



# Framing news in the time of war: A comparative study between international and regional televisions

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## ABSTRACT

This paper analyses the news coverage by Al Jazeera Arabic and CNN during the 2014 Israeli-Palestinian conflict, investigating the differences in news framing between international and regional media outlets. Using content analysis, the study evaluated how these outlets structure their news reports by assessing five frames outlined by Semetko and Valkenburg (2000): conflict, human interest, economic consequences, attribution of responsibility, and morality. The findings indicate that regional media outlets emphasise human interest and moral frames, highlighting the suffering of women and children in war and the ethical dilemmas arising during the conflict. Conversely, CNN predominantly leans towards conflict as its primary framing, focusing on disagreements and leaders' positions. This study also emphasizes the differing perspectives on conflicts, noting that international media outlets like CNN concentrate on causes and arguments, while regional media prioritise humanitarian issues and ethical dimensions. In summary, this research reveals the distinct approaches and priorities of news framing by international and regional media outlets during conflicts, shedding light on their different perspectives in reporting on geopolitical events.

Keywords: *Israel, Palestine, Gaza war, media framing, CNN, Al Jazeera Arabic*

## INTRODUCTION

The origins of the Arab-Israeli conflict require historical contextualisation. Its beginnings can be traced to 1882 when the first wave of Jewish immigrants embarked on a migratory journey from Europe to Palestine. This migration was driven by their search for a safe haven in response to the hardships and persecution they faced in Europe, particularly during the Nazi era. It is essential to highlight that Jews held a deep belief that Palestine was intrinsically linked to their religious heritage, identified as the “Promised Land” in their sacred scriptures. At that time, Palestine was under the control of the Ottoman Empire. Initially, Jewish immigrants assimilated into Palestinian society, much like other immigrant communities. Consequently, these immigrants were regarded as ordinary settlers within the local population (Beinin & Hajjar, 2014).

The flow of Jewish immigrants into Palestine continued without significant controversy until the collapse of the Ottoman Empire after World War I and the subsequent establishment of British authority over Palestine, alongside parts of other Arab territories. During this period, the British government deliberately increased the influx of Jews from Europe to Palestine, aiming to expand the Jewish population there (Almahallawi, 2019).

On November 2, 1917, a significant moment unfolded when British Foreign Minister, Arthur Balfour issued the Balfour Declaration. This statement, directed to British banker, Lord Lionel Walter De Rothschild, indicated Britain’s official backing for the establishment of a “national homeland for Jews” in Palestine. The declaration heightened tensions between the Palestinian and Jewish communities in the region and laid the groundwork for a long-standing conflict. The situation was further strained by Jewish efforts to expand their landholdings in Palestine. It is noteworthy that by 1946, Jewish settlers had acquired no more than 6 to 8% of the total Palestinian land area (Taha, 2020; Zanuiddin & Almahallawi, 2018).

Following the 1948 war, Israel gained additional land, occupying approximately 54% of Palestine’s territory. The conflict persisted until 1967 when Israel seized all Palestinian territories, as well as the Sinai Peninsula from Egypt and the Golan Heights from Syria. Egypt refused to accept the loss of Sinai and, after the 1967 defeat, prepared for a successful attack on the Sinai in 1973, which led to a peace agreement with Israel. A similar accord between Jordan and Israel later followed this. As a result, Palestinians felt abandoned in their struggle against Israel, which garnered increasing support from the UK and the United States, transforming the conflict from an Arab-Israeli to an Israeli-Palestinian issue (Beinin & Hajjar, 2014; Zanuiddin & Almahallawi, 2018).

In 1964, the Palestine Liberation Organization (PLO) was founded. The new Palestinian organisation adopted independent stances to bolster Palestinian representation in the international arena and seek to regain the Palestinian territories occupied by Israel. The conflict between the PLO and Israel oscillated between periods of calm and armed confrontation. The prolonged armed conflicts resulted in significant civilian casualties, culminating in the peace agreement signed between Israel and the PLO in 1993, facilitated by the United States. However, this agreement was too weak to endure, much like the other peace agreements signed between Israel and Egypt and between Israel and Jordan (Becker, 2014).

