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**Media Framing and Israel-Palestine War (2023): Bassem Youssef
and Piers Morgan Interview as a Case Study**

**Dissertation Submitted in Partial Fulfillment of the Requirements for
Master's Degree in Literature and Civilization**

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Dedication

In our difficult challenges, in our hardest moments, when we were lost, there was ALLAH, always rescuing us in the prettiest ways. All praise is to him.

We dedicate this work to our compassionate parents for their sacrifices and boundless love. To our extraordinary and funny siblings, those who keep us safe from all the storms, their existence is the reason behind our strength. To our friends who never left our sides through sleepless nights and moments of doubt, for their true friendship and support. It would have been extremely hard without our amazing vibes.

To those whose experiences, stories, and assistance inspired this work and have been its cornerstone. To our five-year unique journey, to all of these years of tears, laughter, and effort. To the resilient people in **Gaza**, to **The Martyrs**. Actions are beyond our reach, but we still have the words. This work is a testament to your strength and perseverance.

- **To PALESTINE-**

Djouaïria and Nour Elhouda

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Abstract

This dissertation examines the media framing of the Israel-Palestine conflict, mainly focusing on the 2023 War in Gaza, through a case study of an interview between Bassem Youssef and Piers Morgan. It relies on a qualitative approach using a descriptive-analytical method to collect and analyze data. The interview's transcript was analyzed through content analysis, involving language, tone, and framing devices. The results obtained from this study demonstrate the media's crucial role in constructing and shaping public discourse and narratives regarding ongoing conflict. The contradictory techniques used between Piers and Bassem in the interview underscore the way audience critical minds are triggered and viewpoints are reshaped, in addition to the ability of public figures' speeches to challenge dominant narratives.

Keywords: Media framing, Israel-Palestine Conflict, Gaza War, Bassem Youssef, Piers Morgan.

List of Abbreviations and Acronyms

BBC	British Broadcasting Corporation
CNN	Cable News Network
IDF	Israeli Defense Forces
ISIS	Islamic State of Iraq and Syria
LN	League of Nations
UK	United Kingdom
UN	United Nations
UNSCOP	United Nations Special Committee on Palestine
US	United States

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General Introduction

1. Background of the Study

The Israel-Palestinian conflict is recognized as a longstanding and multifaceted geopolitical struggle in the world that has gained international attention for decades. It is a complex historical conflict over land, sovereignty, and identity surrounded by several deep-seated religious, cultural, and ideological dimensions. This later caused a clash of narratives and opposed aspirations between Palestine and Israel, leading to rising tensions and endless cycles of violence, bloodshed, and humanitarian suffering (Cohen et al., 2017).

Media representation and coverage of the Israel-Palestine conflict play a vital role in shaping public assumptions, attitudes, and the way in which the dispute is viewed. Public opinion and political discourse are influenced by how the events and narratives are depicted. Various media outlets, from traditional news sources to social media platforms, employ distinct framing techniques and narrative strategies to interpret and contextualize the complexities of the conflict. These media framing devices are tools for producing particular realities and news, along with reinforcing existing biases and double standards. Therefore, they shape the audience's perceptions and interpretations of the Israel-Palestine conflict (Zghoul, 2022).

Scholars of media framing within the Israel-Palestine conflict from an academic perspective have produced insightful research on the processes through which media narratives are created and transmitted. Researchers have analyzed the media's role in perpetuating stereotypes, legitimizing certain practices, and contributing to the marginalization of opposing voices regarding the Israeli-Palestinian conflict. Additionally, they shed light on the media's influence in shaping policy decisions and broader narratives related to resolutions in the region. Nevertheless, despite the wealth of research in this context, there remains a need to grow the

body of knowledge regarding how media personalities frame discourse during key events such as interviews. Therefore, a detailed and broader examination of media framing strategies is necessary (Suwarno & Sahayu, 2020).

2. Statement of the Problem

There is an extensive scholarly literature on media concerning the Israel-Palestine conflict, and a significant number of academic studies have been conducted on how interviewers portray the conflict and its substantial influence on audience interpretations. This study does not fill a gap but adds to the literature and expands the body of knowledge in the case of high-profile interviews with popular media personalities, as the interviewers' framing selections could have a crucial impact on the framing of the dispute within broader media spaces. Thus, the problem that this study attempts to address is the necessity to examine and analyze the framing techniques utilized by public figures in interviews regarding the Israel-Palestine conflict, emphasizing their potential implications on audience comprehension.

3. Research Questions

This dissertation addresses the following questions:

1. How does Piers Morgan's interview framing differ from Bassem Youssef's in portraying the Israeli-Palestinian conflict?
2. What are the predominant media frames utilized by Piers Morgan and Bassem Youssef during their interviews on the Israeli-Palestinian conflict?

4. Aims of the Study

This study aims primarily at investigating the media framing of the Israel-Palestine conflict and the 2023 Gaza war, using the 2023 interview between Piers Morgan and Bassem Youcef as a

case study. The purpose of this research is to analyze the framing strategies employed by the two participants in order to understand how various frames are constructed and conveyed. Through conducting this detailed analysis, the study seeks to reach a deeper comprehension of the framing strategies employed when discussing conflicts in media interviews.

5. Research Significance

The significance of this research lies in its contribution to the field of media studies by shedding light on how framing techniques in high-profile media can influence public assumptions surrounding international conflicts. The study reveals the way in which media figures contribute to directing audience minds and narratives concerning the Palestinian-Israeli dispute. Ultimately, the findings gained have broader implications for journalists, media professionals, and academics, providing an extended understanding of media practices, public discourse, and policy responses related to the Israel-Palestine conflict, in addition to the ethical considerations and effects of media framing. Moreover, this study emphasizes the necessity of media literacy, urging audiences to critically evaluate media content, which in turn would result in a more aware and perceptive public.

6. Research Methodology

This research adopts a qualitative approach, employing a content analysis to analyze media framing in Piers Morgan and Bassem Youssef's interview, focusing on their coverage of the Israel-Palestine conflict in 2023. The study involves a systematic coding of the interview transcript for recurring themes, rhetorical devices, and framing techniques used by both participants, examining how these elements contribute to the construction of specific frames.

7. Structure of the Research

This dissertation is divided into two chapters; the first chapter is entitled *Media Framing and Conflict: Examining the Israel-Palestine War (2023)*. It provides a theoretical framework, starting with a historical overview of the Palestinian-Israeli conflict. This chapter dives deep into the evolution of media coverage surrounding the conflict, highlighting the considerable change in the patterns of reporting and key shifts in narratives. Theoretical foundations of media framing, discussing concepts such as framing theory, agenda-setting, and media bias, are explored together with the way in which several media outlets have framed the conflict, such as BBC and Al-Jazeera and the role of media bias in shaping public perceptions and policy discourse. This theoretical chapter aims to demonstrate the strong relationship between media narratives and the ongoing conflict.

The second chapter is *Piers Morgan and Bassem Youssef: Media Framing Analysis*, which is devoted to the practical application of the theoretical perceptions of the first chapter. It serves to offer an extended descriptive and analytical examination of the interview between Bassem Youssef and Piers Morgan, investigating how both Bassem and Morgan have framed the ongoing dispute through their employment of rhetorical choices and narrative strategies. The interview reflects the media framing techniques used in the coverage of the Israel-Palestine issue. By connecting the findings from this case study to the theoretical concepts discussed in the first chapter, this analysis presents a deeper understanding of media framing theories in media discourse, mainly in the Palestinian-Israeli context.

CHAPTER ONE

Media Framing and Conflict: Examining the Israel-Palestine War (2023)

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Introduction

Media have a vivid function in shaping how the Palestinian-Israeli dispute is perceived and interpreted globally; it is a compass that moves public minds through media framing. Based on this and prior delving into the research questions outlined in the general introduction, it is essential to illustrate the theoretical basis of this dissertation. First, this chapter places the Palestinian-Israeli conflict in its historical framework, manifesting its most important spots. It then narrows down the exploration of the current (2023) war in Gaza. Additionally, it points to the Western and Arab coverage of the (2023) Gaza War, taking Al Jazeera and BBC as samples to review professionalism, neutrality, and media frames used in both channels. Second, the chapter defines Gamson and Modigliani's media framing theory. It covers the theory's important role and concludes with media-framing strategies and devices.

1.1 Israel-Palestine War (2023): An Overview

The Palestinian-Israeli conflict is considered one of the longest in modern history due to a complicated history of clashes between narratives from both sides, historical grievances and opposed aspirations. All these factors have led to rising tensions, violence, bloodshed, and humanitarian crises in the region. In fact, the conflict commenced in the late 19th and early 20th centuries, when nationalist movements in the Middle East, among both Arabs and Jews, gave birth. Both realized sovereignty for their people in Palestine.

1.1.1 Israel-Palestine Conflict

Alejandro (2015) accentuates the intergenerational experience of the loss of Palestinians as they seek freedom, justice, and the right to determine their own future in their homeland. Regarding the Israeli side, Palestine is the promised land in the Bible as they claim. They link

their presence with religious dimensions. This clash between the two parties led to the Palestinian-Israeli conflict in 1948.

