and their descendants, now numbering several million people, live in the West Bank, Gaza, Jordan, Lebanon, and Syria, and many demand the right to return to their pre-1948 homes inside what is now Israel. Israel refuses to accept this demand, as it would alter the demographic character of the country. These refugee issues still stand as one of the main points of contention in the conflict. However, the current leadership of both sides agrees that the resolution of the refugee issue should occur in a Palestinian state (Sammy, Brian, Adam, & Bryan, 2023).

The decade of the 1950s was marked by increasing hostilities between Israel and the Arab states, predominantly Egypt, and by recurrent Palestinian guerrilla infiltrations from Syria and Jordan into Israeli territory. In October 1956, skirmishes on the Egyptian-Israeli border precipitated a full-scale invasion of the Sinai Peninsula by Israel, France, and Britain. The three invading countries achieved their objectives through superior military force - reopening the Suez Canal and removing Egyptian control over the strategic waterway. International pressures, led by the United States and the Soviet Union, compelled the invaders to withdraw and desist from imposing a political solution on Egypt (Maratib, Ghulam, & Tooba, 2022).

The 1956 crisis had a lasting impact on the Arab-Israeli conflict. In the short term, due to American pressure on Israel to stop the attack on the Egyptian mainland, the USA took on the role of a neutral intermediary in Arab-Israeli affairs for the first time. As British and French forces withdrew from the Eastern Mediterranean area, the United States became the dominant Western power in the region. In the long term, the military victories of the 1967 Six Day War strengthened the belief among Israeli hardliners that their country's security could be best guaranteed through a policy of "deterrence by victory." The willingness of Arab states to enter into armistice agreements with Israel grew as belief in Israel's military invincibility increased. In the following decades, apart from Egypt, this belief in Israel's military

deterrent shaped Israeli policies towards Arab states and Palestinian calls for a state in the West Bank and Gaza Strip (MICHAEL & Benjamin, 1980).

The Six-Day War, also known as the June War, 1967 Arab-Israeli War, or Third Arab- Israeli War-was fought between 5 and 10 June 1967 by Israel and the neighboring states of Egypt (then known as the United Arab Republic), Jordan, and Syria. Relations between Israel and its neighbors had never normalized since the 1948 Arab- Israeli War. Before 1967, there were increased border raids from both the Israelis and the Arabs. The war ended quickly with an undisputed victory for Israel. The direct consequence of the war was the occupation of the Sinai Peninsula, the Gaza Strip, the West Bank, East Jerusalem, and the Golan Heights by the Israelis. The indirect consequences included the defeat of the Arab belligerents, fracturing within the Arab Coalition, and the rise of a Palestinian Resistance Movement, leading to Arab Nationalism (Glazer, 2001).

After the Arab defeat in the 1967 war, the Arab countries began a diplomatic movement to restore the lands occupied by Israel, but all these efforts failed. Israel rejected all Arab demands, and this is what led the Arabs to launch the October 6 War in 1973. The Egyptian and Syrian forces launched a surprise attack on Israeli positions in Sinai and the Golan Heights. They achieved significant victories at the beginning of the war, which prompted America to establish an air bridge to supply Israel with modern equipment and weapons, which turned the tide of battle. Let this war end with American-Soviet mediation (Ratiba, 2014).

The October 6 War was the last war between the Arabs and the Israelis due to the normalization agreements that many Arab countries signed with Israel. After this war, the conflict turned into a Palestinian-Israeli conflict more than an Arab-Israeli conflict, and official Arab interest in the Palestinian issue diminished. On the other hand, the Palestinians continued to demand liberation and reject Israel's settlement expansion in their lands, in addition to the increase in continued Israeli attacks and violations against the Palestinians. These factors were the first nucleus for the outbreak of the first intifada (What Happened in Israel on October 6, 1973, 2024).

The first spark of the first Intifada was from Jabalia refugee camp, which expanded to Gaza and the West Bank. It began mainly as an unarmed civil disobedience campaign of the Palestinians, which allowed the local population to express communal frustration in a more effective way as the outside world's distaste for images of Israel firing on unarmed civilians grew as these measures proved ineffective in stemming the disturbances. Over time, the Intifada's tactics evolved, and it became essentially an armed struggle, mainly using guerrilla warfare alongside civil disobedience. Hamas and Palestinian Islamic Jihad targeted Israelis as well as soldiers. Israel, in turn, tried to crush the uprising with military force, mass arrests, and deportations. The entire conflict led to the deaths of over one thousand Palestinians and several hundred Israelis (Abdulrahman, 2005).

2.3. Wars on Gaza

Before 1948, Gaza was part of the British Mandate of Palestine. With the partition of Palestine in 1947, Gaza was part of the lands that would form the designated Arab state, but the Nakba in 1948 changed the landscape completely. Gaza became a haven for Palestinian refugees who were displaced from their lands after the 1948 war, which doubled its population and increased pressure on its resources. In June 1967, Israel occupied the Gaza Strip during the Six-Day War, along with the West Bank, the Golan Heights, and the Sinai. Since then, the Strip has been under Israeli military occupation and has witnessed strict policies aimed at controlling the population and resources. Israel confiscated large areas of land in the Strip and used them to establish Israeli settlements, creating a dual society between settlers and Palestinians. During the Six-Day War in June 1967, Israel seized control of the Gaza Strip, as well as the West Bank, the Golan Heights, and the Sinai. As a result, the Strip has remained under Israeli military occupation, subject to stringent measures designed to regulate its populace and assets. Israel appropriated significant swaths of land in the Strip to found Israeli settlements, thereby fostering a divided social structure comprising both settlers and Palestinians (Roy, 1988).

The first Palestinian Intifada began in 1987, resulting in a significant uprising in the Gaza Strip and the West Bank against Israel. Israeli forces responded with force, causing many casualties and extensive damage to the infrastructure in Gaza.

Tensions continued until the Oslo Accord in the early 1990s, which led to the creation of the Palestinian Authority and the transfer of specific administrative responsibilities to the Palestinian side. However, Israeli restrictions on movement and economic activity in Gaza remained in place. During this time, Israel pursued a policy of relatively restrained use of force, as the demonstrations were primarily non-violent and did not pose a survival threat to Israel. The outbreak of the Second Intifada from 2000-2005 marked a shift, with Palestinian groups resorting to armed operations and increased suicide attacks. In response, Israel employed more aggressive military tactics, including the use of combat aircraft and targeted assassinations (YAGIL LEVY, 2010).

Israel withdrew its forces and settlers from Gaza in 2005 but retained control over the Strip's borders, airspace, and territorial waters, effectively maintaining a form of "remote occupation." This shift allowed for control without a permanent military presence while imposing ongoing restrictions on the movement of people and goods. The withdrawal also led to Hamas assuming de facto authority in Gaza, straining relations with Israel. As a result, Israel shifted to policies of "remote occupation" and indirect control, effectively controlling the Strip's borders without a permanent military presence. Unfortunately, this approach has resulted in a considerable increase in Palestinian casualties (Filiu, 2014; YAGIL LEVY, 2010).

Despite the end of the Israeli occupation of the Gaza Strip in September 2005, Palestinians in the area continued to experience oppression and violations of their human rights. These included the use of excessive force, destruction of infrastructure, forced expulsion of Palestinian residents, and severe border restrictions that had a detrimental impact on the residents' economic and social well-being. These practices had a significant negative impact on the civil, political, economic, social, and cultural rights of the Palestinians. The oppressive situation in the Gaza Strip from the time of the control of the Strip until November 2007 was followed by multiple military confrontations, resulting in biased ceasefire agreements that did not adequately protect the human rights of the Palestinians or serve their interests (Alshurafa, 2021).

Israel initiated a military campaign on the Gaza Strip, named "Cast Lead" by Israel and "War of Furqan" by Hamas, on December 27, 2008. This marked the first time

Israel had done so since its withdrawal. Lasting for a total of "21" days and concluding on January 18, 2009, the conflict began with 80 Israeli warplanes targeting various Palestinian security and government buildings simultaneously. Following eight days of relentless bombing, the Israeli government then launched a ground offensive with the involvement of artillery, infantry soldiers, and tanks. Reports from experts, human rights organizations, and European institutions revealed Israel's use of unconventional weapons, such as white phosphorus bombs and depleted uranium, against unarmed Palestinians. The then-Israeli Prime Minister, Ehud Olmert, later announced a unilateral ceasefire after 23 days but did not withdraw from the Gaza Strip. About "one million" kilograms of explosives were reportedly dropped by the Israeli army during this war, as per international reports (Ala Atallah, 2016; ERSOY CEYLAN, 2020).

Israel launched the second military operation in the Gaza Strip on November 14, 2012, known as the "Pillar of Cloud" by Israel and "Stones of Sijil" by Hamas. The conflict lasted for 8 days and was triggered by the killing of Ahmed al-Jaabari, the leader of the Izz ad-Din al-Qassam Brigades, the military wing of Hamas. This decision was made by the Israeli Security Cabinet in secret the day before, despite ongoing ceasefire talks facilitated by Egypt (Ala Atallah, 2016).

Operation Protective Edge was initiated by Israel on July 8, 2014, as a response to the increased rocket attacks from Hamas and the threat posed by attack tunnels to Israeli communities near the Gaza Strip. On the other hand, Hamas had come under heightened pressure following the Egyptian coup in mid-2013 and the overthrow of its then-strategic ally, Mohamed Morsi. This led to Egypt tightening the blockade on the Gaza Strip and destroying the tunnels. In 2014, Hamas carried out rocket attacks on Israel following the kidnapping and killing of Palestinian child Mohammed Abu Khdeir in occupied Jerusalem on July 2, 2014, along with ongoing violations in the West Bank. Israel's response to these actions was Operation Protective Edge. The conflict, which Israeli military officials had anticipated would be resolved swiftly, ultimately lasted 51 days and took place in three stages: aerial bombardment, limited ground incursion, and eventually, an agreement and ceasefire (Aljazeera, 2015; Cohen, 2017).

In April 2021, Israeli settlers started a wave of violence against the Palestinians in Al-Quds in conjunction with the military package against the families of the Elsheikh Jarrah neighborhood people to force displace them. The commander of the Qassam Brigades in Gaza, Mohammed Deif, issued a warning to Israel and the settlers to stop provocations and attacks on Palestinians in Jerusalem and Al-Aqsa. Israel bet that the Palestinian factions would not move a finger toward what was happening in Jerusalem, which increased the pace of escalation against the Palestinians there (Saleh Al-Hajj Hassan, 2022). On May 10, 2021, at the height of a political fight between Hamas in Gaza and the Palestinian Authority (PA) in the West Bank, coupled with increased tension between Palestinian civilians and Israeli police in East Jerusalem. The ensuing 11-day war constituted the fourth significant round of fighting since Israel unilaterally withdrew from Gaza (JINSA, 2021).

2.4. The Last War 7 October 2023: Al-Aksa Flood

The Al-Aqsa Flood was an unprecedented military operation carried out by the Al-Qassam Brigades, the military branch of Hamas, against Israeli occupation on October 7, 2023. This maneuver is considered a sophisticated strategic move due to its carefully planned military tactics designed to take the Zionist entity by surprise. It entailed coordinated land, sea, and air operations to strike the enemy (Mutahar AlOthubi, 2024) strategically. Operation Flood of Al-Aqsa began with the launching of thousands of rockets toward Israeli settlements and cities, and Hamas militants infiltrated the occupied Palestinian territories by sea and air. In response to this attack, Israeli Prime Minister Benjamin Netanyahu declared a state of war, and the Israeli army launched Operation Iron Swords, which has so far resulted in the deaths of more than 50,000 Palestinians, the displacement of hundreds of thousands, and the destruction of entire neighborhoods in the Gaza Strip (RASANAHA, 2023).

According to the booklet “This is our story... Why the Al-Aqsa Flood?” issued by Hamas, the “Al-Aqsa Flood” came as a response to a set of accumulated factors represented by the escalation of Israeli violations against Al-Aqsa Mosque, including repeated incursions and attempts to divide it temporally and spatially, in addition to the increase in killings, arrests and displacement of Palestinians, especially in the West Bank and Gaza Strip, and the imposition of a stifling siege that led to the deterioration

of the humanitarian situation. The operation was also a response to the political deadlock resulting from the Israeli occupation's rejection of political solutions and its disregard for the legitimate rights of the Palestinian people, in addition to being a symbolic message to defend Islamic sanctities and emphasize the responsibility of Arab and Islamic peoples towards the Al-Aqsa issue. Accordingly, the movement believes that the operation represents a legitimate defense of rights and sanctity in the face of continued occupation and aggression (HAMAS, 2024).

In addition to the increase in killings, arrests, and displacement of Palestinians, especially in the West Bank and Gaza Strip, and the imposition of a stifling siege that led to the deterioration of the humanitarian situation, the operation was also a response to the political deadlock resulting from the Israeli occupation's rejection of political solutions and its disregard for the legitimate rights of the Palestinian people, in addition to being a symbolic message to defend Islamic sanctities and emphasize the responsibility of Arab and Islamic peoples towards the Al-Aqsa issue. Accordingly, the movement believes that the operation represents a legitimate defense of rights and sanctity in the face of continued occupation and aggression (HAMAS, 2024).