It is noteworthy that the peace agreement failed to last because Israel recognised that the PLO lacked sufficient strength to protect Palestinian rights. The negotiations resulted in a weak five-year agreement that did not address crucial issues such as the status of Jerusalem, the right of refugees to return, and the extent of land to be returned to the Palestinians. This weak agreement allowed Israel to evade implementing many provisions, preventing the establishment of a Palestinian state based on the 1967 borders. Moreover, Israel continued to confiscate more Palestinian land to build new settlements for Jewish settlers. These various Israeli actions obstructed the formation of a Palestinian state along the 1967 borders (Abdulla, 2016).

The Palestinian situation is more complex than any other. As a result of the occupation, various armed factions emerged to resist Israel. The conflict between these armed factions and Israel has reignited numerous times, the most recent being the 2014 war, considered the most severe conflict in Gaza. One of the resistance movements is the Islamic Resistance Movement, Hamas, established on December 15, 1987. Over time, Hamas' strength grew significantly (Cheung & Waxman, 2015).

Hamas not only engaged in multiple armed confrontations with Israel, but also vied with the PLO for control of the internal Palestinian political landscape. Eventually, Hamas seized control of Gaza from Fatah in 2007. On July 8, 2014, Israel launched its war on Gaza. The conflict lasted 50 days, marked by widespread destruction and escalating violence. Israel began the offensive with intensive air strikes, which escalated into a full-scale ground assault on Palestinian territories. Meanwhile, Palestinian resistance factions fired hundreds of homemade rockets at Israel. The resurgence of the conflict attracted global media attention, particularly from Western and regional outlets (Brown, 2010).

This study compared two media outlets, one international and the other regional, to examine how they frame news coverage and identify prominent differences between global and regional media in news framing. CNN was chosen as the international channel due to its ranking as the fourth most popular online news website, with 95 million monthly visitors (Watson, 2024). Ted Turner launched CNN on June 1, 1980. The staff initially numbered 200 and later expanded to include various television providers, such as cable and satellite. By August 1995, CNN launched its website, which grew steadily until it became one of the most popular news websites in the world (Samuel-Azran, 2010). In contrast, Al Jazeera, based in Doha, Qatar, began broadcasting in November 1996, airing daily for six hours (Bahry, 2001). Over time, Al Jazeera became the most-watched news channel in the Middle East ("Researchers confirm", 2013).

## RESEARCH BACKGROUND

The Israeli-Palestinian conflict is regarded as one of the most significant conflicts, extensively covered by local, regional, and international media. In 2009, Aguiar carried out a study to analyse variations in news reporting on the Israeli-Palestinian conflict between December 27, 2008, and January 18, 2009. Aguiar employed a framing analysis of the discourse used by Al Jazeera English and CNN. Hemelberg (2015) also investigated the coverage of the Goldstone Report and Operation Cast Lead during the 2008 Israeli war over Gaza by Al Jazeera Arabic and CNN. This study employed qualitative content analysis. The hypothesis suggested that differences in coverage were influenced by geopolitical factors, positing that CNN reflected a pro-USA and pro-Israeli stance, while

Al Jazeera favoured the Palestinian side. The findings partially supported this hypothesis, with CNN not fully endorsing the Israeli narrative, whereas Al Jazeera completely supported the Palestinian perspective.