1.1.1.1 Zionist Ideology and Migration to Palestine

Zionism is the nationalist ideology that advocates for the establishment of a national homeland for Jews in Palestine. Theodore Herzl is regarded as the founding father of Zionist political ideology. Political Zionism began to take shape in Europe in the late 19th century, enabling a large-scale migration of Jews from Europe and other parts of the world to Palestine. They would eventually unite as one public in one national state. This migration was one of the basic standards of the Zionist movement. Critics of Zionism have highlighted the systematic brutality and the ethnic cleansing that is being practiced on the native population of Palestine (Dwiastuti, 2021).

According to Said et al. (2005), Zionism is an ideology that was designed to vanish Palestinian history and identity as well as deny their right to self-determination. Moreover, Zionism represents a colonial entity and a system of apartheid. Consequently, native Palestinians are subjected to discrimination and segregation based on their race.

1.1.1.2 Balfour Declaration and British Mandate

The British Foreign Secretary, Arthur Balfour, signed the Balfour Declaration on November 2nd, 1917. Mark Tessler (1994) stated that he showed his country's total support for the creation of the 'national home for the Jewish people' in Palestine. Promising in the declaration that nothing would prejudice the civil and religious rights of non-Jewish communities in the era. Between 1920 and 1948, the British Empire controlled Palestine. Jeremy Pressman (2005) said that this British Mandate was granted by the League of Nations (LN). It paved the

way for the establishment of a national home for the Jewish people in Palestine while also protecting the rights of the Arab population.

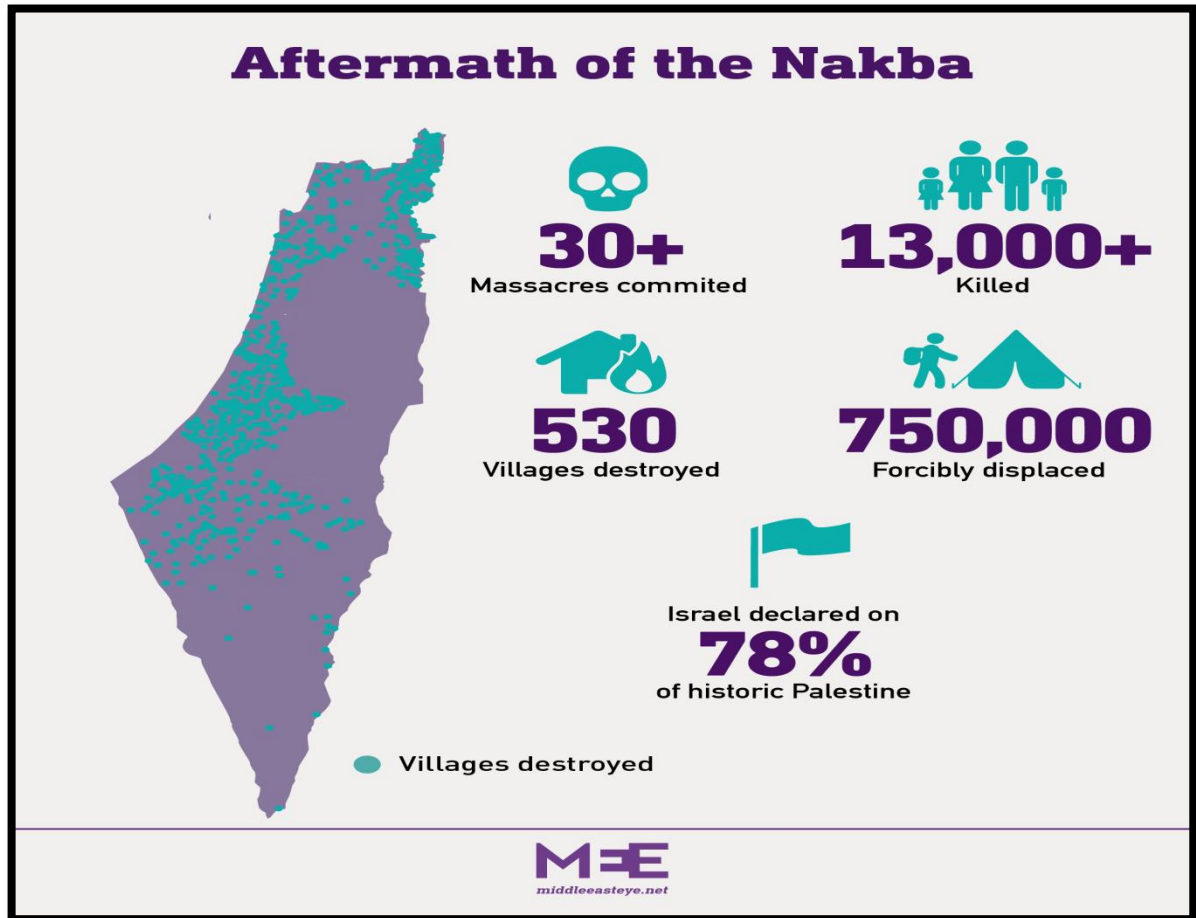
1.1.1.3 UN Partition Plan and the Nakba

In 1947, the United Nations Special Committee on Palestine (UNSCOP) proposed a partition plan. The plan suggested dividing Palestine into an Arab state covering about 42% of the land and a Jewish state covering about 55% of the land, with Jerusalem proposed to become an international zone. The Arabs rejected the plan, while the Jews accepted it, which later resulted in a form of violence in the region (Bunton, 2013).

The following year, during and after the 1948 Arab-Israeli War, the event known as the "Nakba" (Arabic for "catastrophe") occurred. This term refers to the displacement and forced departure of hundreds of thousands of Palestinians from their homes to become refugees. This significant event directly led to the formation of the state of Israel. Edward Said believes that the Nakba is a vivid event in Palestinian history that has political, social, and cultural impacts on the lives of Palestinians, in addition to the loss of their land and homes. Said emphasized how crucial the Nakba was in constructing Palestinian identity and collective memory (Said, 1979).

Figure 1.1

The aftermath of the "Nakba"



Note: https://www.threads.net/@_artandartivism/post/C68eCsauLCQ

1.1.1.4. The Six-Day War, the Naksa

Then, the Six-Day War, also known as "Al-Naksa," took place between June 5th and June 10th, 1967. It was a war between Arab armies and Israel (Egypt, Jordan, and Syria). It was a short but detrimental conflict that ended in Israel capturing the Golan Heights, the West Bank, East Jerusalem, the Sinai Peninsula, and the Gaza Strip as part of the war's significant territorial gains (Hay, 2013).

Figure 1.2

Palestine's Loss of Land from 1947 to Present (AIDC, 2017).



Note: <https://libertytwist.com/2023/11/jason-eatons-tweets-examined-in-light-of-hate-crime-allegations/>

1.1.1.5. The First and The Second Intifada

On December 9th, 1987, the First Intifada began. It is a Palestinian rebellion against Israeli control in the occupied territories, specifically the West Bank and the Gaza Strip. This rebellion held all of Palestinian society categories: men, women, and even children. This rebellion witnessed a range of methods to resist the Israeli occupation, such as throwing rocks, burning tires, and using Molotov cocktails. The uprising of the First Intifada drew pivotal

attention to the Palestinians' rough circumstances under Israeli occupation. Its objective was to put an end to the occupation (Edwards & Farrell, 2013).

On September 28th, 2000, the Second Intifada began, also known as the al-Aqsa Intifada, was an unplanned revolution but a reaction to the provocative visit of Ariel Sharon, leader of the Likud Party, to the al-Aqsa Mosque. This Intifada persisted until 2005 and resulted in the deaths of 4,242 Palestinians, including 270 women and 793 children. The number of wounded reached 46,068, and the number of Palestinians detained reached 9,200 (Phinney, 2007).

Numerous peace accords have been signed over the years as an attempt to resolve the Palestinian-Israeli conflict. One of these was the Camp David Accords (1978), which was the first accord between Israel and Arabian countries. Also, the Oslo Accords (1993) played an essential part in the history of conflict. However, these peace efforts have failed to maintain peace in the region. The reason behind the failure of these accords is simple: while the agreements call for peace between both parties, the core issue revolves around land owners and occupation. Thus, naturally, no compromise or middle ground has proven beneficial in resolving the conflict (Beinin & Hajjar, 2014).

1.1.2 Israeli Wars in Gaza

Israel has fought several wars in the Gaza Strip, which covers an area of 360 square kilometers. This Gaza war is referred to by Hamas as the Battle of Al-Furqan and by Israel as Operation Cast Lead. The Israeli army launched this military operation on Gaza Strip between 2008- 09. On December 27, 2008, they attacked Hamas militants in Gaza as a response to rocket fire from Palestinian militants. This operation was right after the expiration of a six-month

ceasefire on December 19th. It involves hitting Hamas's military installations and weapons depots (Zanoti et al., 2009)

The war continued until 17th January, when Israel announced a ceasefire, followed by Hamas soon after, in spite of the international pressure to stop the violence that called for an immediate ceasefire. The three weeks of Israel's military assault on Gaza Strip have resulted in the killing of 1,440 Palestinians, 5,380 were injured, and an undetermined number of Palestinians were forced to abandon their homes. On the Israeli side, 9 Israeli soldiers were killed, and over 340 were injured, while 4 Israeli civilians were killed and approximately 183 were injured by shot Hamas militants (Cohen et al., 2017).