CHAPTER III

WAR COVERAGE AND MILITARY MEDIA

3.1. Media Coverage in War

Since the 1990s, international relations have drastically taken a turn that has left an indelible mark on most aspects of life. Among the noticeable developments has been the rapid technological advancement in media and communication systems, placing media at the center of appraising a state's integrated power and influence. We live in times sculpted by a communications revolution that, to a large degree, was made possible by satellite broadcasting technologies. The world has shrunk into an interdependent global village. Satellite television channels have been right at the cutting edge of such a transformation, carrying images of the local to a worldwide audience, framing events abroad within a local frame. With their high-powered, sophisticated strategies and technology from the media, they surface among the most potent communicative tools for contemporary communication through the revolution regarding communication and information. The rise in the ability to reach the global audience has seen unprecedented facilitation. Under satellite technologies in such widespread usefulness, geographical boundaries have been cleared off, and what is then referred to as a particular global electronic village exists.

With all this in the broader media scenario, military and warfare media carved its niche as a specialized and indispensable component. In this context, military and warfare media play a vital role in contributing to national security by offering insights into citizens about the roles and operations of the armed forces, both during times of peace and national development and during conflicts aimed at protecting national sovereignty (Hosni, 1999).

Moreover, military and warfare media are of prime importance in the armed forces to make the citizens aware of national identity and the defense role of the state. The

military and warfare media can take part in the preparedness of the armed forces for defense through various media and ensure that building a capable military force is essential for various threats. It also emphasizes the need for a balanced force in terms of size and capability to enable efficient defense while demonstrating combat readiness to the civilian audience regarding the capabilities of their armed forces (Ibrahim, 2000). The role of military and warfare media is not related only to wartime but extends to peacetime. War is intrinsically linked with the need for security and is one of the primary motives of human beings. Hence, dynamics and outcomes related to war attract the amassed attention of the state's people. This, therefore, necessitates mentioning the knowledge tools and means of keeping track of troop movements and developments of battles. Hence, the military media actively participates in playing their role. In peacetime, there should be a unique plan to reflect the readiness of the armed forces to defend and protect the state and its citizens, demonstrating their loyalty to the nation. In this way, it will provide a role model for conscription-age youth, inspiring them to enlist in the military (Frag, 1998).

3.2. The Concept of Military Media

All sources about the activities of the armed forces, ensuring their credibility and multiplying them in a manner that is transmitted by society and published internally and externally using all media outlets to provide the army and armed forces with correct information and highlighting their achievements in the counter-fields that aim to weaken morale or affect the cohesion of the people and the military together to confirm the love of loyalty and belonging to the homeland(Ali, 2019).

Military media is considered a branch of comprehensive media and a specialized field within the state's general media. It serves as a tool rather than being separated from it. Military media reflects the role of the armed forces in executing the state's political and military objectives, supporting the war effort among the populace and its armed forces, and countering hostile propaganda from external entities opposed to the state. This highlights the strategic importance of military media in conflicts and its role in shaping public opinion.

There are numerous definitions of military media. One definition describes it as collecting, analyzing, and processing data, information, images, facts, messages, and instructions from all sources regarding the armed forces' activities. This involves verifying the credibility of the information and presenting it in a manner acceptable to society, disseminating it locally and internationally through various media channels. The goal is to provide the public and the armed forces with accurate information, thwarting the intentions of counter-campaigns aimed at undermining morale or affecting the cohesion between the people and the military while emphasizing loyalty and belonging to the nation (Ali, 1998).

Major General Hassan Al-Juraidli defines military media as "the process of disseminating accurate news and information based on truthfulness and transparency, addressing the public and their noble emotions, and elevating the level of public opinion" (Hazem, 2010).

This means that military media have to provide appropriate and correct facts and information helpful in understanding military affairs and sound building of opinions concerning important issues where these truths should not interfere with the overall army strategy that serves the interests of the armed forces and the state. Military media, therefore, can be considered as communication activities directed towards providing all accurate facts and news about the armed forces to domestic and international audiences. This is aimed at shaping public opinion on the efficiency and capabilities of the forces while at the same time countering hostile media.

3.3. Military Media in Conflict Zones

The methods and approaches to dealing with these wars vary according to the different control conditions in these wars and because of the politics and conceptual aspects of each country regarding ideology, military, and war.

There is little or no doubt that the rapid revolution in communication technologies subjected the media to serious evolutionary reformation. The type and nature of the media differed significantly from 1939, marking World War II, to 1990/1991 of the Gulf War, all over fundamentally because of modern technologies' impacts on the growth and manifestations of the media.

The nature of wars and how their mechanism has been evolving, explicitly starting with World War II, had a very important, positive, and negative influence on the usage and influence of media, specifically to make armies ready for combat. Therefore, military media had become a vital subject regarding study along with the evolution of conflicts and wars since the inception of the Second World War, the developments of the Arab-Israel conflict, and it all ended with the Gulf War.

During this period, more than half a century, military media has been influenced by various factors, most notably developing methods for the involvement and preparation of populations for the successive wars that have flared globally. Besides that, an "information strategy" appeared, closely connected with the general strategy and politics of the state. Military media have crystallized a clear message corresponding to the development of events, new ideas, and the experiences and lessons learned from others. More importantly, states have made sure to fortify their populations against "hostile" media that target civilian morale and psychologically affect mass psychology to influence the wars' outcomes and courses. It has also gone beyond military and wartime operations to depict many other aspects of the state's political, economic, social, and moral power. Military media involves many areas of human life in any war, down to the foundational human roots, history, values, and traditions of a particular people, to enable positive contributions toward state-building and homeland defense for any individual in society.

For example, during the Second World War, the military media of Germany conducted a proper propaganda campaign that was intricately organized by the German Minister of Propaganda, Joseph Goebbels—one of the most prominent figures responsible for bringing modern methods into the practice of propaganda. Propaganda in the military media during that period was done through leaflets, radio transmissions, and loudspeakers to incite animal-like instincts of violence and destruction. However, considering German propaganda from the point of view of the profound strength it relies on, it acts like a psychological artillery in using every method to send shock and destabilize an enemy (Alawini, 1997). At the time, German military media had succeeded in using propaganda in ways that made an enemy incapable of defending against its effect; hence, it could break through any solid barrier in which an individual may take shelter. They ultimately lose all willpower to stand without the capacity to face oncoming German forces.

In Britain, too, this state utilized radio between 1939 and 1945 to reinforce its psycho-logical operations against any opponent. The psychological campaign devised by the military representatives experienced broad success because it was trustworthy and reliable and possessed better comprehension among the listening group (Talaat, 1985). It is well-known that any propaganda is based upon never admitting it to be propaganda and aiming to tell the truth. Its speed and quickness meant that radio comments on events took a characteristic propagandistic tint, and Britain played on its internal criticisms and divisions to strengthen its propaganda: broadcasting radio criticisms against himself during the war underlined to the German citizens how little their government's ineptness was accepting the same criticisms.

All that British propaganda could do in 1940 and 1941 was tell the truth and confess losses and defeats. In this period, Churchill's speeches pursued three goals: "alerting the British to the dimensions of the impending danger, clarifying the nature of that danger, and specifying how each individual could contribute to confronting it" (Halwani, 1985). Britain announced her substantial losses, but British broadcasts continued as though the circumstances were unlikely to change.

Thus, British propaganda inbred with media policy, found significant success among the German masses since it retained credibility in its statements, specifically on losses in its armies. It also managed to drive a severe wedge between the German leadership and the people. British propaganda was utilized to undermine the morale of the German troops by showing them that victory would be accomplished, no matter how long it would take, and the military defeat of the Germans would be the natural result. As more defeats piled up for the German side, the people finally realized the truth from British propaganda (Alhawari, 1999).

Egyptian military media worked in the 1960s without planning, influencing its articulation methodology. At the same time, one cannot overlook the fact that the media played its functions under the influence of military and political administration, and it didn't have space to present the actual coverage of pre-war incidents and events.

Egyptian military media at the time created an atmosphere of aggressive propaganda. The declarations of the state of emergency and the move of Egyptian forces in Sinai included instructions from military and political leadership to create an atmosphere of intense propaganda. It aimed at ensuring that the Israelis and others did not come to think that the Nasser army was too busy with its war in Yemen to come to the aid of Syria in case of Israeli aggression (Fouad, 1990).

The press continued to fool the people through articles by military experts, which discussed Egypt's successive victories against Israel and the significant losses that hit Israel. At the same time, the war outcomes came for Israel. In the war, Egyptian military media inflated the Egyptian forces' capability while deflating those of the enemy. On June 5, 1967, in the early hours of the morning, Egyptian military media announced that the armed forces had downed 250 planes while the Israeli Defense Minister Moshe Dayan was publicly announcing through foreign correspondents that Israel was a nation incapable and unwilling to go to war (Ghoneim, 1979).

The unstudied statements of some Egyptian military officials, who regularly claimed that Egypt was the strongest country in the Middle East, possessing the most potent naval, air, and ground forces in the region, even suggested that the Egyptian troops would drown Israel in the sea.

Some such military media programs on this television relied on war-related data received from intelligence departments, and the television broadcasters could not convey all actual combat realities from 'battlefield to drawing rooms' through reporters. 'Thus, military media reporting on television could hardly show its impact on the positive turn of events or had a proper report of battle happening although they did not agree to the broadcast of fantastic victories and inflated statements/ utterances of leaders (Darwish, 1974).

Egyptian military media played a vital role in the October War of 1973 and in achieving victory against Israel. Egyptian media at that time was used on sound scientific grounds to build world opinion about the war, which was of prime importance for the decision to enter the war. This cooperation between Egypt and Syria in implementing the war of attack against Israel on both fronts gave a jolt to the

success and development of military operations. Besides, the use of oil as a weapon was effectively used to exert heavy Arab pressure on the West for the effective achievement of national political objectives. Egyptian military media played an important role and contributed to preparing the state for the imminent war, besides rallying the home front in support of the armed forces in preparation for the fateful battle for the liberation of the land.

During the October War in 1973, Egyptian military media, with its programs across visual, print, and audio platforms, effectively reached the public and simultaneously regained the confidence that had been so severely lost after the June 1967 War. The goals of the media became very clear, and the content of military media messages was simple and free of ambiguity, mainly aimed at constructing a united narrative (Ali, 1998). As seen in 1990 with the invasion of Kuwait, since the first day of the entry of the Iraqi forces into the Kuwaiti territory, it counted twenty-two weeks from this date, which covers both the period of invasion or the beginning of military actions, American military media came to play an essential place in the field of the public information, especially regarding propaganda and psychological warfare (Hazem, 2010).

American military media successfully prepared public opinion and gradually won support for the war against "Saddam Hussein." In various forms, American military propaganda continuously emphasized the strength of the Iraqi army, its enormous armament, efficiency, and capability to use chemical and biological weapons. The hyperbole and threats that American propaganda portrayed about the Iraqi army were not the actual reality but an exaggeration of the strengths and abilities of the Iraqi army to prepare the grounds for the American invasion of Iraq in 2003 (Ali, 1998).

CHAPTER IV

LITERATURE REVIEW

The study of Amer (2017) on the Western newspapers' coverage of the 2008 Gaza war (represented by two American and two British newspapers) according to the critical discourse analysis (CDA) theory, which is considered a tool for understanding the context of texts in the service of power and politics. The study indicates that the media is pivotal in formulating a general image of armed conflicts and framing them to serve the conflicting parties' political agenda. The analyses conducted showed that Western media, represented by American and Western newspapers, took a biased position towards the Israeli narrative by portraying Israel as a state seeking to achieve peace and defend its borders in light of the ongoing threats from Ha-mas, which was described in the news coverage as the party obstructing the ceasefire agreement. These newspapers focused on Hamas's rejection of the ceasefire agreement and Israel's efforts to achieve peace while marginalizing and ignoring the broader context of the conflict and the reasons that prompted Hamas to reject the agreement, represented by its demands to lift the siege and stop military operations. The study pointed out that these newspapers use the term "self-defense" to describe Israeli military operations, such as highlighting Israel's efforts to achieve a ceasefire, ignoring its violations and continued bombardment of Gaza, and describing Hamas's operation with negative terms such as "rejection" and "violence." The author believes this bias reflects the policies and positions of the countries these newspapers represent (the United States and the United Kingdom). Instead of playing a neutral role in conveying the facts, these newspapers have created a false image of the conflict and its roots(Amer, 2017).

Adway (2021) addresses the importance of the media in shaping local and international public opinion and mobilizing positions towards any issue. The author points to the role of Western and Arab media, explaining that Western media is still burdened by the agenda of Western countries that are completely biased towards

Israel. He explains that most major Western channels and newspapers take a pro-Israel position that works to distort the Palestinian cause and portray Israel as a Jewish state surrounded by dangers on all sides. The author attributes this bias to several reasons, the most important of which is the control and influence of Israeli lobbies over most Western media organizations, which makes these media platforms merely a transmitter of everything issued by the Israeli narrative. The author points out that Western media organizations (such as the American ABC channel and the New York Times) not only adopted the Israeli narrative but also falsified news and facts about the Palestinian-Israeli conflict and published misleading news about Palestinian victims as Israeli victims. Adway points out that Arab media plays an essential role in shaping Arab public opinion and mobilizing Arab people to support the Palestinian cause. The writer classifies the Arab media into three sections: media loyal to the Palestinian cause and working to mobilize public opinion in favor of the Palestinian cause. A section of the media decided to side with the Israeli narrative ultimately. The third section is the neutral media that ignored everything happening in Gaza as if it did not concern the Arab viewer at all. The writer mentions the decline in the interest of the Arab media in the Palestinian cause, which was reflected in the Arab street, which reduced activities supporting Palestine during the wars of 2014 and 2021. The writer also adds that the Arab media succeeded in mobilizing Arab public opinion, however, and is very weak in addressing Western audiences in other languages, which get all their news from ideological media institutions that support Israel. Adway draws attention to an important point: the spread of digital media and its impact on media coverage of the Palestinian-Israeli conflict. The most prominent point of influence of digital media is breaking the monopoly of information and news by traditional media, as the viewer can now verify any information or image directly from open sources. In addition, the Palestinians, in particular, were keen to be present on new media platforms and address Western audiences directly. Palestinian youth also launched global campaigns such as “Save Sheikh Jarrah,” which achieved widespread popularity and prompted international media to focus more attention on Palestinians. In his description of the Arab media covering the Al-Aqsa Flood War, in an unintended coincidence, the writer repeats the same classification proposed by Abdullah Adway in his book *Public Opinion and the Palestinian Issue* (Adway, 2021).

