

Israel-HAMAS Conflict on Al Jazeera and Fox News: Pan and Kosicki's Framing Analysis

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ABSTRACT

This study investigates how media outlets frame the Israel-Hamas conflict, focusing on comparative coverage by Al Jazeera and Fox News. Utilizing Pan and Kosicki's framing analysis model, the research examines four structural dimensions (syntactic, script, thematic, and rhetorical) to reveal how these outlets construct narratives that shape audience perceptions. A qualitative methodology, supported by the constructivist paradigm, was applied to analyze selected news articles from both outlets during significant conflict events. The findings show distinct framing strategies reflecting the outlets' ideological perspectives. Al Jazeera prioritizes the humanitarian dimension, emphasizing Palestinian suffering, alleged human rights violations by Israel, and voices of Palestinian leaders and activists. Its framing positions Palestinians as victims of injustice, resonating with audiences sympathetic to human rights and social justice. In contrast, Fox News underscores Israeli security concerns, framing Hamas as the primary aggressor while presenting Israel's actions as defensive and justified. This approach aligns with conservative ideologies, emphasizing terrorism and self-defense narratives. The study highlights how divergent framing influence public opinion, reinforces ideological divides, and impacts policy discourses related to the conflict. By demonstrating the power of media framing in constructing conflict realities, the research contributes to a deeper understanding of media's role in shaping geopolitical narratives and audience perspectives.

Keywords: Framing Analysis, Israel-Hamas Conflict, Media, News, Pan and Kosicki

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INTRODUCTION

The Israel-Hamas conflict is one of the most complex and prolonged conflicts in the world today. Understanding the dynamics of this conflict requires a careful examination of key historical and political factors that have shaped its trajectory. Rooted in the Arab-Israeli conflict of the mid-20th century, the establishment of the state of Israel in 1948 and subsequent wars contributed to territorial disputes and competing national claims that remain central to this conflict (Romadhony et al., 2024). Hamas, a Palestinian Islamic movement, emerged during the First Intifada in 1987, seeking to oppose Israel and establish a Palestinian state (Kompas.com, 2023). This conflict has led to significant humanitarian suffering and economic decline, particularly in Gaza, perpetuating cycles of violence

Another source of persistent conflict is the status of Jerusalem, a city of immense religious significance for Judaism, Islam, and Christianity. Palestine's claim to sovereignty over East Jerusalem and Israel's policies toward the city have led to heightened tensions. Similarly, Israel's construction of settlements in the West Bank—deemed illegal under international law—remains a major point of contention, as it is perceived as encroachment on Palestinian territory (Rachman et al., 2024). The cyclical violence, including Hamas' rocket attacks on Israeli cities and Israel's military responses, often results in civilian casualties and extensive damage, particularly in Gaza, deepening the humanitarian crisis (Azra et al., 2023). Resolving these issues requires international pressure to uphold international law and protect the rights of all affected communities.

Studies such as critical discourse analysis (had been done on celebrity-related news) demonstrate the significance of syntactic and rhetorical choices in constructing public narratives (Syartanti, 2021). Her emphasis on syntactic and rhetorical choices provides critical depth to Pan and Kosicki's framing analysis by demonstrating how linguistic elements operate as powerful tools to shape public narratives. This interplay between micro-level language use and macro-level structural frames underscores the urgency of examining not just what is framed but how it is linguistically constructed. In the context of Al Jazeera and Fox News, such an approach reveals how ideological biases are embedded in both overt thematic framing and subtler linguistic strategies, making this analysis vital for understanding media's role in reinforcing or challenging public perceptions in politically charged conflicts like the Israel-Hamas issue.

The framing model analysis method proposed by Zhongdang Pan and Gerald M. Kosicki is suitable for understanding the construction of news about the Israel-Hamas Conflict in the mass media (Hayyattun Nuffuss & Rohaningsih, 2021). In this context, Al Jazeera and Fox News were chosen as contrasting case studies because they offer two distinct perspectives in covering the conflict. Al Jazeera, based in Qatar, has a pro-Palestinian stance

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rooted in its Islamic identity and regional affiliations, often highlighting the suffering of Palestinians and reporting on alleged human rights abuses by Israel. This approach amplifies the voices of Palestinian leaders and activists, strengthening Al Jazeera's identity as a representative of Muslim interests and enhancing its legitimacy among its predominantly Muslim audience. This aligns with another study, noting that regional media tend to frame Palestine as victims of systemic injustice while assigning blame to Israeli forces for escalations (Heni & Chandra, 2022).

Conversely, Fox News' coverage aligns with a pro-Israel perspective, influenced by its conservative corporate background and its audience's ideological leanings. Founded by Rupert Murdoch, Fox has consistently framed Israel as a vital U.S. ally, often focusing on Hamas as a terrorist organization and presenting Israel's actions as self-defense, with limited attention to Palestinian grievances. This selective framing aligns Fox's coverage with U.S. conservative policy positions and serves the preferences of its American audience, reinforcing Israel's role as a strategic partner and upholder of Western values in the region. Fox also provides platforms for commentators and political figures who advocate for Israel, further shaping public perception. Similar patterns were observed in comparative study of media discourse, where Western outlets exhibited alignment with geopolitical interests and allies (Aswadi, 2018).