Israel's 'Operation Pillar of Defense' by Israel and Hamas' "the Hijarat Sijil" refer to Gaza War of 2012. On November 14th, 2012, an Israeli airstrike killed Ahmed Jabari, the head of Hamas's military wing. As a response, Hamas fired rockets at the Israeli Defense Forces (IDF). On 21st November, a ceasefire was announced as a result of negotiations between Egypt and the United States (U.S) after eight days of war. The ceasefire negotiation includes the following conditions: loosening the blockade of Gaza and enabling the reconstruction of Gaza's infrastructure. This war resulted in the following: Approximately 1,500 locations in the Gaza Strip, weapons depots, government buildings, and rocket launch pads were destroyed, and 1,456 rockets were fired into Israel by Islamic Jihad and al-Qassam Brigades in an attempt to conduct rocket attacks on Israeli cities (Casey-Maslen, 2014).

"Operation Protective Edge" is a name that Israel used to refer to the Gaza war of 2014. It was 50 days of fighting in Gaza, between July 8th and August 26th, 2014, which caused considerable number of casualties and massive damage. This war resulted in: Tens of thousands of Palestinians were injured, and over 2,200 Palestinian civilians were murdered, according to

the United Nations (UN). On the Israeli side, six civilians and 66 troops lost their lives(Culverwell, 2017)

1.1.3 The Gaza War 2023

The military wing of Hamas Izz-Al-Din al-Qassam launched a military operation called "Operation al-Aqsa Flood" against Israel on October 7th, 2023. The attack started with approximately 5,000 missiles targeting the southern regions, attempting to penetrate borders from the air, land, and sea. They took control of border crossings like Kerem Shalom and Erez and captured prisoners, including high military officers, in order to use them as bargaining chips in future negotiations (Gaza Special Report KDK Ombudsman, 2024).

Burak Elmali (2023) posits that the nation has been addressed as a "state of war" by Israeli Prime Minister Benjamin Netanyahu. He also adds that his country would respond in a way never seen before. Then, Israeli counteroffensives began in the form of an operation they referred to as "Iron Sword", targeting random parts of Gaza, which caused a large number of civilian victims, including children and women and put Gaza Strip under a total blockade. While maintaining its operations, Israel targeted hospitals, schools and other infrastructure in Gaza, which are mainly regarded as banned practices under international law.

1.2. Hamas' Motivations Behind the Attack

The initiation of the attack by Hamas on October 7th marked an unprecedented event in the history of the Israel-Palestine conflict; as it was Hamas' first time to start an attack. Jeremy.et al. (2023) has conducted a study that examines the 7th October attack underscoring the variety of the possible causes for this significant action. Their analysis seeks to demonstrate the underlying factors behind Hamas's decision to launch the attack and why at this particular time.

1.2.1. Factors Influencing Hamas' Decision to Attack

Hamas leaders have reported earlier that the group planned and prepared for the October 2023 attacks over several years. This suggests that the group decided to position itself strategically to be able to carry out operations that could change the prevailing situation in Palestine. The selection of October 2023 as a time to attack could be the result of various motivated reasons. The following were the causes of the October 7th attack:

- **Disrupting Arab-Israeli normalization efforts:** After the frequent relations normalization among several Arab neighbor countries, it could be an attempt to disable the normalization between Israel and the Arab world. The October 7 bombardment may have been designed to sabotage the United States (US) initiatives to advance Saudi-Israeli normalization as well as possible future normalization agreements between Israel and Arab nations.
- **Capitalizing on Israeli domestic turmoil:** In 2023, Israel witnessed several political tensions due to divisions about suggested judicial reform and other matters. It's possible that Hamas viewed an opportunity to carry out the strikes and successfully target Israeli military and civilian objectives, perhaps raising tensions among Israelis during a period of internal dispute and distraction inside Israel.
- **Using hostages for prisoner releases or other concessions:** Hamas officials have frequently emphasized that rescuing Palestinian prisoners captured by Israel is the group's responsibility. Possibly, they started the attacks in order to use hostages to secure prisoner releases or other concessions from Israel(Zanotti et al., 2023)

Regardless of what was mentioned in the previous lines, it is important to illustrate the following. Firstly, the current war in Gaza is merely a reaction to series of Israeli assaults and

Infringements -physical and moral assaults-; it can never be explained when it is detached from its original context. So, before drawing conclusions, it is necessary to dive deep into the matter's history to maintain a fair analysis. Secondly, the Israeli existence in Palestine is Occupation. Therefore, Hamas, normal civilians or any other resistance group have the right to form organizations and groups that represent them internally and externally. They also have the ultimate right to defend and restore their ancestral territories. It is an occupied and occupier relationship; Palestinians possess the right to pursue the liberation of their lands according to their own judgment of appropriateness.

1.3 Media Coverage of Israel-Palestine War (2023)

The media serves as a tool for accurate and factual information gathering and presentation, as well as news writing, with total respect to the media's ethical duties. "The media must be unbiased" is the fundamental rule. Despite the media's vital role in data and news production, it seems to have certain patterns that are utilized in broadcasting news. Several contradictions are evident through the different frames between one media outlet and another, including headlines, images displayed, and viewpoints of various news media writers.

Regarding the core matter of our study - the Israeli-Palestinian conflict - western media has been frequently accused of committing unacceptable mistakes and unprofessional coverage while reporting on the Middle East crisis, such as publishing unfounded accusations, perpetuating stereotypes, presenting only one side of the story, and portraying Palestinians as nothing more than tools in Hamas's hands.

As the (2023) war in Gaza is the pivotal event currently that has grabbed global attention, prominent channels like BBC, CNN, Al Jazeera, Sky News, and Fox News have become the subject of much discussion and controversy among supporters, opponents, and critics. However,

our discussion involves only Al Jazeera as an Arabic sample and BBC as a Western sample in order to study their coverage of the (2023) war.

1.3.1 BBC

The British Broadcasting Corporation (BBC) is a British TV station headquartered at Broadcasting House in London, England. It is one of the leading Western media institutions. The channel delivers news through various media tools, including radio, TV, and internet websites, in several languages, specifically Arabic and English. The BBC has been interested in the events of the Palestinian-Israeli conflict (Abu Hashish et al., 2023, pp. 57-62).

Raja (2024) showed in the article "How is Media Reporting the Israel-Palestine Conflict?" "How the BBC's reporting has been criticized heavily. Questions were raised regarding the language used, the overall frame of the coverage, and the lack of historical context. It was accused of bias and unprofessionalism and criticized for its language choices, which have been accused of dehumanizing Palestinian victims and justifying the Israeli military's actions.

The use of words like 'atrocities' and 'massacre' to depict Hamas attacks, while Israeli actions are described in a more neutral language, which gives an indirect impression to the audience that Hamas is the problem source in the area. The use of the term 'died' for Palestinians and 'killed' for Israelis (Daily Sabah, 2024).

On the first day of the war, the BBC reported extensively on the killing and hanging of Israeli civilians by Palestinians, as well as stories of the beheading of 40 babies in cold blood. These are all unverified claims that were announced by the Israeli government and adopted by the BBC. The coverage showed alignment with Israeli military propaganda, with limitations on Palestinian voices and the presentation of only one side of the story (Tweissi Bassim, 2023).

Eight BBC-employed journalists in the United Kingdom (UK) accused the channel in a letter of putting more effort into humanizing Israeli victims than Palestinian ones and failing to contextualize the conflict historically. A 2,300-word letter, sent anonymously to Al Jazeera, revealed the way Palestinian deaths were covered in a more detached manner compared to Israeli ones. While Israeli deaths were frequently mentioned intimately, with labels such as dads, mothers, daughters, or sons, Palestinian deaths were not given the same treatment in the BBC's reporting. Additionally, the BBC chose words like “murder(ed)” and “massacre(ed)” to refer to Israeli victims.

In the letter, the BBC was criticized for not providing enough historical context, particularly regarding the current Gaza crisis, which serves as a reminder for Palestinians of historical events such as the 'Nakba'. The channel's reporting has been accused of oversimplifying the war and not providing sufficient background data for its audience, which in turn has contributed to a weak understanding and empathy towards the Palestinian case. (Al Jazeera, 2023)

1.3.2 Al-Jazeera

Al Jazeera is a media company headquartered in Doha, Qatar, founded in 1996. It provides 24/7 global news in the Arabic language. The channel is run by the Al Jazeera Media Network, which also operates Al Jazeera English. It is the biggest news network in the Middle East and North Africa region.

From its inception, Al Jazeera has been one of the most significant stations in the world since the creation of TV. This is not only a result of its wide influence on the Arab world but also refers to the channel's openness to engaging with Israeli experts and its emphasis on making the

voices of all parties heard despite frequent criticism and rejection of these interviews by the audience, (Farrukh Shahzad, et.al., 2023).

Al Jazeera's coverage of the (2023) war in Gaza has been characterized by a commitment to balance and professionalism. The channel has a strong presence in the Palestinian territories dating back to the Second Intifada (2000-2005). Having a functioning bureau in Gaza enabled the network to access the frontlines of the conflict, which in turn contributed to reporting on the ongoing events in the region and providing on-the-ground and daily coverage (Staff, 2023).