Mahmoud (2023) divides the media coverage of the war in Gaza in his book into Western and Arab coverage. The role of the Western media was largely biased towards the Israeli narrative and everything issued by it and its army in particular. The Western media, in its coverage of the October 7 operation, departed from the standards of professionalism and neutrality to become a tool for war propaganda and mobilizing international public opinion according to the Israeli narrative of the war and the operations carried out by Hamas elements. During this coverage, the Western media channels made many major mistakes, which were represented by the images generated by the artificial intelligence of Hamas victims, as well as the fake news broadcast by the most famous media outlets. The Western media - which naturally represents Western policy towards Israel - became a means of war propaganda in the hands of the Israeli army, and only a few outlets were able to meet the professional media standards and neutrality in their coverage. Still, they were not influential in the face of the media that supported Israel. He divided the Arab media into three types: media loyal to and in support of the resistance, media biased towards Israel, and thirdly, neutral media. The writer points out an essential point in this regard, which is that the Western media, despite its size, geographical distance, and the diversity of its policies and agendas, adopted a unified position that supports the Israeli narrative at a time when the Arab media was divided in covering the war between those loyal to the Palestinian narrative and those opposed to it, as well as channels that support entirely the Israeli narrative (Mahmoud, 2023).

In his article, researcher Eldagher aimed to identify the extent of interest in the websites of international news channels in Arabic during the oil crisis and the most prominent issues accompanying it. The writer also discussed several topics in his article, such as the type of frameworks and framing tools used in covering the news and the roles of the characters and forces active in the crisis, in addition to determining the kind of relationship between the frameworks used and the orientations of news web- sites when dealing with the oil crisis. The study relied on the survey method and the content analysis tool, which was applied to a sample of international news channel websites in Arabic, namely CNN, RT, and CGNT. The comprehensive inventory method was used for a year from the declaration of war on Ukraine in 2022, which amounted to (5715) topics. The study found that the website of the American CNN channel topped the list of international news channel websites

most interested in oil crisis topics, followed by the Russia Today website, then the Chinese channel website (Eldagher, 2023).



CHAPTER V

THEORETICAL BACKGROUND AND METHODOLOGICAL FRAMEWORK

5.1. Agenda Setting and Media Framing Theories

The Media has led worldwide audiences to view the carnage of contemporary conflict by transmitting high-definition images from battlefields. Subjective editorial policy can spread worldwide whether the media distributes positive, negative, or impartial news. As part of collective societies, the media participates in and pays considerable attention to war reporting. Therefore, it is also essential to contemplate whether the media influences war coverage.

One of the most significant impacts of wartime media is through its framing effects. These are not only orienting or encouraging opinions but also features of knowledge construction. While all mediatized knowledge is constructed and uses implicit and explicit framings, the priority of particular news media genres for the news media agenda at the time of war, and its prioritization within all journalism genres, means that the effects of media at war are distinctive and significant to knowledge construction about war and its processes. Elite news media have long-term relationships with key security agencies, elite sources, and strategies to pressure them into revealing facts and arguments, sometimes setting them apart. This means significant distinctions exist within the news media's coverage of contemporary war media.

Media has become an integral part of modern daily life, giving it extraordinary importance in bridging distances and conveying ideas through the simplest means. The ease of media access to viewers allows media message producers to create public awareness and biased opinions towards any public or private issue. Media has always been the focus of many studies, whether in stereotyping the media message in

the news or in the extent of its impact on shaping public opinion and influencing the public. In wars and conflicts, media and war propaganda gain great importance because they are an essential tool that enables media outlets, particularly military media, to manipulate information and harness news for moral and psychological warfare against the enemy. The October 7 operation, or the Al-Aqsa Flood, is considered an important test for the media in times of war, especially military media, which is the backbone of any war and the primary source for obtaining sensitive information and exclusive visual materials for battles or dangerous operations.

Nama (2017) discusses the military media and its role in directing public opinion to support the war efforts of armies and countries. The writer points out that military media is vital in shaping public opinion by transmitting live and exclusive images of battles and military activities that only military figures can access. In turn, media institutions use these images and scenes from the battlefield to achieve the goals of military media: to unify the home front, increase morale, and address local and international public opinion. The writer chronicles the use of military sources since World War I and how military media played an essential role in mobilizing peoples, motivating soldiers, and unifying fronts. In addition, its primary role is to support the army's narrative in war by all possible means, starting with newspapers and moving on to technological developments such as radio, television, and new media. The writer believes that the media used military sources to enhance the vision of war at a time when it could have brought the viewpoints of the conflicting parties closer together and had the chance to use military media as a source to enhance the role of peace rather than war (Nama, 2017).

Agenda setting is the process by which media outlets repeatedly and widely highlight specific concerns to influence the public and direct them toward specific issues that they see as more important than others—the impact of a problem on the public increases with the increase in media coverage. Today, the agenda is essential in directing media institutions and channels toward specific issues, as sponsors play a significant role in setting the agenda of most media outlets. Much research has been conducted on the mechanisms that play an essential role in setting the agenda, such as priming, framing, the function of intervention, and the need for direction. The extent to which the agenda can change the attitudes and beliefs of the public is also being investigated. (Coleman, McCombs, & Shaw, 2009).

5.2. Problem Statement

The thesis investigates the differences in media coverage of the Western and Arab media for the October 7 operation or the Al-Aqsa Flood. By searching for the most prominent channels above and after reading many sources, especially those that divide the Arab media into three types, as we mentioned earlier, the first type of Arab media was chosen, which mainly covers the Palestinian issue. Al Jazeera was selected from the Arab media for keeping up with events from the first moment of the operation and opening live coverage around the clock to cover the war and its news. These were the most critical characteristics that contributed to choosing Al Jazeera as the primary source for the research and as a representative of the Eastern media in general.

According to what was mentioned above in previous studies, the Western media took a semi-unified position in its coverage of the Al-Aqsa Flood operation by adopting the Israeli narrative. In this study, we dealt with CNN Arabic as a sample of the Western model of media coverage. CNN is considered one of the oldest media institutions in America and has a presence in most regions worldwide. It is also considered the first channel to broadcast continuously 24 hours daily. CNN had a significant presence in Operation Flood of Al-Aqsa with its correspondents on the ground, whether on the Palestinian side in Gaza or in Israel.

5.3. Study Hypotheses

- There is a difference between AlJazeera and CNN's reliance on presenting information about military sources to cover the Israeli war on Gaza.
- Al Jazeera's media framework differs from CNN's in presenting information about the war on Gaza from military sources.
- Presenting information about military sources from Gaza differs according to the regional and international interests and policies of both Al Jazeera and CNN.
- Both regional media (Al Jazeera) and Western media (CNN) tend to employ field images and clips obtained from military media within a framework that serves their political agendas. This means that each network frames its own media message when formulating the content of military sources' information.

5.4. Research Questions

- The core research question: is there a difference between Aljazeera and CNN's reliance on military sources to cover the Israeli war on Gaza?
- Based on the main research question, the following sub-questions were designed to explore in-depth the research objectives set for the study:
- How does Al Jazeera's media framework differ from CNNs in presenting information about the war on Gaza from military sources?
- Does the process of presenting information about military sources from Gaza differ according to the regional and international interests and policies of both Al Jazeera and CNN?
- How is the media message of each network framed in formulating the content of military sources' information?

5.5. Importance of the Study

The study is theoretically important because it provides a reference for researchers and graduate students in media and war. It also has practical importance by benefiting television stations by helping them understand how military media was employed in war and how the channels' message was framed based on their background and priorities.

5.6. Data Collection Sources: Qualitative Method

Sources of data collection are categorized broadly into primary and secondary data collection. Primary data is also called first-hand information collected directly from the targeted population. In contrast, secondary data is retrieved from the existing literature (articles, publications, textbooks, journals, newspapers, Internet, and other writings) published by relevant researchers in a similar domain (Saunders et al., 2019).

This thesis relied on the mechanism of searching and collecting information on the channels' accounts (research sample) on the X Twitter platform previously for several

reasons. The X platform was chosen because the platform provides advanced search filters that enable the researcher to determine the required period and the words to be searched for in any account on the platform. These features helped define the material to be searched for according to the required criteria and specifications. Another reason for choosing the X platform is the significant presence and permanent activity of major media institutions and political figures.

The data was collected from tweets posted on the channels' platforms during the first six weeks of the war, which is considered the period for the study. The period starting with the launch of Operation Flood of Al-Aqsa on October 7 and ending on November 22 is from the launch of Operation 7 until the first ceasefire agreement. This period could be called the first stage of the war, as hopes were pinned on a permanent ceasefire and a broad agreement between Hamas and Israel; however, mediation efforts failed, and the war returned in a more violent and broad form, claiming tens of thousands of victims in Gaza, 70% of whom were women and children, according to the United Nations (*United Nations: 70 Percent of the Victims of the War in Gaza Are Women and Children*, 2024).

Before starting to collect data, the channels' accounts on the X platform were reviewed, and an initial monitoring of tweets was performed. Through this monitoring and the collected notes, main categories were identified to collect data and sort each tweet according to the study topic. The first category sorts tweets according to the type of material contained within the tweet, whether a video, image or any other kind. The second category sorts tweets according to content. Because the study examines the use of military sources in media coverage, the content was divided into three types: civil, military, and both. The third category sorts tweets according to the original source, whether local production of the channel or from an external source such as international agencies. The fourth and final category, which is the focus of the study, tweets were sorted according to the military source, which are the two parties to the war in Gaza, Hamas, and Israel.

According to the above categories, a unique form was prepared for these four criteria, and each category and the branches that come under each category were identified. The monitoring and data collection process was done for each tweet separately. The

data collection process begins via the advanced search feature on the X platform as follows: Searching for all posts that contain the word Gaza primarily and contain any of the following words (Brigades OR Al-Qassam OR Saraya OR Hamas OR Army OR Army OR Occupation OR Israel OR Israeli OR Israeli OR Forces) from each channel's account separately during the period from October 7 to November 22. To understand the search mechanism more, we can view this text that was searched for in the search box on the X platform after specifying all the criteria and words above in the advanced search box: *Gaza (Brigades OR Al-Qassam OR Saraya OR Hamas OR Army OR The Army OR Occupation OR Israel OR Israeli OR the Israeli OR Forces) (from: AJArabic) until:2023-11-22 since:2023-10-07.*

5.7. Sorting Tweets by Type

First, the type of media published on the two channels was limited to the X platform, so the news tweets published were sorted by type into 11 types, seven as main types and four types branching from the main types, as follows:

➤ **Main types:**

- **Video tweets:** These are tweets that contain videos, whether they are videos from the channel screen news reports or sometimes live coverage and live broadcasts from the channel on television.
- **Image Tweets:** These tweets contain a live image of events, incidents, victims, destruction, etc. This means all photos with no text or modification via design programs, except for the channel template, which carries the channel logo and contact information.
- **Design Tweets:** These tweets contain designs without images, such as breaking news written in a design.
- **Link Tweets:** These tweets contain external links to which the follower is redirected. These links are usually for long articles on the channel's website or exclusive material published on the website only, and the link is shared on the X platform.
- **Text Tweets:** These tweets contain only text without other additions, such as video or images.
- **Live Broadcast Tweets:** These are tweets in which the channel's live broadcast is transmitted on the X platform.

- **Album Tweets:** These are tweets that tell a specific story or event through a group of images. The difference between the album and the image in the second point in the types is that album tweets always consist of several images, with the first image as the cover. In contrast, the image is a single image whose content is explained in the tweet's text.

➤ **Subtypes:**

- **Live video tweets** are tweets in which the live broadcast is published as a video on the X platform.
- **Designed video tweets or video graphics:** These videos use montage programs or animated graphics to explain specific scenarios, such as battles or military plans.
- **Designed image tweets:** These tweets contain an image with text or a design for the content, such as statements to people, where the text of the statement is placed on the person's image. Another example is infographic designs that combine images with information and numbers to provide an idea about a specific topic.
- **Graphic album tweets:** They are similar to the album type above in point 7 of the main types, but the difference here is that the albums are fully designed and not just images. In other words, all the photos in this album are designed to explain a specific topic with text and icons.

5.8. Sorting Tweets by Content

In the second category, tweets were sorted according to the tweet's content. The content was divided into three sections: military, civil, and both. This division was chosen according to the study topic, which mainly deals with military sources primarily related to military content. The type of civilian content was included to know the percentage of military materials published on the two channels. These divisions can be explained more broadly:

- **Civil content:** Tweets about civilian events and activities or ordinary citizens who do not carry out any military activity. Examples of this content are tweets covering demonstrations in support of Palestine or tweets discussing the tragic humanitarian situation of citizens in Gaza.
- **Military content:** All tweets that discuss military actions or activities issued by a military entity or describe military operations. An example of this content is tweets

that cover military operations of any military entity, such as the videos issued by the Qassam military media of the first moments of storming the Israeli military barracks around Gaza.