The contrasting narratives of Al Jazeera and Fox News illustrate how political, economic, and religious interests influence media framing. While Al Jazeera focuses on the Palestinian cause as a fight against injustice, Fox News maintains a pro-Israel narrative that aligns with its corporate and ideological priorities. This research aims to analyze how these two media outlets select, frame, and present information, exploring whether their coverage demonstrates alignment with one side of the conflict—pro-Palestinian, pro-Israeli, or neutral—through their framing choices.

METHOD

This writing adopts the constructivism paradigm, which states that facts or reality do not become news material directly or instantaneously, but are constructed through social interaction and language (Abdussamad, 2021). In the constructivist paradigm, the subject is seen as a central factor in the formation of discourse and social relations. Language is not only understood as a tool for understanding objective reality, but also as a medium for conveying the meaning contained in it. This study employs a descriptive qualitative approach, focusing on descriptive data from a written form that reflect human behavior and can be thoroughly analyzed (Adlini et al., 2022). The main aim of a qualitative approach is to gain a broad understanding of the social reality that is the focus of research. Data collection technique such as documentation is used to gain an understanding of the reality being

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studied. This method makes it easier for researchers to analyze how news is presented and constructed, including story selection, language use, and narrative organization.

This study utilizes the Pan and Kosicki framing analysis model to explore how the Israel-Hamas conflict is represented in selected news articles from Al Jazeera and Fox News. The model organizes framing analysis across four primary dimensions, namely syntactic, script, thematic, and rhetorical, which together shape how media narratives are constructed and conveyed to audiences. According to this model, media discourse is a process of social interaction between information sources, journalists, and audiences. This model assumes that each news story is structured around a central frame, organizing the main ideas presented (Sembel & Setiawan, 2022). This model considers the overall structure of the text, including the relationship between sentences and paragraphs, making the analysis becomes more comprehensive and adequate. In Pan and Kosicki's framing model, there are four dimensions used to analyze the framing of news, namely (Sobur, 2001):

- a. Syntactic Structure: Refers to the physical structure of the news text, including the use of words, expressions, sentences, and grammar in general.
- b. Script: Refers to the narrative or story used in presenting news, including the selection of interviews, quotes, or testimonials that support a particular framing.
- c. Thematic: Refers to the main theme or issue that dominates the presentation of news. These themes can be recognized through repetitive patterns in media coverage.
- d. Rhetorical: Refers to persuasive techniques used to influence an audience's perception or view of an issue or event. This can include the use of emotional language, positive or negative framing, and the use of certain images or symbols.

Table 1:
Framework Table of Pan and Kosicki Framing Model

Structure	Framing Devices	Observed Units
Syntax	News scheme	Headlines, leads, background information, quotes, sources
Script	News completeness	5W+1H
Thematic	Details of the meaning of sentences, nominalization relationships between sentences, coherence of sentence forms, pronouns	Paragraph, proposition
Rhetoric	Graphic lexicon, presuppositional metaphors	Words, idioms, images/photos, graphics

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Framing theory was developed to explain how media select certain aspects of reality and organize them into interpretive frames that influence audience understanding. This framing does not only involve selecting information but also highlighting certain aspects, thereby shaping audience interpretation. Two major figures in the development of framing theory are Erving Goffman and Robert Entman, who have conducted extensive research on the ways in which framing can influence people's attitudes, beliefs, and interpretations of events or issues.

Erving Goffman (1974), in his work *Frame Analysis: An Essay on the Organization of Experience*, describes a frame as an "interpretative scheme" that helps individuals organize and understand social reality. Goffman emphasized the importance of frames in shaping how individuals interpret situations, which later became the basis of media framing studies. Robert Entman, on the other hand, expanded Goffman's theory by focusing on the framing process in mass media. In his article *Framing: Toward Clarification of a Fractured Paradigm* by Entman (1993) explains that framing involves selecting certain aspects of reality to be emphasized. He identifies four main functions of framing: defining the problem, diagnosing causes, making moral judgments, and suggesting solutions. For example, in conflict reporting, the media may frame one party as the victim and the other as the aggressor, influencing public perception.

One of the framing models often used to understand conflict reporting is the Pan & Kosicki (1993) model. In their work *Framing Analysis: An Approach to News Discourse*, they proposed a model that identifies syntactic, script, thematic, and rhetorical structures as the main tools for analyzing how media construct news. This model allows for in-depth analysis of how narratives are developed and presented to audiences. Empirical studies show that news framing greatly influences public perception. For instance, a study found that episodic framing—focusing on individual events—tends to shift blame to individuals, whereas thematic framing—focusing on broader trends—encourages audiences to consider structural causes (Iyengar, 1991). Another study also demonstrated that framing influences political attitudes by directing attention to specific aspects of an issue (Druckman, 2001). These findings illustrate that media framing is not just a method of reporting but a powerful tool for shaping public opinion.

FINDINGS AND DISCUSSION

Framing analysis is an analytical approach used to understand how an issue or event is presented in mass media or public communication. Framing refers to the way a topic or event is presented that influences how people understand it (Kartini et al., 2022). In other words, framing analysis helps identify the interpretive framework used by the media in presenting news or information to the audience. For instance, consider a news article on climate

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change. One outlet might frame the story through a scientific lens, focusing on data and expert opinions on rising temperatures and environmental impact. Another outlet might frame it from an economic perspective, discussing the financial costs or job impacts of environmental policies. These different frames shape the audience's understanding, as the first approach might elicit concern for environmental action, while the second might highlight economic apprehensions.

