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How Biased are BBC Reports Related to October 7th Events in Gaza

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Dedication

Praise be to God at the beginning and at the end, for no journey is complete, no effort concluded, and no pursuit fulfilled except by His grace. The journey was not short, nor should it have been. The dream was not close, nor was the path paved with ease, but I did it and achieved it.
I lovingly dedicate my graduation thesis:

To my strong self that endured all the stumbles and continued despite the difficulties.

To the one whose prayers were the secret of my success, to the one who was my light in darkness, my mother, I dedicate this achievement to you, for without your sacrifices it would not have been possible.
To the one who supported me without limits and gave to me without expecting anything in return, my father.

To those about whom God Almighty said:
"We will strengthen your arm with your brother"
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To the pure soul of my brother, Mamoun, may he rest in peace.

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This work is dedicated....
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Abstract

BBC is famous for its professional work of informing people. This study aims to examine the persuasive strategies used by analyzing the appeals and identifying the fallacies in three BBC video reports on October 7 events in Gaza in order to identify and evaluate biases in the news. The research aims to contribute in providing the public with simple tools that reveal the objectivity of news in the media through examining the verbal and non-verbal language, which may permit to increase the awareness of both the informant and informed to verify the credibility of the information. Three journalists from three different backgrounds conducted the video reports, and the results reveal hidden fallacies that mirror some biases in BBC news, which undermine information credibility of the channel.

Keywords: appeals, fallacies, biases, BBC reports, October 7 events, Gaza.

ملخص

قناة بي بي سي BBC معروفة بعملها المهني في إعلام الجماهير. لذا تهدف هذه الدراسة إلى تقصي استراتيجيات الإقناع المتبعة، وذلك بتحليل الإيحاءات والكشف عن المغالطات في ثلاثة تقارير فيديو BBC أكتوبر في غزة نشرتها هيئة الإذاعة البريطانية 7 حول أحداث من أجل تحديد وتقييم التحيزات فيها حتى يساهم البحث في تزويد الجمهور بأدوات بسيطة تكشفها اللغة المنطوقة وغير المنطوقة عن موضوعية الأخبار في الإعلام، وهذا قد يسهم في نشر الوعي وحمل المخبِر والمخبَر على التبين في صحة الخبر.

أنجز التقارير ثلاثة صحفيين من خلفيات ثقافية مختلفة، وكشفت النتائج عن مغالطات خفية تعكس بعض التحيزات في أخبار بي بي سي، مما يقوض مصداقية القناة.

الكلمات المفتاحية: أكتوبر 7 ، أحداث BBC الإحاءات، المغالطات، التحيزات، تقارير، بي بي سي غزة.

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GENERAL INTRODUCTION

1. Background of the Study

The Israeli-Palestinian conflict stands as one of the longest and most intricate geopolitical disputes in modern history , with origins extending back over a century. This conflict has been characterized by recurrent periods of intense violence, including several significant wars between Israel and its Arab neighbors. A pivotal event that contributed to the initiation of this conflict was the Balfour Declaration of 1917, in which the British government endorsed the establishment of a national home for the Jewish people in Palestine. This declaration precipitated a substantial increase in Jewish Immigration to Palestine, which alarmed the indigenous Arab population. Tensions intensified over the subsequent decades, ultimately leading to the 1948 Arab-Israeli War. This conflict concluded with the establishment of the State of Israel and the displacement of hundreds of thousands of Palestinians, an event referred to as the Nakba. Subsequent major conflicts, such as the Six-Day War in 1967 and the Yom Kippur War in 1973, resulted in Israel's occupation of the West Bank, Gaza Strip, and Golan Heights. The first and second Intifadas, or Palestinian uprisings, which occurred from 1987 to 1993 and 2000 to 2005 respectively, further intensified the violence.

The onset of a notable escalation in violence commenced on October 7, 2023, following an attack by Hamas on the Gaza borders, purportedly framed as an "act of resistance." Subsequently, Israel responded by proclaiming a state of war in Gaza, positioning it as a "war on Hamas." Various media outlets, including the esteemed BBC, notable for its extensive viewership and credibility owing to the excellence of its journalistic coverage, reported on these developments.

1. Statement of the Problem

The events of October 7 in Gaza have led to serious disasters as the human and material casualties have been significant: population displacement, health and security issues, severe food crisis, destruction of infrastructure. The present work attempts to analyze BBC news reports on the events of October 7 in order to deem

them as biased or unbiased; in other words our research problem can be stated as follows: are the BBC reports on the events of October 7 objective or subjective ?

2. Aim of the Study and Research Questions

Since the BBC is considered one of the most professional and unbiased channels, this study aims to examine the persuasive techniques used in three selected videos about the events of October 7. The goal is to identify any logical fallacies present in order to assess whether BBC journalists deliver impartial and professional information. This analysis will address the following questions:

Q_1: What types of appeals are used?

Q_2: Are there any fallacies?

Q_3: Are the appeals objective or biased?

3. Research Hypotheses

Three hypotheses might help to respond to our research questions:

H_1: Discourse analysis permits to reveal biased and unbiased reports. Thus analyzing journalists' appeals: (logos, pathos and ethos) seems to be an appropriate strategy in our study.

H_2: Some fallacies might exist to manipulate the audience and hence mislead the public.

H_3: Journalists from different backgrounds work for BBC with tendencies to support or oppose the two parts of the conflict: Palestinian or Israeli.

4. Research Methodology and Design

5.1. Research Methods

As for the quantitative part of the study, the present work examines 3 videos of different lengths: the first is 3:37 minutes, the second is 5:18 minutes, and the last one is 3:35 minutes. They are all related to October 7 events. As for the qualitative

part, the study highlights the journalists background and classifies the type of appeals (logos, pathos, ethos) used to identify any fallacies.

5.2. Research Design

As our research deals mainly with audio-visual reports released by BBC on October 7 events. It conforms with the APA style of referencing to insure that our dissertation gathers the necessary academic requirements of a scientific work.

6. Population and Data gathering tools

Under the constraint of time and research requirements. We opted to select three videos made by three reporters from three different backgrounds, one from Islamic background, the second is from British background and the third is neutral. In fact, the journalists name can reveal such information.

Our study analyzes both the verbal and non-verbal language in order to identify any fallacies from different perspectives

7. The Structure of the Study

The current dissertation is composed of a general introduction that provides the reader with an insight about the content and topic of the work, three chapters, and a general conclusion. The first chapter entitles "literature review". It defines discourse

analysis and explores its various types and approaches. Additionally, it provides a definition of persuasion and examines its strategies. Finally, it studies the types of Appeals (logos/pathos/ethos), fallacies, and the seven standards of textuality.

The second chapter, called methods and procedures, presents the BBC channel and examines how it selects its journalists in order to identify any issues related to objectivity. It, then, elaborates on the Israelo-Palestinian conflict with a focus on October 7 events to provide enough information on the topic being discussed.

The third chapter studies three videos of BBC channel from different cultural backgrounds related to October 7 events, in which the appeals are analyzed and fallacies are identified.

8. Significance of the study

The significance of the study lies in its critical analysis of appeals and fallacies, shedding light on communication strategies used to shape audience perceptions. By identifying fallacies the study may reveal potential manipulation for persuasion and agenda-setting purposes and provide grounded responses to help refute them.

The critique can raise awareness regarding impartiality, and suggest tools to identify and evaluate biases in reporting, particularly in the portrayal of the Israeli-Palestinian conflict. This underscores the need for media consumers to discern rhetoric and motivations behind news narratives, fostering a more informed and critical engagement with complex issues like this conflict.

Moreover, the study may emphasize the importance of journalistic integrity and call for ethical reporting. By addressing fallacies and biases, the media can strive for transparency, balance, and accuracy in reporting, ultimately contributing to a more empathetic and well-informed public discourse on global conflicts.

Chapter One
Literature Review

1.1. Introduction

This chapter provides an overview about the topic "discourse analysis and appeals and persuasion". It starts with several linguistic points related to the functional part of the language. It defines discourse analysis and its approaches and types. Additionally, it clarifies some aspects of persuasion strategies, and explains the appeals (logos, pathos, and ethos). It defines the fallacies and uncovers their major types as a tool to detect biases. Finally, it states the seven standards of textuality to help explain and evaluate the biases.

1.2. Historical Background

Discourse analysis and appeals are interconnected fields that explore the persuasive and communicative aspects of language in various contexts. As such, this research finds it pertinent to reference key works in the realms of persuasion and discourse analysis, specifically focusing on studies pertaining to biases within BBC coverage, particularly regarding the Israeli-Palestinian conflict. The relationship between these fields is evident in studies like "Critical Discourse Analysis", as they all attempt to explain how language is used to persuade, shape perceptions, and convey ideologies in different discursive settings.

To commence with, the study of persuasion can be traced back to the ancient Greeks: Aristotle, a prominent Greek philosopher and thinker, developed the rhetorical techniques in his work "Rhetoric" and outlined the principles of persuasive communication in his treatise on rhetoric, written around 350 BC (Aristotle, 2004). These concepts form the basis of classical rhetoric and have influenced persuasive strategies used in various fields, including politics, advertising, and public speaking.

Different scholars define persuasion as a process that is used to convince audience through speeches either written or spoken (e.g., Oliver, 1986; Power, 1998, Simons, 2001). For instance, according to Oliver (1986), persuasion can be defined as any type of discourse which influence the feeling, thought, and behavior. Power (1998, p. 25) shows persuasion "as a process of motivating someone through communication to change particular attitude or behavior ". Simons (2001), clarifies

that persuasion studies a human communication designed to influence others and modify their beliefs, values or attitudes.

Many research has explored the relationship between discourse and persuasion. For example, Pelclovà and Lu (2018) examined the art of persuasion in public communication as a rhetorical phenomenon. They focused on how persuaders can effectively appeal to both the intellectual and emotional capacities of their audience in a competitive public environment. These scholars agree, more or less, that persuasion plays a crucial role in discourse analysis.

As for studying biases in media including the BBC, the study may refer to *The Myth of Mass Culture* written by Alan Swingewood (Swingewood, 1984), where he suggests that cultural diversity and resistance to dominant ideologies are important for fostering a more democratic and inclusive society. He emphasizes the need for individuals to critically engage with popular culture and challenge the structures of power that seek to impose a singular cultural identity on society. Readers can also refer to (Price Monroe and David Tewksbury, 1997) who discussed in their article "News values and public opinion how media inform, shape and influence democracy by exploring the relationship between news values, public opinion, media priming, framing, and the role of media in informing democracy. They concluded that Media plays a significant role in shaping public opinion through the selection and framing of news stories based on certain values and priorities, suggesting a complex interplay between media, public opinion, and democracy to shape public discourse and influence political behavior. More insights on how social media have contributed to the nature, organization, and consequences of communication activities of the BBC can be found in the article "*Revisiting Impartiality: Social Media and Journalism at The BBC*" (Bélair-Gagnon, 2013).

However, the gap remains unfilled in scientific research on biases found in prominent western media such as CNN and BBC in relation to the Israeli-Palestinian conflict, with a noticeable shortfall in addressing the quantity and rapid dissemination of biased or fabricated news stories. This lack of scrutiny allows biases to persist and proliferate in both media coverage and audience perceptions. Therefore, our research

aims to narrow this significant gap in the existing literature by analyzing biases present in three BBC reports, aiming to debunk prevalent misconceptions and confront biases associated with the Israeli-Palestinian conflict

1.3. The Definition of Discourse Analysis

The term ‘discourse analysis’ was first used by the sentence linguist, Zellig Harris in his 1952 article entitled ‘Discourse Analysis’. According to him, discourse analysis is a method for the analysis of connected speech or writing, for continuing descriptive linguistics beyond the limit of a simple sentence at a time (Harris 1952).

Discourse can simply be seen as language in use (Brown & Yule 1983; Cook 1989). It therefore follows that discourse analysis is the analysis of language in use. By ‘language in use’, we mean the set of norms, preferences and expectations which relate language to context. Discourse analysis can also be seen as the organization of language above the sentence level. The term ‘text’ is, sometimes, used in place of ‘discourse’. The concern of discourse analysis is not restricted to the study of formal properties of language; it also takes into consideration what language is used for in social and cultural contexts. Discourse analysis, therefore, studies the relationship between language (written, spoken – conversation, institutionalized forms of talk) and the contexts in which it is used. What matters is that the text is felt to be coherent. Guy Cook (1989:6-7) describes discourse as language in use or language used to communicate something felt to be coherent which may, or may not correspond to a correct sentence or series of correct sentences. Discourse analysis, therefore, according to him, is the search for what gives discourse coherence. He posits that discourse does not have to be grammatically correct, can be anything from a grunt or simple expletive, through short conversations and scribbled notes, a novel or a lengthy legal case. What matters is not its conformity to rules, but the fact that it communicates and is recognized by its receivers as coherent. Similarly, Stubbs (1983:1) perceives discourse analysis as ‘a conglomeration of attempts to study the organization of language and therefore to study larger linguistic units, such as conversational exchanges or written text.’ Again, we affirm that what matters in the study of discourse, whether as language in use or as language beyond the clause, is

that language is organized in a coherent manner such that it communicates something to its receivers.

Discourse analysis evolved from works in different disciplines in the 1960s and early 1970s, including linguistics, semiotics, anthropology, psychology and sociology. Some of the scholars and the works that either gave birth to, or helped in the development of discourse analysis include the following: J.L. Austin whose How to Do Things with Words (1962) introduced the popular social theory, speech-act theory. Dell Hymes (1964) provided a sociological perspective with the study of speech. John Searle (1969) developed and improved on the work of Austin. The linguistic philosopher, M.A.K. Halliday greatly influenced the linguistic properties of discourses (e.g. Halliday 1961), and in the 1970s he provided sufficient framework for the consideration of the functional approach to language (e.g. Halliday 1973). H.P. Grice (1975) and Halliday (1978) were also influential in the study of language as social action reflected in the formulation of conversational maxims and the emergence of social semiotics. The work of Sinclair and Coulthard (1975) also developed a model for the description of teacher-pupil talk. The study grew to be amajor approach to discourse. Some work on conversation analysis also aided the development of discourse analysis. Some of such works from the ethnomethodological tradition include the work of Gumperz and Hymes 1972. Some other works influential in the study of conversational norms, turn-taking, and other aspects of spoken interaction include Goffman (1976, 1979), and Sacks, Schegloff and Jefferson (1974). The brief review above shows that the approach to discourse is anything but uniform, so below is an attempt to provide a more systematic insight into some of the approaches to discourse.

In brief, Discourse analysis constitutes a methodological framework characterized by the systematic scrutiny of linguistic and communicative phenomena within their respective sociocultural milieus, aiming to elucidate latent social, cultural, and cognitive dimensions. It navigates beyond the superficial structures of language, elucidating the nuanced interrelations among language, societal constructs, and cognitive processes. Comprising diverse typologies or methodologies, discourse

analysis furnishes distinct antage points for the examination of linguistic and communicative phenomena and their entwinement with broader socio-cultural dynamics. This analytical paradigm traverses disciplinary confines, juminating the role of language in the construction of identities, dissemination of ideologies, reinforcement of social norms, and shaping perceptual frameworks, there by challenging prevailing socio-cultural paradigms.

1.3.1. Approaches of Discourse Analysis

1.3.1.1. Speech Act Theory

The Speech Act Theory was first formulated by the philosopher John Austin (1962) and was later developed and presented more systematically by another philosopher John Searle (1969, 1975). The theory proceeds from the assumption that language is used to perform actions hence its main concern is on how meaning and action are related to language. John Austin and John Searle believe that language is not just used to describe the world, but to perform a range of other actions that can be indicated in the performance of the utterance itself. For example, 'I promise to marry you' and 'I sentence you to death' perform the functions of promising and sentencing respectively. However, an utterance may perform more than one act at a time as in: 'Can you pass the salt?' which can be understood as both a question and a request. But one can hardly understand the utterance as a question to test the physical ability of the hearer but as a request to perform the action requested. This kind of utterance is known as an indirect speech act because its illocutionary force is an outcome of the relationship between two different speech acts. Schriffin notes that speech act approach to discourse focuses upon knowledge of underlying conditions for production and interpretation of acts through words. The context of the utterance helps the hearer in making sense of an indirect speech act by separating the multiple functions of utterances from one another. The literal meanings of words and the contexts in which they occur may interact in our knowledge of the conditions underlying the realization of acts and interpretation of acts. She further contends that although speech act theory was not originally designed as a means of analyzing discourse, some of its insights have been used by many scholars to help solve

problems basic to discourse analysis. This includes problems of indirect speech act, multifunctionality and context dependence as in the last example above. Cook (1989) also acknowledges that speech act theory enables us to see how meaning has become more and more slippery. Indirection, according to him, is something which human beings exploit to their advantage. It enables them to avoid committing themselves and to retreat in front of danger; and this is one of the major reasons why people speak indirectly.