Al Jazeera framed the war in Palestine as a humanitarian crisis, insisting on the human cost of the war, Palestinians' struggles, sufferings and their miserable situation. It spotted the international community's responsibility in addressing the conflict. It is regarded as one of the rarest stations, and each is named by its name. This is evident in the choice of words with the Israeli army called "the occupying army"; Hamas is referred to as "resistance", and Palestinian victims of bombarding as "martyrs". This terminology is shared between the Arabic and English language versions. Utilizing such a framing approach in the coverage has been met with the accusation of bias and adopting a pro-Palestinian narrative. However, the same coverage has praised the channel for presenting a comprehensive and contextualized understanding of the war and sending experienced journalists to the conflict zones which maintains deep and more reliable image of what is really occurring in the region. (Elmasry & Kraidy 2013).

Nevertheless, Al Jazeera is open to hosting important Israeli figures such as "Avichay Adraee" in an attempt to maintain impartiality and deliver the story from various angles, still under criticism. In April (2024), Israel took serious moves to shut down Al Jazeera after passing new legislation that authorizes such actions. The law imposes plenty of limitations on Al Jazeera in Israel, providing the Israeli government the right to close the offices operated by the station or

take any other action against it. It also is capable of restricting public access to its websites and reports. Soon after, Al Jazeera stated that the Netanyahu government would be the first accused in the case of harming any of its journalists in the region and would hold them accountable for that, (CNN, 2024).

On Mar 20th, 2024, Al Jazeera's investigative unit has released a documentary labeled "October 7 Al Jazeera Investigations" that delivers the story of October 7th and details of Hamas's 7th October attack and Israeli reactions. It demonstrates that all the Israeli stories were false. Stories which made headlines around the world, about beheading and burning babies or Al-Qassam raping Israeli women hostage, were published by Israeli media without clear proof. After a review of the dead list, it turned out that only two 12-year-old twins were killed as a result of the storming of their house by soldiers and police in Be'eri. There was no other child at that location. The same list also showed the death of two other babies; one was killed by a bullet fired directly through the door, and the other died in the emergency caesareans as a result of the mother being shot. No report reveals beheading or burning children alive. Concerning the mass raping as well, the Israeli side did not provide valid evidence to support this claim, so the story could not be proven, as the documentary tells (Al Jazeera's documentary, 2024).

In fact, promoting such stories dehumanizes an enemy, and dehumanization is necessary in the conflict because these claims show Hamas as barbaric and subhuman, which legitimizes their killing. The dehumanization of a certain group of people systematically makes it easier for the public to subconsciously agree to a massive attack that harms another group of people. These claims have been used by the Israelis.

It is worth mentioning that the Al Jazeera investigations unit (Al Jazeera's documentary 2024) shed light on the crucial role played by Western media and governments -mainly British

media- in perpetuating and supporting the Israeli stories. It tells how well-known newspapers such as The Express, the Daily Mail, the Times and the Independent have their front-page headlines about Israeli claims about 40 dead babies. The Daily Mail “This was a "Holocaust pure and simple!" The documentary raises a serious issue regarding the failure of the British media to investigate and verify the veracity of those accounts, which is directly considered as legitimizing and agreeing with Israeli war crimes and the genocide of Palestinians.

Basim Tweissi's (2023) report highlighted the role played by media in constructing and making realities. It notes on utilizing new frames such as terrorism to reflect on Palestinian fighters in addition to Hamas as fighters with Al-Qaeda. Western media attempt to link the current events to Nazism and Holocaust, describing what's happening as: a “*new Holocaust*”.

Frames like dehumanization and self-defense have a clear existence in the Israeli narratives. As explained in Twessi's rapport, the use of dehumanization is a need to portray the other (Palestinians) as subhuman. So, directly, Israel has the right to defend itself from the enemies, which in turn is considered as a justification of all its practices. Additionally, the decontextualisation frame, that is, to remove notable historical events to deny the Palestinian rights of resistance as well as detaching the current event (2023 war) from its original context as it is impossible for anyone to perceive the latest war without diving into the related history.

All these factors have put western media and -British media- as a subject of heavy criticism. In fact, this quite not surprising as it is hard to fabricate or neglect realities at the expense of other realities, in a time where media is not the only source of information and news. The reason why social media (Alternative media) is what differentiates the 7th October war is that Social media reveals what media tries to hide.

1.4 Media Framing Theory

Media framing is a strong tool that has been used in media throughout history, this tool is mainly used by news organizations to shape public opinion perceptions. This process involves selecting specific news, information and elements to present through creating narratives that influence how individuals perceive and understand different issues. The impact of framing is influenced by various factors to make a clear bias and subjectivity in presenting topics to the world.

1.4.1 Media Framing Definition

Media framing throughout the years has been given several definitions that frame media as a whole; additionally, it controls each and every process of news coverage and the way issues are promoted and presented to the public. Media framing was the first to focus on framing as a process that enables individuals to shape their own knowledge of certain events or issues (Goferman, 1974).

Goferman (1974) also defined framing as "schemata of interpretation" that allows people to "locate, perceive, identify and label" their own beliefs depending on what is being presented in media. On the other hand, Robert Entman attempted to specify this definition by clarifying that to frame a text or message is simply to promote them and salient the others.

According to Entman (1993), media framing has different frames; for instance, it can be spoken or written; therefore, it manifests itself by the choice of keywords, key phrases, and perhaps some key images to highlight a very specific idea to emphasize its influence. Framing has been a mechanism to control how and what opinions the audience should shape and adopt.

Therefore, some ideas are being promoted to manipulate the public views on different topics and issues that face the world.

The manipulation process can be affected by multiple factors, such as the journalist's personal thoughts and beliefs about the working conditions or the system of some organizations. The frame will eventually highlight a specific topic and promote it to be accurate and convey the information to the audience in the form of a text, message, or news (Entman, 1993). Adding to that, (An and Cover, 2009) suggest that mass media should accomplish much more as well in that it selects what to include and what to exclude in a narrative.

Media framing, as elaborated by Entman (1993), plays a crucial role in what to promote to the media; therefore, it can easily direct the audience's views. Entman assesses selective news and topics and assures to emphasize their influence. The process of framing a theory mainly focuses on how to draw the public attention to a specific topic, create a whole agenda related to that topic, then take a further step and also create a frame in which it helps the audience to understand a specific idea. Creating frames is commonly used by journalists, reporters, and editors; this manner allows them to carefully gather, choose, structure, and deliver the topic they cover (Entman, 1993)

1.4.2 The Role of Framing Theory

In the world of communication, media framing plays an important role as it shapes the way individuals perceive information and develop their perceptions of reality, as well as comprehending the way the world around us is unfolding and processing multiple news. Therefore, this highlights the significance of certain ideas and decreases the importance of others (Entman, 1993).

The basis of media framing theory is that the media spotlights specific events and contextualizes them within a context of significance (Mass Communication Theory (Online), 2017). Since framing theory suggests how things are presented in the media, this can easily shift people's choices on what events they must follow and how to process information. Frames are most commonly used to deliver information in a way that makes specific information sound accurate despite its reality.

Media framing is quite important since it can test, shift, and challenge dominant ideologies by influencing public opinion on policies along with candidates. Gamson and Modigliani (1989) argue that the "Societal Level" of framing draws attention to the huge media contribution to constructing a common understanding of societal issues. Frames are created to enhance understanding, and methods are used to connect different shortcuts to form a bigger framework. The role of framing theory can also be noticed the most in the creation of news items with pre-established and narrow contextualization.

1.4.3 William A. Gamson and Andre Modigliani Framing Theory

Gamson and Goffman (1975) detailed how individuals attempt to discover a situation within a framework. Goffman also addressed how keying and fabrication can lead to subject-oriented goals.

The framing theory developed by William A. Gamson and Modigliani addresses how powerful the role of frames is in affecting worldwide understanding by shaping public opinion.

As it is known, global happenings are quite often used by journalists, media, politicians, and opinion leaders in order to influence and mobilize individuals around specific problems. The

theory also highlights the importance of cultural resonances, catchphrases, metaphors, and allusions to history and literature in conveying meanings through framing devices.

The framing theory by Gamson and Modigliani is the very first step in understanding how communication frames shape public discourse and influence social perceptions. This quote by Andre Modigliani (1991) that framing is a way of telling which brings constructs highlights the pivotal role of framing in communication and media studies. Perceptions, attitudes, and responses are all being played due to some false representations and also influenced by promoting some social affairs in a specific way.

This quote also clarifies how a frame can be represented differently and guide the audience to define, understand social problems variously and how media framing shapes the narratives around a particular topic by selecting specific aspects to emphasize while dropping others. The framing moulds the audience's understanding of issues within a particular context or perspective, ultimately shaping their perception of reality.

The Gamson and Modigliani formulation adopts a constructivist perspective, underscore how media representations are constructed through interpretive packages that hold chosen explanations. Within this framework, two key components are identified: the core frame and condensing symbols.