- **Both content:** All tweets that discuss both civilian and military actions. An example of this content is tweets covering Israeli army violations against citizens in Gaza, showing Gazan citizens and army soldiers at the same time. Another example of this content is tweets containing statements by civilian figures (foreign ministers, activists, presidents, etc.) about a military activity or entity, such as Biden's statement supporting the Israeli military operations carried out in Gaza.

5.9. Sorting Tweets by Sources

In the third category, tweets were sorted according to the original source from which the tweet was transmitted. According to the monitoring and observations that were done on the accounts, these sources were divided into five primary sources and six sources derived from them, as follows:

➤ **Main Sources:**

- **Report sources:** This source refers to all news materials and reports or media produced and issued directly by the channel. Such as news reports prepared by the channel, whether inside the newsrooms and editorial offices or reports completed directly from the field. This classification also includes all videos that were filmed in the studio, such as interviews with guests and analysts, as well as military and political analyses of the war.
- **Social media sources** are all materials filmed or produced by social media activists and transmitted by the channel in its tweets.
- **Agency sources:** These are all tweets published by the channel from sources of international agencies, news websites, and media channels. An example of these tweets is news from Reuters about the war in Gaza.
- **Quotation sources:** All tweets that contain statements or interviews of people talking about a specific topic or commenting on an event.
- **Military sources:** These are tweets taken directly from military sources of armies,

such as Israeli army announcements of evacuation or strikes. Another example is the announcement of the Qassam Brigades about the loss of hostages in an Israeli army bombing in Gaza.

➤ **Sub Sources:**

- **Social report sources:** These are all tweets that include content produced directly by the channel but addressed to social media platforms and not shown on TV. In other words, they are all videos or images produced directly in the digital production and new media department. These tweets contain content specific to social media platforms, such as news stories or production series for some segments. An example of this content is a briefing segment that Al Jazeera publishes almost daily on various platforms. This segment provides a summary of the most important events during the day.
- **Quotation report sources:** These quotes and statements come directly from Al Jazeera. Examples of these sources are tweets, including interviews conducted by Al Jazeera with political analysts or official guests.
- **Agency Report Sources:** The channel transmits all materials on TV or social media platforms from news agencies, websites, or official television.
- **Social Agency Sources:** All statements published on social media platforms from news agency sources.
- **Social Quote Sources:** All tweets that contain statements spread on social media platforms.
- **Agency Quote Sources:** Tweets that contain statements directly transmitted from news agencies or television channels.

5.10. Sorting Tweets by Military

All tweets were taken directly from Qassam or IDF military sources or materials that talk about them. This category is divided into six sources as follows:

- **IDF source:** All tweets that took their content directly from the IDF (Israel Defense Forces).
- **Qassam source:** All tweets that took their content directly from Qassam.

- **Both sources:** Tweets that discuss Qassam and the IDF simultaneously, such as direct clashes between the two forces.
- **About the IDF source (AIDF):** All tweets mentioned the IDF, but their primary source is not the IDF. Statements about the IDF are an example of this source.
- **About the Qassam source (AQASSAM):** None of the tweets about Qassam were issued directly by the Qassam Brigades. One example is the one depicting Qassam fighters returning with spoils after the October operation.
- **About both sources (ABOTH):** They did not issue tweets about Qassam and the IDF.

The form designed to collect data takes each tweet and sorts it according to the four categories. For example, a tweet is sorted by type, such as video, by content, such as war, by the original sources, such as agencies, and by military sources, such as Qassam. In this way, all tweets published on the two channels were sorted using the same advanced search filter and the same search terms during the same period, where 3,333 tweets published about Gaza on the two channels during the same period were identified. Data on the tweets was collected manually on the printed form. This data was then completely transcribed into Excel. The materials were then arranged in Excel and prepared for transfer to the SPSS program to obtain accurate analysis results. The data was analyzed via the SPSS program, and Excel was used in some analyses. The first stage of collecting this data on printed form paper was completed in 34 working hours at 98 tweets per hour. The second stage, transcribing the data from paper to Excel, took 23 working hours at 144 tweets per hour. Then, the final stage, refining the data in Excel and preparing it for transfer to the SPSS program for analysis, took 6 hours.

CHAPTER VI

FINDINGS OF THE STUDY

6.1. General Statistics for the Total Tweets Posted on the Two Channels about the Gaza War

The data collection process was carried out from the accounts of Al Jazeera and CNN Arabic on the X Twitter platform during the first six weeks of the October 7 war. In the initial data collection, all tweets that dealt with the war in Gaza, whether civilian or military, were collected.

Table 6.1. Number of Tweets Published on Al Jazeera and CNN Arabic Accounts during the Same Period

Channel	Tweets	Percent	Daily average
Aljazeera	2992	89.8	65
CNN Arabic	341	10.2	7
Total	3333	100.0	72

The table above shows the tweets published by the two channels about the war in Gaza during the same period. The number of tweets published on the two channels was 3333 tweets. We note that Al Jazeera published the most significant tweets compared to CNN Arabic during the same period. Al Jazeera published 2992 tweets on its Twitter account, which constitutes 89.8% of the total tweets published, with an average of 65 tweets published daily. While CNN Arabic published 341 tweets, which constitutes 10.2% of the total tweets published, at an average of 7 tweets published per day.

Table 6.2. Distribution of Tweets by Content

Content	Tweets	Percent
War	1195	35.9
Civil	1946	58.4
Both	192	5.8
Total	3333	100.0

Table 6.2 shows the tweets distributed according to the type of content within the tweet. As mentioned above, the tweets were divided in terms of content into three sections: civil, military, and both. We note that the tweets that discussed and addressed civil content constitute the largest proportion of the two channels' total coverage of the war in Gaza, with 1,946 tweets representing 58.4% of the total tweets. This is followed by tweets that addressed military content, which is the focus of this study, with 1,195 tweets representing 35.9% of the total tweets. Finally, some tweets addressed both content, with 192 tweets representing 5.8% of the total tweets.

Table 6.3. Distribution of Tweets for Al Jazeera and CNN in War Coverage by Content Type

		Content			Total
		War	Civil	Both	
Aljazeera	Count	1029	1812	151	2992
	% within Channel	34.4%	60.6%	5.0%	100.0%
	% of Total	30.9%	54.4%	4.5%	89.8%
CNN	Count	166	134	41	341
	% within Channel	48.7%	39.3%	12.0%	100.0%
	% of Total	5.0%	4.0%	1.2%	10.2%
Total	Count	1195	1946	192	3333
	% within Channel	35.9%	58.4%	5.8%	100.0%
	% of Total	35.9%	58.4%	5.8%	100.0%

The table above compares the type of media coverage content of Al Jazeera and CNN. We see that Al Jazeera focused more on civilian content in its coverage of the ongoing war in Gaza, as this type of content constituted 60.6% of the total content used, with an average of 1,812 tweets. This was followed by military content, with 34.4%, with an average of 1,029 tweets. Finally, a small percentage was civil-military content (Both). Unlike Al Jazeera, CNN focused more on covering military content, as it constituted 48.7% of the total content produced by the channel during its coverage of the war, with an average of 166 tweets, followed by civil content, with 39.3%, with an average of 134 tweets. Finally, civil-military content (Both) with 12%, a higher percentage than Al Jazeera, which covered civil-military content with only 5%. We can see that CNN focused more on military content, as it constituted 60.7% of the total coverage, with civil-military content (Both). This percentage is the same as Al Jazeera's coverage of civilian content in the war.

Table 6.4. Distribution of Tweets Posted on the Two Channels by Type

	Frequency	Percent
Video	1521	45.6
Image	118	3.5
Design	721	21.6
Link	18	.5
Text	159	4.8
Live	74	2.2
Album	59	1.8
Live Video	28	.8
Designed Video	4	.1
Designed Album	10	.3
Designed Image	621	18.6
Total	3333	100.0

The table above shows the distribution of tweets published on Al Jazeera and CNN according to the type of media in the tweet. We notice that tweets containing videos top the list of media types, with 1,521 tweets representing 45.6% of the total tweets. This is followed by tweets containing designs, with 721 tweets representing 21.6% of

the total tweets. Tweets with designed images come in third place in terms of type, with 621 tweets, representing 18.6% of the total tweets. Text, image, and album tweets, with smaller percentages, follow this.

Table 6.5. Distribution of Tweets by Source

Tweet Source	Tweets	Percent
Report	671	20.1
Social	400	12.0
Agency	268	8.0
Quotation	873	26.2
Report Social	182	5.5
Report quotations	407	12.2
Other	136	4.2
Military	396	11.9
Total	3333	100.0

The table above shows the distribution of tweets published on Al Jazeera and CNN Arabic channels according to the source of these tweets. We can see that tweets produced locally on the channel (Report) with its branches (Report Social and Report quotations) come first at the top of the sources used in tweets. However, when limiting the sources individually, it is possible to determine the tweets derived from statements and quotations in the first place from the sources with 873 tweets, which constitutes 26.2% of the total tweets. This is followed directly by the tweets produced locally within the channel (Report), with 671 tweets constituting 20.1% of the total tweets. Third, in a close manner, come the tweets based on the sources of the statements that the channel transmitted directly, whether in television interviews or in statements that were quoted from the channel's statements (Report quotations), with 407 tweets, representing 12.2%, followed by tweets based on social media sources with 400 tweets, representing 12%. Tweets that convey information or media directly from the army, meaning that

The content conveyed as issued by the army's military media numbered 396 tweets, representing 11.9% of the total tweets. This was followed by tweets that originated from various agencies, at a rate of 268 tweets, representing 8%. Finally, the visual materials produced by the channels' digital media department (Report Social) numbered 182 tweets, representing 5.5% of the total tweets.

Table 6.6. The Most Prominent Visual Materials, Topics, and Sources that Were Repeated in Al Jazeera's Tweets

Topic	Type	Tweets	Percent
Humanitarian Situation Content	Content	421	31.6
Pro-Gaza and Anti-War Events	Content	120	9
Gaza Government	Quotation	99	7.4
Infographic	Designs	86	6.4
Qassam Spokesperson Abo Obaida	Military Quotation	62	4.6
IDF Spokesperson Daniel Hagari	Military Quotation	58	4.3
Military Analysis	Military Content	75	5.6
Destruction	Content	44	3.3
Israeli bombing	Content	48	3.6
IDF Violations	Military Content	58	4.3
Reuters	Agency Source	39	2.9
Anadolu Agency	Agency Source	21	1.6
Ny Times	Agency Source	20	1.5
Other Agencies	Agency Source	72	5.4
Other Quotation	Quotation	68	5.1
Other		43	3.2
Total		1334	100%

While collecting data from Al Jazeera and CNN tweets, the most prominent titles, topics, personalities, and sources frequently repeated in both channels were monitored. These topics and frequencies were selected after setting a limit of 40 or more frequencies for the topic. Any topic repeated more than 40 times was included in this table, and the lesser frequencies, whether general or sub-categories, were

ignored. To clarify the general and subcategories, we can take the Quotation category as an example of the general category, which constitutes 21% of the repetitions, but it has been divided into the most essential branches, such as the Gaza Government. Each channel's media coverage direction can be determined initially through this classification and sorting. The table above shows us the most prominent repetitions in Al Jazeera tweets. As mentioned above, the number of Al Jazeera tweets reached 2992 tweets during the time frame of this study. During data collection, tweets discussing the most frequently repeated topics were distinguished, as the number of these tweets on Al Jazeera reached 1334. The repetitions in this table were distributed according to the appropriate category according to the classifications in the tables above. The category in this table can be limited to the content category, whether military or civil, the quotations category, the agency sources category, and finally, the visual media design category.

Based on the table above, we can note that Al Jazeera focused extensively on humanitarian content that discusses the suffering of citizens in Gaza as a result of the ongoing war, as the percentage of this content reached 31.6% of the most frequently repeated topics in Al Jazeera coverage, at a rate of 421 tweets—followed by tweets that dealt with demonstrations and events in solidarity with Gaza and against the war, which amounted to 9% of the total repetitions in Al Jazeera's coverage, with an average of 120 tweets. Al Jazeera also devoted a continuous segment of the live broadcast studio to military analysis. Also, in the most frequently repeated type of content, we see tweets that convey the destruction in Gaza or the Israeli bombing of the city in small percentages.

Table 6.7. Most Frequent Occurrences According to General Category

Type	Tweets	Percent
Content	766	57.4
Quotation	287	21.4
Agency Source	152	11.4
Designs	86	6.4
Other	43	3.2
Total	1334	100%

In terms of the most frequently repeated quotes in Al Jazeera's coverage, we note that Al Jazeera relied heavily on statements from Palestinian sources, such as the Palestinian government in Gaza as a source of civilian statements and the spokesman for the Qassam Brigades, Abu Obeida, as a military source for quotes, as the repetition of statements by the Palestinian government constituted 7.4% of the total repetitions, with a total of 99 tweets, and the percentage of statements quoted from the spokesman for the Qassam constituted 4.6%, with an average of 62 tweets. In contrast, we find that the percentage of Al Jazeera's reliance on statements issued by the official spokesman for the Israeli army was repeated at a rate close to that of the statements of the spokesman for the Qassam Brigades, as it constituted 4.3% of the total repetitions, with an average of 58 tweets. It is worth noting here that Al Jazeera relied on various Palestinian sources, including figures in Hamas, Palestinian figures, and parties, at a rate of 79 tweets from different sources, and these were not included in this table due to their low repetition rate.