Philo and Berry (2004) made several comparisons between different media outlets regarding their coverage of the Israeli-Palestinian conflict, focusing on aspects such as occupation, refugees, settlements, casualties, and spokespeople. Their study revealed the following:

- The Gaza Strip and West Bank have been occupied by Israel since 1967, known as the occupied Palestinian territories. Palestinians view the Israeli occupation as a violent and oppressive regime that deprive them of basic rights. A study by the Glasgow Media Group among British students found that only 9% in 2001 and 11% in 2002 were aware of Israel's occupation of Palestinian land. Most students believed that Palestinians occupied the land. Additionally, the BBC rarely mentioned the occupation; when it did, it failed to define or explain the term adequately. Without references to the occupation, audiences might perceive that life proceeds normally, with problems arising only when Palestinians launch attacks on Israel. Life under occupation is marked by severe restrictions imposed by the Israeli military. International and local human rights organisations have documented Israeli violations and crimes against Palestinians.
- Refugees were mentioned only once as an obstacle to final-status negotiations, but their suffering, having been expelled from their lands and remaining homeless, was not discussed in detail, nor were any potential solutions highlighted.
- The BBC's coverage of Israeli and Palestinian casualties was unequal. The Glasgow Media Group's study, conducted over a week in March 2002, revealed that the Israeli military killed 140 Palestinians, while the number of Israeli casualties was less than a third of that figure. Nevertheless, the coverage devoted to Israeli casualties was double that of Palestinian casualties. Many respondents believed the number of Israeli casualties was equal to or even greater than Palestinian losses, likely due to the substantial coverage of Israeli losses. Eric Alterman noted the need to scrutinise the "punditocracy" involved in reporting on the conflict. In his study of Western media coverage of the 2008 Israeli invasion of Gaza, Alterman observed that most Western outlets supported the Israeli narrative while disdaining those who deviated from it. This bias stemmed from the influence of neoconservative pundits and right-wing Jewish organisations in Middle East discussions. Issues such as illegal settlements, land confiscation, and the daily humiliations Palestinians face under occupation were rarely mentioned in Western media (The White House, 2016).

In 2007, during the filming of *Man from the Plains*, former U.S. President Jimmy Carter criticised the US media coverage of the Israeli-Palestinian conflict, describing it as "abominable" and lacking any objectivity (The White House, 2016). Additionally, Sullivan (2014) examined *The Times'* coverage of the conflict, emphasising how it was perceived by readers. The findings suggest that *The Times* aimed to maintain neutrality, despite its underlying belief that Israel had a right to exist in Palestine, while Palestinians had a right to establish their state.

Hafez (2007) conducted an investigative study to explore the influence of American media outlets in shaping political outcomes. Despite the widespread dissemination of conflict images on international screens and in alternative media, no substantial change

occurred on the ground. For example, no actions were taken to halt Israel's settlement expansion on Palestinian land, nor were warnings issued to stop further settlement growth. However, some scholars believe the media can effect political change, although this was not the case in the Israeli-Palestinian conflict. Despite extensive media coverage, lasting 18 days, no real international action was taken to alleviate the conflict. Horrific scenes broadcast by international channels, including Al Jazeera and the BBC, failed to prompt timely responses. The first official reaction came in mid-September, when the UN Human Rights Council condemned both Israel and Palestine, accusing both sides of war crimes. Tim Franks, the BBC Middle East analyst, stated, "The UN Human Rights Council accused Israel of using excessive force and breaching international law and human rights. In the same way, the report condemned Palestine for firing rockets toward Israel." Previous studies have demonstrated the global attention this conflict has received in media coverage, and it remains important to explore the role these media outlets play in framing the news.

## THEORETICAL FRAMEWORK

The framing theory is fundamentally based on focusing attention on events and situating them within specific contexts (Arowolo, 2017). Frames shape meaning by selectively simplifying perceptions to provide information about a targeted event (Razer & Friedman, 2017). The term "frame" is used to describe how news is constructed, how media outlets deliver information to audiences, and how values are shaped (Aguiar, 2009; Arowolo, 2017; Chong & Druckman, 2007). In media, a frame refers to the vocabulary, imagery, phrasing, and methods of delivery used by speakers or media outlets to convey specific messages to audiences (Beng, 2024; Chong & Druckman, 2007; Cissel, 2012; De Vreese, 2005).