The framing strategies used by media outlets like Al Jazeera and Fox News can have substantial effects on public opinion about the Israel-Hamas conflict. For audiences of Al Jazeera, where the focus often highlights Palestinian suffering and human rights violations, the framing tends to generate empathy for Palestinians. This narrative can lead viewers to advocate for humanitarian support and encourage global calls for policy measures addressing social justice and human rights within the conflict. By framing Palestine as a victim, this approach may also intensify critical views toward Israeli military actions and policies, thus impacting the support for international interventions aimed at protecting Palestinian rights.

In contrast, Fox News's emphasis on Israeli security and framing of Hamas as the primary aggressor supports a pro-Israel perspective, shaping public opinion to align more closely with Israel's right to self-defense. This framing can reinforce views that prioritize security and counterterrorism measures over humanitarian concerns. As a result, Fox News's audience may be more likely to support policies that align with Israel's defense strategies and oppose actions perceived as compromising Israel's security. These differing frames not only shape audience attitudes toward each side of the conflict but also influence broader public opinion and policy support in ways that can reinforce ideological divides.

To gain a broader perspective on the Israel-Hamas conflict, other international media outlets such as BBC, Russia Today (RT), and Deutsche Welle (DW) could be examined for their framing strategies. BBC, for example, often strives for a more neutral tone, aiming to present balanced viewpoints from both sides. This approach may influence audiences to see the conflict as a complex issue without a clear aggressor or victim, encouraging a more diplomatic or humanitarian perspective on resolving the conflict. Russia Today (RT), on the other hand, may frame the conflict through an anti-Western or anti-interventionist lens, possibly criticizing U.S. support for Israel and highlighting Palestinian suffering because of Western policies in the Middle East. Finally, Deutsche Welle (DW) might frame the conflict with a focus on humanitarian concerns and international law, appealing to European audiences who prioritize human rights. This framing could encourage audiences to advocate for diplomatic solutions and international interventions aimed at protecting civilians on both sides.

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The Palestinian-Israeli conflict refers to the ongoing dispute between the state of Israel and the Palestinian people, especially regarding claims and control over certain territories in the Middle East. This conflict has long historical roots, including disputes over land, religion and sovereignty. The roots of this conflict can be traced to the 19th century, when the Zionist movement began to fight for the establishment of a Jewish state in the Palestinian territories which at that time were still part of the Ottoman Empire. In the early 20th century, Jewish immigration to the region increased, fueling tensions between the Jewish and Arab communities already living there (Aswir F Badjodah et al., 2021). 1947, the United Nations (UN) proposed dividing the Palestinian territory into two states, one for Palestinian Arabs and one for Jews. Although approved by Jews, this proposal was rejected by Palestinian Arabs, who saw it as a denial of their rights to the land. In 1948, the state of Israel was recognized as an independent state by the international community. However, this was followed by the 1948 Arab-Israeli War which caused hundreds of thousands of Palestinians to become refugees and created long-lasting tensions between Israel and neighboring Arab countries (Firdaus et al., 2020). Over the following decades, the conflict continued with a series of wars, rebellions, and often failed peace negotiations. Core issues include claims to Jerusalem, the status of Jewish settlements in the Israeli-occupied West Bank and Gaza Strip, as well as the rights of the Palestinian people including land rights and independence.

This conflict is also influenced by regional and international factors, including intervention from neighboring countries, foreign support for the parties involved, as well as peace efforts by international mediators such as the United States and the United Nations (Simanjorang et al., 2023). Although there have been efforts to achieve peace and a political solution to this conflict, these negotiations often deadlock and fail. The Palestinian-Israeli conflict remains one of the main sources of tension in the Middle East and represents a complex challenge to peace and stability in the region.

Analysis of News Entitled “In Britain, the Israel-HAMAS War Reignites Old Tensions Between Communities” from Al Jazeera (2023)

1. Syntax Structure

Al Jazeera's framing of the Israel-Hamas conflict highlights its profound impact on communities within the UK, extending the issue beyond the Middle East. The headline and lead draw attention to the emotional and social divisions between pro-Palestinian activists and Jewish groups, emphasizing accusations of anti-Semitism and fears of attacks. By focusing on internal tensions, Al Jazeera presents the conflict as not only a geopolitical struggle but also one that raises concerns about national identity, inter-

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community relations, and the challenges of addressing both anti-Semitism and Islamophobia. This framing shifts the focus from the battlefield to the societal repercussions of the conflict.

In the headline of this news, the conflict between Israel and Hamas has revived old tensions between communities in the United Kingdom. The view presented is that the conflict not only had an impact on the Middle East, but also affected relations between groups in the United Kingdom. Attention was paid to how pro-Palestinian activists felt accused of being anti-Semitic when criticizing Israel, while Jewish groups feared attacks against them. This shows that the conflict not only gave rise to fighting in the Middle East, but also gave rise to tensions and debates in communities in the United Kingdom.