1.3.1.2. Interactional Sociolinguistics

The approach to discourse known as 'interactional sociolinguistics' is essentially derived from the works of the anthropologist John Gumperz andthe sociologist Erving Goffman. The approach, according to Schriffin, has the most diverse disciplinary origins … it is based in anthropology, sociology, and linguistics, and shares the concerns of all three fields with culture, society, and language. The contribution to interactional sociolinguistics made by John Gumperz provides an understanding of how people may share grammatical knowledge of a language, but differently contextualize what is said such that very different messages are produced and understood. The contribution made by Erving Goffman, on the other hand, provides a description of how language is situated in particular circumstances of life, and how it reflects, and adds, meaning and structure in those circumstances. Schriffin identified the interaction between self and other, and context, as the two central issues underlying the work of Gumperz focuses on how interpretations of context are critical to the communication of information and to another's understanding of a speaker's intention and/or discourse strategy, that of Goffman focuses on how the organization of special life (in institutions, interactions, and so on) provides contexts in which both the conduct of self and communication with another can be" made sense of"(both by those co-present in an interaction and by outside analysts).Schriffin further contends that the work of both scholars also provides a view of language as indexical to a social world: for Gumperz, language is an index to the background cultural understandings that provide hidden but nevertheless critical knowledge about how to make inferences about what is meant through an utterance; for Goffman, language is one of a number

of symbolic resources that provide an index to the social identities and relationships being continually constructed during interaction.

Interactional sociolinguistics provides an approach to discourse that focuses upon situated meaning and scholars taking this approach combine the ideas of the anthropologist John Gumprez and the sociologist Erving Goffman.According to Schriffin, what Gumperz contributes to this approach is a set of tools that provide a framework within which to analyze the use of language during interpersonal communication. He views language as a socially and culturally constructed symbol system that both reflects and creates macro-level social meaning and micro-level interpersonal meanings. Goffman's work also focuses upon situated knowledge, the self, and social context in a way that complements Gumperz's for describing and understanding the form and meaning of the social and interpersonal contexts that provide presuppositions for the interpretation of meaning. In all, interactional sociolinguitics views discourse as a social interaction in which the emergent construction and negotiation of meaning is facilitated by the use of language. The work of Goffman forces structural attention to the contexts in which language is used:situations, occasions, encounters, participation frameworks, and so on, have forms and meaning that are partially created and/or sustained by language. Similarly, language is patterned in ways that reflect those contexts of use. As Schriffin puts it, language and context co-constitute one another: language contextualized, such that language does not just function in contexts, language language also forms and provides context. Social interaction is identified as an instance of context, language, culture, and society are grounded in interaction, they stand in a reflexive relationship with the self, the other, and the self-other relationship, and it is out of these mutually constitutive relationships that discourse is created (Schriffin, 1994).

1.3.1.3. Ethnography of Communication

The Ethnography of Communication, also known as Ethnography of speaking, was developed by Dell Hymes in a series of papers written in the 1960s and 1970s. Hymes argues that Chomsky's definition of competence is too narrow, and that an adequate approach must distinguish and investigate four aspects of competence. The

four aspects include (1) systematic potential (to what extent is something not yet realized), (2) appropriateness (to what extent is something suitable and effective in some context), (3) occurrence (the extent to which something is done), and (4) feasibility (the extent to which something is possible). In essence, therefore, this term is a critical expansion of Noam Chomsky's concept of competence which is only concerned with the linguistic capabilities of the ideal speaker-hearer. Chomsky's concept backgrounds the social function of language. Hymes' Ethnography of Communication is concerned with the analysis of language use in its socio-cultural setting. This approach is based on the premise that the meaning of an utterance can be understood only in relation to the ʻspeech event' or ʻ communicative event', in which it is embedded (Hymes 1962). The character of such speech events (for example, a sermon) is culturally determined.

Ethnography of speaking relates to discourse analysis through the ethnographic approach where conversational inferences play a key role; participants link the content of an utterance and other verbal, vocal, and non-vocal cues with background knowledge. Hymes argues further that any description of ʻways of speaking' will need to provide data along four interrelated dimensions which are: the linguistic resources available to the speaker; the rules of interpretation; supra-sentential structuring; and the norms which govern different types of interaction.

Hymes tries to define the concepts of speech community, speech styles and speech events in relation to the ethnography of speaking. According to him, a speech community is any group which shares both linguistic resources and rules for interaction and interpretation. On speech styles, he says it is more useful to see a speech community as comprising a set of styles (style , here, is seen as a mode of doing something) . The speech styles also include the consideration of registers. Style further considers the stylistic features (stylistic modes and structures). It is a concept which also further accounts for variation according to author, setting or topic but not as a general basis of description.

Hymes believes that speech events are the largest units for which one can discover linguistic structure and are thus not coterminous with the situation. Speech

events can occur successively or simultaneously in the same situation. One of the ultimate aims of the ethnography of speaking is an exhaustive list of the speech acts and speech events of a particular speech community. For every speech events, Hymes holds the view that the ethnographer initially provides data which he reduced to the acronym, SPEAKING.

- S→ **setting**: refers to the temporal and spatial context in which speech events take place, encompassing the physical conditions of the environment.
- P→ **participants**: the speaker and the listener (or the addresser and the addressee) in a speech situation.
- E→ **ends**: the purpose or the goal of the speaker.
- A→ **acts**: the actual form and content of what is said by the speaker.
- K→ **key**: the manner or the tone of the message.
- I→ **instrumentalities**: the method (whether verbal, nonverbal, or physical) through which the message is passed across.
- N→ **norms of interaction and interpretation**: the unique characteristics associated with speaking and the interpretation of norms within a particular cultural belief system or tradition.
- G→ **genre**: the style refers to the sections used to classify the text.

The emphasis of the ethnography of communication is based on the analysis of situated talk. Hymes, therefore, places emphasis on the interpretation of verbal strategies.

1.3.1.4. Pragmatics

Pragmatics as an approach to discourse is chiefly concerned with three concepts (meaning, context, communication) that are themselves extremely vast. The scope of pragmatics is so wide that it faces definitional dilemmas similar to those faced by discourse analysis. Earlier studies on pragmatics define it as a branch of semiotics, the study of signs , but contemporary discussions of pragmatics all take the relationship of sign to their user to be central to pragmatics. Jacob Mey (2001) defines pragmatics as a study of the use of language in human communication as determined

by the conditions of society. Schriffin (1994) focuses on Gricean pragmatics, particularly his ideas about speaker meaning and the cooperative principle, as useful approach to discourse analysis. It is an approach that focuses on meaning in context. The Gricean pragmatics or theory has been described as "the hub of pragmatics research" (Schriffin, 1994:190) hence its choice as a good demonstration of pragmatic approach to discourse analysis. Speaker meaning allows distinction between semantic meaning and pragmatic meaning, and also suggests a particular view of human communication that focuses on intentions. Grice separates natural meaning from non-natural meaning. While the former is said to be devoid of human intentionality the latter is roughly equivalent to intentional communication. A critical feature of non-natural meaning is that it is intended to be recognized in a particular way by a recipient. Implicit in this understanding is a second intention, the intention that a recipient recognizes the speaker's communicative intention. Grice's framework allows the speaker meaning to be relatively free of conventional meaning. Its shows that what the speaker intends to communicate need not be related to conventional meanings at all, and not conventionally attached or related to the words being used. Mey (2001:48) affirms that logical and semantic criteria are not sufficient to comprehend a speaker's intention. Rather, knowledge of the persons involved in the situation, their background and the context have to be taken into account. The Gricean pragmatics, therefore, provides a way to analyze the inference of a speaker meaning. Grice (1975) developed the cooperative principle on the assumption that conversation proceeds according to a principle that is known and applied by all human beings. According to him, we interpret language on the assumption that its sender is obeying four maxims, which are:

- **Quantity:** Provide information as needed for the current purpose of the conversation and avoid providing excessive information beyond what is necessary.
- **Quality:** Attempts to ensure that your input is both truthful and accurate.
- **Relation:** be relevant
- **Manner:** be perspicuous, brief, and orderly, avoid obscurity of expression.

A maxim can be followed in a straightforward way, a maxim can be violated because of a clash with another maxim, or can be flouted. Schiffrin (1994) demonstrates how the maxims of quantity and relevance can be analyzed in discourse. She also reveals how reference and referring terms (definite and indefinite forms; explicit and inexplicit forms) function as pragmatic processes in speaker-hearer interaction. She used the maxims of quantity and relevance to describe the conditions under which people use different expressions to communicate referential intentions in discourse. She concludes by showing that referring sequences are the outcome of pragmatically based choices concerning the provision of appropriate quantities of Information in relevant ways, and thus that discourse structures are created (in part) by the cooperative principle. What the Gricean pragmatics, therefore, offers to discourse analysis is a view of how participants assumptions about what comprises a cooperative context for communication (a context that includes knowledge, text, and situation) contribute to meaning, and how those assumptions help to create sequential patterns in talk.

1.3.1.5. Conversation Analysis

Conversation analysis is an approach to discourse which has been articulated by a group of scholars known as ethno methodologists. They set out to discover what methods people use to participate and make sense of interaction. The ethno-methodologists examined what people did with their words, when they were not consciously producing samples for linguists. They felt that the examples produced by professional linguists were unnatural, since these utterances were not embedded in actually occurring talk, because actual talk, by contrast, was typically found in everyday conversation (Mey, 2001:137). Mey further argues that contrary to the received bias of official linguistics, conversation talk was not in the least incoherent or irregular. It was discovered that the rules that conversation followed were more like the rules that people had devised for other social activities; and they resembled those discovered by researches in sociology and anthropology for all sorts of social interaction, much more than they resembled linguistic rules. Hence the need to develop a technique that was in many respects different from the classical

transcription techniques of linguistics. Schiffrin (1994:232) contends that conversations analysis provides its own assumptions, its own methodology (including its own terminology), and its own way of theorizing, The focus of the conversation analyst is chiefly on the organization and structuring of conversation, and not so much its correctness. Schiffrin notes that even though conversation analysis has its roots in sociology, it still differs from other branches of sociology because rather than analyzing social order ,per se, it seeks to discover the methods by which members of a society produce a sense of social order. It is a source of much of our sense of social order. It is source of much of our sense of social role. Applying the CA approach in the analysis of what she calls "there + BE + ITEM" data Schiffrin posits that conversation analysis approaches to discourse consider how participants in talk construct systematic solutions to recurrent organizational problems. Among the many problems that are solved are opening and closing talk, turn taking, repair, topic management, information receipt, and showing agreement and disagreement. She mentioned that the solutions to such problems are discovered through the close analysis of how participants themselves talk and to what aspect of talk they themselves attend; CA avoids positing any categories (whether social or linguistic) whose relevance for participants themselves is not displayed in what is actually said (239).

1.3.1.6. Variation Analysis

The initial methodology and theory underlying the variationist approach to discourse were those of William Labov. The variationist approach is the only approach discussed in this section that has its origins solely within linguistics. The approach is concerned with the study of variation and change in language. The theory proceeds from the assumptions that linguistic variation is patterned both socially and linguistically, and that such patterns can be discovered only through systematic investigation of a speech community. Thus, variationists set out to discover patterns in the distribution of alternative ways of saying the same thing, that is, the social and linguistic factors that are responsible for variation (Schiffrin, 1994: 282). Although traditional variationist studies were chiefly concerned with the semantically

equivalent variants (what Labov calls “alternative ways of saying the same thing”), such studies have now been extended to texts. Schiffrin also notes that it is in the search for text structure, the analysis of text-level variants and of how text constrains other forms, that a variationist approach to discourse has developed. She further contends that one of the main tasks in variation analysis is to discover constraints on alternative realizations of an underlying form: such constrains (that can be linguistic and/ or social) help determine which realization of a single underlying representation appears in the surface form of utterance. Again, since variationists try to discover patterns in the distribution of alternative ways of saying the same thing, that is, the social and linguistic constraints on linguistic variation, an initial step in variationist studies is to establish which forms alternate with one another and in which environments they can do so. Variationists use quantitative methods of analysis to test hypothesis about constraints on the distribution of forms within connected speech – these methods differ markedly from those of formal linguists. Schiffrin explains that variationist approaches compare different explanations by searching for data that confirm (or cast doubt upon) the co-occurrences predicted by each explanation. She notes that although this is not a goal unique to variationists, variationist approaches add the strengths (and limitations) of quantitative analysis to such efforts. The variationists also consider the social context as part of the study of discourse units hence the setting in which a story is told allows (or inhibits) the display of linguistic competence – it considers social context under certain methodological and analytical circumstances. Schiffrin therefore concludes that the variationist approach to discourse is based within a socially realistic linguistics – in some ways, linguistics clearly pervades the variationist approach to discourse. Thus, a variationist approach to discourse is a linguistically based approach that adds social context to analyses of the use of language.

1.3.2. Types of Discourse Analysis

Scholars and researchers have coined and suggested different types of discourse analysis. Each type has its own unique perspective and methodology.

1.3.2.1. Religious Discourse

According to Pernot (2006), religious discourse is considered as method of convincing people to adopt a particular ideology. It consists of various forms and genres, such as prayers, hymns, or sermons. Furthermore, Corbett (1984) claims that religious discourse involves the use of persuasive language which is linked to the art of rhetoric. Besides, Cheong (2008) explains that religious discourse analysis is a method that examines how religious language is used in various contexts and how it shapes religious beliefs, values, and practices. It draws from multiple disciplines, including linguistics, sociology, anthropology, media studies, and religious studies, to study the role of language and communication in religious communities. Similarly, Taves (2009) asserts that religious discourse analysis is a method that involves studying the language and communication of religious ideas and beliefs in their historical and cultural context. It helps to understand how language shapes and reflects religious practices and identity.

1.3.2.2. Descriptive Discourse

Descriptive discourse can be defined as the analysis of characteristics of a concrete referent (Greimas et al., 1982).Otherwise speaking, this type of analysis provides a detailed representation of a particular experience by focusing on the external characteristics of objects, rather than their abstract qualities. Longacre (1996) also observes that descriptive discourse “in which we simply are describing something which we see.” (p.10).Likewise, Merlo and Mansur (2004) state that descriptive discourse is used to describe a range of subjects such as people, objects and places by focusing on the descriptive components including unity, parts, attributes and spatial location through the use of comparison and metaphors. Fairclough (1995) posits that descriptive work in discourse analysis typically shares certain characteristics that arise from its limited explanatory goals. These characteristics include relying on the notion of "background knowledge" adopting locally focused explanatory model driven by specific goals, and overlooking power dynamics in discourse and, to some extent, social status. The term "descriptive approach" is used here to refer to a tendency within discourse analysis that encompasses these characteristics alongside the descriptive goals.

1.3.2.3. Narrative Discourse

Genette (1983) asserts that narrative is a word that refers to a type of communication that involves spoken or written discourse that is used to tell a sequence of events. According to Coelho et al. (2023), narrative discourse refers to a form of communication where the speaker presents a series of actions and events that occur in a particular space and time. It is the most commonly used discourse genre in the field of aging research. It includes different types such as single-picture or sequential-picture descriptions, recounts, storytelling, and story retelling. In a similar fashion, Bloom, et al. (1994)claim that narrative discourse is a significant way that humans communicate with each other using a spoken or written language to share information and ideas, it encompasses various forms, such as stories, descriptions, explanations, and expositions.