We notice that agency sources were repetitive to a large extent, as tweets whose content was sourced from news agencies constituted a significant number of Al Jazeera's media coverage. By analyzing the repetitions of the sources that Al Jazeera relied on to transmit news and multimedia materials, we find that the repetition rate of agency sources combined was 11.4% of the total repetitions, at a rate of 152 tweets. Al Jazeera relied on Reuters as the first source from the agencies whose name was repeated in 39 tweets, at a rate of 2.9% of the total repetitions, followed by the New York Times and Anadolu Agency at a rate of 1.5%, at a rate of 20 tweets.

During the war, Al Jazeera was keen to create many segments in its news coverage that were in line with the requirements of war coverage. In this context, it launched a live broadcast around the clock to cover the war, Israeli bombardment, and the suffering of civilians. Among the segments that Al Jazeera created was a segment providing military analysis of the daily events and developments of the war. The military analysis segment was one of the most frequently repeated segments daily during the war, as it constituted 5.6% of the total topics repeated in Al Jazeera's coverage of the war, at a rate of 75 tweets.

Finally, we can notice the repetition of the infographic design type, which contains information and images to convey a specific idea and a lot of information through a single image. This type of design helps summarize much information and facilitate its access to the recipient. Al Jazeera has repeatedly used this type of design at a rate of 6.4% of the total repetitions, at a rate of 86 tweets.

Table 6.8. The Most Prominent Visual Materials, Topics, and Sources that Were Repeated CNN's Tweets

Topic	Type	Tweets	Percent
1 Minute: Daily News Summary Video	Reports	26	19,7
Humanitarian Situation Content	Content	20	15,2
IDF Spokesperson Daniel Hagari	Military Quotation	16	12,1
Live Update	Reports	9	6,8
Galant	Military Quotation	9	6,8
Hamas	Military Quotation	8	6,1
Netanyahu	Military Quotation	5	5,3
Military Analysis	Military Content	6	4,5
Infographic	Designs	6	4,5
Biden	Quotation	5	3,8
Qassam' Missiles	Military Content	4	3
Destruction	Content	3	2,3
Gaza Government	Quotation	2	1,5
Qassam Spokesperson Abo Obaida	Military Quotation	2	1,5
Agencies	Agency Source	4	3,2
Other		5	3,9
Total		132	100%

By analyzing the frequency of topics and content in CNN's coverage, the channel relies on a policy of daily summaries and instant updates. According to the numbers in the table above, the channel has a nearly daily video titled 1 Minute, which summarizes the most critical events daily. This video constitutes the most significant percentage of repetitions at 19.7%, followed by the channel's coverage of humanitarian content and the conditions of civilians in Gaza at 15.2% of the total repetitions. The third most significant percentage of repetitions were statements by the official spokesman for

the Israeli army at 12.1% of the total repetitions. Unlike Al Jazeera, statements by the military spokesman for the Qassam Brigades constituted a tiny percentage of CNN’s repetitions at 1.5%. In general, statements and quotes constituted a large percentage of the most frequently repeated topics in CNN’s media coverage, as the percentage of statements combined was 33.3% of the total repetitions, divided into 24.2% statements by Israeli figures such as Prime Minister Netanyahu or Defense Minister Galant, and 9.1% statements by the Palestinian side. Topics such as the destruction in Gaza, rockets fired by the Qassam Brigades, and agency sources come up with low frequency in the channel's media coverage.

6.2. Comparative Statistics of Media Coverage of Al Jazeera and CNN Arabic by Using the Military Media Sources

In this section, we sorted tweets by war content and tweets that contained both war and civilian content, in addition to civilian tweets that talked about any military entity but were not of a military or operational nature. Accordingly, we excluded most tweets with civilian content numbered 1946 tweets, as indicated in Table 5.2.

Table 6.9. Comparison Table between Al Jazeera and CNN Channels According to the Type of Content

		Content			Total
		War	Civil	Both	
Aljazeera	Count	886	123	55	1064
	% Within Channel	83.3%	11.6%	5.2%	100.0%
	% Within Content	85.7%	98.4%	85.9%	87.0%
CNN	Count	148	2	9	159
	% Within Channel	93.1%	1.3%	5.7%	100.0%
	% Within Content	14.3%	1.6%	14.1%	13.0%
Total	Count	1034	125	64	1223
	% Within Channel	84.5%	10.2%	5.2%	100.0%
	% Within Content	100.0%	100.0%	100.0%	100.0%

According to the table above, 83.3% of Al Jazeera's content is war content. 85.7% of the two channels' war content comes from Al Jazeera, with 886 tweets. At the same time, 93.1% of CNN's content is war content, and the channel's war content constitutes 14.3% of the total coverage, with 184 tweets. As for civilian content, we find that Al Jazeera published only 123 tweets with civilian content about military sources, representing 11.6% of the type of content of its tweets, while it constituted 98.4% of the total tweets published on the two channels. While 1.3% of CNN's content is civilian content, the channel's civilian content constitutes 1.6% of the total coverage, with 184 tweets. Finally, content that discusses both military and civilian issues comes in a small proportion on the two channels.

Table 6.10. Comparing the Use of Sources in the Media Coverage of Al Jazeera and CNN

		Report	Social	Agency	Quota- tion	Report Social	Report quotation	Military	Total
Aljazeera	Tweets	119	51	90	334	65	88	292	1064
	% Channel	11.2%	4.8%	8.5%	31.4%	6.1%	8.3%	27.4%	100%
	% Source	79.9%	100%	98.9%	87.4%	100%	85.4%	81.8%	87%
CNN	Tweets	30	0	1	48	0	15	65	159
	% Channel	18.9%	0.0%	0.6%	30.2%	0.0%	9.4%	40.9%	100%
	% Source	20.1%	0.0%	1.1%	12.6%	0.0%	14.6%	18.2%	13%
Total	Tweets	149	51	91	382	65	103	357	1223
	% Channel	12.2%	4.2%	7.4%	31.2%	5.3%	8.4%	29.2%	100%
	% Source	100%	100%	100%	100%	100%	100%	100%	100%

From the table above, we find that the use of military sources and quotation sources are the most used sources in the two channels, with large and close proportions. We see that Al Jazeera's tweets that relied on direct military sources constitute 27.4% of the total sources used and 81% of the total use of this source by the two channels in their media coverage, at a rate of 292 tweets. In comparison, CNN Arabic used it at a rate of 40.9% of the total sources and 18.2% of the total use of this source by the two channels, at a rate of 65 tweets. Military sources come after the use of quotation

sources, as these sources constituted 30.4% of the total sources used by Al Jazeera, 87% of the total use of this source by the two channels, and 30.2% of the total sources used by CNN and 12.6% of the total use of this source by the two channels. We can see that Al Jazeera relied on tweets from private sources or local production within the channel at a rate of 11.2% of the total sources it used in covering the war and at a rate of 79.9% of the total coverage of the two channels, at a rate of 119 tweets. At the same time, CNN relied on private sources and local production of the channel in covering the war at a rate of 18.9% of the total sources it used and 20.1% of the total use of this source in the two channels' coverage of the war at a rate of 30 tweets. The use of the remaining sources, such as agencies, social media, and television. Interviews (Report Social) come in petite and varying proportions in both channels.

**Table 6.11. Comparison of Al Jazeera and CNN
Media Coverage by Type of Published Material**

		Type							Total
		Video	Image	Design	Link	Text	Image design	Other	
Aljazeera	Tweets	398	15	384	7	0	244	16	1064
	%	37.4%	1.4%	36.1%	0.7%	0.0%	22.9%	1.6%	100%
CNN	Tweets	28	24	13	1	84	9	0	159
	%	17.6%	15.1%	8.2%	0.6%	52.8%	5.7%	0%	100%
Total	Tweets	426	39	397	8	84	253	16	1223
	%	34.8%	3.2%	32.5%	0.7%	6.9%	20.7%	1.2%	100%

The distribution table of tweets published on both channels according to the visual or textual media shows us the direction of each channel in its media discourse. We can notice that Al Jazeera relies mainly on tweets with videos and designed tweets, as video materials constitute 37.4% of the total type of materials published on the channel, at a rate of 398 tweets, followed by the design type, which constitutes 36.1% of the total types used in Al Jazeera's media coverage, at a rate of 384 tweets. Third, designed images come in at 22.9% of the total types, at a rate of 244 tweets.

The rest types, such as text or image tweets, come in relatively small proportions. For its part, we notice that CNN relies mainly on the type of text tweets, as the percentage of text tweets constituted more than half compared to the rest of the types, at a rate of 52.8% of the total types used in CNN's coverage, at a rate of 84 tweets. It is worth noting that CNN attaches all its tweets with an external link that directs readers and followers to the original material on the channel's website. The researcher reviewed most of these links and classified these tweets according to their type on the X platform and according to their type on the original site, where there was a difference in some materials, as it is a text tweet. Still, on the site, it is a video news report, so it is counted as a video tweet. We can notice that CNN relied on the video type in the second degree in its media coverage of the war, as it was 17.6% of the total types used, with 28 tweets. This is followed by the image tweet type, with 15.1% of the total types used, with 24 tweets. The rest of the types, such as design, photo albums, and live broadcasts, come in small proportions compared to the rest of the types.

Table 6.12. Distribution of Channel Usage for Military Sources

		Military						Total
		IDF	QAS-SAM	BOTH	AIDF	AQAS-SAM	ABOTH	
Aljazeera	Count	282	386	6	258	80	52	1064
	%	26.5%	36.3%	0.6%	24.2%	7.5%	4.9%	100%
CNN	Count	95	20	0	18	13	13	159
	%	59.7%	12.6%	0 %	11.3%	8.2%	8.2%	100%
Total	Count	377	406	6	276	93	65	1223
	%	30.8%	33.2%	0.5%	22.6%	7.6%	5.3%	100%

The table reveals substantial variations in the military content coverage strategies employed by Aljazeera and CNN regarding the Palestinian-Israeli conflict. Aljazeera demonstrates a significant focus on *AQASSAM*-related materials, with this category accounting for 36.3% of its total content, representing 95.1% of the overall *AQASSAM* coverage across both channels. In contrast, CNN devotes only 12.6% of its military content to this category, constituting a mere 4.9% of the total. This indicates Aljazeera's emphasis on highlighting the role of Palestinian resistance in the conflict.

Regarding *AIDF* content, which includes discussions about the Israeli Defense Forces without being sourced directly from them, Aljazeera contributes 24.2% of its total content, representing 93.5% of the overall *AIDF* coverage. On the other hand, CNN's reliance on this category is notably limited, accounting for only 11.3% of its military content and 6.5% of the total. For content addressing both parties simultaneously (*ABOTH*), Aljazeera also leads with 4.9% of its total content compared to CNN's 8.2%, showcasing Aljazeera's intent to provide a more comprehensive depiction of the conflict.

As for *IDF*-related content, CNN prioritizes this category significantly, constituting 59.7% of its military coverage and 25.2% of the total *IDF* coverage between the two outlets. Aljazeera, by contrast, exhibits a more balanced approach, with *IDF* content representing 26.5% of its total and contributing 74.8% to the overall *IDF* coverage.

Table 6.13. Distribution of Content Types Across Military Categories and Channels

Type	Channel		Military						Total
			IDF	QAS-SAM	BOTH	AIDF	AQAS-SAM	ABOTH	
Video	Aljazeera	Tweets	38	122	5	147	48	38	398
		%	9.5%	30.7%	1.3%	36.9%	12.1%	9.5%	100.0%
	CNN	Tweets	9	2	0	5	7	5	28
		%	32.1%	7.1%	0.0%	17.9%	25.0%	17.9%	100.0%
Image	Aljazeera	Tweets	5	2		4	3	1	15
		%	33.3%	13.3%		26.7%	20.0%	6.7%	100.0%
	CNN	Tweets	18	3		3	0	0	24
		%	75.0%	12.5%		12.5%	0.0%	0.0%	100.0%

Table 6.13. (cont.)

Type	Channel		Military						Total
			IDF	QAS-SAM	BOTH	AIDF	AQAS-SAM	ABOTH	
Design	Aljazeera	Tweets	143	164	1	57	11	8	384
		%	37.2%	42.7%	0.3%	14.8%	2.9%	2.1%	100.0%
	CNN	Tweets	5	1	0	2	1	4	13
		%	38.5%	7.7%	0.0%	15.4%	7.7%	30.8%	100.0%
Text	CNN	Tweets	57	12		7	4	4	84
		%	67.9%	14.3%		8.3%	4.8%	4.8%	100.0%
Image design	Aljazeera	Tweets	93	97		37	14	3	244
		%	38.1%	39.8%		15.2%	5.7%	1.2%	100.0%
	CNN	Tweets	5	2		1	1	0	9
		%	55.6%	22.2%		11.1%	11.1%	0.0%	100.0%
Other	Aljazeera	Tweets	3	1		12	4	2	22
		%							100.0
Total	Aljazeera	Tweets	282	386	6	258	80	52	1064
		%	26.5%	36.3%	0.6%	24.2%	7.5%	4.9%	100.0%
	CNN	Tweets	95	20	0	18	13	13	159
		%	59.7%	12.6%	0.0%	11.3%	8.2%	8.2%	100.0%
	Total	Tweets	377	406	6	276	93	65	1223
		%	30.8%	33.2%	0.5%	22.6%	7.6%	5.3%	100.0%

The above table is of great importance because it shows the types of media content and the visual framework in which the channels transmit news from military sources. This table enables us to understand how each channel deals with information received from military sources and how the channels reframe and republish this information in different formats. As is well known, the channels rely on visual broadcasting and videos in general in their news coverage of any event. Videos constituted the most significant percentage at a rate of 35% of the total types used in covering the war in Gaza.