The conclusion of this story highlights the complexity of the conflict between Israel and Hamas and its impact on society in the UK. Divisions and tensions between supporters of Israel and those who condemn the occupation and advocate Palestinian rights were highlighted. Anti-Semitic accusations against pro-Palestinian activists are also a major concern. This conflict not only influenced regional geopolitics, but also raised questions about identity and inter-community relations in the United Kingdom.

2. Script Structure

Table 2:

Script Structure of News Entitled "In Britain, the Israel-Hamas war reignites old tensions between communities dalam Al Jazeera"

Observed Units	Text
What	The Israel-Hamas war and its impact on society in the United Kingdom.
Who	Pro-Palestinian activists, Jewish groups, UK government officials, Foreign Minister James Cleverly, Home Secretary Suella Braverman, Wael Shawish, Leanne Mohamad, Chris Doyle, Richard Ferrer, Community Security Trust, and the Muslim Council of Great Britain.
When	The ongoing conflict between Israel and Hamas, especially the events that occurred around October 9, 2023.
Where	Glasgow and London, United Kingdom.
Why	To draw attention to the re-emergence of tensions between communities in the UK due to the Israel-Hamas conflict, concerns about accusations of anti-Semitism against pro-Palestinian activism, and discussions around the Palestinian cause, human rights and anti-Semitism.

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Observed Units	Text
How	Through protests, government responses, media coverage, and statements from various individuals and organizations.

In this news, almost all elements are met, only "Al Jazeera" is not included in the unit observed because it is the source or media platform that conveys the news.

In the Al Jazeera article, the 5W and 1H elements are addressed in a narrative that focuses on the internal impact of the Israel-Hamas war in the UK. The "What" is the revival of community tensions due to the conflict. The "Who" includes pro-Palestinian activists, Jewish groups, and key UK officials. The "When" refers to the ongoing war, especially around October 9, 2023. The "Where" is mainly in Glasgow and London. The "Why" discusses concerns about accusations of anti-Semitism and the debate over Palestinian rights. The "How" involves protests and government responses. In contrast, Fox News emphasizes Israel's security and military actions, with a focus on self-defense, often minimizing internal tensions.

3. Thematic Structure

There is a type of coherence in this news, coherence in the form of a cause-and-effect relationship with the use of the words "due to" and "during",

"This comes just 24 hours after Israel, considered an apartheid state by Amnesty International and Human Rights Watch "due to" its occupation of the Palestinian West Bank and blockade of the Gaza Strip, responded to Hamas' brazen attacks by declaring war on Palestine" (Al Jazeera, 2023).

Causal coherence is represented through the word "due to" in the context of the given news which functions as a correlative conjunction. This word is used to explain that two sentences are still related, and that one sentence has an influence on each other. In this case, "due to" is used to explain that Israel, considered an apartheid state by Amnesty International and Human Rights Watch because of its occupation of the Palestinian West Bank and blockade of the Gaza Strip, responded to Hamas' brazen attacks by declaring war on Palestine. Thus, "due to" links the reasons why Israel is considered an apartheid state with Israel's actions that followed the Hamas attacks.

"The war has awakened feelings of Palestinian solidarity in some levels of society in Britain, which, "during" its reign, held colonial rule over Palestine for some three decades before the establishment of a Jewish state in 1948" (Al Jazeera, 2023).

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Causal coherence is represented through the word "during", by using the word "during" in the sentence, a cause-and-effect relationship is clearly depicted. The word "during" indicates the duration or period in which an event or situation occurs. In the context of this sentence, the word "during" connects the period of British rule in Palestine with the events that occurred afterwards, namely the emergence of a sense of Palestinian solidarity in several levels of society in England. For example, by saying that "Britain held colonial power over Palestine for about three decades," the sentence emphasizes that this period was a time in which Britain had political, economic, and social control over Palestine. Thus, a cause-and-effect relationship was formed: British colonial rule in Palestine was the cause of the emergence of a sense of Palestinian solidarity in England.

The use of the word "during" in this sentence also emphasizes the continuity or continuation of time between the period of British colonial rule in Palestine and its impact which is still felt today. This highlights the importance of history in shaping modern society's views and attitudes towards the Israeli-Palestinian conflict. Thus, the use of the word "during" in the sentence strengthens the causal coherence between the past (British colonial rule in Palestine) and the current situation (the emergence of Palestinian solidarity in Britain), which is one of the important aspects of a cohesive narrative construction.

In Al Jazeera articles, recurring themes like "occupation" and "human rights" are frequently used to frame the Israeli-Palestinian conflict. For example, phrases such as "Israel's occupation of the Palestinian West Bank" or "violations of human rights" emphasize the humanitarian aspect of the conflict, focusing on the consequences for Palestinian civilians. These themes highlight the perceived injustices resulting from the Israeli military presence in Palestinian territories. By using these terms, Al Jazeera constructs a narrative that underscores the struggle for Palestinian rights and the impact of Israel's actions on the broader human rights situation.

4. Rhetoric Structure

This news uses rhetorical elements to highlight the problem of the conflict between Israel and Hamas which has sparked tension among people in the United Kingdom. Rhetorical elements are used to strengthen the message about the escalation of tension and conflict between the two parties, namely Israel and Hamas. The reporting emphasizes various aspects of the conflict, such as air strikes, fighting in the Gaza region, or its impact on civilians. Rhetorical elements such as metaphor, hyperbole or anecdote are used to highlight the violence and suffering experienced by both sides, as well as its widespread impact on British society. The aim of using rhetorical elements in such news is to stir readers' feelings and empathy, as well as to draw attention to the importance of a peaceful resolution of the conflict.