1.3.2.4. Expository Discourse

"Expository discourse is when a speaker conveys factual or interpretative information about a topic. Due to the factual and opinionated structure of expository discourse, it may require more complex linguistic structures and a specific lexicon to successfully execute compared to the other forms of discourse" (Coelho, et al., 2023p.35). In other words, it is a tool of communication that enables individuals to convey information in a factual and objective manner. It requires a structured and organized approach to deliver factual or interpretative information related to a specific topic. In addition, Coelho ,et al (2023) believe that the language used in expository discourse tasks tends to be more intricate in order to successfully convey the speaker's thoughts and beliefs in contrast to narrative or procedural tasks (p.45). Moreover, Longacre(1996) claims that expository discourse has a specific preference for using existential and equational clauses which often involve nominalization. Essentially, the specific use of tense, aspect, and voice in expository discourse is a deliberate strategy to ensure that information is presented in a clear and structured way that can be easily comprehended by the audience (p.8).

1.3.2.5. Argumentative Discourse

Argumentation is the use of language in a social context to persuade a rational person of the validity of a particular viewpoint, this involves presenting a set of arguments that support or refute the viewpoint being expressed (Van Eemeren et al.,2002). In the same vein, Willard (1989) contends that argumentative discourse is a type of communication when people have a contradictory viewpoints on a particular topic. It focuses on the actual arguments made by ordinary people rather than abstract theories or structures of arguments. Furthermore, Baker (1895) claims that argumentation is the process of persuading someone to believe a certain idea or belief that the speaker or the writer wants them to embrace.

1.3.2.6. Persuasive Discourse

Persuasive discourse requires describing facts and opinions, but it has the added difficulty of requiring the speaker to consider the opinions and mindset of the listener to persuade (Coelho, et al., p.35). In other words, persuasive discourse emphasizes the importance of the effective communication and understanding of the listener's perspective and beliefs, it requires the speaker to use a variety of persuasive techniques such as emotional appeals, logical arguments, credibility and authority by understanding the listener's opinions and mindset. Likewise ,Nippold et al. (2008) mention that persuasive discourse involves the use of argumentation to convince the audience to accept the speaker’s point of view or take a particular course of action , it provides multiple logical reasons to support the speaker’s position.

1.4. Definition of persuasion

There are many definitions of persuasion according to various scholars , all the definitions are relatively comparable in meaning .According to Oliver(1986), persuasion can be defined as any type of discourse which influence the feeling ,thoughts, and behavior. This means that all speech is persuasive. The process of persuasion is complex because it refers to definite steps to be achieved like presentation, attention, comprehension, acceptance and retention (Pool and Frey, 1973, p. 221_222 and Prety and Brine, 2008, P.137).One of the scholars who agrees

with the idea of understanding persuasion as a process like Wilcox(2005) , who says that persuasion is a complex ,interactive process in which the persuader tries to effect the persuade to change a response .Likewise Heath (2006) who describes persuasion as a method in which the success of influence based on the way the receiver makes the significance of the message .Abrams (1999) and Alire (2010) understand the debate surrounding the notion of persuasion . Persuasion can be defined not only as art but also as a science . It can be learned with having an innate and natural born skill. According to Kritzer (2009), Finn and Rensburg(1983) illustrate persuasion as a domain of scientific research. The language of mathematics and statistics are tools of persuasion.

The definitions of persuasion can be different from one to another depend the way that can be used to persuade, all the definition above are clear for us for how can we use persuasion in different domain of life. All the definitions are relatively comparable. The researcher agrees with the definition of Power (1998) that is defined as a process of motivating, because the attitudes are different and the behavior is also different from one person to another.

In sum, persuasion is about convincing someone to agree with or do something. Persuasion is a powerful tool that can help you achieve your goals in your personal life. For example, it can help gather people to work towards something dear to you, or it can help convince people about something you believe in, It's also a great skill that can help you advance your career. For example, it can help you persuade people to buy a product or service you sell, it can help you negotiate a promotion, and it can help you convince your coworkers of your ideas in a teamwork effort.

1.4.1. Persuasive Strategies

Various strategies of persuasion are used in order to achieve the process of persuasion, there are six strategies of persuasion that Morris (2010) mentions it.

1.4.1.1. Reciprocity

The first principle is about reciprocity. Cialdini realized that people like balance and tend to be fair to one another. If someone is nice to you, you will tend to be nice in return. If someone gives you something, you feel that you need to give something in exchange. It's why companies often give small gifts to prospective customers; it's a way for them to catch their prospects' interest and put them in a state of mind where they feel that they need to reciprocate and listen to their offer.

1.4.1.2. Commitment and consistency

People generally like to be consistent with their decisions and don't like to change their minds all the time. If they have an opinion and say something one day, they will mostly say something similar the next day. An easy way to have people commit to something is to start smaller first with something that seems insignificant and to continue asking for more and more. People might agree to something significant simply because they have agreed previously.

1.4.1.3. Social proof

People will most likely trust something if someone else agrees to it or has used it before. That's why book ratings and reviews by celebrities are so crucial in ecommerce: items trusted by users with five stars attract more attention than items with a low rating.

1.4.1.4. Liking

People are more receptive to someone they know and like, rather than someone they don't appreciate. That's one of the reasons why salespersons tend to be friendly, as people will be more receptive to them.

1.4.1.5 Authority

When someone has authority in a field, it gives that person credibility to what they say, and people will more likely trust them. For example, a famous economist

talking about a new fiscal policy, dentists recommending toothpaste, or a doctor that promotes the benefits of a new medicine.

1.4.1.6. Scarcity

If something is rare, created in a limited edition, or for a limited period, people will be more interested in having it, as they fear they might never get it again. You can see many of these limited offers online: "only 30 min left for this discount", "only two items left," etc.

1.4.2. Definition of Appeals

In linguistics, appeals refer to the persuasive strategies employed by speakers or writers to elicit specific responses or reactions from their audience. These appeals are rooted in the field of rhetoric and are integral to understanding how language functions as a tool for communication and persuasion.

There are three primary types of appeals commonly discussed in linguistics:

1.4.3. Types of Appeals

1.4.3.1. Ethos

Ethos appeals to the credibility, authority, or character of the speaker or writer. This involves establishing oneself as trustworthy, knowledgeable, and reliable in the eyes of the audience. Ethos can be built through expertise in the subject matter, experience, professional credentials, or personal integrity. In linguistic analysis, researchers examine how speakers or writers use language to project ethos, whether through employing technical jargon to demonstrate expertise, citing reputable sources to bolster credibility, or adopting a tone of sincerity and honesty.

1.4.3.2. Pathos

Pathos appeals to the emotions and feelings of the audience. This involves tapping into their values, beliefs, desires, fears, or aspirations to evoke sympathy, empathy, outrage, joy, or other emotional responses. Linguistically, pathos can be

conveyed through vivid imagery, poignant anecdotes, passionate language, or rhetorical devices such as metaphors and similes. Analyzing pathos involves identifying the emotional appeal embedded within the linguistic choices made by the speaker or writer and assessing its effectiveness in resonating with the audience.

1.4.3.3. Logos

Logos appeals to logic, reason, and rationality. This involves presenting evidence, facts, statistics, and logical arguments to support a claim or proposition. Logos relies on the audience's ability to evaluate information critically and draw logical conclusions based on the presented evidence. Linguistic analysis of logos focuses on identifying the logical structure of arguments, the coherence of reasoning, and the clarity of expression. This includes examining the use of logica connectors, such as "therefore" and "because," as well as the organization of information in a logical sequence.

Effective communication often involves a strategic combination of these appeals to persuade and influence the audience. By understanding how appeals operate linguistically, researchers can analyze and evaluate texts, speeches, advertisements, political rhetoric, and other forms of communication to uncover underlying persuasive strategies and their impact on audience attitudes and behaviors.

1.4.4. Definition of Fallacies

A fallacy is an illogical step in the formulation of an argument. An argument in academic writing is essentially a conclusion or claim, with assumptions or reasons to support that claim. For example, "Blue is a bad color because it is linked to sadness" is an argument because it makes a claim and offers support for it. Regardless of whether the claim we make is true or false, we might use reasons that either do not logically support that claim or are not logically supported themselves. For example, the argument above might be considered fallacious by someone for whom blue represents calmness. While politics, law, and the media are notorious for these tricks, fallacies are an everyday occurrence in society and are often committed

unintentionally. We even commit them ourselves. And because fallacies can make illogical arguments seem logical, tricksters use them to persuade their audiences to believe illogical claims. By learning to recognize fallacies, however, we can avoid being deceitful and being misled by others**.**

1.4.5. Types of fallacies

1.4.5.1. Hasty generalization

This means rushing to conclusions based on incomplete information.

1.4.5.2. Ad hominem

This trick, literally translated as “to the man,” subtly or overtly distorts a person's character, destroying their credibility no matter how valid their argument is**.**

1.4.5.3. Appeal to authority

Often we add strength to our arguments by referring to respected sources or authorities and explaining their positions on the issues we’re discussing. If, however, we try to get readers to agree with us simply by impressing them with a famous name or by appealing to a supposed authority who really isn’t much of an expert, we commit the fallacy of appeal to authority.

1.4.5.4. Appeal to pity

The appeal to pity takes place when an arguer tries to get people to accept a conclusion by making them feel sorry for someone**.**

1.4.5.5. Appeal to fear

This trick causes your audience to fear others and seek your protection.

1.4.5.6. Ignoring the evidence

Traditionally called apiorism. We often ignore things we don't want to consider for fear they will produce more work or further confusion.

1.4.5.7. Begging the Question

A complicated fallacy; it comes in several forms and can be harder to detect than many of the other fallacies we have discussed. Basically, an argument that begs the question ask the reader to simply accept the conclusion without providing real evidence; the argument either relies on a premise that says the same thing as the conclusion (which you might hear referred to as "being circular" or "circular reasoning"), or simply ignores an important (but questionable) assumption that the argument rests on. Sometimes people use the phrase "beg the question" as a sort of general criticism of arguments, to mean that an arguer hasn't given very good reasons for a conclusion, but that's not the meaning we're going to discuss here.

1.4.5.8. Faulty Statistics

This involves manipulating numbers or quoting statistics from questionable sources to gain the perception of validity.

1.4.5.9. Appeal to Popular Passions

Traditionally called Argumentum ad Populum. This trick implies that the manipulator shares the same views as the audience.

1.4.5.10. Disinformation

Manipulators know that merely launching a rumor is sometimes enough to discredit a person.

1.4.5.11. False Analogy

This trick uses misleading comparisons to make the arguer seem right.

1.4.5.12. False Dilemma

An argument assumes a false dilemma when it assumes that one of two cases must be true, where in fact there are other options as well.

1.4.5.13. Poisoning the well

Poisoning the well is a rhetorical tactic where someone preemptively discredits an argument or individual before they have had a chance to present their case. This tactic aims to undermine the credibility of the argument or person in the eyes of the audience, making it more likely that the audience will reject their argument without considering it objectively.

1.4.5.14. Loaded label or definition

Loaded labels or definitions use words that evaluate or have different connotations. Those who oppose the "estate tax" have relabeled it the "death tax" in order to give it negative connotations without any markers of class or wealth. This also works the other way, in case the trickster is defending questionable actions.

1.4.6. The Seven Standards of Textuality

Text Linguistics as a "sub-branch" of linguistics studies texts as communicative unit and it is a system that has standards which determine the general rules and cases for making and producing text and studying its importance. Linguistically speaking, a text is a communicative occurrence which has to meet seven standards of textuality. If one of these standards has not been satisfied, the text will not be communicative. The seven standards include: cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality (Beaugrande and Dressler 86). To understandthe concept of textuality, its categories are discussed below.

1.4.6.1.Cohesion

Among the standards of textuality, cohesion is the most probably linguistic; cohesion is a property of the linguistic surface of the text. Cohesion is achieved through five main markers of cohesive relationships: references, substitutions, ellipsis, junctions, and lexical cohesion. To be cohesive, a text probably consists of short-range stretches of the surface structure which are set up as closely-knit patterns of grammatical dependencies; long-range stretches, in contrast, could be handled by re-utilizing

previous elements or patterns, economizing were possible (Beaugrande & Dressler 79). Cohesion meets five different categories that are defined as follows:

Reference: means using a different word, phrase, suffix, prefix or a new item rather than repeating in the text and the succeeding reference to an entity by means of another entity. Pronouns, demonstratives, comparatives, a variety of lexical constructions, even adverbs and adjectives are used for this function (Carstens590).

Recurrence/substitutions: the director general repetition of component or patterns, while partial recurrence is the shift of components already used to different categories (e.g. from noun to verb). Recurrence also includes parallelism which constitutes repeating a structure but filling it with new elements as well as paraphrase which repeats content but conveying it with different expressions. Paraphrase is the reappearance of content with a change of expressions. Repeating a structure and its content but omitting some of the surface expressions constitutes ellipsis (Beaugrande& Dressler33).

Ellipsis: takes place when the components of sentences are physically and directly deleted because the writer relies on the reader to infer the missing components. Like substitution, different types of substitution can be distinguished, e.g. nominal substitution, verbal substitution and clausal substitution(Donnelly, qtd. In Carstens 590,).

Conjunction points out to the connectors, adverbs and prepositions used to connect propositions in adjacent sentences in accord with particular semantic relations such additive, adversative, causal and temporal. Choosing the conjunctive marker directs the reader "as to how the writer perceives the statements to be related, i.e. how he or she thinks the reader should understand the text" (Carstens 590).Finally, **lexical cohesion** denotes such semantic relations as synonymy, antonymy, collocation. Understanding the semantic structures is important to recognize this type of cohesion (Ibid 591).

1.4.6.2. Coherence

According to Hörmann (1976),the continuity of senses is as the foundation of coherence which results from the configuration of concepts, expressed relations, and the receivers' knowledge of the world. The continuity of senses created by coherence is, in fact, the interpretation of the text that readers (if the text is written) appreciate and make sense of. The lack of the continuity of senses disturbs the communicative aspect of the text. On the other hand, Grice's maxims of manner and relation tell us that there is order imposed on the information content (Mikhchi 53). The views which shows that coherence is not something which is made by text is criticized; instead, it is an assumption formed and created by language users that goes in line with accordance with the cooperative principle. If we compare cohesion to coherence, the question is answered by Halliday & Hasan when they state "cohesion means the coherence of a text with itself, while coherence is the coherence of the text with its context of situation "(23).

1.4.6.3. Intentionality

The notion of intentionality in textual production involves the producer's aim to create a cohesive and coherent text that aligns with Grice's maxims of quantity, quality, relation, and manner, along with the concept of speech acts. This intention is driven by the desire to distribute knowledge or achieve a specific goal outlined in a plan. Text producers intend for their text to be cohesive and coherent to serve communicative purposes effectively. Both the producer and receiver of the text play crucial roles in this process, with the producer planning the text to fulfill certain objectives, and the receiver accepting and acknowledging these intentions during communicative interactions.

1.4.6.4. Acceptability

According to Beaugrande & Dressler, acceptability refers to the text receivers' attitude in communication. In the most immediate sense of the term, text receivers must accept a language configuration as a cohesive and coherent text capable of utilization it. There are several reasons which lead to the difficulties for deciding on

the acceptability of utterance such as intonation, dialect and grammaticality (129). "To sum up, intentionality and acceptability are generally complementary principles. In any text there is a producer who has the intention to produce a piece of information and a receptor who needs to be willing to accept the proffered text as a communicative text"(Carstens 591)**.**

1.4.6.5. Informativity

Informativity refers to whether parts of the text have communicative value. It concerns itself with the degree to which information in a text is new or unexpected to the text receiver. To define informativity, Beaugrande Dressler (139)believes that a presentation should contain a new and unexpected notion. The term informativity is utilized to designate the extent to which a presentation is recent or unexpected for the receivers. Usually, the notion is applied to content; but it can apply to other language systems, such as the structural or the syntactic ones. Moreover, the text has to include both previous and new or known and unknown information in a balanced manner in order to be more interesting for the receivers.