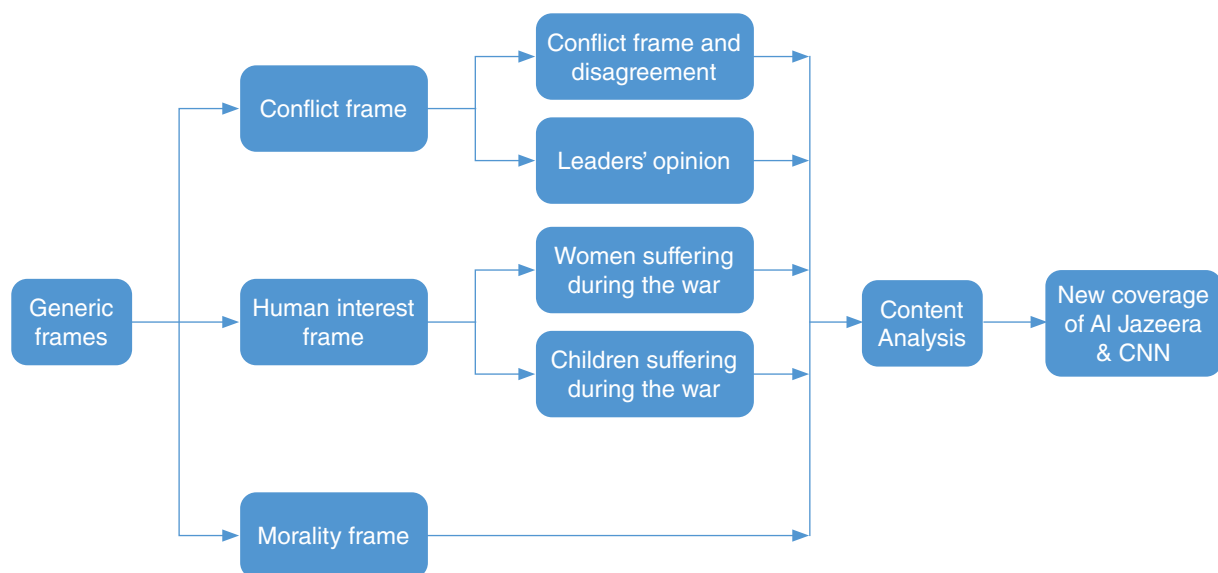
Framing is one of mass communication's oldest and most widely recognised concepts (Ardèvol-Abreu, 2015; Pere, 2013). A substantial body of research focuses on media frames and the concept of framing (Aguiar, 2009; Weaver, 2007). On one hand, the framing theory is considered critical, as numerous studies rely on it to uncover the nature of news coverage and the frames journalists use to shape news before it is released to the public. Some studies even go further, exploring how frames are constructed in newsrooms. On the other hand, some research investigates the effects of news framing on audiences (Kanaker et al., 2020; Rajaratnam et al., 2020; Victor et al., 2019).

Furthermore, a frame refers to the media's role as a gatekeeper, crucial in organising and presenting ideas. An event can be covered in multiple ways, depending on various factors. For example, a crisis story can be framed in at least three ways: blaming external parties for failing to resolve the crisis, criticising the local government, or holding the oppressive majority responsible (Aguiar, 2009).

The literature review reveals that the media employ multiple frames in news coverage. Ryabinska (2007) notably identified six news frames: conflict, human interest, economic impact, responsibility, morality, and powerlessness. The conflict frame focuses on confrontations between different parties, highlighting disagreements, tensions, and opposing perspectives (Neuman et al., 1992). The economic consequences frame focuses on how events affect the financial situation of individuals, groups, or nations (Aguiar,

2009). Meanwhile, the human-interest frame highlights the personal and emotional aspects of the issue (De Vreese, 2005), while the responsibility frame assigns blame to individuals or groups (Ryabinska, 2007). The morality frame focuses on events in terms of ethical, social, or religious principles (Aguiar, 2009). Finally, the powerlessness frame portrays the control and dominance of powerful forces over weaker individuals or groups (Neuman et al., 1992).