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The news also highlights how pro-Palestinian activists in the UK have faced accusations of being anti-Semitic when they criticize Israel, as well as concerns from Jewish groups who fear attack. In the United Kingdom, as in many other countries, debate around the conflict has often created tensions between pro-Palestinian and pro-Israel groups, with accusations of anti-Semitism and Islamophobia clashing. Pro-Palestinian activists who criticize Israel often find themselves faced with accusations of anti-Semitism, which is often used to silence criticism of the Israeli state. On the other hand, there is real concern among the Jewish community about the increase in anti-Semitic rhetoric and even violence occurring in the context of Israeli-Palestinian tensions. Attacks on synagogues, intimidation of Jews, and security threats became issues of concern for them.

This news uses rhetorical elements by showing images of pro-Palestinian demonstrations in London and quoting comments from pro-Palestinian and pro-Israel activists to provide a clearer picture of the situation. Images of pro-Palestinian demonstrations in London can be a powerful visual representation of public support for the Palestinian people. Demonstrations like these can see thousands of people on the streets with banners, posters and calls for solidarity. The use of these images in the news can reinforce the message about the importance of the Palestinian struggle in the conflict. Additionally, direct quotes from pro-Palestinian and pro-Israel activists provide direct viewpoints from those involved in the conflict. Pro-Palestinian activists emphasize the need for international solidarity in supporting the rights of the Palestinian people and condemn Israeli policies that are considered to violate human rights. On the other hand, pro-Israel activists emphasized Israel's right to defend itself from the threat of Hamas terrorism and highlighted the impact of rocket attacks on Israeli civilians. By introducing direct voices from both sides, the story seeks to create balance in the reporting and provide readers with a more comprehensive perspective. This can also help avoid the appearance of bias in news coverage and make it easier for readers to form their own opinions based on various points of view.

In Al Jazeera's coverage, terms like "innocent civilians" evoke an emotional response, emphasizing the humanitarian aspect and portraying Palestinians as victims of the conflict. This choice of words aims to garner sympathy from the audience, highlighting the suffering of non-combatants. In contrast, Fox News uses terms like "counterterrorism operations," which frames the conflict from Israel's perspective, focusing on security and the justification for military action. This rhetoric emphasizes the threat posed by Hamas, influencing audiences to view Israeli actions as a defensive necessity. These differing rhetorical choices shape public perception, presenting distinct narratives of victimhood and justification.

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In analyzing the Al Jazeera news article, several elements of framing theory, as proposed by Pan and Kosicki, can be identified. The article strategically uses syntax, script, thematic, and rhetorical structures to convey the impact of the Israel-Hamas conflict on British society. For example, the headline frames the conflict not only as a geopolitical issue but as one with direct consequences on inter-community relations in the UK. This aligns with Pan and Kosicki's idea of framing as a process of selection and salience, where certain aspects of a story are emphasized. The use of causal coherence, with phrases like "due to" and "during," helps establish a cause-and-effect relationship, portraying the conflict's historical context and its lingering influence on British society. Rhetorically, the article's emphasis on imagery, such as pro-Palestinian demonstrations and direct quotes from activists, highlights contrasting viewpoints, which Pan and Kosicki's model would classify as the creation of a "frame of reference." This strategy not only presents the facts but shapes the reader's perception of the issue, drawing attention to the tensions between pro-Palestinian and Jewish groups. Thus, the article utilizes framing techniques to guide interpretation and evoke empathy, effectively influencing public understanding of the conflict's broader societal impact.

Analysis of News Entitled “Israel-Hamas Conflict Hits 1-Month Mark, IDF Says Hamas Has 'Waged War on Humanity’” from Fox News (2023)

1. Syntax Structure

Fox News' framing of the Israel-Hamas conflict focuses on Israel's right to self-defense, positioning the conflict as a security issue. The headline and lead highlight Israel's military responses to Hamas attacks, emphasizing the need to protect Israeli citizens. This framing underscores Israel's security concerns, portraying its actions as necessary and justified in the face of terrorism. However, by prioritizing security over humanitarian issues, this perspective risks downplaying the suffering of Palestinians and the broader consequences of the conflict. The emphasis on defense may influence readers to view the Israeli military response as legitimate, while minimizing the complexity of the situation.

This news headline reflects the dynamics of the Israeli-Palestinian conflict which has reached one month of the war between Israel and Hamas. In this context, the focus is on the global response to the conflict, particularly in rejection of the Israeli occupation and support for the Palestinians. A statement from the Israel Defense Forces (IDF) saying that "although the world has moved on from the conflict, it does not have the luxury to do so," highlights the persistence of tensions and their ongoing impact.

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The conflict between Israel and Hamas has been the focus of global attention for decades. However, the latest attacks that began one month ago represent a significant escalation in violence and tensions in the region. Despite previous peace efforts, the conflict continues, leaving behind many civilian casualties and deepening suffering on both sides.