1.4.6.6. Situationality

In fact, it is essential for the evaluation of the situationality of a text to know where it happened and what its function was in the situation. Beaugrande & Dressler (1992) define the term situationality as "a general designation for the factors which render a text relevant to a current or recoverable situation of occurrence... with our prior knowledge and expectations about how the 'real world' is organized". Moreover, situationality is controlled by all factors which render a text relevant to a current communicative situation (163). A text is given the characteristics of situationality if it relates discourse or an act of communication to a situation. It is fundamental to the assessment of the text situationality to know the location and the purpose of its occurrence in a situation (Mikhchi 57-58).

1.4.6.7. Intertextuality

The final standard is intertextuality which is a term to indicate that all texts, whether written or spoken, formal or informal, artistic or mundane, are in some ways related to each other. It refers tothe relationship between a text and other texts that share the same characteristics. It is stated that "intertextuality subsumes the ways in which the production and reception of a text depends upon the participants' knowledge of other texts". In other words, intertextuality subsumes the ways in which the production and reception of a certain text are impressed by the formulation and the structure of other texts similar to it. Intertextuality can also be recognized simply as the relationship of a text with other texts. Between texts of the same genre the relationship can be of form and /or content, but between texts of different genres, the relationship can only be of content. (Beaugrande & Dressler 182).

1.5. Conclusion

Discourse analysis delves into how language operates in social interactions, conveying ideologies, while persuasion studies strategies to influence audiences, molding beliefs through effective communication tactics. Speech Act Theory by Austin and Searle emphasizes language's functions beyond mere description, exploring actions like promises and requests. Indirect speech acts underscore language's complexity, stressing the role of context in interpretation. Interactional sociolinguistics sees language and context as interdependent forces shaping discourse. Different types of discourse analysis, such as religious and persuasive discourse, serve distinct communication goals using diverse language structures and techniques within specific contexts.

Appeals in linguistics are pivotal in persuasive communication, targeting various aspects of the audience's beliefs, emotions, and reasoning. Ethos establishes credibility, pathos evokes emotions, and logos relies on logical reasoning to bolster arguments. By strategically employing a mix of these appeals, speakers and writers can effectively persuade and influence their audience. Analyzing these appeals

linguistically offers insights into the persuasive strategies underlying different forms of communication, illuminating their impact on audience attitudes and behaviors. The study of appeals enriches our understanding of language's ability to sway opinions and spur action through adept communication tactics.

Fallacies can be unintentional and pervasive in society, particularly in arenas like politics and media. Recognizing fallacies aids in identifying deceptive arguments and avoiding being misled. Various types of fallacies, including hasty generalization, ad hominem attacks, appeals to authority, and faulty statistics, distort logical reasoning in different ways, aiming to manipulate audiences into accepting flawed conclusions. Awareness and detection of these fallacies promote critical thinking, facilitating more effective assessment of arguments and shielding against manipulative tactics.

CHAPTER TWO METHODS AND PROCEDURES

1.2. Introduction

This chapter explains the study method; it justifies choosing the mixed method in such complex topic, hence; it gathers relevant data about the BBC channel, from which the three videos are selected as samples for the study. The chapter investigates in different aspects contributing in information objectivity including how the channel recruits and selects its journalists. An overview on the Israeli-Palestinian conflict, being the main topic of the study, may help to explain important details that led to October 7 events.

2.1. Methods

Given the intricate nature of the study theme and the complexities inherent in conflict dynamics, this study predominantly employs a mixed-method approach to elucidate various aspects essential for a deeper understanding of the Israeli-Palestinian conflict. Concurrently, it aims to provide pertinent insights into the BBC, facilitating the identification of significant factors that may influence the journalistic practices of its reporters and subsequently impact the channel's objectivity in news production. It is worth mentioning that the present study employs a content-based approach for data collection, focusing on a selection of three BBC videos and relevant literature to analyze the Israeli-Palestinian conflict and investigate the BBC's adherence to objectivity. The research utilizes three reports on the October 7 events to assess BBC objectivity, with video durations ranging from 3:37 to 5:18 minutes. Analysis of both verbal and non-verbal communication in these videos aims to detect potential fallacies and biases, which are documented in tables which analyzes the reporter's language, explains fallacies, and categorizes biases. In the qualitative dimension, attention is given to the journalists' backgrounds and the identification of appeals such as logos, pathos, and ethos to characterize the fallacies. By addressing and synthesizing these biases at the light of DA, the study endeavors to reveal any underlying political agendas.

2.2. The BBC

The British Broadcasting Corporation (BBC) is a renowned public service broadcaster in the UK with a rich history dating back to its establishment in 1922. Originally known as the British Broadcasting Company, it was rebranded as the BBC on January 1, 1927. Operating under a royal charter, the BBC is primarily funded by an annual television license fee paid by all British households. With a workforce of over 21,000 employees, the BBC holds a significant role in British society and culture, affectionately referred to as "the Beeb" or "Auntie." Offering a range of services, the BBC delivers multiple television channels, national and regional radio stations, and the international World Service. The broadcaster has evolved its presentation style over the years, including font and logo redesigns for BBC World News in 2013 and subsequent updates in 2019 and 2022. In 2023, BBC World News merged with BBC News, resulting in adjustments to the presentation format to accommodate both channels. The BBC maintains a strong online presence with a comprehensive news website, funded by the license fee, and features the iPlayer, enabling viewers to access TV and radio content live or up to a week after broadcast.

2.3. How does BBC channel select its journalists?

The BBC selects its news anchors and reporters through a careful process considering these key factors:

2.3.1. Qualifications and Expertise

The BBC looks for individuals with relevant qualifications in journalism, broadcasting, or similar fields. Many have degrees in journalism, media studies, politics, economics, or science.

2.3.2. Experience and Skills

Candidates should have proven experience in journalism, especially in broadcast news. This helps them develop skills in researching, interviewing, writing, and presenting information effectively.

2.3.3. analyze data, and present news accurately and objectively. This may involve reviewing their past work, writing samples, or conducting mock interviews.

2.3.4. Impartiality and Editorial Guidelines:

Impartiality is crucial, so the BBC seeksJournalistic Abilities: The BBC evaluates candidates' ability to gather and verify information individuals who can separate personal opinions from professional responsibilities and provide fair, balanced coverage according to editorial guidelines.

2.3.5. Communication Skills and Presentation:

Strong communication skills, confidence, and a charismatic on-screen presence are important, as they need to convey information clearly and engage viewers.

2.3.6. Diversity and Inclusivity:

The BBC prioritizes diversity and inclusivity, promoting representation from different backgrounds to reflect the diverse society it serves.

2.3.7. Auditions and Assessments:

Candidates might go through auditions or assessments involving mock news presentations, interviews, or panel discussions to evaluate their performance under pressure and fit with the BBC's news team.

2.3.8. Ongoing Training and Development:

Selected anchors and reporters receive continuous training to enhance their journalistic skills and stay updated with industry trends.

2.4. The role of BBC channel in the world

2.4.1. Global News Provider

The BBC provides news and information in multiple languages to over 200 countries and territories, with a weekly audience of 74 million.

2.4.2. Cultural Ambassador

The BBC shares UK culture and values with the world, representing British perspectives globally.

2.4.3. Educational Content

The BBC offers educational programming for audiences of all ages worldwide.

2.4.4. Impartial Broadcasting

As a public service broadcaster, the BBC upholds impartiality, accuracy, and fairness in its programs, setting global broadcasting standards.

2.4.5. Digital Adaptation

The BBC embraces digital technologies like digital TV, radio, and internet access to stay relevant and engaging.

2.4.6. Revenue Generation

Unlike the UK license fee, the BBC channel is funded by subscriptions and advertising, allowing it to operate internationally and offer diverse programming.

2.4.7. Promotion of Independent Journalism

The BBC promotes independent, accurate, and impartial journalism, engaging audiences in the UK and globally.

Overall, the BBC channel plays a crucial role in global news dissemination, cultural representation, educational content provision, and promoting independent journalism.

2.5. Historical Background /Origins of the Israeli-Palestinian conflict.

The Israeli-Palestinian conflict is one of the oldest conflicts in the world, the result of years of claims by two contradictory nations, a fight between two people who want the same part of land called Palestine. The origins of the Israeli-Palestinian conflict can be traced back to the late 19th and early 20th centuries, when waves of Jewish immigrants began settling in the region of Palestine, then under Ottoman rule. The Zionist movement, which sought to establish a Jewish homeland in Palestine, clashed with the indigenous Arab population who feared losing their land and autonomy.

Tensions escalated further with the British Mandate of Palestine following World War I, as the British government promised both Jews and Arabs self-determination in the region. The conflicting promises made to both groups by the British fueled resentment and violence between Jewish and Arab communities.

The United Nations' partition plan in 1947, which proposed dividing Palestine into separate Jewish and Arab states, was rejected by Arab leaders, leading to the Arab-Israeli War of 1948. The war resulted in the establishment of the State of Israel and the displacement of hundreds of thousands of Palestinians, creating a refugee crisis that has persisted for generations.

Subsequent conflicts, including the Six-Day War in 1967 and the First and Second Intifadas, further deepened animosities between Israelis and Palestinians. The ongoing occupation of Palestinian territories by Israel, the construction of Israeli settlements, and the lack of progress in peace negotiations have contributed to the perpetuation of the conflict.

2.6. The political scene before the October 7Events

The political relationship between Mohammed Morsi and the Muslim Brotherhood's Egypt and Israel changed in accordance with the wishes of Egyptian youth. Since 1978 and after the first 1982 Israeli military conflict with Lebanon, both the Egyptian state and Israel enjoyed the benefits of a cold peace based on a bilateral peace accord. After Mohammed Morsiwas elected president, the brunt of the Egyptian people's antisemitic feelings was used as a lever by the Muslim Brotherhood's electoral political tool to undermine the presidency given to Mubarak's former military officers under the events of June 30th, 2013.

Israel-Palestine relations suffered under major structural changes due to the Arab Spring (December 2010 to December 2011). Not all Arab Spring uprisings ended as peacefully as in Tunisia, Egypt, and Libya. Bashar Al Assad launched a war in Syria, and a power struggle began in Yemen and Libya. As a result, Hamas heavily weakened its relations with Damascus, Tehran, and Hezbollah, all of which supported Bashar Al Assad. KhaledMeshaal broke off from Assad, moved to Doha, and gave up violence to start supporting the Palestinian statehood bid at the United Nations and the defence of the current Palestinian governance of the West Bank. Mohammed Morsi's Muslim Brotherhood won the Egyptian presidency, giving Hamas access to the Muslim Brotherhood in Egypt and essentially strengthening the political wing of Hamas. This was reinforced by the popularity of Ismail Haniyeh's signing of the Doha protocol on February 6th, 2012.

2.7. October 7 events

On October 7, 2023, Hamas and other Palestinian militant groups launched coordinated attacks from the Gaza Strip into southernIsrael, marking the first such invasion since the 1948 Arab-Israeli War. The operation, named Al-Aqsa Flood, began with a barrage of over 3,000 rockets and incursions using vehicles and powered paragliders. Hamas fighters breached the Gaza-Israel barrier, targeting military bases and attacking civilians in 21 communities, including the Nova music festival where 364 civilians were killed. As of November 2023, the IDF estimated around 3,000

militants entered southern Israel, with more Gaza citizens following later. The attackers killed 1,139 people, including 695 Israeli civilians (38 children), 71 foreign nationals, and 373 security personnel. Approximately 250 Israelis, including 30 children, were taken hostage to Gaza, intended to be exchanged for Palestinian prisoners. Reports of rape and sexual assault emerged, but Hamas denied their fighters' involvement.

Hamas stated the attack was in response to ongoing Israeli occupation of Palestinian territories, the Gaza blockade, illegal Israeli settlements ' expansion, increasing Israeli settler violence, and recent escalations .

2.8. Overview of October 7 events

On October 7, 2023, Hamas led a stunning coordinated attack, which took place on SheminiAtzeret, a Jewish holiday that closes the autumn thanksgiving festival of Sukkot. Many IDF soldiers were on leave, and the IDF's attention had been focused on Israel's northern border rather than on the Gaza Strip in the south.

The assault began about 6:30 AM with a barrage of at least 2,200 rockets launched into Israel in just 20 minutes. During that opening salvo, Hamas used more than half the total number of rockets launched from Gaza during all of 2021's 11-day conflict. The barrage reportedly overwhelmed the Iron Dome system, the highly successful antimissile defense system deployed throughout Israel, although the IDF did not specify how many missiles penetrated the system. As the rockets rained down on Israel, at least 1,500 militants from Hamas and the PIJ infiltrated Israel at dozens of points by using explosives and bulldozers to breach the border, which was heavily fortified with smart technology, fencing, and concrete. They disabled communication networks for several of the Israeli military posts nearby, allowing them to attack those installations and enter civilian neighborhoods undetected. Militants simultaneously breached the maritime border by motorboat near the coastal town of Zikim. Others crossed into Israel on motorized paragliders.

About 1,200 people were killed in the assault, which included families attacked in their homes in kibbutzim and attendees of an outdoor music festival. That number

largely comprised Israeli civilians but also included foreign nationals. Adding to the trauma was the fact that it was the deadliest day for Jews since the Holocaust.

2.9. Causes and Triggers of October 7 events

The events of October 7, 2023, in Gaza represented a major intensification of the ongoing conflict between Palestinian protesters and Israeli security forces. This article explores the various factors that led to these clashes, considering political, economic, social, and institutional aspects.

Political Tensions: The persistent political friction between Israel and the Palestinian Authority set the stage for the October 7 incidents. Long-standingissues like settlement expansion, access to Jerusalem's holy sites, and the stalled peace process have increased Palestinian dissatisfaction and frustration.

Economic Hardship: The economic difficulties faced by Palestinians in Gaza, such as high unemployment and restricted access to essential goods due to the Israeli blockade, have worsened tensions. Economic problems often act as triggers for protests and unrest.

Perceived Threats to Al-Aqsa Mosque: Perceived threats to Al-Aqsa Mosque, a highly significant site in Islam, have historically sparked widespread protests and violence among Palestinians. Rumors or misinformation about the mosque's status can heighten tensions.

Social Media and Misinformation: The influence of social media in spreading rumors and misinformation is significant. Platforms like Facebook, Twitter, and WhatsApp have played key roles in spreading narratives that fuel grievances and incite violence.

Israeli Policies: Israeli policies, including airstrikes, land confiscations, and movement restrictions, have contributed to Palestinian grievances and resentment towards Israeli authorities, deepening divides and escalating tensions.

Security Crackdowns: The heavy-handed security measures by Israeli forces, such as arrests, raids, and checkpoints, have further aggravated tensions. These actions often lead to confrontations and perpetuate the cycle of violence.

Internal Palestinian Politics: Internal rivalries between Hamas, which controls Gaza, and the Palestinian Authority, which governs the West Bank, also exacerbate tensions. Political competition and power struggles within Palestinian leadership add to the difficulties of achieving unity and coordination.

In conclusion, the events of October 7, 2023, in Gaza were driven by a complex mix of political, economic, social, and institutional factors. The interplay of these factors highlights the deep-rooted nature of the conflict and the significant challenges in achieving lasting peace in the region.

2.10. Chronology of Events

On October 7, 2023, Hamas militants launched an attack on southern Israel from Gaza, resulting in the deadliest day of violence in Israel's history. In response, Prime Minister Benjamin Netanyahu declared that Israel was at war, and Israel began retaliatory airstrikes and imposed a total siege on Gaza.

By October 13, Israel had instructed residents of Gaza City, home to over a million people, to move south. Over the following weeks, Israel evacuated most of northern Gaza, displacing nearly the entire population of the Gaza Strip.

On October 19, a U.S. Navy warship intercepted missiles and drones launched from Yemen toward Israel. Yemen's Houthi movement, an ally of Hamas, continued sporadic long-range attacks on Israel and Red Sea shipping in support of Gaza.