This study is limited to three generic frames, as depicted in Figure 1: conflict, human interest, and morality, as proposed by Semetko and Valkenburg (2000). These three frames were chosen because they represent the coverage of the conflict. The study considers conflict at three levels: individual, group, and institutional. Two subthemes within the conflict frame were explored: conflict, disagreement, and leaders' opinions. The human-interest frame represents the emotional aspect of the conflict, particularly focusing on the suffering of women and children. The final frame, morality, addresses religious and ethical principles. Three questions were used to represent the morality frame: Do the news articles convey a moral message? Do the articles reference morality? Do the articles mention God, religious principles, or specific social norms for behaviour? Figure 1 depicts the study's framework.



**Figure 1.** Research framework design

## METHODOLOGY

This study conducted a quantitative content analysis to analyse the collected data, which is considered a reliable method for attaining accurate results in such research. Additionally, this study compares Al-Jazeera Arabic and CNN in terms of how they frame their news. Data were retrieved from the online archives of both networks within a specified period, from July 8 to August 26, 2014, to ensure comprehensive coverage of the case study.

CNN is considered one of the most widely followed news channels globally, while Al Jazeera is recognised as the most widely viewed channel in the Middle East on a regional level. This study aimed to compare coverage on a specific topic by selecting articles from the official websites of both CNN and Al Jazeera. The articles were collected

over a period from July 8 to August 26, 2014. To ensure consistency, we used a set of specific keywords for the search, including terms like “Israel,” “Palestine,” and “Gaza war”. These keywords were chosen to capture relevant articles that addressed the core themes of the study.

It is important to note that while CNN and Al Jazeera are highly influential, their editorial stances are shaped by their respective geopolitical backgrounds—CNN having a primarily American perspective and Al Jazeera offering a viewpoint rooted in the Arab world.

The data consisted of news articles covering the 50-day conflict between Israel and Palestine, published online by Al Jazeera and CNN from July 8 to August 26, 2014. A total of 300 news articles were gathered from both media sources, with 213 stories from Al Jazeera and 87 from CNN. The sample consisted of news articles from CNN and Al-Jazeera Arabic published during this period. Data were gathered from the online archives of both television networks. To assess the validity and reliability of the instrument, the researcher employed the Holsti test which demonstrated a high degree of consistency among coders, resulting in a Holsti CR score of 0.98, or 98%.

This study sought to identify the news frames employed by CNN and Al Jazeera Arabic during their coverage of the 2014 war between Palestine and Israel and to examine the differences in framing between the two channels. Three broad frames identified by Semetko and Valkenburg (2000) were examined: conflict, human interest, and morality. Seven subthemes under these mainframes were also explored, including conflict frame and disagreement, leaders’ opinions, children’s suffering during wartime, and women’s suffering during wartime. Additional questions were addressed, such as whether the news articles contain moral messages, address moral principles, religious beliefs, or spiritual doctrines, or provide guidelines for social conduct.

The economic consequences of the conflict were not included in this study, as the focus was on the political, humanitarian, and moral frames. While economic impacts are an important aspect of any conflict, they received less emphasis in the coverage of this war, where the media’s primary focus was on human suffering, political dynamics, and the portrayal of leadership. This decision was made to ensure the analysis remained focused on the key themes central to the conflict as reflected in the literature, which highlights the prioritisation of humanitarian and political issues in media reporting.

To ensure the accuracy of the analysis and results, the study conducted an inter-coder reliability test. Inter-coder reliability, or agreement, assesses how consistently coders interpret the written content, ensuring they produce comparable outcomes. Reliability is typically assessed using correlational indices, which assess how consistently “ratings from various judges align when compared to their average scores.” In content analysis, inter-coder reliability tests evaluate “the degree to which different judges generally assign the same rating to each item” (Almahallawi & Abdul Rahim, 2022; Lombard et al., 2010). Several reliability tests are available, including Cohen’s  $\kappa$  (Kappa), Krippendorff’s  $\alpha$  (Alpha), and Scott’s  $\pi$  (Pi), all of which are commonly used to assess the reliability of instruments (Riffe et al., 2019). In this study, Holsti’s (1969) formula test was applied. According to this formula, the instrument is considered reliable if the agreement between coders exceeds 70%.