We note from the above table that Al Jazeera used video at a rate of 30.7 to cover news coming from Al-Qassam and at a rate of 36.9 to cover content talking about the Israeli army AIDF. In contrast, we see that CNN focused on covering news about the Israeli Defense Forces with videos at a rate of 32.1% of the total military sources and transmitted news talking about Al-Qassam at a rate of 25%. To clarify these numbers, we can say that Al Jazeera worked on publishing Al-Qassam videos at a significant rate to convey the Palestinian narrative and transmitted the videos published about the Israeli army as the most crucial percentage among military sources.

These are primarily videos documenting the violations of the Israeli army against the Palestinians, thus working to expose the crimes of the occupation army against civilians. On the other hand, CNN transmitted Israeli army videos as the most significant percentage among military sources, thus adopting the transmission of the Israeli narrative about the war. It also focused to a large extent on transmitting videos published about Qassam, which are clips showing Qassam bombing Israeli settlements or clips of Qassam operations against civilians on October 7. These clips come in the context of emphasizing the Western narrative that Qassam is a terrorist movement. We can also say that Al Jazeera transmitted Israeli army videos at a small percentage, estimated at 9% of the total military sources. Likewise, CNN ignored Qassam videos among the rest of the military sources, as the percentage of Qassam videos was only 7%.

As for the type of video content, the two channels took a similar position in transmitting images from military sources. We note that CNN relied on the kind of image content more than Al Jazeera, although the total number of Al Jazeera tweets is 9 times that of CNN. CNN used images issued by the Israeli army at a rate of 75% of the rest of the military sources. In comparison, the use of images in transmitting Qassam content was at a small rate of only 12%. On the other hand, Al Jazeera used images primarily covering the Israeli army at 33% and covering news published about the Israeli army at 25%.

Designs constituted a high percentage of the total types of content used in covering the war, coming in second place in content types after video at 32.5%. From the table, we note that Al Jazeera relied heavily on designs to convey content. Al Jazeera

republished information issued by Qassam in the form of a design at 42.7% of the total military sources, followed by the Israeli army at a similar rate of 37.2% of the total military sources. That is, Al Jazeera worked to republish information issued by Qassam and the Israeli military in the form of designs at a similar rate, as CNN focused on using designs to convey information issued by the Israeli army at 38.5% of the total military sources, followed by images that talk about the army and Qassam together at 30%.

Text tweets are the basis for content on the X platform. When we look at the table, we notice the absence of Al Jazeera from this type of tweet, while this type came in first place among the types used by CNN in covering the war. As mentioned above, most of these tweets are articles or refer readers to content on the channel's website. Through this type of analysis, we can determine the direction of CNN's media coverage of the war in Gaza and the extent of its use of military sources in this coverage. Based on the table above, CNN relied on the news issued by the Israeli army in its textual content at a significant rate, estimated at 68% of military sources. At the same time, it used this type to transmit Qassam news at a small rate, estimated at 14%.

Designed images have become one of the most important types of content that quickly reaches followers. We note from the numbers above that Al Jazeera, in its coverage of the war through designed images, relied on Israeli and Palestinian military sources to a close degree, as Qassam constituted 39.8%, while the Israeli army constituted 38% of the total military sources used in designed images. On the other hand, CNN relied on the Israeli army source in the content of designed images primarily at 55%, followed by Qassam at 22%. We note from these numbers that Al Jazeera adhered to neutrality in transmitting information issued by the two armies, while CNN sided with the Israeli army.

In general, it can be said that Al Jazeera focused on visual content such as videos and photos in transmitting news from military sources, as it relied in its video coverage on the Qassam source. In contrast, in the coverage, pictures and designed photos equaled the percentage of the Israeli army and Qassam sources. At the same time, CNN focused heavily on text tweets, as these tweets relied primarily on Israeli

military sources. As in the video and photos, we also notice the channel’s reliance on these two types of Israeli sources to a large extent.

Table 6.14. Distribution of Media Sources Type for Republishing Data Received from Military Sources

Source	Channel		Military						Total
			IDF	QAS-SAM	BOTH	AIDF	AQAS-SAM	ABOTH	
Report	Aljazeera	Tweets	10	4	1	69	16	19	119
		%	8.4%	3.4%	0.8%	58.0%	13.4%	16.0%	100.0%
	CNN	Tweets	7	0	0	8	7	8	30
		%	23.3%	0.0%	0.0%	26.7%	23.3%	26.7%	100.0%
Social	Aljazeera	Tweets		1	2	27	18	3	51
		%		2.0%	3.9%	52.9%	35.3%	5.9%	100.0%
Agency	Aljazeera	Tweets	26	3		48	9	4	90
		%	28.9%	3.3%		53.3%	10.0%	4.4%	100.0%
	CNN	Tweets	1	0		0	0	0	1
		%	100.0%	0.0%		0.0%	0.0%	0.0%	100.0%
Quotation	Aljazeera	Tweets	128	171		18	16	1	334
		%	38.3%	51.2%		5.4%	4.8%	0.3%	100.0%
	CNN	Tweets	32	12		4	0	0	48
		%	66.7%	25.0%		8.3%	0.0%	0.0%	100.0%
Report Social	Aljazeera	Tweets			2	48	5	10	65
		%			3.1%	73.8%	7.7%	15.4%	100.0%
Report quotation	Aljazeera	Tweets	13	23		26	14	12	88
		%	14.8%	26.1%		29.5%	15.9%	13.6%	100.0%
	CNN	Tweets	8	0		3	4	0	15
		%	53.3%	0.0%		20.0%	26.7%	0.0%	100.0%
Other	Aljazeera	Tweets	9			15		1	25
		%	36%			60%		4%	100.0%

Table 6.14. (cont.)

Source	Channel		Military						Total
			IDF	QAS-SAM	BOTH	AIDF	AQAS-SAM	ABOTH	
Military	Aljazeera	Tweets	96	184	1	7	2	2	292
		%	32.9%	63.0%	0.3%	2.4%	0.7%	0.7%	100.0%
	CNN	Tweets	47	8	0	3	2	5	65
		%	72.3%	12.3%	0.0%	4.6%	3.1%	7.7%	100.0%
Total	Aljazeera	Tweets	282	386	6	258	80	52	1064
		%	26.5%	36.3%	0.6%	24.2%	7.5%	4.9%	100.0%
	CNN	Tweets	95	20	0	18	13	13	159
		%	59.7%	12.6%	0.0%	11.3%	8.2%	8.2%	100.0%
	Total	Tweets	377	406	6	276	93	65	1223
		%	30.8%	33.2%	0.5%	22.6%	7.6%	5.3%	100.0%

This table shows the media sources used by the channels to transmit information received from the Qassam military media and the IDF. We previously mentioned the types of media sources used to collect and sort data. Through the table above, we can discover how each channel received the military information and how it republished it. External and direct sources from the military media include videos of military operations or published photos. An example of an external source is the military information the channel obtains from an external source, such as agencies.

Quotations constituted the most significant percentage of the type of media sources used to transmit military information from the war media, as they constituted 31% of the total types of media sources. Both channels relied on statements from the two warring parties, Qassam and the IDF, in different proportions. We see that Al Jazeera focused on Qassam sources in quoting statements, as they accounted for 51% of the total military sources, followed by the IDF at 38%. In complete contrast to this situation, we find that CNN relied on IDF statements to a large extent, equivalent to 67% of the total remaining military sources, followed by Qassam statements at 25%.

We note that the content from the channel's local production constitutes an essential source of information for obtaining information from military sources. For example, we see in the table that Al Jazeera relied on content that came directly from the channel to a large extent in the AIDF category, constituting 58% of the total military sources. The remaining percentages were distributed closely among the rest of the military sources. On the other hand, CNN distributed the materials from the Report category closely on military information from the IDF, materials about the IDF, and materials about Qassam and both Qassam and the IDF. At the same time, ignoring and avoiding publishing any materials produced locally within CNN from Qassam sources.

When we examine the table, we notice a complete absence of social media sources and agencies in CNN's war coverage. Al Jazeera used social media sources extensively in tweets that talked about the AIDF, with 52% of the total remaining sources, followed by materials that talked about the Qassam Brigades, with 35%. We also note that Al Jazeera was unique in the category of media sources, Report Social, produced by the channel's digital media room, as these materials focused mainly on materials that talked about the AIDF, with 74% of the total military sources. Most of the materials in this category come in the form of short story videos that sometimes discuss the occupation's massacres or explain its operations and plans.

In some materials and tweets, the channel transmits military content as the military media issues it. The channel transmitted the information from the army without adding or subtracting. Here, we notice the vast difference between the two channels' transmission of information directly from military sources. Al Jazeera transmitted 63% of the military data from the Qassam military source. At the same time, it transmitted the data directly from the IDF source, with 33% of the total military sources. When we come to CNN using military sources directly, it relied on the Israeli army source at a rate of 72% of the total sources. In comparison, the information transmitted from the Qassam military source constituted a small percentage, estimated at 12%.

CHAPTER VII

DISCUSSION OF THE FINDINGS

The study relied on data and information collected from each channel's tweets on the X Twitter platform previously according to specific filters mentioned above. The tables above show the vast difference between Al Jazeera and CNN Arabic's coverage of the war in Gaza. This is evident from the general figures for the number of tweets and content produced by each channel during the same period on the same topic. Al Jazeera produced and published 2,992 tweets about Gaza, while CNN published 341 tweets during the same period. Here, Al Jazeera paid great attention and a vast space to the war in Gaza in its media coverage. On the other hand, we notice from the general analysis of tweets according to the type of content that CNN focused on covering the military content of the war to a large extent. In contrast, Al Jazeera focused on highlighting the human suffering and the situation of civilians during the war.

The data show a significant difference in framing military conflicts and civil issues by Al Jazeera and CNN: Al Jazeera focused 34.4% on war content, while for CNN, the rate was 48.7%; thus, there is indeed a difference in the proportions regarding editorial priorities between the two channels. Al Jazeera has framed military conflict coverage in a broader perspective- social, political, and geopolitics of the conflicts. However, CNN prioritized the military aspects while covering the conflicts to highlight combat operations and the military strategy adopted. Conflicts are represented as dramatic events of a tactical and political nature, reflecting an interest in conflicts as purely military phenomena.

Concerning civil issues, the data shows that Al Jazeera paid more attention to these issues by dedicating 60.6% of the tweets to civil content, compared to CNN, which was 39.3% percent. This focus underlines a commitment on the part of Al Jazeera to frame conflicts with an all-round outlook, underlining their social and humanitarian

repercussions about refugees and infrastructural damage. The approach means Al Jazeera tries to bring balanced reporting that shows conflict from humanitarian and civilian perspectives. In contrast, CNN would set up the social dimensions within military contexts, showing civilian issues but as a fall-out to the conflict developments, which is even less comprehensive than those from Al Jazeera. With Al Jazeera, the number of integrated topics (Both) that combined those military and civilian aspects covered only 5%, although it came up to 12 percent in CNN. This means that Al Jazeera would instead separate the military and civilian elements, showing its keenness to give a complete picture of each dimension of the conflict. In so doing, the audience will better understand each issue separately for a deeper understanding of the varying impacts of the disputes. On the other hand, CNN shows interest in the type of (Both) content, reflecting more complexity of conflicts and/or entwined military and social dimensions. This framing indicates that the editorial vision will try more complicated narratives to explain military operations-civilian impact interlinkages.

At the level of editorial strategies, Al Jazeera adopts a framing that foregrounds the humanitarian and Tragic dimensions of conflicts. In this way, the channel aims to showcase stories that help emphasize disputes' long-lasting effects on society, developing its media vision as a platform that raises issues from all aspects. While CNN, on the other hand, focuses on military aspects of conflicts, seeking to outline political and strategic details of events, it confirms the editorial vision oriented to highlight conflict as an event related to powers and political alliances. This difference in framing reflects these two channels' impact on the audience. At the same time, Al Jazeera helps create a public opinion that is more attuned to the humanitarian sides of conflicts, which allows pushing efforts toward ending the tragic suffering of civilians in these areas. It then contradicts CNN's framing in that it pushes the audience to focus on military or strategic aspects, thereby enhancing interest among the entire audience in political and military power and influencing the course of events accordingly.

Looking at the types of materials used in Al Jazeera and CNN Arabic's media coverage, it is possible to realize the heavy reliance of the two channels on visual content. Videos, designs, and designed images were the most used types of visual materials in both channels' media coverage of the war in Gaza. These general

statistics highlight the importance of media coverage relying on visual communication through the use of types that can visually attract the viewer and contribute to conveying the idea more efficiently.

The distribution data of the two channels' media coverage tweets according to the content source shows the channels' flexibility in selecting information from different sources. We can see that the source of quotes constituted the most significant proportion of tweets at 26.2%, reflecting the channels' reliance on official statements, whether from entities and institutions or influential people in the conflict, as reliable sources to enhance the credibility of the content. The coverage relied in second place on sources, on information produced by the channels, such as reports or news coverage from correspondents on the ground, as these sources constituted 20.1% of the total sources relied upon by the channels, which indicates the importance of correspondents and editors in making news and creating information in media coverage. Social media sources also represent 12.0% of the total sources, which reveals the importance of these means as they are closer to the people and rely on images and videos published on various social media platforms. In turn, the channels relied on these posts as an essential source in covering the war. In addition, Quotation reports constitute 12.2% of tweets, and these sources represent TV interviews on channels or statements by channels from their sources.