On October 21, aid trucks were permitted to enter Gaza through the Rafah border crossing from Egypt, providing limited supplies of food, water, medicines, and fuel after extensive diplomatic efforts. Despite this, the humanitarian crisis in Gaza worsened over the following months as Israel maintained its blockade.

On October 27, Israel begins its ground offensive in Gaza. On November 1, evacuations through the Rafah crossing start for approximately 7,000 foreign passport holders and those needing urgent medical care, while most Gazans remain unable to leave. On November 15, Israeli troops enter Gaza's largest hospital, Al Shifa, after several days of siege. Israel claims the hospital hides a Hamas underground headquarters, which the staff denies. Within weeks, all hospitals in northern Gaza cease operations. On November 21, Israel and Hamas announce a seven-day truce to exchange hostages in Gaza for Palestinians detained by Israel and to allow more aid. Roughly half of thehostages, including women, children, and foreigners, are released in exchange for 240 Palestinian women and teenage detainees, before the conflict resumes on December 1. Subsequent talks on a new ceasefire are ongoing but unsuccessful; Israel seeks a temporary pause to free more hostages, while Hamas insists on a permanent deal to end the war.

Around December 4: Israeli forces begin a major ground offensive in southern Gaza, targeting the main city of Khan Younis. International organizations warn that expanding the conflict to the entire enclave, which houses hundreds of thousands of displaced people, exacerbates the humanitarian crisis.

December 12: U.S. President Joe Biden states that Israel's "indiscriminate bombing" is eroding its international support, marking a notable change in tone from Israel's closest ally. Over the following months, the U.S. will increasingly urge Israel to better protect civilians, though it will continue to supply arms.

December 15: Israeli forces accidentally kill three Israeli hostages in Gaza, sparking significant internal criticism of the war's management.

Around December 26: Israeli forces launch another ground attack in the central Gaza Strip, displacing hundreds of thousands, many of whom were already displaced.

From January 1, 2024: Israel announces plans to withdraw from northern Gaza, while heavy fighting persists in the south.

January 11: U.S. and British forces launch strikes across Yemen in retaliation for Houthi attacks on Red Sea shipping.

Late January: Israeli forces step up efforts to encircle Khan Younis. This campaign will result in over half of Gaza's population seeking refuge in Rafah.

January 23: Israel reports its highest single-day military loss of the war with 24 soldiers killed in Gaza.

January 26: The International Court of Justice in The Hague orders Israel to prevent genocide but stops short of demanding a ceasefire. It suggests that some Israeli actions could be violations of the Genocide Convention.

February 29: Over 100 Gazansare killed while queuing for aid when Israeli troops open fire. Palestinian authorities describe it as a "massacre" by heavy machine guns, while Israel claims most deaths were due to a stampede and that troops only fired at "looters."

March 10: Despite international appeals, the start of Ramadan sees no ceasefire.

March 12: A ship with 200 tons of aid for Gaza departs Cyprus, testing a new sea route. Aid groups state sea and air deliveries can't replace land supplies still blocked by Israel.

March 18: The IPC global hunger monitor predicts famine in Gaza by May, with severe food shortages already affecting over half the population, far exceeding the typical 20% threshold for famine. Israel disputes the findings and denies any shortages.

March 18: Israel attacks Al Shifa Hospital, claiming over the following two weeks to have killed hundreds of fighters and detained many more. Medical staff and Hamas refute these claims, reporting high civilian casualties.

March 25: The U.N. Security Council calls for an immediate ceasefire between Israel and Hamas. The U.S. abstains from the vote, a rare move that deviates from its usual support for Israel.

April 1: Israeli airstrikes hit a convoy, killing seven aid workers from World Central Kitchen, causing international condemnation and heightened calls for more aid access. Israel apologizes and subsequently disciplines several military commanders.

Additionally, on April 1: A suspected Israeli airstrike hits the Iranian embassy compound in Damascus, killing several military officers, including a top general.

April 13: In response, Tehran launches hundreds of missiles and drones at Israel in its first direct attack on the country. Most are intercepted with the help of the United States and other allies, resulting in no casualties. Six days later, drones explode in Isfahan, central Iran, in what is widely believed to be an Israeli retaliation.

April 30: After weeks of pro-Palestinian student protests spreading across U.S. university campuses, police arrest demonstrators who took over a building at Columbia University in New York. The next morning, police in Los Angeles intervene to stop violence between protesters and counter-protesters at UCLA.

May 1: U.S. Secretary of State Antony Blinken, visiting Israel, advocates for increased humanitarian aid to Gaza.

2.11. Impact and Consequences

The economic division soon exacerbated the already severe socio-economic problems in both regions and created new issues for Israel's civilian economy.Israeli policies regarding the territories have frequently changed, influenced by numerous Prime Ministers and Ministers. The siege conditions in Gaza bolstered Hamas, while the West Bank saw the continued establishment of a Fatah-led administration, supported by Western financial and political aid.

These factors, along with the rise and re-election of Prime Minister Benjamin Netanyahu (2009-2013), were significant during the conflict around 2009.

The intense infighting was the result of prolonged political instability and internal conflicts, leading to the cancellation of elections and the establishment of a new political status quo: a Fatah-controlled West Bank and a Hamas-controlled Gaza Strip.This division created significant daily living difficulties for Palestinians in both areas, as administrative and supply systems were disrupted and destroyed. The temporary closure of the Gaza border led to severe shortages of essential supplies. Israel used gasoline, frequently offloaded at Ashdod port, as an economic and political tool, restricting its entry into Gaza and thus impacting the livelihoods of Gazan civilians.

2.12. International Response

The United Nations Council did not grant a hearing to the British and French governments and instead adopted General Assembly resolution 195.This resolution recognized a state of continuous attacks against a pre-existing state of war and established an emergency force under the Security Council's supervision to halt these attacks.It also included an arms embargo on the involved conflict zones. The Security Council resolution, which prohibited arms supplies to Egypt and Israel, was based on a plan by Zubilin (USSR) and Beerniang (Liberia). This plan had a four-step operation and remains partially in effect despite the Soviet Union's withdrawal, due to the hesitance of the conflict's main parties (Israel, France, United States).

US Secretary of State Dean Acheson warned the United Nations Security Council that failing to address the rebellion against the Partition Plan could disrupt the Marshall Plan's common funds. With thirty-six agenda items, the council didn't start debates on this issue for the first two days, delaying Acheson's intervention. On October 17, Acheson, representing the President of the United States and other Western democracies (France, Great Britain, Belgium, and Greece), asserted the intention to take firm and effective measures both within and outside the United

Nations to address cases that France and Great Britain sought to postpone. He emphasized the need for immediate solutions to the Disturbed State procedure, the use of armed force to end the fighting, economic measures to restore Palestine's economy, and maintaining an Israeli-Arab frontier. This stance was formalized in the four-nation Declaration, presented on October 16 in Paris to ambassadors from Italy, Hungary, and Greece. The French delegate informed the Security Council that a solution along the lines of the four-nation Declaration had been agreed upon during a recent meeting of foreign ministers in London.

2.12.1. Diplomatic Efforts and peace initiative

One of the earliest peace efforts following the June 1967 war was initiated by African-American boxing promoter Bob Arum, who facilitated a meeting between Nasser and Israeli Defense Minister Dayan aboard the Mediterranean liner Queenanna of Greece. Nasser proposed a twelve-point program during this meeting, but it ultimately failed, along with other peace initiatives. Nasser had publicly stated that his willingness to make peace with Israel was a military mission, a stance he maintained since Naqsa. He consistently expressed a readiness to establish peace, contingent on respecting the rights of the local populations, Israel's withdrawal from occupied territories per two UN resolutions, and the recognition of Palestinian rights, a stance he reiterated before the General Assembly in 1964.

Numerous official and unofficial negotiations took place between the two sides. The Oslo Accords and various other agreements were particularly notable, often involving actors from civil society and various organizations rather than direct government participation. The broader implications of the conflict spurred intense diplomatic activity from many countries, underscoring the significant roles played by international organizations and superpowers. While Oslo negotiators largely acted independently, the Clinton administration leveraged American Jews, all supporters of Israel, as personal envoys on many issues.

2.12.2 Role of the United Nations

On July 20, 2004, the International Court of Justice ruled that constructing a wall in the occupied Palestinian territories violated international law. To enforce this conclusion, the Court issued a decision (6 votes to 3) stating that the issue should be addressed in New York, according to the obligations of the 1946 UN Charter, which mandates the enforcement of international law and compliance with humanitarian and wartime laws. This decision was based on UN resolutions and the 1949 Geneva Conventions, which prohibit acquiring land through war and acknowledge the occupied status of these territories (UN Security Council Resolution 242).

In 1947, the UN proposed partitioning Palestinian territories to create a Jewish state and an Arab state. The Arabs rejected this plan, and an independent Jewish state was declared on May 14, 1948. The USA immediately recognized the new state, followed by the USSR a few days later. The UN approved Israel's creation on June 17, 1947, with 81 votes in favor, 3 against, and 13 abstentions. Of the 15 countries present, 4 have since taken a humanitarian stance against the illegal regime.

2.12.3. Involvement of regional powers

The same argument, along with the idea of quickly finding a good solution for the Israeli-Palestinian conflict, can be applied to the military aid and strategies of regional powers toward the parties involved. It's been acknowledged that a prolonged conflict benefits these regional powers' interests. Their decisions to either undermine or support Palestinian authorities and Israel in recent years have been driven more by their competition or cooperation for influence in the Middle East than by any immediate goals to improve Israeli or Palestinian interests. This approach hasn't changed, especially since international support for Palestine appears weak. Recent talks between U.S. representatives and Hamas, encouraged by lower-level discussions involving Turkey or the OIC, have been overshadowed by the increased isolation of Gaza and the West Bank, among other economic factors.

Regarding the involvement of regional powers, it's argued that their most significant impact has been in proposing potential solutions. While it is crucial to

focus on finding a resolution to the Israeli-Palestinian conflict, attention should shift from the form to the content of these proposals. Despite several concrete obstacles to peace, such as the establishment of security zones around Palestine by an international peace force, there is no consensus on the fundamental rights of the parties, their boundaries, or guarantees for implementing a deal. To initiate a long-lasting peace process, a conducive atmosphere where both parties can express their needs is essential. The Arab League's and the United States' support for President Abbas's call for early elections was negative in this respect, as it interfered in Palestine's internal affairs to alter its Fatah leadership.

2.13. Humanitarian Crisis and Human Rights Violations

Severe fuel shortages, long power outages, scarcity of safe drinking water, and the training of ambulance workers. The report highlights the devastation on Gaza residents as a result of the COVID-19 pandemic and the restrictions imposed on the movement of goods and the people and their access both to and from the area. Access to the COVID-19 vaccine has created an inequitable system. Due to the blockade, the healthcare facilities in Gaza are struggling to manage the large numbers of patients, and critically ill patients in need of medical care have lost their lives as a result of the blockade. Ongoing hostilities between Israel and Gaza-based armed groups, already violent and discriminatory, have resulted in the death of women and children. Amnesty International calls for the blockade on Gaza to be lifted.

Gaza, a small area of land measuring just 25 miles long and 3 miles wide on the southwestern tip of Israel, is a place where many Palestinians live. Since 2007, Gaza has been virtually sealed off by air, sea, and land from Israel and Egypt, resulting in significant shortages and price rises in food, medicine, and energy. Its people live with a process of extreme control and lack basic necessities. The occupying power in Gaza is a colonizing power which is stillresponsible for the overall administration of the area and sets and implements security policies. In doing so, it must follow humanitarian law. Prior to 2014, a significant eminent humanitarian crisis in Gaza occurred.

2.13.1. Displacement and destruction of civilian infrastructure

According to UNRWA, nearly 1.9 million Palestinians in Gaza, or about 85% of the population, have been displaced, with most taking shelter in UNRWA facilities. On November 16, UNRWA Commissioner-General Lazzarini stated that this represents the largest displacement of Palestinians since 1948. Many have been displaced multiple times.

On December 7, UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator Martin Griffiths said the military assault in southern Gaza is repeating the assault in the north, leaving no safe places for civilians.

Save the Children warned on December 9 that relentless bombardment, an Israeli siege, and dangerous relocation orders have left families in Gaza with no survival options. In a New York Times op-ed on December 11, leaders of six humanitarian aid organizations stated that civilians in Gaza are uniquely trapped with no means of escape.

As of January 4, over 65,000 housing units in Gaza have been destroyed and more than 290,000 partially damaged, according to the Government Media Office in Gaza. Over 69% of school buildings have been damaged, leaving 625,000 children unable to attend school, and damage has also occurred to universities, with some academics killed.

The Israeli air force reported on October 12 that between October 7 and 12, it dropped approximately 6,000 bombs on Gaza. For comparison, NATO dropped about 7,700 bombs during its intervention in Libya from March to October 2011.

The Financial Times reported that military analysts have compared the destruction in northern Gaza over less than seven weeks to the extensive bombing of German cities during World War II.

It has been suggested that Israel’s widespread destruction of homes and infrastructure in Gaza might be considered “domicide,” defined as the deliberate destruction of homes to cause human suffering.

Israeli sources estimated that around 12,000 rockets were fired into Israel between October 7 and the end of December 2023.

2.13.2. Violations of International Humanitarian Law

Amnesty International found compelling evidence that Israel committed war crimes and violated international humanitarian law in its war on Gaza, documenting Israel's indiscriminate and unlawful attacks on the territory.

The organization stated that Israel failed to take necessary precautions to avoid civilian casualties in Gaza, did not distinguish between military and civilian targets, and carried out attacks targeting civilian objectives, resulting in significant civilian casualties and the killing of entire families.

Amnesty International added that Israel shockingly disregarded civilian lives and destroyed infrastructure in the territory, emphasizing that they found no evidence to support the Israeli army's claim that it only targeted military objectives.

The organization strongly emphasized that Israel practiced a system of apartheid against Palestinians, imposed collective punishment and an illegal siege on Gaza, turning it into the world's largest open-air prison.

The organization reached its conclusions through satellite image analysis, verification of photos and videos, and speaking to eyewitnesses to investigate the airstrikes on Gaza initiated by Israeli forces on October 7th, following the "Operation Protective Edge" launched by Palestinian resistance.

The organization demanded that Israel immediately stop its unlawful attacks and adhere to international law, allowing humanitarian aid to reach the territory suffering from a collapsed health sector, power cuts, and food shortages.

The organization urged the international community and Israel's allies, including the United States and the United Kingdom, to take necessary measures to protect civilians in Gaza from unlawful attacks and refrain from supplying Israel with weapons and military materials.

The organization also called on Israel's allies to refrain from making statements that legitimize Israeli violations and to pressure Israel to lift its unlawful blockade imposed on the Gaza Strip for the past 16 years.

Amnesty International clarified that it is still investigating dozens of Israeli attacks on the Gaza Strip

2.13.3. Impact on Civilians and Children

Since October 7 2023, life has changed beyond recognition for the 2.2 million people living in the Gaza Strip. While children are always the innocent victims of any violent conflict or crisis, the impact of this war on children is unprecedented.

As the violence continues, the death toll rises, with over 29,000 people now reported dead in the Gaza Strip, including 12,500 children. At the same time, an estimated 17,000 Palestinian children are unaccompanied or separated from their parents.The creation of a new acronym -- WCNSF, which stands for Wounded Child, No Surviving Family -- is a sobering reminder of the heavy price children are paying, and will continue to pay, for this brutal war.

The stories we hear about children who have been caught up in the violence and who have had family members killed bring these statistics to life.

Children like three-year-old Salam*, who lost her parents in a bombardment on her house in Khan Yunis. She was pulled from under the rubble and taken to a hospital in Deir al Balah, where she was cared for by a doctor and his sister for three weeks.

When Khaled, a psychologist at SOS Children's Villages Rafah, arrived to take Salam to where she could be cared for long-term, she was crying and screaming. He explains:

When I first met her, I was trying to calm her down and reassure her she's safe now, and she said, 'say whatever you want to say, but do not say you're going to take me to my parents. I saw them dying in front of my eyes.'

The rights of children, as listed in the UN Convention on the Rights of the Child, are being violated daily. When the most basic of rights -- such as the right to life, survival and protection during war and conflict -- are being completely disregarded, there is little hope that other rights will be respected.