The core frame contributes as the foundational structure that arranges the elements of an idea, enabling communicators to effectively convey its content. It essentially encapsulates the central message or narrative, providing a framework for understanding and interpretation. By recognizing this core frame, communicators can articulate and paraphrase the key concepts in a clear and concise manner, ensuring that the intended meaning is conveyed to the audience, while

the condensing symbols contain two main substructures, namely framing devices and reasoning devices (Sobur, 2002).

Media packages, cores, frames, and condensing symbols are all the main structural dimensions of news text, as stated by William A. Gamson and Andre Modigliani. According to William A. Gamson, the process of selecting what problems to discuss and what topics to write through media does not casually happen vice versa it goes through analysis since the frame is a narrative framework that constructs meaning from events related to a discourse (Herman, 2023, p.938).

1.5 Framing Theory Strategies

Framing theory strategies include the use of various techniques to shape perceptions and control attention towards specific manners. These strategies are used by communicators, social advocates, and professionals to achieve desired responses. Some keyframing techniques include:

- Metaphors: help convey abstract concepts by drawing parallels with more concrete or familiar experiences. They provide a link between the identified and the unidentified, making complex ideas more understandable (Fairhurst & Sarr, 1996).
- Tradition (rituals, ceremonies): embody cultural mores to add significance to the message, which means that cultural representations enhance the meaning (Fairhurst & Sarr, 1996).
- Story framing: presenting topics through narratives to make them clearer. These narratives can be in the form of stories, myths, or legends, making them more memorable (Fairhurst & Sarr, 1996).
- Artifact: the use of symbolism to convey meanings through objects, places, people, or ideas, presenting something beyond the literal meaning (Fairhurst & Sarr, 1996).

- Spin: presenting a concept in a way that conveys a specific judgment, potentially creating bias and subjectivity by influencing opinions (Fairhurst & Sarr, 1996).

These strategies are very crucial when it comes to framing theory as they help to express hidden messages as well as influence perceptions and guide audience responses and thoughts successfully.

1.5.1 Thematic Framing

Thematic framing plays a crucial role in media framing and public discourse. It refers to the way issues, problems, and topics are presented in a broader context that allows the audience to form an honest, objective judgment. Thematic framing also highlights causes and previous information related to the topic. This approach contrasts with episodic framing, which focuses on specific, individual events related to an issue. Thematic framing guides the audience from shaping subjective, personal opinions to providing a more comprehensive understanding. It can help the audience comprehend hidden reasons for various problems and potential solutions (Iyengar, 1991).

1.5.2 Framing Devices

Framing devices are mainly used to provide communicators with evidence that helps make meanings accessible and understandable. They serve as an introduction that may be textual framework to emphasize different aspects, so the marking can sometimes be a word, sentence, graphics, photos, or images. All of these elements combined work to translate text in framing analysis not as a news writing tool, but as a discourse designed to be more convenient for the public (Herman, 2023, p. 938).

1.5.3 Reasoning Devices

Media may contain some false representations, bias, and personal opinions. Due to that, reasoning devices' essential goal is to reveal these actions. News, as it is known, is a set of information and facts collected together to provide the audience with a clear image of some happenings around the world. News also indicates a result of some problems that currently occupy public opinion. Therefore, reasoning devices maintain to view certain facts that have been indirectly selected to bolster the narratives that have been chosen by journalists (Herman,2023, p 938)

Conclusion

In conclusion, this theoretical chapter aims to establish the historical framework of the Israeli Palestinian conflict as well as highlighting its main spots to reach the ongoing war (2023), analyzing its impact and influence on media and how media can be the core reason to change a whole ideologies, understanding to a certain issue, through defining media framing theory, also establishing William A Gamson and Andre framing theory and acknowledging the theory's importance among journalists and politicians. Therefore, this theory is a powerful tool that shapes the public opinion, by employing different strategies and techniques.

CHAPTER TWO

Piers Morgan and Bassem Youssef: Media Framing Analysis

Chapter Two: Piers Morgan and Bassem Youssef: Media Framing

Analysis

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Introduction

The first chapter has put the study in its theoretical framework, where the historical background along with the media framing theory were discussed. This chapter, will serve as the practical part of the study. By presenting a detailed analysis of the T.V. interview between Egyptian satirist Bassem Youssef and British journalist Piers Morgan, we will use it as a case study in order to explore media framing in the Israel-Palestinian context. The analysis focuses on the participant's employment of linguistic devices, framing strategies, and narrative techniques. By examining how both Piers and Bassem tend to convey their perspectives, this chapter attempts to bring to the surface the underlying biases and rhetorical approaches that shape the audience's understanding of the dispute. This practical analysis will offer broader insights that contribute to a wider understanding of the media framing both in the international conflict coverage discourse and these framings' crucial influence in shaping the public's perception during these contentious events.

2.1 Background of the Interviews

2.1.1 Bassem Youssef

Bassem Raafat Mohamed Youssef, commonly known as Bassem Youssef, is an Egyptian-American figure renowned in the fields of medicine, comedy and activism. He was born in March 1974 in Cairo, Egypt. As he grew up, he witnessed several social and political changes that shaped his sharp sense of critical analysis. In 1988, Youssef got his medical degree from Cairo University's Faculty of Medicine, majoring in cardiothoracic surgery. In 2007, he became a member of the Royal College of Surgeons after passing the US Medical Licensing Examination. This goes along with the training in cardiac and lung transplantation he received in Germany.

Later on, he worked for a year and a half in the US in a company that makes medical equipment for cardiothoracic surgery. Before he drove his attention to comedy and political satire, Bassem practiced medicine as a cardiothoracic surgeon in Egypt for 13 years. (Egypt et al., n.d).

During the severe political sitting of the Arab Spring 2011 and the January 25th Egyptian revolution. Bassem began his career with "The B+ Show," which is a program that has been uploaded to his YouTube channel. The show was inspired by his experience in the revolution. Soon afterwards, he rose to prominence as the host of "Al-Bernameg" (The program), broadcasted by the Egyptian television station Capital Broadcast Center (CBC), which is a satirical comedy news program concerned with Egyptian politics. This show has achieved unprecedented success, becoming the most watched in the history of Egyptian TV, with an average of 40 million viewers per week. Bassem's YouTube channel had a fair share of success as well, with 2 million subscribers and 700 million views on his own channel and other channels (Bassem Youcef - Biography, n.d.)

The press often compared Bassem to the American comedian Jon Stewart, the one who owns "The Daily Show" satire show; they even dubbed him "Egypt's Jon Stewart". In 2013, *Time* magazine named Bassem as one of the "100 most influential people in the world" he was also one of The Foreign Policy magazine's 100 Leading Global Thinkers. "Tickling Giants" is an American documentary film that was published in 2017 and profiled Bassem Youssef's life and career. Youssef authored "Revolution for Dummies" in the same year. Lately, Bassem Youssef grabbed international attention as a result of his engagement in a virtual interview on Piers Morgan Uncensored, where he talked about the (2023) war in Gaza, highlighting the history of the Palestinian-Israeli conflict (Mason, 2023). The ability to make a combination between entertainment and activism is featured in Bassem's career in the US. He made a global influence

by challenging authorities and governments and advocating for freedom of speech and human rights, relying on humor and sarcasm.

2.1.2 Piers Morgan

Piers Morgan was born on March 30 1965, in Guildford, Surrey, England. Morgan is a British journalist, broadcaster, writer and media figure who grew up in southern England. At the age of 15 years old, he was able to display an affinity for journalism due to his article for a local newspaper about his village cricket team; he went to Harlow College in Essex. Morgan was first hired in 1989 as the show business editor at "The Sun" The Sun at the time was the most commonly read newspaper in the United Kingdom. This position was very important to Morgan since it allowed him to make his own profile and socialize even more with celebrities. Morgan's controversial personality and his aggressiveness in breaking stories attracted different editors from different companies, and he also guaranteed international fame due to hosting various TV shows such as the talk show Piers Morgan Tonight on CNN (2011-2014).

At the age of 28, Morgan was the youngest national newspaper editor since 1937; Morgan is known for his controversial, outspoken, and contrarian personality. Morgan's latest show, "Piers Morgan Unconcerned", where he discusses and presents fearless debates in addition to expressing his bold opinion on different worldwide topics, Morgan in his show provided the right platform for his guests to experience the right of free speech as well as engaging in thought-provoking conversations. (Cunningham, 2024)

2.2 Contextual Background of the Interview

The first interview between Piers Morgan and Bassem Youssef took place on October 17th, 2023, when Morgan attempted to host Bassem in his show "Piers Morgan Uncensored". The

interview was titled "Israel-Hamas War: Piers Morgan vs Bassem Youssef". This interview was the most watched episode of the show since its launch, this episode attracted this number of viewers for several reasons

This interview purposed to discuss the ongoing dispute between Palestine and Israel focusing on the historical background of the dispute, Palestinians situation in the region and the actions taken by Israel. The interview was a heated debate having the two parties demonstrating their opinions and views, with Youssef's sense of humor to address the extreme nature of the conflict, and Morgan struggling to find crucial respond to Youssef's satirical humor on the Palestinians suffers. It was categorized by the high viewership in addition to the contradiction gap between both sides. However, the 2nd interview was more relaxed with warmer tone. The interview came to surface in a period that witnessed rough events with an international split between opponent and supporters. Bassem shed lights on a taboo topic when he compared between the ongoing Russo-Ukrainian and the Palestinian-Israeli war and the Israeli military practices on Palestine wondering how would it be perceived if it was the Russians, not the Israelis attacking. As the interview grabbed that global attention, it has its significant impact in the public reconsidering their standings and in shaping their minds, (Lau, 2023)

2.3. Bassem Youssef 's Framing Devices

This part will discuss the framing devices and tone that Bassem Youssef adopted throughout the interview.