On the other hand, military sources constitute 11.9% of the total sources used in media coverage, and what is meant here by military sources is that the channels obtained or transmitted the information directly as it was issued from the military source. Using military sources in formulating news and the editorial policy of the channels is mandatory, especially considering the risks inherent in covering battles or clashes. Military sources constitute an essential resource for footage of military action in the field, and such footage can only be obtained by the channels from military media. These are the primary sources that constituted most of the tweets published on the two channels, and we will explain in detail how each channel relies on these sources.

Analyzing the most repeated topics on the channels shows how Al Jazeera selects and presents its topics to the public to guide their understanding of the events in the Gaza war. The humanitarian dimensions are an editorial priority for the channel. In

contrast, humanitarian content, which represents the conditions of civilians within the context of war, comes first in 31.6% of the most frequent topics taken up by the channel. This focus on the issues of civilian suffering, such as refugees and human losses, underlines Al Jazeera's role in framing the conflict as a humanitarian crisis in need of international sympathy and support from governments and peoples alike. Framed this way, Al Jazeera emphasizes the social and humanitarian dimensions of the war and thereby shapes public opinion that is focused on the tragic fate of the citizens of Gaza. Al Jazeera succeeded in framing this public opinion through this humanitarian framing of the conflict since we can see the fruits of this media framing being materialized in reality through the mass marches and demonstrations that have taken place in most countries. Notably, Al Jazeera did report and cover the events organized in support of Gaza and against the war: these are 9% of all most repetitive themes in Al Jazeera's war coverage, attesting to an attempt to frame the conflict in terms of a global and local public opinion issue.

Furthermore, Al Jazeera focused its coverage on the military aspects of the conflict, framing it through military analyses with military specialists and experts at a rate of 5.6% of the total coverage and repetitions. Besides, it worked on covering statements by military spokesmen, such as the spokesman for the Qassam Brigades, which accounted for 4.6%, and the spokesman for the Israeli army, which accounted for 4.3%. As we previously affirmed, quotes from official sources are reliable sources and essential in framing the media message. Here, we would like to note that Al Jazeera resorted, while covering the military aspect, to statements by the military spokesman for the Qassam Brigades and the Israeli army in similar measures that explain the professional attitude of Al Jazeera toward utterances of the fighting parties in equal measures. Moreover, Al Jazeera framed Israeli military violations against Palestinians in the context of attracting the world's attention to the responsibility of the Israeli side for the military escalation that provokes the Palestinians to respond with peaceful and armed actions, as we saw on October 7 these violations have been re-peated at a rate of 4.3% of the total repetitions.

Infographic designs are among the most frequent in media coverage. For example, Al Jazeera uses visual tools like infographics, which are 6.4%, to simplify information and present it to the public efficiently and attractively. This form of visual framing is

an effective tool for directing attention to specific points in the narrative, such as statistics or essential facts, which increases the impact of the content on the audience.

Analyzing topics frequently reveals that Al Jazeera gives space for a balance between content covering the humanitarian situation and works to cover the military situation from a different military source. In other words, the gatekeeper relies on selecting the most reliable sources by emphasizing them in the coverage, while framed by the media works to formulate this information to emphasize specific dimensions, whether humanitarian, military, or social. Through these editorial strategies, Al Jazeera provides a media narrative focused on the most influential aspects of the conflict, helping to guide public debate and shape the public's understanding of events.

By analyzing the most frequently repeated topics on CNN, it can be noted that there was a prominent focus on covering the military aspect more, especially military quotes, such as statements by Israeli army spokesman Daniel Hagari (12.1%), Israeli Defense Minister Galant (6.8%), and Prime Minister Netanyahu (5.1%), as well as statements from Hamas (6.1%). This choice reflects CNN's editorial policy of presenting multiple narratives highlighting the main parties' positions in the conflict. Still, at the same time, we can see the channel's clear bias in highlighting the Israeli vision and narrative and ignoring the Palestinian narrative about the war. This leads us to the role of CNN as a Western channel that works to keep pace with American policy by absolutely supporting Israel. This answers the research hypothesis, as we find a difference in the reliance of Al Jazeera and CNN on providing information from military sources about the war in Gaza. We see CNN's bias in relying mainly on Israeli sources in its coverage of the war in Gaza. Al Jazeera stood out for its balanced coverage and reliance on Palestinian military sources like Israeli sources. Thus, there is a difference in the two channels' reliance on military sources to cover the war. Especially in the most recurring topics, where we see CNN relying on Israeli statements and making simple references to Palestinian statements in general.

CNN relied on daily brief reports (19.7%) to meet its digital audience's need for quick and direct content, with a significant percentage allocated to humanitarian content (15.2%), in an attempt to frame the conflict as a humanitarian crisis that shows the suffering of civilians and the effects of war on local communities.

At the level of media framing, CNN's content highlights how the selected topics are formulated to guide audience perception. The focus on humanitarian content aims to arouse international sympathy and emphasize the moral and social implications of the conflict. At the same time military analyses (4.5%) and Qassam rocket news (3%) highlight the conflict as a tactical and strategic struggle, serving an audience interested in military and political aspects. Coverage was not limited to traditional content. It also included visual means such as infographics (4.5%), which simplify complex information and present it in an attractive way that makes it easier for the audience to understand. This type of visual framing enhances the psychological and cognitive impact on the audience, especially in complex issues such as military conflicts.

In addition, the live update (6.8%) highlights a temporal dimension to the coverage, as the audience is kept informed of the conflict's immediate developments, which adds a sense of importance and urgency. The reliance on news agencies (3.2%) also shows an editorial strategy to enhance credibility by relying on globally recognized reliable sources.

CNN has tried to demonstrate its ability to provide balanced coverage that combines the humanitarian, military, and political aspects of the conflict, but the channel's focus on presenting and reproducing military content is evident. Moreover, the channel focused in its military coverage of the war on relying more on Israeli military sources and also focused on covering reactions supporting the Israeli narrative, as we see the channel's transmission of Biden's statements by 3.8%, more significant than the percentage of statements by the military spokesman of the Qassam Brigades and the government in Gaza combined. Here, the role of the gatekeeper appears in this selection of Western and Israeli statements, which are then framed within the Israeli narrative of the war.

CHAPTER VIII

CONCLUSION AND RECOMMENDATIONS

8.1. Conclusion

This research has underscored the central role of military media and journalistic practices in shaping public perceptions during modern conflicts, using the case study of Al Jazeera's and CNN's coverage of Israel's October War on Gaza. By examining the framing of news content and the reliance on military sources, the study reveals how media outlets construct competing narratives that align with their editorial values, geopolitical contexts, and audience expectations. The analysis highlights that while Al Jazeera and CNN aim to inform their respective audiences, their editorial choices result in distinct portrayals of the same conflict.

Al Jazeera's coverage strongly emphasized the humanitarian consequences of the war, focusing on civilians' suffering, infrastructure destruction, and the broader sociopolitical impact on Gaza and the surrounding region. This framing reflects a commitment to amplifying marginalized voices and exposing the human cost of the conflict. The network employed diverse sources, including humanitarian organizations, social media content, and official military statements, allowing for a more inclusive and humanized perspective that resonates with its regional audience.

Conversely, CNN's coverage prioritized **military and political dimensions**, focusing on tactical operations, official military statements, and analyses of geopolitical strategies. This militarized framing portrays the conflict as a struggle for power, sovereignty, and control, emphasizing combat developments and military achievements. CNN's reliance on formal and authoritative sources, such as military officials and political leaders, aligns with its editorial agenda of addressing an international audience interested in strategic and policy-driven perspectives.

The application of **agenda-setting theory** revealed that both networks strategically prioritized specific themes and sources to guide audience attention toward chosen narratives. Al Jazeera directed its agenda toward humanizing the war and amplifying its humanitarian impact, whereas CNN guided its audience toward understanding the conflict as a geopolitical and military event. Similarly, through **media framing**, the study demonstrated how each network employed language, visuals, and source selection to shape audience perceptions, reflecting their editorial policies and underlying institutional priorities. **Gatekeeping practices** further influenced these outcomes, as editors and journalists filtered available information, deciding which sources and perspectives to highlight or omit.

The findings of this study emphasize the ethical responsibility of media outlets during conflicts, as their framing choices significantly impact public understanding and the broader international discourse. While military media can provide valuable information, its use must be cautiously approached to avoid bias, propaganda, or the perpetuation of one-sided narratives. Balanced and objective reporting is essential to ensure that the human cost of conflict and its military dimensions are adequately represented.

This research also highlights the evolving role of digital media, mainly social media platforms, in shaping war coverage. Al Jazeera's inclusion of social media sources illustrates the growing influence of user-generated content in providing real-time, alternative perspectives during crises. CNN's reliance on more traditional, institutional sources reflects its adherence to established journalism practices, even as the media landscape becomes increasingly digital and participatory.

In conclusion, the study demonstrates that media outlets like Al Jazeera and CNN play a dual role as both **reflectors** and **shapers** of conflict narratives. Their editorial choices, framed by agenda-setting, gatekeeping, and framing mechanisms, significantly influence public perception, policy debates, and the international understanding of war. Future research can build on this study by exploring how emerging technologies, artificial intelligence, and evolving digital platforms influence media coverage of conflicts. Understanding these dynamics is critical for ensuring that journalism continues to serve as a transparent, ethical, and balanced medium for informing global audiences during war and humanitarian crises.

8.2. Recommendations

Pragmatically, media and military institutions should work toward upgrading military media ethics by reinforcing commitment to standards of transparency and accuracy in news reporting and field images. Misleading the public with biased or exaggerated content that might distort the truth should not be allowed. Besides this, balance in media reporting should be extended to incorporate a complete representation of war scenarios representative of humanitarian and social variables besides the militarily oriented ones by reducing an over-reliance upon officially provided military news sources when these could easily be slanted.

It is urgently necessary to develop training programs for journalists working in conflict areas. These programs should equip journalists with the ability to handle information obtained from military sources critically and professionally, basing their performances on relevant ethical standards that will enable just and objective reporting.

It is also possible to expand the international dialogue between media institutions and organizations concerned with human rights and humanitarian issues and establish clear guidelines that regulate the use of military media to cover wars in a manner that serves the public's needs while respecting human rights.

It is thus crucial that humanitarian media could play a more significant role in the media coverage of conflicts. Therefore, it is recommended that images and media content be enhanced to highlight human suffering and the impact of conflicts on civilians while cooperating with human rights organizations to provide media coverage that focuses on protecting victims' rights and highlighting relief efforts.

Other comparative studies can also be done to research the role of military media in other conflicts around the world to understand how different cultures have approached their media differently or similarly. These studies may focus on analyzing media trends and their impact on public opinion in those regions.

This research also calls for studies dealing with military media coverage, given its influence on the judgment of international and regional public opinion on events that

might affect policy formulation and political decision-making. The scope should also deepen a study into the role of digital media/social media as an alternative tool to military media in modern-day conflict. This shall further include the influence of funding and economic motives on media biases and war stories to perceive the financial dimensions affecting the formulation of the content.

In the political sphere, media policies governing the use of military media need to be reviewed, and new policies need to be developed to ensure transparency and fairness in covering conflicts. Governments and media institutions can also be involved in setting up laws and legislation that would oblige the media to adhere to neutrality in covering the conflicts; this would minimize bias and ensure balanced and comprehensive coverage.

It is also vital to support and strengthen international laws emphasizing the ethics of media work in conflict areas and encouraging media coverage that seeks to spread the truth and achieve human justice far from propaganda or incitement. Conclusion of recommendations: In general, these recommendations look to enhance the quality of media coverage of conflicts, underlining at the same time the importance of military media as an instrument to convey information, but to serve the truth and respect human rights. Once applied, these recommendations will make the media a potential positive factor in shaping global awareness about conflicts and the suffering of the affected community with more consciousness and a sense of justice.

REFERENCES

- Abdulrahman, A. (2005). *The Great Palestinian Intifada in The Gaza Strip*.
- Adway, A. (2021). *Public Opinion and The Palestinian Issue (First)*. Almultaka Publishing. <https://doi.org/10.5281/zenodo.5760874>
- Ala Atallah. (2016). *3 Israeli Wars on Gaza (Infographic)*. Anadolu Ajansi. Link
- Alawini, A. (1997). "The Role of Technology In International Media". Alam Al-Kutub, Cairo.
- Alhawari, A. (1999). "Global And Regional Variables and Their Impact on The Neighboring Countries." Center For Strategic Studies, Nasser Military Academy, Egypt.
- Ali, A. (2018). "War And Military Media". Al-Yazouri Scientific House for Publishing and Distribution. Jordan.
- Ali, A. (2019). *Military And War Media*. Yazouri Group for Publication and Distribution.
- Aljazeera. (2015). *Israeli Aggression on Gaza 2014*. Aljazeera. Link
- Alshurafa, M. (2021). *Identity Construction and Felt-Accountability of Palestinian and Israeli Human Rights Activists: The Case of The Gaza Strip*. Heriot-Watt University.
- Amer, M. (2017). *Critical Discourse Analysis of War Reporting in The International Press: The Case of The Gaza War Of 2008-2009*. Palgrave Communications, 3(1). <https://doi.org/10.1057/S41599-017-0015-2>
- Bahlol, L. (2021). *World Zionism and The Palestinian-Israeli Conflict, In the Political Philosophy of Noam Chomsky*. *Dirassat*, 13, 288–298.
- Balfour Declaration: Text Of the Declaration. (N.D.). Jewish virtual library. Retrieved December 2, 2024, From <https://www.jewishvirtuallibrary.org/text-of-the-balfour-declaration>
- Baraijia, I. (2020). *The Role of History In Understanding Israeli Politics: An Analogy Between The Crusades And The Zionist Movement As A Case Study*. *Journal Of Islamic Jerusalem Studies*, 20(1), 85–102. <https://doi.org/10.31456/Beytulmakdis.691601>
- Cohen, R. S.. (2017). *From Cast Lead to Protective Edge: Lessons from Israel's Wars In Gaza*. Rand.