Even when the war finally ends, it is unclear how many children and young people will be able to access stable education, healthcare, nutrition and other necessities, yet alone have opportunities to play, relax and just 'be children'.

The physical and mental health of children, young people and those caring for them is deteriorating. Many children are now not only at risk of death or injury, but increasingly of malnutrition, with one in six children reportedly already malnourished.

The long-term impacts of an entire generation suffering from extreme trauma and poor-mental health can also not be understated. Exposure to violent conflict can significantly impact a child's development, with effects that endure into adulthood. Children without parental care are particularly vulnerable to these impacts.

As Ghada Hirzallah, National Director of SOS Children's Villages Palestine, comments: The impact on children in particular, is profound. Daily struggles for basic needs, exposure to violence, and the constant threat to their sense of security shape their daily lives -- and this is having a long-lasting impact on their mental health.

A colleague based in Rafah expands:

Thousands of children and young people in Gaza have gone through extremely distressing events, like displacement, child-familyseparation, death of a family member, violence...causing severe psychological effects.

Psychologists working in SOS Children's Villages Rafah are holding one-on-one sessions with the children they care for, to help them deal with this painful period and reduce the risk of having a psychological shock in the future. As one says: Children often ask us during the sessions questions like 'Why was my brother killed? What was his fault?' We deal with these questions with utmost professionalism to protect them from any setbacks.

2.14. Media Coverage and Propaganda

Propaganda has also been used to sway public opinion in order to counter all political actions that may support peaceful coexistence between the Israeli and Palestinian peoples. Several technological and psychological mechanisms have been exploited to emotionally motivate political ideas and actions again, while eroding public confidence in the reliability of the political system. Concerning media communication dynamics, three types of actors have been identified: (1) Protagonists who asked for international law enforcement, actions against the causes of war, and for peace, contributing in no need to open a politically oriented international debate on the Israeli-Palestinian issue; (2) Public opinionwhich empathizes with civilian victims, asking protective actions from the conflict, involving international actors and avoiding military action; (3) Critics who have used media to criticize the parties involved in the conflict, legitimizing violence. Countering the use of propaganda and enhancing information is an effective way to avoid being manipulated and join the side of the numerous conscientious and impartial organizations that operate to promote peace and dialogue between Israelis and Palestinians, supporting intercultural communication and interreligious dialogue.

Today, the internet provides an almost infinite range of sources that the user can select to obtain information, including propaganda. To be aware and avoid the

danger of being manipulated, it is important to have the ability to recognize propaganda, in addition to being informed about the history andcharacteristics of the conflict. Unfortunately, despite its strategic position in the Eastern Mediterranean area and the great global interest, far from being covered objectively and impartially—supporting the quest for peaceful coexistence between the Israeli and the Palestinian people—this complex issue is simplified by news that is often poor and biased. This is caused by a large amount of propaganda made by both sides of the conflict but also by humanitarian information work. It aims to educate and influence international public opinion for the purpose of gaining support, principally economic, for the parties involved in the conflict. The flow of communications and news is enormous and fragmented; therefore, it is not easy to identify and filter reliable sources. It is essential to consult various information sources to form an opinion as accurate as possible.

2.14.1. Role of Media in Shaping Perceptions

Media and news can be incredibly powerful tools to hold governments accountable, reach the masses with critical information, and open eyes to new perspectives. Media can also play a big role in how people see the world around them and how they interpret important international events, including war and conflict.

Coverage of the Israel-Hamas war has been constant since the start of the conflict on October 7. What have you observed about how US media outlets are approaching this conflict? How does this compare to how news outlets based outside of the US are covering the war?Hamas' horrific October 7 attack on Israel made headlines for several days, and the media still covers personal stories about individual hostages. However, the attack and Hamas's nature as a terrorist group have been eclipsed by coverage of Palestinian causalities suffered in Gaza, as they are more current, far greater in numbers, and are captured in daily videos on television. The conflict has been cruel and tragic to everyone, but US media is often crisis-oriented and covers the war as a "play by play," as opposed to presenting a broader picture of the impact of the conflict.American coverage of the military campaign tends to lean

towards the Israeli and American governments' narratives, sometimes at the expense of adequately representing Palestinian viewpoints. The number of Palestinian causalities is often reported with a caveat that numbers come from the Hamas-run health ministry in Gaza, as if to cast doubt on their legitimacy. Although many news outlets originally blamed Israel for the explosion at Gaza's Al-Ahli hospital on October 17, most quickly changed their minds when Israel and the US blamed an errant Palestinian rocket—even though little evidence was provided to the media. This can leave audiences with the impression that the conflict is overly complex and difficult to understand. The language used in US media is also a point of contention. Terms like "apartheid," "ethnic cleansing," and "genocide," despite being defined by international human rights organizations, are avoided in mainstream media because they are terms defined by international law and due to their politically charged nature. The deaths of journalists, mostly in Israeli retaliatory strikes, have been reported, but there's criticism about the lack of widespread condemnation in Western newsrooms. More than 750 journalists from various news organizations, including Reuters, the Los Angeles Times, the Boston Globe, and The Washington Post, signed an open letter condemning Israel's killing of reporters in Gaza and criticizing the war coverage in Western media. The signatories argue for the use of precise terms like "apartheid" and "ethnic cleansing" to describe Israel's treatment of Palestinians, pointing out the double standards in reporting. International media outlets tend to provide a more diverse range of perspectives, often highlighting the humanitarian impacts on Palestinian civilians. These outlets are generally more direct in critiquing Israeli policies and actions, and they demonstrate a greater willingness to use terms that US media might shy away from. The BBC, for example, has been harshly criticized for a perceived anti-Israeli bias, including referring to Hamas as "militants," as opposed to terrorists, and interviewing guests who praised the Hamas attack. This broader and sometimes more critical vocabulary in international coverage reflects a less conservative approach to the conflict than in American media.

2.14.2. Propaganda and Misinformation Campaigns

Social media has significantly influenced how the public perceives the Israel-Hamas war, impacting both understanding and opinions. It involves a mix of algorithm-driven content curation, the challenge of misinformation, and changing generational views. There is also a declining trust in mainstream news outlets, pushing people toward alternative online sources and social media for information.

The result has been a fragmented and incredibly polarized understanding of the conflict, influenced by both the content people consume and the platforms they use to access it. Recent years have seen a shift in how young Americans perceive Israel and how the plight of Palestinian civilians is portrayed in social media. Social media is a much more significant part of youth news diets, and platforms like TikTok show users content based on their interests, which can reinforce existing views.The abundance of information, including misinformation, on platforms like X (formerly known as Twitter) makes it difficult for users to discern fact from fiction. The changes in platform policies and moderation practices have further complicated this challenge.

Social media has been a breeding ground for misinformation and disinformation regarding the conflict. Often, people are posting information and narratives with little knowledge of the conflict itself. False or misleading information can obscure the reality on the ground, deepening social and political divisions. This is exacerbated by the viral nature of social media content and the challenge of fact-checking in real-time.

Graphic videos and images, some true and some false, are widespread on social media platforms. The authenticity of this content is often difficult to verify, leading to confusion and the spread of hate. That is why it is important to verify information and seek news from a variety of sources, including official organizations and verified media outlets.

2.14.3. Influence on Public Opinion

Through their framing, selection of stories, and use of visual media, news outlets have immense power to influence public opinion. Photos and videos have a high potential for going viral on social media, amplifying certain aspects of the conflict. The coverage can frame the narrative of the conflict. By selecting certain stories or images over others, the media can subtly influence whether Israel or the Palestinians are viewed more sympathetically or negatively by the audience.

Just as the coverage of the attack on October 7 evoked intense empathy for Israelis, the current emphasis on Palestinian civilian casualties and the growing humanitarian crisis in Gaza is evoking strong emotional responses from the public, including calls for a ceasefire and more humanitarian aid. What the media chooses not to report can be as impactful as what it does report. Omitting certain facts, events, or perspectives can skew public understanding of the conflict and lead to a one-sided view. The perceived bias or lack thereof in media coverage can affect public trust in media outlets. This influences how the public consumes news and which sources they consider credible.

2.15. Peace building and Conflict Resolution Efforts

All of these individual and collective efforts share an appreciation of the adverse influence exercised by the second intifada and its aftermath over prospects of peace. A widespread observation is that building foundations for peace and conflict reduction ought to be engaged in now given the inability of the international community to enforce peace agreements and the negative effect of the conflict on reconciliation processes and mutual understanding. Above all, the impact of the conflict is seen to infringe human and fundamental rights to an unacceptable degree, especially among the Palestinian population, and to force financial outlays on the parties that are unjustified in relevance and distribution. Yet, one is not able to detect that the second intifada as an event has become a specific topic of interest among those whose work is committed to peace building and conflict resolution. Scientific

studies into the implications of the second intifada not only for the peace process but for the overall societal interactions between Israelis and Palestinians have yet to be published. And peace building and conflict resolution projects dedicated to the prevention or mitigation of exact effects of the conflict from the period between October 2000 and the series of terror attacks committed in the end of the first half of 2007, like for example Israeli-Palestinian contact mechanisms and think tanks as applied by the Eisenhower Institute, have hardly taken this critical event as a vantage point for designing their research or intervention strategy.

The outbreak of the second intifada in September 2000 has had a direct bearing on the feasibility, design, and implementation of peace building and conflict resolution efforts in the domain of the Israel-Palestine conflict. Many initiatives stalled during armed confrontation, while new ones were brought to life by the conflict and were kept going by the urgency it engendered. All attempts at peace building and conflict resolution, academic and non-academic, official and civil society ones, international and anthological, seek to create counter-structures to the dominant relations between Israelis and Palestinians in conflict, thereby opening up the possibility for peace making in their long-standing, deep-seated dispute about territory, national identity, and the distribution of rights and resources between them.

Both voluntary and involuntary, classical and more recent, governmental and international ones. Among them, the International Crisis Group, the Foundation for Middle East Peace, the American Friends Service Committee, EcoPeace Middle East, the Peace Research Institute in the Middle East, the Palestine-Israel Journal, the Israel-Palestine Centre for Research and Information, the Peres Centre for Peace, the Givat Haviva Centre for a Shared Society, and the Geneva Initiative ought to be singled out. Additionally, detailed research into Palestinian protracted disputes is being conducted through the work of the Palestinian American Research Center and the Palestinian Academic Society for the Study of International Affairs, while specific applied peace building and conflict resolution work is done by organizations such as Palestinian Health Watch, the Women's Centre for Legal Aid and Counselling, the Coalition for Jerusalem, the Palestinian Development Centre, and

Miftah. The Institute for the Peaceful Resolution of Intractable Conflicts and the Aaron Institute for Economic Policy are specifically devoted to peace building and conflict resolution in the context of Israel-Palestine. UNESCO and UNDP share the focus of this work.

2.15.1. Past Peace Agreements and Negotiations

What constitutes the basis for the resolution of the Palestinian problem is the declaration of 'land for peace' by the UN Security Council for the first time on the occasion of the Six-Day War in 1967, which has been followed by the adoption of further resolutions with the same content. Peace agreements and negotiations then proceeded, one after another. The Egypt-Israel Peace Treaty of 1979 became the first of its kind to have been concluded between an Arab nation and Israel. The Camp David Agreement had been reached between the Egyptian President Anwar Sadat and the Israeli Prime Minister Menachem Begin, for the U.S. President Jimmy Carter to bring them to Washington for trilateral peace talks – President Sadat, however, having signed the bilateral peace treaty with Israel and gaining great praise from the West at the cost of having been expelled from the Arab League and having been assassinated in 1981 in the gloriously celebrated homeland return of Al-Sadat.

Jordan's border with Israel has been realigned in a peace treaty concluded in 1994. The international community, particularly the U.S. and Soviet Union, have become increasingly involved in the resolution of the Israeli-Arab conflict. The peace process, originated by the former UN Secretary General, Kurt Waldheim, had somewhat been boosted by the Camp David agreement reached in 1978, under U.S. President Jimmy Carter, which, however, had only provided for peace between Egypt and Israel and still left the Palestinian problem unresolved. The United Nations General Assembly Resolution 3379, adopted in 1975, equating Zionism with racism, also shows how deeply the Palestinian problem has been troubling the international society, and how high the emotions have been running in relation to Palestine. The resolution has been revoked in 1991.

2.15.2. Challenges and Obstacles to Peace

Except for a short period of the founding of Israel, its relations with the Arab countries have always been tense. Moreover, the present relation with the current is, demonstratively, one of hostility. The transformation of the Middle East arena in the present day and age to a de facto battlefield for competing interests of regional and international powers may appear to be at first blush utterly disconnected from the problem that Israel is supposed to be the heart of. The truth, however, is that the Palestinian problem forms the most important basis of this field of battlefield. Consequently, continuing the inaction to resolve that problem, unfortunately, eventually affects its results not only its most direct subject, which is the Palestinian people, but also feeds instability and obscures the prospects of peace and security for Israel itself.

It is important for the international community to strive for finding an exit to the present stalemate situation. To this end, action is needed principally to work to undermine the challenges and obstacles to the prospects of conducting peace negotiations. Of all the obstacles that faced the Madrid Process, the first one is, without doubt, Israel. More specifically, Israel is threatened by a multiplicity of competing interests. In itself, Israel must undergo a fundamental reassessment of what it really wants to achieve in the regional and international levels, and to what extent is it capable of facing the challenges and dangers of the international system and the weaknesses and divisions of the Arab world. The Palestinian problem lies at the heart of these challenges and dangers, and it concerns particularly the dominant position held by Israel in the Middle East region.

2.15.3. Prospects for Future Resolution

First, there is a need to accommodate Palestinians' desire for justice for the actions of the Israeli armed forces on 7th October, for the 1,000 subsequent deaths, and for the destruction of 7,700 of their homes. However, it would be wholly inappropriate for Israel to make reparation for compensation, to acknowledge and

make reparation for the damage in general, and to apologize for their suffering, without their reciprocating in kind. The Israeli authorities did not direct the actions of the soldiers carrying out the orders or the consequences. It is for the affected Palestinians themselves to pursue redress through legal action. At the same time, the Israeli government has the right to investigate the calculation of reparation to their satisfaction, in view of the steps the Palestinians take to prevent any recurrence of the events they incited, which would make both the latter irrelevant. Also, there needs to be credible Palestinian evidence that the compensation will not go to those who advocate the destruction of Israel. This task will not be simple, given the almost total political disarray within Palestinian society in 2007 and afterwards.

Second, for the Israeli public to accept a return of the territories, all military threats from there must permanently end in exchange. All Palestinians in the area under the control among whom they distributed their weapons over the period 2000 to 2006 must willingly and visibly surrender all arms and munitions, to be sealed and removed from the area. Meanwhile, no weapons or relevant items should be transferred to the territories, and no training should relate to their use. A peacekeeping force with full international legitimacy but lacking participation from hostile countries and the area's citizens will be able to enforce these measures until their completion. Finally, as an offset to past atrocities, a section of the area can become Israeli territory once the fighting and terrorism have ceased for 10 years. At the end of the period, the obvious lack of any military motive to enter by land will permit Israel to extend its legal authority over that part of the drawn-in green line.

2.16. Conclusion

In conclusion, the British Broadcasting Corporation (BBC) is a cornerstone of public service broadcasting in the United Kingdom, providing news, information, entertainment, and education to audiences globally. Renowned for its journalistic excellence, diverse programming, and dedication to impartiality and high broadcasting standards, the BBC plays a crucial role in global news dissemination, cultural representation, and supporting independent journalism. Through innovative

digital strategies and a commitment to engaging content, the BBC remains a symbol of quality broadcasting that resonates with audiences worldwide. In contrast, the discussion on social media's impact on perceptions of the Israel-Hamas conflict highlights how platforms can present different perspectives, fuel misinformation, and contribute to confusion and division. It underlines the influence of traditional media in shaping opinions and the importance of verifying information from reliable sources to better understand complex issues.