2.3.1 Language and Diction

This section examines Bassem's usage of language and diction to enhance his arguments during his interview with Morgan. Though analyzing the variety of language used, the coming

lines discusses how Bassem challenges the audience's perspectives and creates a more relatable and impactful dialogue.

2.3.1.1 The Use of Repetition

Bassem Youssef utilizes repetition to put an emphasis on his view. He repeats the phrase "I'm telling you; I'm telling you; I think Hamas is the problem" to Piers Morgan at the beginning. The repetition of "I'm telling you" Indicates a sense of urgency in conveying his point, followed with the agreement on condemning Hamas as an attempt to align with the interviewer's perspective for the sake of the discussion's continuation. However, he then directly shifts to the centre focus to highlight that Hamas is not solely the source of the problem. This method aims at maintaining common ground with Piers before presenting his opinion, to make his argument more persuasive (admin, 2023)

2.3.1.2 Emotive Language

Bassem also utilizes emotive language to describe the Palestinians circumstances. He said: "20% of Palestinians go through Israeli prison system" and "daily loss of land, of homes, of life". This type of language is basically designed to bring to mind all the suffers faced in the Palestinian side in order to gain sympathetic and understanding response for the hardships of the situation from the audience.

Bassem applied the same language when he said: "human animals who live in open sewage and decapitate babies" referring to the Israeli defense minister statements is an emotive description that portrays Palestinians negatively. The emotional and dehumanization concept are interrelated here. The phrase "human animals" is a classic example of dehumanization, the act of depicting Palestinians as 'animals' would unconsciously make the audience strip Palestinians

from their humanity painting them as subhuman and inherently violent. This type of language is frequently used in propaganda as a tool to justify violence towards certain group. As a result, the listener would automatically form a mentality that rationalizes the crimes, harsh treatment and aggression against the particular group of people. (admin, 2023)

2.3.1.3 The Use of Rhetorical Questions

Rhetorical question has been carried throughout Bassem's side to engage the audience's critical thinking about the Palestinian perspective. He said: "If you are a Palestinian living into these conditions for decades, would you sympathize with your oppressor or sympathize with the people who claim they resist them, even if they are terrorists?" This question challenges the listener's brains to reconsider their standings regarding the Palestinian perspectives and to empathize with their struggle, and by urging them, it is an indirect call to tangible actions. It can also mean to refer to the natural inherent right of Palestinians as aboriginals to resist to take back their territories.

He also successes in challenging people to rethink again about the situation when he asks: "But I don't know, but there's no Hamas in the West Bank and they're still dying there. So, what's your excuse.... I'm telling you, there is no Hamas in the West Bank. What is... What is the excuse—not your excuse—what is the excuse to kill those people? ". These statements treat the same rhetorical concept, Bassem questions challenge the claim that Hamas's presence is interrelated with the occurring violence pointing out on The West Bank's that has no Hamas but still facing constant struggles and death, so putting all the blame on Hamas is inadequate. He demands justifications or explanations from those support such a claim why violence persists in an area where Hamas has no significant presence.

The notion "what is the excuse to kill those people?" can be persuasive because it directs the audience to a particular conclusion, Bassem frames the issue as a moral imperative to provide a reasoned justifications or excuses for the loss of innocent lives. It is way that puts pressure on the audience to critically evaluate the situation and their stance concerning the case. It is worthy mentioned that the repetition of "What is the excuse" could be used as an attempt to put an emphasis on his disbelief of any given excuse as there is no valid justification for that massive killing and violence towards innocent lives. (admin, 2023)

These rhetorical questions function as a provocative method that triggered the individuals critical thinking through challenging their thoughts and perspectives. These questions are never meant to be answered but are used to emphasize a specific point or to provoke a thought. They highlight the complex situation and challenge the insufficient explanations and any oversimplified concepts. In our context, it is a powerful tool that helps engage the listeners in addition to emphasizing the moral and ethical dimensions; it challenges their assumptions in order to persuade them to reconsider their views on the latest violence.

2.3.1.4 The Use of Colloquial Language

Throughout the interview, Bassem tended to use colloquial language as it added a flow of informality and emotions. "Those sons of b**tches, Hamas," and "how f**cking cute" these emotionally charged terms convey Bassem's deep disappointment, frustration and anger and the situation's gravity. This type of language does not merely serve as an expressive language; it also helps create a deep connection with the audience, where Bassem's intense feelings would reach them to evoke empathy and solidarity with his point of view. Oftentimes, the formal and serious style does not attract many people's attention in, particularly the youth. The informality of the colloquial language makes Bassem's speech more accessible and informal, which in turn assists

him in connecting with wider society's categories, mainly those who are not familiar with the academic language because colloquial language reflects on people's everyday spoken conversations. Youssef relied on colloquialisms to create a sense of intimacy that is relevant to the listeners' casual sitting. It can also add a kind of authenticity to Youssef's speech as it makes him appear as a regular person expressing genuine emotions. Bassem's choice to use informal language helps in attracting and maintaining an in-depth and effective understanding, highlighting the urgency and seriousness of the situation. He could convey his message smoothly in a relatable manner. (admin, 2023)

In analyzing the interview's content, it is essential to comprehend the linguistic devices that Bassem Youssef utilized to convey his message effectively. The coming section provides a profound analysis to the sentence's structures highlighting the way in which he employed various sentences types in order to engage the audience, clarify his points, and emphasize key ideas.

2.3.1.5 Sentence Structure

Bassem Youssef employed personal pronouns like "you," "I," and "we" as an attempt to maintain a connection with the audience to individualize the speech and make it more relevant and engaging.

Bassem utilized simple sentences and direct speech to clearly present his ideas, such as: "I want to understand what is the logic of Israel carpet bombing Gaza." His directness helped with the smoothness and clarity of conveying the thoughts. This reflects the straightforward approach that Bassem follows to seek understanding.

Complex sentences are used as concerning Bassem's part, for instance: his question "So if they continue bombing, what are they hoping to achieve?" consists of a conditional clause ("if

they continue bombing") with a main clause ("what are they hoping to achieve"). this type of sentences was used in order to express intricate situations and seek for meaning.

"And because of that propaganda, Mr. Morgan, that guy in Illinois, the 71-year-old guy, he killed, stabbing the six-year-old Palestinian kid in Illinois, 26 times". This later is a compound sentence that Bassem employed with many others, where he connected interrelated topics using this type of sentence. As for the quote above, Youssef explained the propaganda's role in the conflict, providing a livable example of violence.

Fragmented sentences have their impact in Bassem Youssef's language. He says: "No, no, no, let's...", "I... I'm... I'm... Yeah, yeah", "Why do you... Why do you...". Basically, they are used for the informal speech to maintain a conversational tone in addition to engaging the listener and put more emphasis on to points.

In order to make his speech closer to the listener's imagination, Bassem relied on the narrative style as if he were telling a story. He portrayed himself as an Israeli citizen addressing the Israeli Prime Minister, and how he would deal with all of the events,. He says: "I'm going to put myself in the place of an Israeli settler in the kibbutz, and I want to speak to my prime minister, Benjamin Netanyahu.". Following a narrative framework plays a vivid role in engaging the audience, along with making the arguments more compelling and impactful.

Youssef stated juxtapositions of contrasting ideas to show the Israeli policy's contradictions in how their victimhood idea is not consistent with their actions on the ground. "Israel wants you to believe that they are the victim. Dealing with Israel is so difficult; it's like being in a relationship with a narcissistic psychopath". These contrasts show Bassem's direct criticism of

Israeli practices. Additionally, they aim to challenge the public's assumptions and their position toward the conflict, encouraging them to analyze the events from different angles.

Bassem made allusion to the character of Little Finger from "Game of Thrones"; he states: "I hate bad investments, they haunt me, you know, like Little Finger in Game of Thrones". It is a method that adds an in-depth explanation to the speech. It is purposed to use familiar references that help in understanding the view in a clearer manner. Moreover, terms like "you know" and "guys" were profusely used in the interview by Bassem which is a way to create common ground with the audience. This type of colloquial language contributes in the speech accessibility and build a connection with a wider range of people since the informal style reach all the categories.

Phrases that indicate agreement and disagreement have existed in Bassem's part, like: "I agree", "I agree with him" and "I agree with you.... I condemn Hamas". He used this tool as just a way to align with the speaker's arguments but not a definitive agreement of the ideas. Bassem used it for the sake of discussion smoothness where he would later on directly shift into questioning the presented arguments to proof the accuracy of his own. (admin, 2023)

2.3.1.6 The Use Statistics and Data

The comparative language has been notably used by Bassem Youssef, for example when he said: "one Israeli for 27 Palestinians". The comparison he has made while showing a "causalities graph" attracted public attention to the obvious difference in the number of causalities between Israelis and Palestinians as an attempt to spot on the disparity of the dispute's losses on both parties.