The IDF statement reflects dissatisfaction with the lack of international attention to the ongoing conflict in the region. Although the media and public have moved on to other issues, the consequences of violence and tensions in Israel and the Palestinian territories continue to be felt by citizens there. The statement also shows Israel's desire to gain international attention and push for concrete steps to end the conflict. In this context, the importance of discussions about Palestine becomes increasingly relevant. This kind of discussion aims to increase international awareness about the root causes of the conflict and emphasize the importance of global solidarity in resolving this ongoing conflict.

A global view of the conflict highlights that many figures from various countries reject the Israeli occupation and support Palestinian rights. This reflects the growing global solidarity movement towards Palestine, with support from various groups including political figures, academics, activists and civil society. The quote from the IDF suggests that Israel feels isolated in the conflict, with the hope that the statement might trigger a response and further support from the international community.

2. Script Structure

The story begins by describing what happened and who was involved, highlighting that Fox News wanted to highlight who was involved in the discussion. Then, it states when the discussion was held, providing time context regarding the activity.

Table 3:
Script Structure of News Entitled "Israel-Hamas Conflict Hits 1-Month Mark, IDF Says Hamas Has 'Waged War on Humanity'"

Observed Units	Text
What	The war between Israel and Hamas has reached its first month, with the Israel Defense Forces (IDF) highlighting the duration since Hamas started the conflict. The IDF emphasized the necessity of this conflict and their determination to emerge victorious.
Who	Israel Defense Forces (IDF), Hamas militants, Israeli soldiers, civilians in Gaza.
When	The war had been going on for one month, as of the date mentioned in the report. Specific events, such as the opening of evacuation corridors and land invasions, are said to have occurred on the days mentioned, namely Tuesday.

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Observed Units	Text
Where	This conflict occurred primarily in the Gaza Strip, which is controlled by Hamas, and involved Israeli military action in response.
Why	The conflict is described as defensive on the Israeli side, with the IDF emphasizing the initiation of hostility by Hamas as the reason for the ongoing war.
How	The IDF announced military actions and strategies, including opening evacuation corridors, locating and targeting Hamas militants, and engaging in airstrikes and ground operations.

The article from Fox News highlights the one-month mark of the Israel-Hamas conflict, focusing on Israel's defensive stance. It details the actions of the Israel Defense Forces (IDF) in response to Hamas, portraying the conflict as a necessary defensive measure due to Hamas's initiation of hostilities. The military strategies, such as airstrikes, ground operations, and evacuation corridors, are emphasized as critical to Israel's security. The framing presents the conflict predominantly from Israel's perspective, emphasizing the IDF's determination to defeat Hamas and protect its citizens, while minimizing broader humanitarian concerns. These framing shapes the audience's perception, reinforcing security-focused narratives.

3. Thematic Structure

Based on the thematic element coherence device, there are several uses of explanatory coherence and causal coherence.

"The post comes as the IDF says it has once again opened an evacuation corridor for civilians in northern Gaza to move south" (Fox News, 2023).

This sentence is a sentence that explains the explanatory relationship between posts made by the IDF and actions taken by the IDF itself. This sentence provides information that the post appeared at the same time as the IDF reopening evacuation corridors for civilians in northern Gaza. This shows that the content of the post is relevant to the ongoing situation on the ground, namely the IDF's efforts to facilitate the evacuation of civilians from north to south Gaza.

"Hamas started this war – yet it's a war we must fight. A war we must win" (Fox News, 2023).

This sentence shows causality, describing the relationship between the post and actions taken by the IDF (Israel Defense Forces). The post contained provocative or challenging content, which then prompted a response from the IDF. This shows a clear causal correlation between the content posted and the response generated. Meanwhile, sentences explaining cause and effect

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relationships reveal the reasons behind the IDF's motivation to get involved in the war and their determination to win it.

In Fox News articles, recurring themes such as "terrorism" and "self-defense" are consistently used to frame the conflict. For example, phrases like " Hamas waged war on humanity" or "Israel's right to defend itself" emphasize the security perspective, depicting Israel's actions as a defensive necessity in response to terrorism. These themes are woven into the narrative, reinforcing the justification for military operations while underscoring the threat posed by Hamas. The use of such terms helps construct a narrative that prioritizes Israel's security concerns, portraying the conflict primarily as a defensive struggle against terrorism.

4. Rhetoric Structure

The rhetorical elements in the news use various rhetorical techniques to influence readers with the viewpoint desired by the IDF (Israel Defense Forces) regarding the conflict between Israel and Hamas. The use of dramatic and serious lexicon such as "war on humanity" is not merely empty rhetoric. This is an attempt to highlight the nature of violence and brutality that has been rampant for years. When we talk about the "war on humanity", it is not just words, but an urgent call to action and end the suffering experienced by innocent people. In this narrative, Hamas is not just an ordinary militant group. They are depicted as a force that wages war on human values, ignores human rights and advances their agenda without regard for innocent victims. This metaphor creates a clear narrative: this conflict is not simply a battle between two political entities, but a fight for the existence of fundamental human values.