Achieving resolution and peace between Israel and the Palestinians is a complex process that requires reciprocal actions from both sides. Palestinians are urged to seek justice through legal means for actions by the Israeli armed forces, ensuring that compensation is used appropriately. Israelis are advised that for territory return to be accepted, all military threats must cease, and weapons surrendered. The text suggests international peacekeeping involvement to enforce these measures. Challenges in reaching a satisfactory resolution are noted, emphasizing the need to address past atrocities, ensure security, and build trust for a lasting, mutually beneficial peace agreement.

CHAPTER THREE
RESEARCH FINDINGS AND DISCUSSION

3.1. Introduction

This chapter explores the backgrounds of reporters and examines the potential influence of their backgrounds on information objectivity. It scrutinizes the appeals utilized in the study's videos and aims to detect any fallacies in the reporters' persuasive tactics. In instances where fallacies are identified, discourse analysis is employed to ascertain whether they were unintentional or deliberate. In fact, discourse analysis is used in examining communication practices and uncovering biases that may influence how information is presented, interpreted, and understood. By critically analysing language, power dynamics, silences, and ideological underpinnings, discourse analysis can help identify and challenge biases mainly in audio-visual communications.

3.2. Analysis of Video N°1:(Foster, 2023)

3.2.1. Background of the reporter and journalist

Anna Foster is an English radio news reporter and presenter who previously hosted the Drive time program on BBC radio five from Monday to Friday. She was born in 1979 in South Shields. She is best known for her broadcasting work on Metro radio, Magic fm and BBC radio Newcastle.

Reeta Chakrabart is a British journalist, news reader, and correspondent for BBC news. She is known for presenting various BBC news programs such as BBC news at one, and BBC weekend news. Reeta Chakrabart was born on December 12, 1964, in Ealing, London.

3.2.2. Introduction to the video

This video reported by Anna Foster and presented by Reeta Chakrabart on October 23,2023, is segmented into two parts. The first segment, spanning from 00:00 to 1:10 provides a detailed account of the event. The second segment, from 1:10 to 3:37 features an interview and additional reporting.

3.2.2. Analyzing the video

Duration	Statement	Appeal	Fallacy
From 00:00 To 00:05	"More harrowing stories about how people were killed in the Hamas attack in Israel" "are still emerging"	Pathos Appeal to pity + appeal to popular passion	The journalist Reeta Chakrabart starts with dramatizing the event by using strong connotative words like 'more harrowing', 'killed', 'Hamas attack'. These words suggest that Israel is living in a continuous violence committed by Hamas on a daily or even hourly basis. Here ad hominem fallacy is identified as the journalist hides the reality of what has been happening in Gaza since 1948, and focuses just on one day of sufferance in Israel.

Table a1 fallacy 1

Duration	Statement	Appeal	Fallacy
From 00:05 TO 00:10	"One teenager who had just celebrated her 18th birthday died after being shot"	Patho Appeal to pity +Appeal to popular passion	The journalist tries to manipulate the emotions of the audiences by using sensitive words like "teenager" Implying that she has nothing to do with conflict, but in fact, she lives in an occupied land, and girls at the age of 18 have to serve in the military. She was defending using arms which testifies that she is a soldier. The reporter hides these facts by referring to her as an innocent teenager. This is what we call disinformation.

Table a2 fallacy 2

Duration	Statement	Appeal	Fallacy
From 00:10 To 00:18	"while trying to prevent the gunmen breaking into the safe room in her home"	Appeal to pity (pathos)+Appeal to popularpassion	The journalist here uses a loaded label or definition when asserting that the place where the family lives is a safe place, implying that the Jews have the right to live in safety in the lands that they occupied by force; and that Palestinians don't have the legitimate right to resist. Indirectly, the audience will deem the Palestinian resistant as terrorists, which is just a loaded label made by the journalist.

Table a3 Fallacy 3

Duration	Statement	Appeal	Fallacy
From 00:18 To 00:22	"Her family were hold captive in the house and her father was taken hostage"	Pathos Appeal to pity	In this part journalist tries to convince BBC's viewers that Hamas are terrorists in an indirect way and that what we call "disinformation"

Table a4 Fallacy 4

Duration	Statement	Appeal	Fallacy
From 00:22 To 00:28	“Anna Foster has been speaking to her mother ”who wants the world to see what have been through”	Pathos Appeal to pity	The journalist intends to convince the audience that Israeli are suffering, so they have the right to show the world their hardship. The journalist, pretending to be a trustworthy source of information by speaking to the victim's family, is supposed to do a professional unbiased work which investigates in who the true sufferer is. Introducing the report in such a dramatic way **poisons the well** about Hamas by denying their legitimate right to resist the occupier.

Table a5 Fallacy 5

Duration	Statement	Appeal	Fallacy
From 00:28 To 00:35	“Her report contains distressing footage of the family being held captive, they want you to see this footage, but it is upsetting”	Pathos Appeal to pity + Appeal to popular passion	Reeta tries to persuade the audience that the report is credible as she refers to the reporter 'her report' e.i Anna foster's report which was conducted in the site of the "crime" showing pictures of the moment of the attack using strong connotative words like “distressing footage” to convince them that Israel is the only victim, suggesting that the attackers are criminals, which leads to a hasty generalization as the journalist hides important information pertaining to the Palestinian issue.

Table a6 Fallacy 6

Duration	Statement	Appeal	Fallacy
From 00:36 To 1:10	A video That shows the attack	Pathos Appeal to pity+appeal to popular passion	The reporter Anna supports her report with a video of the attack using some strong words like "terrified family " and " Shocking and upsetting to watch "; she wants the world to sympathize and stand with Israel. This fallacy we call appeal to popular passion.

Table a7 Fallacy 7

Duration	Statement	Appeal	Fallacy
From 1:10 To 2:05	" the lost girl's favorite music being played ". Pictures of the victims during the family outing (the father and the daughter)	Pathos And Logos Appeal to pity+Appeal to popular passion	Anna foster starts by showing the happy family outing before the death of their daughter, then the family invited her to film what they want the world to see, thereby concealing the harrowing events occurring in Gaza. This fallacy called ignoring the evidence.

Table a8 Fallacy 8

Duration	Statement	Appeal	Fallacy
From 2:06 To 2:08	" as the same song from that happy day plays, she's laid to rest". Pictures of the funerals.	Pathos	"Anna reported on the girl's funeral ceremony to evoke sympathy from the audience." The reporter is contrasting the close family happy moment with their sudden hard time. This elicited a profound emotional response due to its poignant nature. The fallacy is that the journalist ignores to point out the dead Palestinians being buried in mass graves; she should have said: 'the girl is being buried in her own individual grave, in the presence of her friends and relatives observing the funerals, how about the dead in Gaza being buried in mass graves"? this fallacy falls in ignoring evidence category.

Table a9 Fallacy 9

Duration	Statement	Appeal	Fallacy
From 2:10 To 2:14	" but her beloved dad is miles away". Mother speaking in the funerals	Pathos	Anna mentions that the dad is away; she could say at least he know where her daughter is being buried. The fallacy is that the journalist ignores to indicate that in Gaza the parents don't know where their children are burring, and there are even those who do not have a grave. This fallacy involves ignoring evidence category.

Table a10 Fallacy 10

Duration	Statement	Appeal	Fallacy
From 2:15 To 2:25	" Sakhi is broken he saw his daughter die; he saw her getting shot in her head and die next to him". mother speaking in the funerals	Pathos	The mother shares her pain with the world, but at least she finds who care about her and her family and BBC give her the opportunity to express, and share her tribulation, what about hundred of children die in the most horrific ways every day, and no one care about them or go to their families and share their pain to the world. The fallacy used here is ignoring the evidence category.

Table a11 Fallacy 11

Duration	Statement	Appeal	Fallacy
From 2:29 To 2:39	“had just celebrated turning 18 the house is full of balloons and congratulations ". "mother speaking in the funerals"	Pathos	This part shows the injustice against the Palestinians, her daughter had just celebrated her 18, her parents bought for her balloons, what about people in Gaza they are dying of hunger they don't have money even to buy bread. Thousand of babies are dying and no one talk about them and that what the journalist is doing ignoring the evidence.

Table a12 Fallacy 12

Duration	Statement	Appeal	Fallacy
From 2:41 To 2:57	" she wanted you to see this moment but also the message behind it that she is doing one of the hardest things she is ever had to do burying her daughter miles from home and without her husband here by her side ".	Pathos	Anna shows one side of the conflict and forgets about the other; she talks about the mother's feeling when she buries her daughter. What about mothers in Gaza they lose every day all their children not just one or two and they bury them in mass grave and they can't see them, and sometimes children lose their parents and they find themselves living in camps facing all kind of problems. This fallacy falls in ignoring evidence category**.**

Table a13 Fallacy 13

Duration	Statement	Appeal	Fallacy
From 3:20 To 3:37	" Now Sakhi is one of more than 220 people still held hostage in Gaza and the message is a simple one in his family's darkest moment they need him".	Pathos	The reporter said that more than 220 people still hostage in Gaza. This statement could be either true or false, maybe it is an incorrect tally. This is what we call faulty statistics.

Table a14 Fallacy 14

3.2.3. Discussion of Video 1

The analysis suggests that the journalist is utilizing emotionally charged language to influence the audience's perception regarding the Palestinian issue. Fourteen fallacies, including Appeal to pity, Ad hominem attack, and Appeal to popular passion, have been identified in the video. These elements are being used to shape the narrative in a specific way, potentially swaying public opinion or perception towards a particular viewpoint.

By critically evaluating the discourse presented in the charts, one can gain insights into the strategies used to influence audience opinion and potentially identify biases or manipulation in the information being communicated.

Applying techniques of discourse analysis helps to understand why these fallacies may have been used in the communication. The possible explanations include:

Persuasion and Manipulation: The fallacies are seen as attempts to persuade and manipulate the audience's emotions and opinions, potentially garnering sympathy and support for a particular viewpoint, such as negatively portraying Hamas.

Framing and Agenda Setting: The use of fallacies may be a deliberate framing technique to shape how the audience perceives and interprets the information presented, potentially influencing the audience's understanding and attitudes towards the conflict.

Creating a Sense of Urgency and Importance: The fallacies serve to create a sense of urgency and elicit a strong emotional response, leading to heightened engagement and interest in the report.

Overall, the use of fallacies in the charts can be considered strategic rhetorical devices employed to persuade, shape perceptions, and influence the audience's emotional responses. By unpacking how these fallacies function in the discourse, the underlying intentions and effects of the communication strategies used in shaping the narrative can be better understood.

Lastly, the conclusion criticizes the impartiality of the BBC channel, suggesting that the reporter, Anna Foster, exhibited bias by focusing on the suffering of an Israeli family while ignoring the plight of Palestinians.

3.3. Analysis of Video 2(Albursh, 2024)

3.3.1. Background of the journalist "Adnan Albursh"

Adnan Albursh, a veteran Arab-speaking BBC reporter from Gaza, is a respected correspondent for BBC Arabic, stationed in Gaza. He became part of the BBC Arabic team in December 2010. In addition to his professional pursuits, he is from Gaza city. He covered all the wars that have happened in Gaza.

3.3.2. Introduction to the video

This video is a report between Adnan Albursh and BBC channel, on 29 April 2024. In this video the journalist wants to show the challenge of being a journalist and resident in Gaza.

3.2.3Analyzing the video

Duration	Statement& appeals	Fallacy
From 00:00 To 00:47	The journalist Adnan Albursh started the report by showing happy moments of the family before the war, and then he started to cry informing the audience that the family lost everything.	Appeal to Emotion: Albursh utilizes vivid descriptions that evoke strong emotions in the audience, such as depicting the joy of twin girls receiving their exam results followed by the devastation of losing everything in conflict, creating an emotional appeal to the audience.

Table b1 Fallacy 1

Duration	Statement& appeals	Fallacy
From 00:48 To 01:16	The journalist affirms that the war following October 7 in Gaza has been peculiarly atrocious and disastrous, as they had expected as soon as they heard the news of Hamas attack.	Appeal to Novelty: Adnan Alburshappeals to novelty by describing witnessing certain events for the first time in his life without providing examples so far. He implies that Hamas attack was unique legitimating any Israeli brutal retaliation. In other words, the weak shouldn't resist as the strong response can be fatal.

Table b2 Fallacy 2

Duration	Statement& appeals	Fallacy
From 01:16 To 2:00	Live bloody pictures of massive destruction in Gaza; the journalist, crying, describe them as horrible.	This may appeal to emotion, but the pictures prove and support his previous claims and attitudes. When comparing and contrasting happy and sad moments before and after the events of both families: the Israeli reported by Anna foster in the previous video, andAdnan Albursh's pictures in this video, his images reflect more violence.

Table b3 Fallacy 3

Duration	Statement& appeals	Fallacy
From 00:48 To 02:10	The journalist explains the challenge of maintaining objectivity when covering the events of the war in Gaza worrying about his family's safety.	False Dilemma: Adnan Albursh is driven to a false dilemma by discussing the challenge between preserving the editorial line of the BBC and personal emotions, suggesting that one must choose between being professional and being human.

Table b4 Fallacy 4

Duration	Statement& appeals	Fallacy
From 02:10 To 03:15	The journalist comments on the death of some members of the Palestinian journalist in Al-Jazeera, WaelAdahdouh, pointing out the shortage of vital necessities (bread and security) in Gaza.	Appeal to Pity: Adnan Albursh seems here appealing to the audience's pity by describing personal struggles and hardships faced, such as the lack of bread in the house and the difficulty of providing security for loved ones in a conflict zone.

Table b5 fallacy 5

Duration	Statement & appeals	Fallacy
From 03:15 To 04:13	Pictures of a mass grave being dug, and more than 80 Palestinians corpses being buried. The journalist points out that the smell is very unpleasant; he comments on the awfulness of the scenes.	Adnan Albursh might seem using an ad hominem attack by implying that the Israeli army's actions, such as handing over bodies, are cruel and atrocious, but as he had providedthe reason behind the violence, the audience may understand that Israel is

		responding in unjust disproportionate way that violates human rights.

Table b6 fallacy 6

Duration	Statement & appeals	Fallacy
From 03:15 To 04:13	Pictures of the journalist leaving his hometown Gaza to Rafah; he bitterly says goodbye and promises to come back.	Adnan Albursh should have driven the audience attention to the fact that Gaza is no longer a safe city since Israel has been intensifying its military action which can target civilians. This procedure may also be considered as a fallacy is the journalist provides just half-truths.

Table b7 fallacy 7

3.2.3. Discussion of Video 2

The data gathered in the seven tables suggests the existence of seven fallacies, which the following analysis attempts to address:

In the first table, appealing to emotion deems to be justifiable, as Adnan Albursh has covered numerous conflicts over the years. He adheres to BBC's mandate for neutrality and objectivity in reporting. In a recent video, Albursh, representing Palestinian journalists, emphasizes the extreme difficulties faced by the people of Gaza, asserting that their suffering surpasses any biased or one-sided characterization. Through his on-the-ground coverage, he reveals to BBC viewers that the recorded images only scratch the surface of Israel's violence in Gaza. The October 7 war in Gaza depicted widespread destruction, inhumanity, and severe

hardships faced by the population. Albursh's message to BBC underscores the challenges faced by journalists in conveying the full scope of the atrocities unfolding in Gaza. The perceived fallacies and biases in reporting were effectively debunked in this video presentation.

It is reasonable to assert that Albursh began his report by showcasing scenes of happiness within a family before the outbreak of war, before becoming visibly emotional while informing the audience of the family's subsequent loss of everything. This sequence of events does not necessarily indicate bias or fallacy; rather, it serves to highlight the stark contrast between the family's initial joy and their subsequent tragedy in the context of conflict.

Furthermore, Albursh's emotional delivery and use of vivid descriptions to convey the emotional impact of the family's story do not inherently constitute fallacies or biases. These storytelling techniques, such as detailing the joy of twin girls receiving exam results juxtaposed with their devastating loss in the conflict, can be seen as a genuine effort to connect with the audience on an emotional level and convey the human impact of war. Such appeals to emotion are commonly used in journalism to evoke empathy and understanding among viewers without necessarily distorting the facts or introducing biases into the narrative.