In another statement that treats the same meanings Bassem says: "fluctuating like crypto" referring to the Palestinians victims. The statement draws a parallel between the fluctuation in

casualties and the variability nature of cryptocurrency. It manifests the conflict's causalities and are never stable, constantly changing and unpredictable as the same as the cryptocurrencies' value which is known by the quick hangmen. Bassem's use of comparative language a very effective method because it relates complex topics (casualty rates) to more close and contemporary topics to the listener (cryptocurrency). This goes along with the addition of numbers and statistics "27 Palestinians" that represent strong visual images that directly reaches the minds. This method could help in creating a sense of familiarity and accessibility by minimizing the complexities of specific concepts trough linking them to other simpler concepts parallel to them to bring the meaning closer to the audience and make it memorable. (admin, 2023)

2.3.2 Tone and Style

Bassem's tone throughout his dialogue with Piers Morgan was to evoke a strong emotional response from the audience as well as gaining support for his views. His passionate speech was to convince audience to read between his perspective's lines and to raise awareness about the occurring injustice.

2.3.2.1 Emotion and Empathy

Bassem's words are flooded with feelings toward the daily struggle of the Palestinians. Phrases like "as a human being, I will never accept" carry a powerful emotional response to the dehumanization of Palestinians. The quote above actually goes beyond of what been stated. Bassem here is spotting on a crucial concept that is you do not need to be Palestinian, Arab or Muslim, you do not need to share a religious or cultural background in order to empathy with their constant sufferings. It is a humanitarian issue where humanity is the compass that moves the feelings, stance and attitudes regarding the conflict. Moreover, he expressed a sorrow and

sadness tone about the war in Gaza mentioning his wife's family who have been affected by the war in Gaza, "my wife's family, they live in Gaza. They have cousins and uncles there. Their house also was bombed. We haven't been able to communicate with them for the past three days, communication is lost". This personal dimension that is connected to the events humanize the situation and transmit a sort of empathy with Bassem who on turn represents reflection to the difficulties. He aimed to trigger the public feelings and highlight the human cost and losses of the conflict. (admin, 2023)

2.3.2.2 Frustration and Helplessness

Bassem expresses a sense of frustration and helplessness to highlight on rough nature of the issue. Also, his disappointment of the lack of accountability for Palestinian deaths and the reality of what is happening in the region is seen through; "I mean, I can't remember what happened in 2014" and "Ah, who's counting, you know?". Bassem's frustration comes from various sources. He describes the ongoing aggression and attacks in Gaza as repetitive. The repetition of violence creates a sense of helplessness and intensive feelings of weakness and isolation. The repetitive nature of the bombings trap people in a cycle of violence. This cycle of violence creates a sense of resignation when nothing can be done to break the endless circle death and destruction. (admin, 2023)

2.3.2.3 Dark Humor, Irony and Sarcasm

Throughout the interview, Bassem maintains a satirical tone, using humor and sarcasm. He employed humor and irony when he said: "They're very difficult to kill, very difficult people to kill. I know because I'm married to one. I tried many times, couldn't kill her". Bassem's comment about him failing to kill his wife is an attempt to add levity into a dark topic challenging the audience to face all of those uncomfortable realities. He also used sarcasm in his speech when he

talked about finding the "exchange rate for human life" and being "happy to it." mainly when he challenges the idea of Israel as a victimized state. A mocking tone was used here to undermine this narrative and manifesting that Israel's actions are self-interest more than self-defense as they claim. Generally, humor serves as a tool to cope in the face of tragedy. Moreover, the sarcastic tone underscores Bassem's criticism of the underestimating of Palestinian lives and used to engage the audience and provoke thoughts about serious issues. (admin, 2023)

2.3.2.4 Skepticism and Critique

Bassem was questioning about the justification for killing in the West Bank and how effective the past actions were present a skeptical or critical tone. He stated:" How can you justify the killing in the West Bank where Hamas does not exist? And if the disproportionate response during all of these years have actually worked, what will be new this time that did not happen before?". In this context Bassem seem to be challenging the logic the given justifications for such actions which indicate the critical analysis approach that Bassem followed. Basically, Bassem Youssef's tone is highly critical and accusatory, especially regarding the Prime Minister Benjamin Netanyahu and his government. He accuses them of a range of violent practices and launching military actions that Bassem sees as unjustified and harmful practices. (admin, 2023)

2.4 Piers Morgan 's Framing Devices

Language and rhetoric play a crucial role in this manner, through careful selection of some key words, key phrases and key metaphors, media can easily influence how audience perceive an issue weather it's negative or positive. Examination of the frames present in Morgan language, such as confrontational opinionated, and provocative

2.4.1 Framing Analysis

Piers Morgan is known for his strong and outspoken personality; these characteristics of Morgan are quite clear in his interview with Bassem Youssef concerning the Israeli-Palestinian conflict. Morgan is not afraid to voice his opinion on various topics; therefore, his collision with Bassem was one of the main reasons that led Piers to be more aggressive and biased in presenting his own thoughts about the conflict. However, Morgan's ability to generate attention and engage audiences on different topics, whether it's positive or negative engagement, is what led Piers to have his own powerful profile in the media landscape.

2.4.1.1 Confrontational Frame

Morgan's confrontational language can be a double-edged sword since he mainly discusses controversial topics that may lead his audience in different directions. Those who agree will align with his assertive language and confident responses, engaging with the issues objectively. However, he may alienate those who disagree as he evokes defensiveness, which could influence their interpretation for instance describing Hamas as "savagery, butchery and slaughter" (admin, 2023)

2.4.1.2 Opinionated Frame

"Let me ask you this again. It comes back to proportionate response. When the world decided it had to get rid of ISIS because of the appalling butchery they were carrying out, it did so by also killing, very sadly, a lot of civilians along the way by doing airstrikes against places "

Morgan's opinionated frame can have both positive and negative effects on the audience. On one hand, this frame provides clarity and conviction, leaving no space for ambiguity between him and his viewers. On the other hand, the audience may feel obliged to accept Morgan's opinions

without considering other perspectives, mostly viewing his arguments as biased and subjective rather than objective and debatable. (admin, 2023)

2.4.1.3 Provocative Frame

Since Morgan's first aim is to captivate the audience's attention and guarantee their engagement with the topics, he presents sensitive ideas that encourage the audience to make their own assumptions and explore new perspectives. However, the provocative nature of the communication may obscure the substance of the subject matter itself, leading to superficial reactions or sensational interpretations. Additionally, some in the audience may view provocative language or tactics as manipulative or untruthful, undermining confidence in the message such as Morgan's speech here "It's actually not my job to answer your questions. It's not." (admin, 2023)

2.4.1.4 Language and Diction

Morgan throughout his interview attempted to use a specific style in language so he can impact his guests' responses such as opinionated language, assertive language and rhetorical questions.

2.4.1.1.1 The Use of Opinionated Language

Morgan frequently employed opinionated language such as in his speech to express his strong personal beliefs. This pattern persisted in his interview with Bassem, where he used phrases like "you are wrong" to assert his subjective opinions on various topics. This framing may prioritize personal opinions over objective facts, aiming to influence other perspectives in discussions.

Furthermore, as mentioned earlier, Morgan's language often carries a provocative tone. He intentionally introduces controversial ideas or statements to elicit strong reactions from his

guests. Morgan may utilize rhetorical devices such as rhetorical questions ("Well, I would ask you, if you were Israel, what would you do?"), hyperbole, or provocative language to garner attention. (admin, 2023)

2.4.1.1.2 The Use of Assertive Language

Assertive language is usually used in order to demonstrate a sort of confidence and clarity without being aggressive; this kind of linguistic device helps the interviewers to convey their opinions and thoughts. "No, no, it's not about me being great... It's about... It's about the way Hamas behaved on October the 7th was like savages, like a pack of savages. It was the worst atrocity against Jewish people since the Holocaust. There has to be a response. And my question be... My question for you is, what is the proportionate response?". This quote by Morgan indicates a sort of assertive language as he expresses a forceful opinion concerning Hamas's behaviors and actions on October 7th, as he describes these actions as "savage" and "the worst atrocity against Jewish people since the Holocaust". Additionally, Morgan declared that some "proportionate response" must be considered and taken against Hamas, Morgan's language in this quote gives a clear image of his perspective and leave no room for ambiguity. (admin, 2023)

In all, assertive language captures attention and conveys confidence. When Morgan uses strong, firm language, he can easily influence the audience to adopt his own views on the issues he's discussing. For example, having Bassem Youssef on his show to discuss unquestionably the most pressing issue of our current time, the conflict between Israel and Palestine can prompt the public to prioritize the topic and view it with greater importance.

2.4.1.1.3 Rhetorical Question

One of Morgan's strongest frames throughout the discussion was his rhetorical questions. By asking these questions, he not only engaged Bassem but also engaged the audience themselves to elaborate on their thoughts about the conflict happening in Gaza. He said, "Well, I would ask you, if you were Israel, what would you do?" This rhetorical question posed by Piers aimed to affect Bassem's answer rather than seeking an actual answer.