The notion that "although the world's attention has changed, we do not have that distinction" underscores the importance of maintaining focus on this conflict. This highlights the injustice that occurs when the world chooses to look away, while Gaza residents continue to face threats and violence every day. This is a call to readers not to ignore the ongoing misery and to continue fighting for justice for those who are marginalized. In an attempt to bring this message closer to the hearts and minds of readers, the author does not hesitate to use emotional words. Phrases like "if you care about yourself and your loved ones" not only evoke feelings of fear and worry, but also emphasize that this conflict has a much wider impact than some people imagine.

In the provided news coverage, rhetorical techniques such as metaphor and emotionally charged language are used to influence the audience's perception. For example, terms like "war on humanity" and "fight for the existence of fundamental human values" emphasize the extreme nature of the conflict and present it as a battle against fundamental human

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rights, framing Hamas as a group that disregards human dignity. Phrases like "if you care about yourself and your loved ones" evoke fear and urgency, making the issue feel personal and immediate. This language seeks to galvanize support for action while highlighting the moral implications of the conflict. In analyzing articles about the Israel-Hamas conflict using Pan and Kosicki's framing model, several framing techniques can be seen clearly through syntactic, script, thematic and rhetorical structures. The syntactic structure, for example, a sentence like "The war between Israel and Hamas has reached its first month" places emphasis on the duration of the conflict, indicating that this issue is not a momentary problem, but something that is ongoing and requires greater international attention. This shows an attempt to frame the conflict as a global issue that must be addressed together. The script's structure adds detail by explaining who is involved the IDF, Hamas, and civilians establishing their respective roles in the larger narrative. This creates a frame that Israel is acting defensively, not aggressively. The thematic structure expresses cause-and-effect relationships as in the sentence "Hamas started this war yet it's a war we must fight," which leads readers to see Israel as a party that was forced to act to protect itself. This framing makes it easier for audiences to understand the conflict as a result of Hamas provocation. The rhetorical structure uses dramatic terms such as "war on humanity," which aims to arouse the reader's emotions and place Israel in a higher moral position. This framing creates a deeper narrative, leading the audience to feel sympathy for Israel, while pressing for greater international action against Hamas aggression.

This writing aims to find out how the two media select and present information, as well as whether they show clear alignment towards one of the parties to the conflict (pro-Palestine, pro-Israel, or neutral). The author sees that there is a match between the Zhongdang Pan and Gerald M. Kosicki framing analysis methods in analyzing news about the Palestinian-Israeli conflict presented by Al Jazeera and Fox News. This can be seen based on the large structure of Pan and Kosicki's model detailing how media frames facts and constructs them for later dissemination.

The use of syntax, script, thematic and rhetorical structures in the news effectively conveys information about the Israel-Hamas conflict and its impact on society in the United Kingdom. The headline and conclusion focus on the importance of the conflict at regional and local levels, while all elements observed in the script are well addressed, ensuring comprehensive coverage. Coherence in the cause-and-effect relationship is strengthened

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using the correlative words "due to" and "during", while rhetorical elements such as metaphors and anecdotes are used to influence the reader's feelings and stimulate further discussion about the conflict. This shows that the story has been carefully designed to influence readers' understanding and opinion about the Israel-Hamas conflict and its impact on society in the UK.

Al Jazeera, an international news network based in Qatar, is known for its sympathetic approach towards Palestinians in the conflict with Israel. They often highlight the suffering of the Palestinian people, human rights violations allegedly committed by Israel, and the views of Palestinian leaders and human rights activists. Despite claiming independent journalism, their emphasis on pro-Palestinian narratives has led many to perceive them as having a certain bias or bias in their reporting. Although Al Jazeera tries to offer alternative viewpoints, criticism has emerged regarding its perceived bias towards Israel, with it being blamed for often forgetting violence committed by Palestinian groups. However, for some, Al Jazeera is considered an important news source because it gives a voice to people in conflict areas, especially Palestinians, who are often ignored by Western media. In analyzing their coverage, it is important to consider the political and cultural background of the news networks and look to other news sources to gain a broader understanding of the conflict.

Meanwhile, Fox News tends to side with Israel in the Israel-Hamas conflict. They often highlight Hamas attacks on Israel and Israeli casualties, while paying little attention to Palestinian civilian casualties or the broader root causes of the conflict. Critics also point out that Fox News often does little to provide a Palestinian perspective or minimizes the impact of Israel's actions on Palestinians. This reflects Fox News' tendency to amplify pro-Israel narratives in their coverage of the conflict.

The structure of the analysis presented illustrates how Fox News tends to amplify pro-Israel narratives in their coverage of the Israel-Hamas conflict. In terms of syntactic structure, Fox News highlights IDF statements that emphasize the necessity of the conflict and the continuation of tensions but pays little attention to the Palestinian viewpoint or the broader root causes of the conflict. This is reflected in the focus on a global response to the conflict that favors Israel over Palestine. Additionally, the structure of the news script emphasizes Israel's actions in response to Hamas attacks, without conveying a balanced perspective on the conflict. The thematic structure, use of explanatory coherence and cause-and-effect strengthen the narrative in favor of Israel, emphasizing Israel's defensive actions and the initiation of

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hostility by Hamas. This creates the impression that Israel is reacting to Hamas attacks, without investigating the root causes of the conflict or taking the Palestinian perspective into account. On the rhetorical side, Fox News uses rhetorical techniques such as the use of dramatic lexicon to highlight the brutality of Hamas and reinforce the view that Israel is fighting to protect human values. In this process, they create a narrative that affirms Israel's moral righteousness and obscures the impact of Israel's actions on Palestinians.