$$CR = \frac{2M}{N1 + N2}$$

Key: CR = content reliability

To ensure consistency in the coding of the news, two coders were trained to encode the data in an initial test, aimed at achieving the required reliability coefficient between them. After this preliminary phase, the coders proceeded to encode the news articles according to specific variables based on the dominant frames within the articles. Subsequently, both coders used the same coding form, which had been agreed upon after harmonising the pre-test coding to reflect the satisfactory inter-coder reliability coefficient. The unit of analysis for this study consisted of news articles specifically concerning the 2014 war between Palestine and Israel, covering the period from July 8 to August 26, encompassing approximately 50 days of intense conflict.

## RESULTS AND DISCUSSION

The findings are divided into four main sections, namely sample distribution, conflict frame, human interest frame, and morality frame.

### *Sample distribution*

Table 1 displays the articles published on the online platforms of Al Jazeera Arabic and CNN regarding the 2014 conflict between Israel and Palestine.

**Table 1.** Sample distribution

Media Outlets	Frequency	Percentage
Al Jazeera Arabic	213	71
CNN	87	29
Total	300	100

Al Jazeera Arabic published more articles related to the war than CNN, accounting for 71% of the total, while CNN contributed 29%. In total, 300 news articles from both outlets were analysed for this study.

### *Conflict frame*

The frequencies and means of the selected subthemes—conflict, disagreement, and conflicting leaders' opinions—were measured to identify differences in the generic frames used by Al Jazeera Arabic and CNN. The results are outlined below.

#### *Conflict frame and disagreement*

As shown in Table 2, the analysis of Al Jazeera's and CNN's coverage reveals some interesting differences in how they report conflicts.

- **Disagreements Between Parties:** 59.2% of Al Jazeera's coverage concentrated on disagreements between the parties. This indicates that Al Jazeera often emphasises the tensions and disagreements that exist within the conflict. In contrast, 66.7% of CNN's coverage highlighted disagreements between the parties. This suggests that both outlets commonly feature this aspect of conflict.
- **Multiple Sides of the Conflict:** Al Jazeera mentioned multiple sides of the conflict in 45.1% of its articles, meaning that less than half of the coverage provided a broad view of the conflict. Meanwhile, a better job was done by CNN at showcasing multiple

viewpoints, with 64.4% of the coverage referencing more sides of the conflict. This reveals that CNN is more likely to highlight the complexity of the issue by including various perspectives, compared to Al Jazeera.

- **Criticism or Blame Between Parties:** Both media outlets covered events where one side criticised the other. For example, 33.3% of Al Jazeera’s coverage featured such instances, showing a notable portion of its coverage involved one party accusing another. In the same vein, CNN showed a similar but slightly less frequent focus on this dynamic with 32.2% of its coverage.
- **Winner or Loser:** When it comes to identifying the winner and the loser of the conflict, both networks gave less attention to this aspect. Only 16% of Al Jazeera’s articles addressed the issue of winning or losing, highlighting that this narrative was not prioritised. Meanwhile, CNN gave less attention than Al Jazeera to the concept of winners and losers, with only 6.9% of its coverage focusing on this aspect. This indicates that both media outlets tend to downplay the idea of a clear loser or winner in the conflict, with more attention to the evolution and the consequences of the conflict.

**Table 2.** Conflict frame and disagreement

No.	Variables	Al Jazeera		CNN	
		Yes (%)	No (%)	Yes (%)	No (%)
1	Does the article show conflicts or differences of opinion among various parties, individuals, groups, or countries?	126 (59.2)	87 (40.8)	58 (66.7)	29 (33.3)
2	Does the article discuss perspectives from two or more different sides of the issue or topic?	96 (45.1)	117 (54.9)	56 (64.4)	31 (35.6)
3	Is there any criticism or blame directed from one party, individual, group, or country towards another in the article?	71 (33.3)	142 (66.7)	28 (32.2)	59 (67.8)
4	Does the article identify any parties as having gained or lost from the situation or issue discussed?	33 (15.5)	180 (84.5)	6 (6.9)	81 (93.1)

### *Leaders’ opinions*

Table 3 shows that the coverage of leaders’ opinions reveals distinct differences in how both CNN and Al Jazeera present political views.