Morgan kept using this kind of question during the interview when he asked, "If you were Israel, and that had happened to you, what would you think would be the appropriate way for the country to respond?" This question is posed to evoke sympathy and understanding for Israel's potential actions. However, this question is not only directed at Bassem himself but also at the audience to consider the situation from an Israeli point of view. (admin, 2023)

Morgan used this type of question to promote the results of the Israeli decisions and actions toward the Palestinians.

To sum up, rhetorical questions function as a provocative method that triggers individuals' critical thinking by challenging their thoughts and perspectives. These questions are often utilized to guide the audience in a desired direction because such questions may lead the audience to align with Morgan or perhaps even adopt his views.

2.4.2. Morgan's Tone

Morgan's strong tone throughout the interview was oscillation between toughness and sympathy since he was trying to elicit strong reactions without showing an actual concern about the Israeli-Palestinian conflict.

"But once Israel, once Israel has decided that they want to get rid of Hamas, and Hamas is embedded with civilian population, I'm very concerned about what's going to happen next. I've written a column tonight saying, I remember the Iraq war, which I opposed, right? I remember all this. So, my question to you is, what would be, what would you think would be in response by Israel to what happened?"

Morgan's tone expresses worry and concern regarding what consequences may occur due to the actions Israel is taking with its conflict with Hamas, specially that Hamas is hiding within the civilians. Morgan also referred to the Iraqi war which somehow worrying him about the nature of these interventions and its influence on civilian population. Also, the tone conveys a sense of caution and wariness, Morgan is undoubtedly fears the possibility of a humanitarian crisis to be happening any soon as a result of the Israeli actions towards the civilians.

Morgan in his speech clearly showed a sort of serious thoughtful consideration of the situation that is currently happening between Hamas and Israel, he is also concerned about the safety of the civilians who are caught in crossfire, showing empathy and compassion to the overall tone of this quote. (admin, 2023)

Morgan emphasizes the importance of historical context in his interview with Bassem as well as the necessity of defending traditional values by acknowledging the tragic consequences that may happen.

2.4.2.1 Skepticism

Morgan, in his speech with Bassem, expressed skepticism towards political correctness when he said, "I honestly don't know what the proportionate response is. I honestly don't. I

don't." By questioning what is the right way to respond to Hamas's actions, Morgan challenges the correct political decision that morally justifies such events .

He further elaborates on this skepticism by admitting the harm caused by Hamas's actions: "the savagery, the butchery, the slaughter of 1300 people, the shooting of babies, the kidnapping of a grandmother, and so on." However, despite acknowledging the danger of these events, Morgan wonders about the concept of proportionality, saying, "if we agree that this was on a different level altogether, quite deliberately by Hamas, designed, designed to provoke, designed to". Morgan did not align with any political stance; instead, he highlighted the complexity of the situation. (admin, 2023)

2.4.2.2 Defends Traditional Values

Morgan, in his speech, implicitly defends traditional values. For instance, when he said, "Hamas is dedicated to the complete eradication of Jewish people," he asserted a direct, clear moral stance against genocide. This statement reflects traditional values related to the sanctity of life and unequivocal condemnation of evil deeds. Also, Morgan defends the right of Jewish people to live without threats and prioritizes the protection of dignity and human lives from extremist ideologies. Additionally, he upholds a traditional value system that stands against terrorism and violence in all forms. His assertion reinforces the commitment to ensuring safety and security within society (admin, 2023)

2.4.3 Anecdotal Evidence

Morgan, in this quote, reflected on his experience as a newspaper editor during the Iraq war: "I was editor of a newspaper when the Iraq war happened", comparing it to the current situation in Gaza. Morgan described the Iraq war as "a complete disaster" and expressed

skepticism toward the military interventions due to the harm and devastating consequences such as the loss of life and the rise of ISIS in that area. "In terms of ISIS being allowed to breed and create their merry hell around the world".

"I do wonder whether Israel, in its blind fury which I completely understand, has thought through the consequences of actually launching a full air" Morgan also expresses the destabilization of relations between Iraq and Afghanistan, and he also wonders what Israel is going to do in its current assault on Gaza, and has it thought about long-term consequences? (admin, 2023)

This anecdotal evidence highlights Morgan's critical stance towards military interventions. Because of the outcome of the previous war in Iraq, Morgan emphasizes the importance of thoughtful consideration and strategic planning before engaging in large-scale military operations because such operations can have terrible consequences.

Anecdotal evidence adds personal and relatable stories to the discussion. This framing helps audiences to comprehend stories even more and makes them accessible. Morgan plays on the emotions of his viewers by evoking empathy to influence their perceptions and interpretations.

Conclusion

In conclusion, the analysis of Piers Morgan and Bassem Youssef's framing strategies sheds light on the significance impact of media framing strategies on public discourse towards the Palestinian-Israeli conflict. While Morgan's defiant and provocative framing may contribute to sparking debates, it risks polarizing opinions and obscuring the complexity of the issue. Youssef's empathetic framing seeks to put the Palestinian's experience in a humanitarian

framework, fostering the audience's empathy and understanding. Generally, the study sheds light on the significance of media framing in influencing public discourse and calls for maintaining fair analysis and a more accurate understanding of the diverse perspectives involved in the conflict.

Conclusions

This dissertation aimed to study how media frames were perceived in the Israeli-Palestinian conflict and Gaza War (2023), utilizing the 2023 interview between Piers Morgan and Bassem Youssef as a case study. This research analyzed the framing strategies, and narrative techniques used by both the interviewer, Piers Morgan and the interviewee, Bassem Youssef, to comprehend how various frames were constructed and conveyed through this deep analysis that sought to reach an accurate understanding the nature of media coverage.

Accordingly, this dissertation was divided into two chapters. The first theoretical chapter discussed the Israeli-Palestinian conflict along with media framing theory. The second chapter, which was practical, offered an in-depth analysis of the way in which Piers Morgan and Bassem Youssef's interview attempted to contribute to framing theories in media discourse concerning the Israeli-Palestinian conflict.

This qualitative study investigates media framing in the interview between Piers Morgan and Bassem Youssef on the Israel-Palestine conflict in 2023. The research involves a systematic coding of the interview, identifying recurring themes, rhetorical devices, and framing techniques used by both participants. This analysis aims to understand how these elements contribute to the creation of specific frames.

The findings of this study revealed an analysis of the Morgan and Bassem interview, indicating its influence on public viewpoints and how it managed to shape perceptions. This was achieved by analyzing Piers Morgan's assertive and confrontational style, opinionated and provocative language, and Bassem Youssef's satirical style, dark humor, and irony. Moreover, devices like hyperbole, colloquial language, and anecdotal evidence were strategically utilized to

evoke audience minds and emotional responses and shape perceptions of the Israeli-Palestinian dispute. Notably, rhetorical questions employed by both Piers and Youssef were powerful tools to include the audience in their discussion and influence their comprehension concerning the conflict. Morgan, by posing these questions, aimed to challenge Bassem and control the discussion. This analysis emphasized a profound study of the language, behaviors, and tone used by Piers to indicate his bias and subjective thoughts towards Palestinians, especially in today's era where manipulation and framing are easily accomplished.

Through our analysis, this interview revealed that Piers Morgan indeed represented Western thoughts towards the Israeli-Palestinian conflict, portraying Hamas as savages, while Bassem Youssef represented the Palestinian narrative that exposes the alleged Israeli constant crimes and genocides.

The dissertation's scope is limited by a number of constraints. First, the focus on one single interview may restrict the generalizability of the findings and offering particular biases. Second, since the (2023) war in Gaza is a recent event, there is a rareness at the level of existing studies and references, this later poses another challenge which is the reliability of the resources used. Furthermore, the analysis of the (2023) war only is temporal and might neglect the changes over time.

Based on these limitations, several recommendations for further research are made. Future studies may relay on different interviews, and broaden their analysis beyond interviews and include other tools such as newspapers, that will provide a more comprehensive understanding of how media and public represent and shape perceptions regarding the ongoing conflict.

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الملخص

تتناول الأطروحة المقدمة التأطير الإعلامي للصراع الإسرائيلي الفلسطيني، مع التركيز بشكل أساسي على حرب (2023) في غزة، من خلال دراسة حالة المقابلة التي أجريت بين باسم يوسف وبيرس مورغان. ويعتمد على المنهج النوعي باستخدام المنهج الوصفي التحليلي لجمع البيانات وتحليلها. ويتم تحليل نص المقابلة من خلال تطبيق نظرية التأطير التي وضعها ويليام أ. جامسون وأندريه موديليانى، والتي تتضمن اللغة والنبرة وأجهزة التأطير. توضح النتائج التي تم الحصول عليها من الدراسة الدور الحاسم لوسائل الإعلام في بناء وتشكيل الخطاب العام والسرديات المتعلقة بالصراع المستمر. تؤكد الأساليب المتناقضة المستخدمة بين بيرس وباسم في المقابلة على الطريقة التي يتم بها إثارة التفكير النقدي لدى الجمهور وإعادة تشكيل وجهات النظر، بالإضافة إلى قدرة خطاب الشخصيات العامة على تحدي الروايات السائدة.

الكلمات المفتاحية: التأطير الإعلامي، الصراع الإسرائيلي الفلسطيني، حرب غزة، باسم يوسف،

بيرس مورغان.