In discussing the framing analysis of Al Jazeera and Fox News in relation to their coverage of the Israel-Hamas conflict, it is important to reference studies that demonstrate how media framing influences audience perceptions, sympathies, and support for specific parties. For instance, studies by Zawawi et al. (2024) on episodic versus thematic framing show that media outlets tend to either emphasize individual events or highlight broader societal issues. In the context of the Israel-Hamas conflict, this framing choice can significantly influence how audiences understand the root causes of the violence. Al Jazeera's tendency to focus on the suffering of Palestinians and Israel's alleged human rights violations aligns with the episodic framing, which centers on specific events and humanizes the victims. As a result, the audience may develop a greater empathy for the Palestinian side and view Israel's actions more critically. On the other hand, Fox News' approach, which often emphasizes Israeli casualties and the necessity of Israel's defensive actions, supports a thematic framing that presents the conflict as a broader issue of self-defense against terrorism. This type of framing, tends to lead audiences to view the conflict through a lens of national security and moral righteousness, often reducing the complexity of the situation and focusing on the immediate threat posed by Hamas. This framing strategy can engender support for Israel's actions and diminish the perceived legitimacy of Palestinian grievances.

Framing research further underscores the role of media in shaping public perception by framing issues in a way that influences audience attitudes and political behavior. The study indicates that news outlets with clear biases, whether pro-Palestinian or pro-Israel, tend to strengthen existing political divides and polarize public opinion (Heni & Chandra, 2022). Al Jazeera's pro-Palestinian framing, for example, can elicit sympathy for Palestinian struggles and encourage a critical stance toward Israel, particularly in regions like the Middle East and North Africa. On the other hand, Fox News' pro-Israel stance reinforces Western political support for Israel, particularly in the

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United States, where the media outlet enjoys a significant following among conservative audiences. Furthermore, demonstrated how media framing affects policy support. In the case of the Israel-Hamas conflict, the framing choices made by these two media outlets are likely to influence not only public opinion but also political support and policy decisions. Al Jazeera's framing of Israel's actions as human rights violations may contribute to international condemnation and calls for sanctions, while Fox News' framing may bolster political support for Israeli policies, including military aid and defense initiatives.

Rhetorical devices also play a significant role in how these media outlets influence their audiences. Fox News, for instance, employs dramatic and emotive language, such as describing Hamas as "terrorists" and framing Israel as a defender of democracy and human rights. Rhetorical framing devices can activate specific cognitive schemas that shape how audiences perceive moral and ethical dimensions of the conflict. Al Jazeera, while offering alternative narratives, often uses rhetorical devices that frame Palestinians as victims, thus invoking sympathy and aligning with a global human rights discourse. In conclusion, the framing techniques used by Al Jazeera and Fox News have a profound impact on how their respective audiences understand and interpret the Israel-Hamas conflict. By selectively emphasizing certain aspects of the conflict, such as the suffering of Palestinians or the security concerns of Israel, these media outlets shape public opinion, influence policy discussions, and contribute to the broader discourse surrounding the conflict.

CONCLUSION

This study examines the contrasting framing strategies employed by Al Jazeera and Fox News in their coverage of the Israel-Hamas conflict, using Pan and Kosicki's framing model. The findings demonstrate that Al Jazeera constructs narratives centered on Palestinian suffering, human rights violations, and alternative viewpoints, presenting a pro-Palestinian perspective. By amplifying the voices of activists and leaders, the outlet portrays Palestinians as victims of systemic injustice and highlights the humanitarian dimension of the conflict. This framing aligns with Al Jazeera's regional affiliations and its appeal to audiences sympathetic to the Palestinian cause. In contrast, Fox News emphasizes Israel's security concerns and frames Hamas as the primary aggressor, presenting Israel's military actions as defensive and necessary. The outlet prioritizes narratives of counterterrorism and national security, resonating with its predominantly conservative audience. This framing reinforces Israel's position as a key U.S. ally and

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underscores the ideological alignment between Fox News and broader Western political narratives. The significance of these findings lies in their contribution to understanding how media framing constructs and disseminates conflict realities. By influencing audience perceptions, framing choices shape public opinion, policy debates, and even international relations. This underscores the media's role as an active participant in geopolitical discourse, beyond its traditional role as an information provider.

Future research should expand on this study by exploring framing strategies on social media platforms such as Twitter, Facebook, and YouTube, where real-time conflict reporting increasingly shapes public opinion. Social media's interactive nature allows for diverse and decentralized framing, potentially amplifying or countering traditional media narratives. Furthermore, comparative studies of framing by other global media outlets (such as BBC, Russia Today, Deutsche Welle, or Al Arabiya) could provide a broader perspective on how cultural, political, and economic factors influence conflict reporting. Longitudinal studies tracking changes in framing over time and during different phases of the Israel-Hamas conflict could also uncover evolving narratives and their implications for audience engagement and policy responses. Finally, interdisciplinary research incorporating psychological and sociological approaches could investigate how media framing affects audience cognition, emotional responses, and long-term attitudes toward the conflict. Such studies would deepen the understanding of media influence and contribute to the broader discourse on media representation, conflict resolution, and global justice.

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