- A portion of Al Jazeera’s coverage, 33.8% reflected the views of Israeli leaders, while 31.5%, referenced the Palestinian leaders’ opinions. Moreover, 14.5% of Al Jazeera’s coverage focused on the other leaders’ opinions. This reveals that both Israeli and Palestinian leaders are featured somewhat equally, with a larger portion dedicated to Israeli leaders compared to others.
- In contrast, leaders’ opinions were represented in 40.6% of CNN’s articles. Of this, 43.7% reflected the Israeli leaders’ opinions, meanwhile, 40.2% focused on the Palestinian leaders’ opinions. This shows that CNN placed a greater emphasis on Israeli leaders’ opinions compared to Palestinian leaders’ opinions. The opinions of other leaders were less mentioned, with only 37.9% of CNN coverage.

**Table 3.** Coverage of leaders' opinions framed as conflict

No.	Variables	Al Jazeera		CNN	
		Yes (%)	No (%)	Yes (%)	No (%)
1	Does the news article convey the Palestinian leader's viewpoint on the conflict?	67 (31.5)	146 (68.5)	35 (40.2)	52 (59.8)
2	Does the news article present the Israeli leader's perspective on the conflict?	72 (33.8)	141 (66.2)	38 (43.7)	49 (56.3)
3	Does the news article include the opinion of another leader regarding the conflict?	37 (17.4)	176 (82.6)	33 (37.9)	52 (59.8)

### *Human interest frame*

This study analysed two sub-themes under the frame of human interest. As mentioned in the literature review, these include women and children who have suffered during the war.

#### *Suffering of women*

The women's suffering was represented differently in Al Jazeera and CNN coverage.

- For instance, 11.7% of Al Jazeera's news coverage focused on the Palestinian women suffering, while less attention (2.3%) went to the Israeli women suffering. Moreover, less attention (1.9%) of Al Jazeera's coverage indicated the suffering of women from other nationalities. This indicates that Al Jazeera placed more emphasis on Palestinian women's suffering compared to Israeli women.
- In comparison, 3.4% of CNN's coverage focused on Palestinian women's suffering, and only 1.1% addressed Israeli women's suffering. Furthermore, CNN did not cover the suffering of the unknown women or women from other nationalities, focusing solely on Israeli and Palestinian women's experiences. This shows that CNN paid less attention to women's suffering overall, especially in comparison to Al Jazeera.

**Table 4.** Suffering of women

No.	Variables	Al Jazeera		CNN	
		Yes (%)	No (%)	Yes (%)	No (%)
1	Does the news article highlight the hardships faced by Palestinian women due to the war?	25 (11.7)	18 (88.3)	3 (3.4)	83 (95.4)
2	Does the news article address the suffering experienced by Israeli women as a result of the conflict?	5 (2.3)	208 (97.7)	1 (1.1)	86 (98.9)
3	Does the news article mention the struggles of women from other nationalities or whose identity is not specified?	4 (1.9)	208 (97.7)	0	87 (100)

#### *Suffering of children*

Table 5 shows a significant difference between Al Jazeera and CNN in terms of their coverage of children suffering.

- 21.1% of Al Jazeera's news coverage highlighted information about the Palestinian children suffering, whereas only 2.3% mentioned the Israeli children suffering. Furthermore, only 1.4% of its coverage referred to children suffering from other nationalities. This indicates that Al Jazeera focused more on the Palestinian children's

suffering compared to the suffering of the Israeli children, with a small portion of coverage going to highlight the suffering of children from other backgrounds.