As for table b2, part of the fallacy is to legitimate the Israeli violence, yet nevertheless, The journalist's assertion that the war in Gaza that unfolded after October 7 was particularly brutal and devastating, a sentiment shared upon hearing news of Hamas' attack, can be considered a fact rather than a fallacy or bias. This observation is based on the journalist's firsthand experience and assessment of the situation on the ground, where they likely witnessed the severity of the conflict and its impact on the population. The journalist's interpretation of events as being exceptionally atrocious and catastrophic aligns with the objective reality of the situation in Gaza during that time, highlighting the gravity of the conflict and its consequences. Therefore, this statement can be viewed as a valid observation rather than a biased or fallacious claim.

In table b3, The mention of a false dilemma in the context of Adnan Albursh's reporting on the conflict in Gaza suggests a restriction placed on Palestinian journalists by the BBC. By framing the challenge as a choice between adhering to the BBC's editorial line or expressing personal emotions, the implication is that Palestinian journalists are constrained in how they can report on the atrocities unfolding in Gaza. This false dilemma essentially limits their ability to portray the full extent of the genocide being committed by Israel in Gaza, as they are forced to prioritize professionalism over humanity.

The notion that journalists must choose between upholding journalistic standards and acknowledging the human impact of the conflict oversimplifies the complexity of reporting on such grave humanitarian crises. By focusing on personal emotions rather than the atrocities being perpetrated, Palestinian journalists may be hindered in their efforts to shed light on the realities of the situation in Gaza and convey the extent of the violence and suffering experienced by the population. This false dilemma may serve to suppress the full scope of the genocide being carried out in Gaza, ultimately preventing a comprehensive and unbiased portrayal of the conflict.

In table b5, the journalist's commentary on the death of Palestinian journalist Wael Adahdouh from Al-Jazeera, highlighting the scarcity of essential resources such as bread and security in Gaza, can be considered a factual observation rather than an appeal to pity. The mention of specific hardships faced by individuals in conflict zones, including a lack of basic necessities and security concerns, serves to provide a glimpse into the harsh realities experienced by those living in war-torn areas. These details contribute to a more nuanced understanding of the challenges and dangers faced by civilians in Gaza and underscore the human impact of the conflict.

While descriptions of personal struggles and hardships can evoke feelings of empathy and pity in the audience, in this context, they are presented as objective facts that reflect the lived experiences of individuals in Gaza. By highlighting the shortage of vital necessities and security risks faced by Palestinian journalists and their families, the journalist is shedding light on the difficult circumstances in which many people

in Gaza find themselves, rather than employing an appeal to pity as a manipulative tactic.

In table b6, the description of images depicting the digging of a mass grave and the burial of over 80 Palestinian corpses, accompanied by the journalist's commentary on the unpleasant odor and the horrific nature of the scenes, provides concrete evidence of violence and human suffering rather than serving as an ad hominem attack. In this context, attributing cruelty and atrocity to the actions of the Israeli army can be viewed as a response to the tangible evidence of mass casualties and the distressing conditions depicted in the images.

By elucidating the grim reality of mass graves and the burial of numerous Palestinians, the journalist's commentary on the scene's awfulness and the foul smell contributes to a factual depiction of the inhumanity and brutality of the conflict. Rather than employing ad hominem attacks, the journalist's description of these scenes serves to highlight the severe violations of human rights and the disproportionate response by Israel, as evidenced by the unsettling images and the journalist's visceral reactions to the unfolding tragedy. In this context, the commentary can be seen as a legitimate and factual portrayal of the violence and devastation experienced in Gaza, rather than a fallacy or biased attack.

In table b7, the fallacy present in the table can be identified as a false dilemma or a false dichotomy. The implication that Adnan Albursh should have directed the audience's attention exclusively to the lack of safety in Gaza due to Israel's military actions, without acknowledging any other potential factors or perspectives, presents a limited and binary view of the situation. By suggesting that the journalist is providing only half-truths by not emphasizing the dangers posed by Israel's military activities, this argument oversimplifies the complexities of the conflict and dismisses any other relevant information that may contribute to a more comprehensive understanding of the situation.

3.4. Analysis of Video 3 (Hawley, 2023)

3.4.1. Background of Caroline Hawley

Caroline Hawley was born in Nigeria in 1967. Hawley began her journalism career with News Week as the Jerusalem correspondent from 1991 to 1994.She joined the BBC in 1994, initially working for the world service. Over the years, she held various roles, including posting in Cairo, Jordan, and Baghdad. During her tenure as Baghdad correspondent, she was expelled from Iraq in 2002 but returned after the death of Saddam Hussein. She becomes the BBC Middle East correspondent in 2006 and has been a special correspondent for the BBC news channel since 2007.

3.4.2. Introduction to the video

This video presented by Caroline Hawley on 9 October 2023, is titled "How the Hamas attack on the supernova festival in Israel unfold".

Duration	Statement	Appeal	Fallacy
From 00:00 To 0:03	"Shocking event"	Pathos Appeal To pity	Caroline Hawley started with strongconnotative words.Using DA reveals her attentionto grab the audience attention anddrive them to sympathize with the victims, journalistically speaking, this strategy is widely used and accepted. However, if coherence is considered, it will be deemed as a fallacy, as the journalist continues to dramatize the scenes in favour of one-side, Israel.

Table c1 Fallacy 1

Duration	Statement	Appeal	Fallacy
From 00:03 To 00:10	"On Saturday morning, you can see people dancing at the Nova festival without having any idea of the horror that is about to unfold"	Pathos And Logos Appeal to pity	The journalist wants to show to the world that Israel is victim and Hamas are terrorist and killer forgetting that Hamas are just defending their land and life. The type of fallacy used here is Adhominem.

Table c2 Fallacy 2

Duration	Statement	Appeal	Fallacy
From 00:45 To 00:54	"And it seems to show security trying to get people leave as quickly as possible"	Logos (Appeal to pity)	The audiences when they hear these words the first thing they think about it is that hamas kills anyone without any reason while Hamas are just defending. This is a hasty generalization.

Table c3 fallacy 3

Duration	Statement	Appeal	Fallacy
From 00:54 To 01:04	"And here you feel the panic, the fear and the urgency as people flee for their lives across the field"	Pathos And Logos Appeal to Fear	In the use of the words " panic","fear" and "urgency" the journalist wants to deliver an indirect message that the isrealian people are in danger and they are living in fear, they just want help.

Table c4 Fallacy 4

Duration	Statement	Appeal	Fallacy
From 1:04 To 1:10	“Show you some distressing footage”	PathosAnd Logos (Appeal to pitty)	The journalist exaggerates in using wordsdenotating brutality and violence to gain sympathy for Israel ignoring to mention more brutal acts committed against Palestinians. This is called Disinformation.

Table c5 Fallacy 5

Duration	Statement	Appeal	Fallacy
From 1:1O To 1:25	“You see this shooter taking away a young man who appears to have been injured”	Pathos And Logos Appeal to pity	Appeals to emotion aim to evoke strong emotional responses from the audience without raising the issue of the Palestinian right for a legitimate resistance.

Table c6 Fallacy 6

duration	Statement	Appeal	Fallacy
From 1:27 To 3:34	“ it's come to encapsulate the absolute terror of what happened ” “pleading for her life ” “interview with the friend of the girl ”	Pathos Appeal to pity Appeal to popular passion	By using emotionally charged language and portraying distressing scenes, the speaker is trying to manipulate the audience's emotions rather than providing a unbiased explanation of the attack. The phrase "interview with the friend of the girl" may also be considered an appeal to authority, as it suggests that the information presented is

	“showing the image of place of the festival after the attack.”		credible because it comes from someone close to the victim. These fallacies aim to sway the audience's opinions and perceptions based on emotions rather than rational reasoning

Table c7 Fallacy 7

3.4.3. Discussion of video 3

Seven fallacieshave been found in the video. The analysis of the given fallacies based on discourse analysis reveals various manipulative tactics employed in the media coverage of the conflict involving Israel and Hamas. Let's break down each fallacy and its implications:

Fallacy C1: The journalist strategically uses connotative words to evoke sympathy for the victims, emphasizing a one-sided narrative that favors Israel. This selective portrayal of events can be seen as an attempt to manipulate the audience's emotions and steer them towards a particular perspective. By focusing on dramatizing scenes in favor of Israel, coherence in the reporting is compromised.

Fallacy C2: The fallacy of ad hominem is identified when the journalist portrays Hamas as terrorists and killers without acknowledging their perspective or motivations. This oversimplification and demonization of the opposing party can hinder a balanced understanding of the conflict.

Fallacy C3: Hasty generalization is observed when the audience is led to quickly form judgments about Hamas based on limited information or biased framing. By overlooking the complexity of the situation and painting Hamas in a negative light, the journalist fails to provide a nuanced portrayal of the conflict.

Fallacy C4 & C5: Disinformation is evident when the journalist exaggerates acts of brutality and violence to garner sympathy for Israel while downplaying or omitting

similar acts committed against Palestinians. This skewed presentation of information can mislead the audience and perpetuate a biased narrative.

Fallacy C6 & C7: Appeals to emotion and appeals to authority are utilized to manipulate the audience's emotions and perceptions without addressing the underlying issue of Palestinian rights and legitimate resistance. By prioritizing emotional impact over factual analysis, the journalist risks distorting the audience's understanding of the conflict and perpetuating biased narratives.

In conclusion, the analysis highlights the importance of critically evaluating media discourses, recognizing manipulation tactics, and striving for a balanced and comprehensive understanding of complex geopolitical conflicts like the Israeli-Palestinian conflict.

3.5. Conclusion

The study in this chapter dealt with analysing of appeals and fallacies in the three videos, In conclusion of the the analysis of the first video, of the journalist's discourse in the video reveals a strategic utilization of emotionally charged language and fallacious reasoning to influence the audience's perception of the Palestinian issue. The identification of eight fallacies, including Appeal to pity, Ad hominem attack, and Appeal to popular passion, underscores the deliberate shaping of the narrative to potentially sway public opinion towards a specific viewpoint.

By critically examining the discourse and applying techniques of discourse analysis, insights into the strategies employed to influence audience opinion are unveiled. The potential reasons for using these fallacies, such as persuasion and manipulation, framing and agenda setting, and creating a sense of urgency and importance, shed light on the underlying intentions and effects of the communication strategies deployed in shaping the narrative.

It is worth highlighting concerns regarding the impartiality of the BBC channel, suggesting bias in the reporting as evidenced by the focus on the suffering of an Israeli

family while overlooking the plight of Palestinians. This critique underscores the importance of vigilance in media consumption and the necessity of discerning and unpacking the motivations and implications behind the rhetorical devices and narratives presented in news media. Ultimately, understanding the use of fallacies and biases in communication allows for a more nuanced and critical assessment of information and promotes a deeper awareness of the complexities surrounding contentious issues such as the Palestinian-Israeli conflict.

In conclusion of the analysis of the second video, the data presented in the seven tables sheds light on the various fallacies identified within the journalist's reporting on the conflict in Gaza. Through a meticulous examination of the narrative presented in each table, several key points regarding the use of emotional appeals, factual observations, false dilemmas, and vivid descriptions emerge.

The journalist, Adnan Albursh, effectively navigates the challenging terrain of reporting on the atrocities in Gaza while adhering to BBC's principles of neutrality and objectivity. His emphasis on the extreme hardships faced by the people of Gaza, the brutal realities of the conflict, and the personal stories of those affected, serves to broaden the viewers' understanding of the situation beyond mere statistics. By employing emotional engagement and vivid storytelling techniques, Albursh succeeds in humanizing the conflict and conveying its profound impact on individuals and communities.

The critical assessment of the fallacies identified in the tables reveals a nuanced picture of the journalist's approach and the broader implications of framing and agenda-setting in media discourse. While some observations may be misconstrued as fallacious or biased, a closer examination highlights the journalist's efforts to portray the harsh realities of the conflict in a compelling and empathetic manner without compromising journalistic integrity.

The analysis of the last video reveals a concerning pattern of manipulative tactics employed to sway audience perceptions and support a biased narrative. The identified fallacies, from selective language use to oversimplification and disinformation, point

to a lack of objectivity and ethical reporting standards in the media portrayal of this complex and sensitive issue.

By presenting a one-sided view that favors Israel, demonizing Hamas, and manipulating emotions through exaggerated portrayals of violence, the journalist undermines the audience's ability to form a balanced understanding of the conflict. These fallacies not only limit the coherence and accuracy of reporting but also perpetuate harmful biases and stereotypes, ultimately hindering efforts towards peace, understanding, and justice in the Israeli-Palestinian conflict.

Moving forward, media organizations and journalists must prioritize ethical reporting practices that uphold impartiality, factual accuracy, and diverse perspectives. By recognizing and addressing fallacies in reporting, we can strive towards a more transparent, balanced, and informative media landscape that empowers audiences to critically engage with complex geopolitical issues like the Israeli-Palestinian conflict.

Overall, the analysis underscores the complexity of reporting on sensitive and multifaceted issues such as the Gaza conflict, where balancing factual accuracy, emotional engagement, and ethical considerations is paramount. By recognizing the nuances of media representation and discourse, we can better appreciate the challenges faced by journalists in conveying the full scope of humanitarian crises and contribute to a more informed and empathetic public discourse on global conflicts.

The fallacies identified in the analyzed BBC report suggest a potential bias in the reporting of the Israeli-Palestinian conflict. The manipulation of language, selective framing of events, and lack of nuance in presenting the perspectives of the involved parties raise concerns about the impartiality of some BBC journalists in covering this contentious issue.

While it is essential to acknowledge that media outlets, including the BBC, strive to uphold journalistic standards of accuracy and impartiality, the presence of fallacies in reporting indicates a possibility of bias or one-sidedness in coverage. Journalists play a crucial role in shaping public perception and understanding of complex

conflicts like the Israeli-Palestinian conflict, and any indication of partiality can undermine the credibility and objectivity of their reporting.

It is important to approach media coverage of such sensitive topics with critical thinking and a willingness to consider multiple perspectives. While individual journalists may hold personal opinions or biases, it is imperative that they adhere to ethical standards of balanced reporting and provide a platform for diverse voices to ensure a comprehensive and accurate representation of the conflict.

Ultimately, the presence of fallacies in reporting does not negate the possibility of impartial journalism within the BBC or any other media organization. However, it underscores the importance of vigilance in consuming news, questioning sources, and seeking out diverse viewpoints to form a well-rounded understanding of complex geopolitical issues.

GENERAL CONCLUSION

General conclusion

As an inclusive conclusion, the study delved into various aspects of communication and media representation, emphasizing the importance of impartiality, critical analysis, and understanding the complexities surrounding contentious issues like the Palestinian-Israeli conflict. Discourse analysis, appeals, fallacies, and journalistic strategies are scrutinized to shed light on how language and communication tactics shape narratives and influence audience perceptions. The chapters underscored the need for discernment, scrutiny of biases, and careful evaluation of information from diverse sources to form well-rounded perspectives on global issues. Through examining communication strategies, analyzing fallacies, and unpacking media narratives, readers are encouraged to engage critically with information, cultivate awareness of manipulation tactics, and foster empathy and understanding in public discourse on complex geopolitical conflicts.

In the first video, the journalist's discourse is found to strategically use emotionally charged language and fallacious reasoning to influence the audience's perception, with eight identified fallacies including Appeal to Pity and Ad Hominem Attack. The implications of these fallacies, such as persuasion and bias, are explored, highlighting concerns about the impartiality of the BBC's reporting.

In the second video, the journalist Adnan Albursh is found to navigate reporting on the Gaza conflict with an emphasis on humanizing the situation and conveying its impact through emotional engagement. The critical assessment of fallacies identified in this video highlights the complexities of balancing factual accuracy and emotional engagement in reporting on sensitive issues.

Overall, the study emphasizes the importance of critical assessment of media representation, recognizing biases, and seeking diverse perspectives to better understand complex global conflicts. It also raises concerns about impartiality in reporting, particularly in the case of the BBC's coverage of the Israeli-Palestinian conflict.

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