- Daraz, R. A. (2017). *The Palestinian Cause Between Arabization and Internationalization 1918-1948*. Beirut: Arab Renaissance House.
- Darwish, A. (1974). "The Six-Hour War". Anglo-Egyptian Library, Cairo.
- Dowty, A. (2022). *How It Began Origins of The Israeli-Palestinian Conflict*. In *Routledge Companion to The Israeli-Palestinian Conflict* (Pp. 29–41). Routledge.
- Eldagher, M. (2023). Framing For Media Treatment of The Global Oil Crisis in The Websites of International Arabic-Speaking News Channels After the Russian-Ukrainian War 2022 Analytical Study of The Locations Of (Cgtn, Rt, Cnn) Channels. *Algerian Journal of Media and Public Opinion Research*, 95–127.
- Ersoy Ceylan, T. (2020). A Comparative Analysis of Palestinian and Jewish Public Opinions: The Case Of 2008 Gaza War. *Adıyaman Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 36, 918–954. <https://doi.org/10.14520/Adyusbd.681136>
- Farag, S. (1998). "The Role of Media in Preparing the State for Defense." PhD Thesis, Nasser Higher Military Academy, Cairo.
- Filiu, J. P. (2014). The Twelve Wars on Gaza. *Journal Of Palestine Studies*, 44(1), 52–60. <https://doi.org/10.1525/Jps.2014.44.1.52>
- Fouad, H. (1990). "War And Diplomacy Between Egypt and Israel". Dar Al-Qada'i, Beirut.
- Ghoneim, A. (1979). "Israeli Artillery". Anglo Egyptian Library, Cairo.
- Glazer, T. (2001). *The Arab-Israeli Six-Day War, An Analysis Using the Principles of War*. Joint Military Operations Department.
- Halwani, M. (1985). "Introduction to Directed Broadcasting". *Introduction To Directed Broadcasting*, Cairo.
- Hamas. (2024). This Is Our Story... Why The Al-Aqsa Flood? https://archive.org/details/20240122_20240122_1552/Page/N5/Mode/2up
- Hazem, A. (2010). "War And Military Media". Osama House For Publishing and Distribution Jorda.
- Hosni, M. (1999). "The Role of Television Media in Military Media". *Egyptian Television*, Cairo.
- Ibrahim, O. (2000). "The Role of Military Media Within the Framework of The Comprehensive Media System." *National Defense*, Cairo.
- Jarar, H. (2008). *The Palestinian Nakba of 1947-1948: Conspiracies and Sacrifices* (1st Ed.). Dar Almamoun.

- Jinsa. (2021). Gaza Conflict 2021 Assessment: Observations and Lessons Jinsa's Gemunder Center Gaza Assessment Policy Project.
- Khalidi, R. (2021). *The Hundred Years' War on Palestine*. Metropolitan Books.
- Khelah, K. (1974). *Palestine And British Mandate*. Tripoli, Libya: Palestine Liberation Organization - Beirut Research Center.
- Mahmoud, T. (2023). *The Flood of Al-Aqsa: An Analytical Study of Data and Results*.
- Maratib, A., Ghulam, M., & Tooba, A. (2022). *Arab Israel Conflict: Historical Analysis*. *Annals Of Human and Social Sciences*.
- Michael, B., & Benjamin, G. (1980). *Decisions In Crisis: Israel, 1967 And 1973*. University of California Press.
- Mutahar Alothrubi. (2024). *The Al-Aqsa Flood and The Palestinian Struggle: An Analytical Study 1948-2023*. *Ad. Sana'a University Journal of Human Sciences*, 2(2), 512–540. <https://journals.su.edu.ve/index.php/jhs>
- Nama, Z. A. M. (2017). *Military Media and Its Role in Establishing Peace*. *Arab Science Heritage Journal*.
- Rasanah. (2023). *Operation Flood of Al-Aqsa, Causes, Repercussions and Expected Scenarios*.
- Ratiba, H. (2014). *The October 6 War and Its Impact on The Arab-Jewish Conflict*.
- Roy, S. (1988). *The Gaza Strip: Critical Effects of the Occupation*. In *Source: Arab Studies Quarterly* (Vol. 10, Issue 1). <https://www.jstor.org/stable/41857956>
- Saleh Al-Hajj Hassan. (2022). *Scientific Paper: The Battle of The Sword of Jerusalem in The Balance*.
- Sammy, W., Brian, M., Adam, T., & Bryan, P. (2023). *The Israeli-Palestinian Conflict: A Chronology*. Retrieved From <https://t.ly/1xrld>
- Samri, K. (2013). *The Arab-Israeli Conflict - The 1948 War as A Model*. Biskra University.
- Talaat, S. (1985). "Media And Propaganda". Anglo Egyptian Library, Cairo.
- United Nations: 70 Percent of The Victims of The War in Gaza Are Women and Children. (2024, November 8). Bbc. <https://www.bbc.com/arabic/articles/cgqyneqlggeo>
- What Happened in Israel on October 6, 1973? (2024). Bbc. <https://www.bbc.com/arabic/articles/c3dvp3l4xezo>

Yagil Levy. (2010). The Tradeoff Between Force and Casualties: Israel's Wars in Gaza, 1987–2009. *Conflict Management and Peace Science*. <https://doi.org/10.1>

Yamaç, M., & Cartmill, H. (2018). The Balfour Declaration. *Balkan Journal of Social Sciences*, 7(13).



APPENDIXES

APPENDIX A

DATA COLLECTION AND SORTING MODEL FROM CHANNEL TWEETS - ONE OF CNN'S MODELS

CNN ar

	Military		Source				Content			Tybe							
	IDF	QS	Quote	Agenci	Soci	Re	War	Civi	live	Album	link	Txt	Des	Img			Vid
	✓															.1	7
																.2	7
																.3	7
مادامه پوزيشن		✓														.4	7
																.5	7
وزير الدفاع	✓															.6	7
مجلس																.7	7
																.8	7
قيدون هيت																.9	7
																.10	7
																.11	7
																.12	7
جراح اصنع																.13	7
حساس		✓														.14	7
مخوت																.15	7
حساس																.16	7
حمل																.17	7
																.18	7
																.19	7
توجهات الاستيعاب																.20	7
وزير الدفاع																.21	7
																.22	7
	✓															.23	7
	✓															.24	7
مخات																.25	7
تبع																.26	7
الفتح																.27	7
فتح CNN																.28	7
مكتب																.29	7
																.30	7
أردن	✓															.31	7
مخات																.32	7
مخات																.33	7
مخات																.34	7
مخات																.35	7
مخات	✓	✓														.36	7
مخات																.37	7
مخات																.38	7
مخات																.39	7
مخات																.40	7
مخات																.41	7
مخات																.42	7
مخات																.43	7
مخات	✓															.44	7
مخات																.45	7
مخات																.46	7
مخات																.47	7
مخات																.48	7
مخات																.49	7
مخات																.50	7

Date: 7/07 Number: 1

Figure A.1. Data Collection and Sorting Model from Channel Tweets - One of CNN's Models

APPENDIX B

DATA COLLECTION AND SORTING MODEL FROM CHANNEL TWEETS - ONE OF AL JAZEERA'S MODELS

Aljazeera

	Military		Source				Content			Tybe						
	IDF	QS	Quote	Agenci	Soci	Re	War	Civi	live	Album	link	Txt	Des	Img		Vid
																.1
لا جازيت	✓															.2
نائب الامام																.3
مشاهدة لسيارة																.4
السيارة																.5
البيت الابيض		✓														.6
عاصم الارض																.7
نائب الامام																.8
الريتاغف		✓														.9
البيت الابيض																.10
عاصم الارض																.11
نائب الامام																.12
الريتاغف																.13
البيت الابيض																.14
عاصم الارض																.15
نائب الامام																.16
الريتاغف																.17
البيت الابيض																.18
عاصم الارض																.19
نائب الامام																.20
الريتاغف																.21
البيت الابيض																.22
عاصم الارض																.23
نائب الامام																.24
الريتاغف																.25
البيت الابيض																.26
عاصم الارض																.27
نائب الامام																.28
الريتاغف																.29
البيت الابيض																.30
عاصم الارض																.31
نائب الامام																.32
الريتاغف																.33
البيت الابيض																.34
عاصم الارض																.35
نائب الامام																.36
الريتاغف																.37
البيت الابيض																.38
عاصم الارض																.39
نائب الامام																.40
الريتاغف																.41
البيت الابيض																.42
عاصم الارض																.43
نائب الامام																.44
الريتاغف																.45
البيت الابيض																.46
عاصم الارض																.47
نائب الامام																.48
الريتاغف																.49
البيت الابيض																.50

Date: 14 Nov Number: 48

73
 $1 - 17 = 17 + 73 = 90$

15 Nov
 $18 - 50 = 33$

Figure B.1. Data Collection and Sorting Model from Channel Tweets - One of Al Jazeera's Models

APPENDIX C

EXAMPLES OF TWEETS: AL JAZEERA



Figure C.1. Example of Designed Images Tweets



Figure C.2. Example of Social Report Tweets -
Video Type



Figure C.3. Example for Designs Tweets

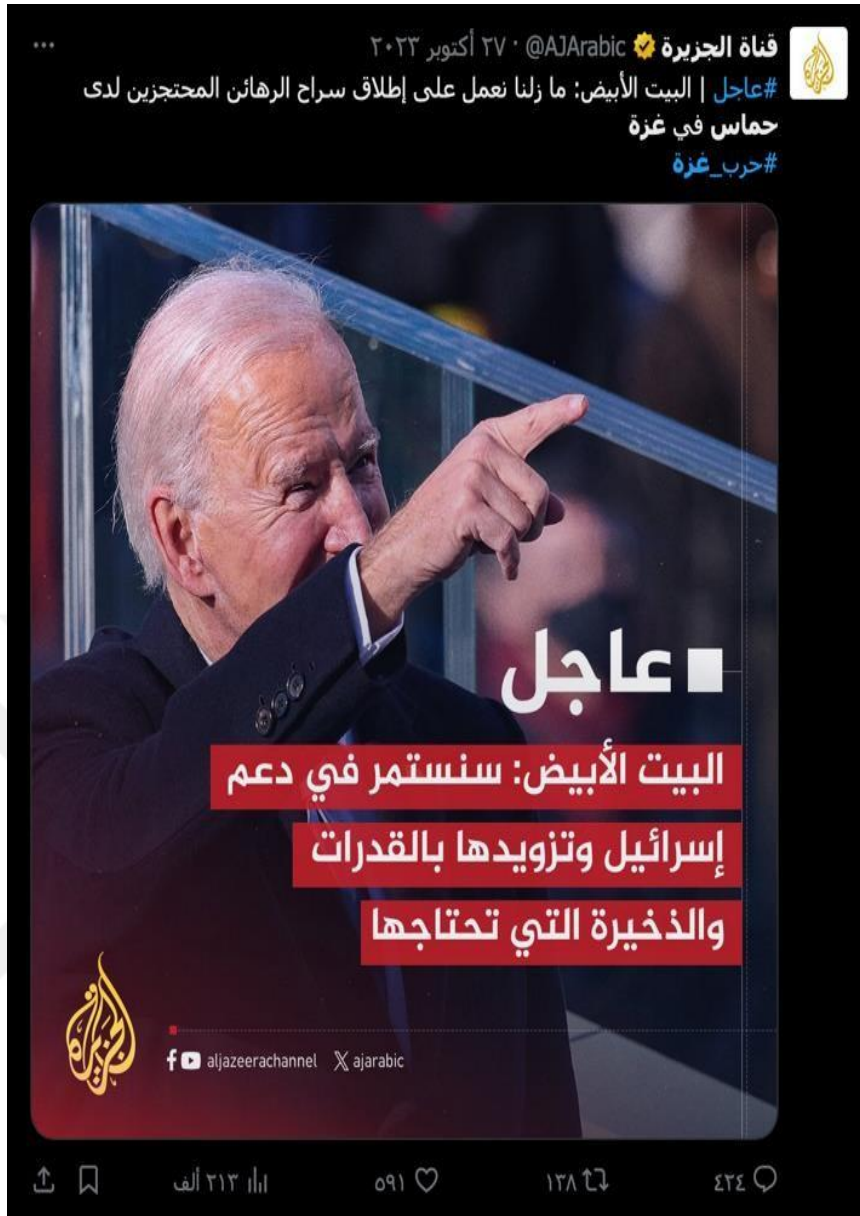


Figure C.4. Example of Designed Images for Biden Statement

APPENDIX D

EXAMPLES OF TWEETS: CNN



Figure D.1. Example of Tweets Built on Channel Statement Type Videos



Figure D.2. Example of Image - Based Tweets



Figure D.3. Example of Video Tweets from a Social Media Source for Civil Content: Demonstrations



Figure D.4. Example of Designed Images: Daily Update

CURRICULUM VITAE

Name - Surname:

Ebubekir Sagır

Contact Information:

E-mail (1):

E-mail (2):

Education and Training:

2015 – 2020 BA in Cinema and TV, Akdeniz University, Türkiye

Experience:

2012 – 2014 Muaz Association

2015 – 2016 Antalya International Students

Association

2016 – 2018 Yemeni Students Union in Turkey

2018 – 2021 Freelance Graphic Designer and Video

2021 – Ongoing Socatra Media- Almahraih TV