- In contrast, 12.6% of CNN's coverage mentioned information about the Palestinian children suffering, while only 1.1% highlighted the Israeli children suffering. Notably, CNN did not give any attention to the suffering of children from other nationalities during the war. This suggests that CNN provided less coverage of the children's suffering overall, especially in comparison to Al Jazeera.

**Table 5.** Suffering of children

No.	Variables	Al Jazeera		CNN	
		Yes (%)	No (%)	Yes (%)	No (%)
1	Does the news article depict the suffering of Palestinian children in the conflict?	45 (21.1)	168 (78.9)	11 (12.6)	76 (87.4)
2	Does the news article describe the hardships faced by Israeli children due to the war?	5 (2.3)	208 (97.7)	1 (1.1)	86 (98.9)
3	Does the news article mention the suffering of children from other nationalities or whose identities are not specified?	3 (1.4)	210 (98.6)	0	87 (100)

### *Morality frame*

Three sub-themes within the morality frame were analysed: (Are there moral messages in the news articles? Do the articles address morality, God, or other religious principles? Do the news articles provide guidelines for behaviour?).

Table 6 shows how varied are the moral messages between Al Jazeera and CNN.

- 14.1% of Al Jazeera's news articles highlighted a moral message. Additionally, 1.4% of the coverage included references to morality, God, or other religious principles, indicating that Al Jazeera sometimes framed its coverage in a moral or religious context. Moreover, 5.2% of Al Jazeera's coverage offered specific social prescriptions or behaviour guidelines, showing more focus on promoting certain values or actions.

**Table 6.** Morality frame

No.	Variables	Al Jazeera		CNN	
		Yes (%)	No (%)	Yes (%)	No (%)
1	Does the article convey a moral message?	30 (14.1)	183 (85.9)	11 (12.6)	76 (87.4)
2	Does the article discuss moral principles, religious beliefs, or spiritual themes?	3 (1.4)	210 (98.6)	0	87 (100)
3	Does the article provide particular guidelines or recommendations on how one should act socially?	11 (5.2)	202 (94.8)	0	87 (100)

## CONCLUSION

In general, the results reveal that Al Jazeera Arabic, as a regional media outlet, employed the human interest and morality frames more frequently than CNN, an international media outlet. Al Jazeera Arabic's coverage emphasised issues such as the suffering of women and children and moral concerns during the war. In contrast, CNN focused more

on the conflict frame, highlighting disagreements between parties and leaders' opinions on both sides of the conflict, with a larger portion of this coverage dedicated to the Israeli perspective. Furthermore, the results illustrate how international media outlets tend to concentrate on the causes and reasons for conflicts, while regional media outlets are more inclined to spotlight humanitarian issues and ethical considerations.

This study underscores the conceptual application of the media framing theory in the news coverage provided by Al Jazeera Arabic and CNN during a specific period of the Israeli-Palestinian conflict. It identifies both similarities and differences between these media outlets, clarifying the predominant news frames used by each. Additionally, the study highlights the critical issues raised by the media during wartime, such as conflict and disagreement, leaders' opinions, and the suffering of children and women. These issues played a significant role in explaining the variations in news framing among the examined media outlets. The study also emphasises the differences between regional and international media in their coverage of the same issue.

### *Key contributions and areas for further research*

This study contributes to understanding the differences between regional and international media outlets in terms of their coverage of the same conflict. By examining both Al Jazeera Arabic and CNN, this research provides insights into how media implement framing to shape public perception of conflicts.

By including other international and regional media outlets covering different conflicts, this would give a better understanding of how media framing varies among different geopolitical contexts. Further, studying and focusing on the influence of specific frames, such as political frames and human interest, on public opinions and decision-makers would enhance the understanding of the media's role in shaping narratives about conflicts.

It is also very important to explore how media outlets frame the same conflict in social media compared to traditional ways to obtain valuable insights into the evolving landscape of media framing in the digital age. Finally, this study opens the way for future research to delve deeply into the dynamics of media framing, highlighting the need to consider local, regional, and international perspectives when analysing media coverage of any conflict.

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