A SEMIOTIC ANALYSIS OF MEDIA MASS INTERNATIONAL (ARTICLE) ABOUT THE ISRAEL-PALESTINE CONFLICT ON OCTOBER 7, 2023

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Abstract

The Israel-Palestinian conflict has been going on for many years and being chaos again on October 7, 2023. This study aims to provide a deep understanding of how international media reported and interpreted the conflict through a semiotic analysis, The international media being analyzed are BBC, CNN, Al-Jazeera, and The New York Times. The research uses a qualitative method and focuses on news articles from these media that were uploaded on October 7, 2023. The semiotics analysis examines the denotative meaning, connotative meaning, and myth conveyed in the news article. The findings reveal how each article of the media constructs and represents the conflict, often with biases that shape public perception. This research reveals an important viewpoint on how the media influences public perceptions of the complicated geopolitical issues of the Israel and Palestine conflict. The result can help foster a more critical and knowledgeable discussion of how the media presents these issues.

Keywords: *Semiotics, International Media Mass, Israel-Palestine Conflict*

INTRODUCTION

The conflict between Israel and Palestine has been going on for decades. The conflict began with the disagreement between Israel and Palestine at the Balfour Declaration in 1917. This was followed by the division of territories by the United Nations in 1947. However, despite various peace efforts, tensions remain high and often turn violent. In the early 1990s, the conflict was eased by the Oslo Accords. However, the peace did not last long due to various factors including violent acts from both sides and failure to implement the agreement. The situation continues to fluctuate from year to year with tensions and armed conflicts persisting. On October 7, 2023, the conflict escalated again when Palestinian fighters from the Hamas group launched a massive invasion of Israeli territory through the Gaza Strip. The main objective of the invasion was to secure the release of thousands of Palestinians held in Israeli prisons through a prisoner exchange deal. However, this operation did not go as planned due to a navigational error. Hamas fighters accidentally entered Israeli settlements. This navigational error was fatal. Hamas fighters, equipped with heavy weaponry, including rockets, launched an attack that led to the deaths of 1,200 Israeli civilians. This massive rocket attack caused panic and anxiety among the Israeli public, prompting a strong response from the Israeli government. In response to the attacks, Israel immediately launched endless counter-attacks.

This offensive not only targeted Hamas' military infrastructure but also tightened the blockade on the entire Gaza Strip. Israel has also stated its intention to seek out and destroy hidden Hamas bases in Gaza. This conflict has led to a severe humanitarian crisis in Gaza. According to reports, to date, around 34,151 civilians in Gaza have lost their lives due to Israeli retaliatory strikes. Airstrikes, artillery, and blockades that worsen the living conditions of Gazans cause immense suffering. Critical infrastructure was destroyed including hospitals, schools, and other public facilities. In addition to the loss of life, the conflict has also left many people homeless and without access to necessities such as food, water, and medical care. The blockade imposed by Israel restricts the entry of humanitarian aid into Gaza. This leaves the international community and humanitarian organizations struggling to provide much-needed aid. This prolonged conflict has not only impacted the lives of civilians on both sides but also deepened the hatred and distrust between Israelis and Palestinians. Diplomatic efforts to

ease tensions are often hampered by the continuing cycle of violence and the inability to reach a durable agreement.

The Israeli-Palestinian conflict has become one of the most frequently reported global issues by the international mass media. The mass media plays a central role in shaping public perceptions of this conflict, with various platforms such as radio, television, and newspapers providing information to a wide audience. According to Cangara (2010), mass media serves as an intermediary that communicates information from various points of view to the public. One important aspect of international mass media coverage is the variety of styles and biases held by leading outlets such as CNN, BBC, Al-Jazeera, and The New York Times. Each media outlet has a unique approach to reporting on these conflicts, which can affect how global audiences understand and interpret the information. These differences in style and bias can create huge variations in global perceptions of the Israeli-Palestinian conflict. Mass media influence can also shape public opinion in favor of or against international policies. For example, coverage that emphasizes the plight of Palestinians can raise global awareness of humanitarian issues; while reporting that highlights Israeli security threats can influence support for Israeli security policies in the international community. Thus, the international mass media not only provides information but also plays a role in shaping public perceptions and attitudes toward the Israeli-Palestinian conflict. With its power and influence, the mass media has a responsibility to present accurate, balanced and contextualized information. This aims to provide global audiences with a deeper understanding of the complexities of this ongoing conflict. The international media is often accused of bias in reporting the Israeli-Palestinian conflict. This was also affirmed by six CNN staffers, who stated that "The majority of news stories since the war began, regardless of how accurate the initial reporting, have been distorted by the network's systemic and institutional bias against Israel," and that, "Ultimately, CNN's coverage of the Israel-Gaza war constitutes journalistic malpractice." This statement shows that even reputable media outlets are not immune to criticism regarding bias in their reporting.

This research will examine how international mass media cover the Israeli-Palestinian conflict through a semiotic study. With a focus on articles published on October 7, 2023, when the conflict heated up again. Semiotics is the study of signs and symbols and their use or interpretation. In this context, the researcher will use Roland Barthes' (1964) semiotic theory which involves analyzing denotation meaning, connotation meaning, and myth. These three are communication systems that naturalize cultural and ideological meanings in society.

Denotation meaning is the literal meaning of a sign. For example, a photo of a soldier with a gun has the denotative meaning that this is someone involved in military activities. Whereas connotation meaning is the deeper meaning that the sign carries based on cultural and emotional associations. In the same example, soldiers with guns may have connotations of violence, power, or defense depending on the cultural context. The last is myth which is how culture transforms connotation meaning into something that seems natural or undeniable. In media reporting of the Israeli-Palestinian conflict, myths can take the form of consistent portrayals that one side is always the violent aggressor or the innocent victim. These myths can profoundly influence public perception and often obscure the true complexity of the conflict. With Barthes' framework, semiotic analysis allows us to uncover hidden and ideological meanings in media content.

This research aims to identify articles that have information related to the conflict. By doing so, it is hoped that this research will provide a more objective picture of how the conflict is reported and how readers can be influenced by the way the media tells stories. This is important for building critical awareness and supporting the formation of public opinion that is based on facts and in-depth analysis rather than biased and polarized narratives.

Recent research has provided a more in-depth perspective on bias in media reporting on the Israeli-Palestinian conflict. A study by Rinaldy (2023) comparing CNN and Al-Jazeera's coverage of Hamas forces' airstrikes into Israel, found that CNN tended to have a pro-Israel bias, while Al-Jazeera showed a pro-Palestinian bias. As for a study by Ramadani et. Al (2024) which analyzed national media, namely detik.com, CNNIndonesia.com, viva.co.id, liputan6.com, kompas.com, CNBC, Indonesia.com, beritasatu.com, REPUBLIKA.CO.ID, Merdeka.com, and sindonews.com. The results

of the analysis in the study showed that as many as 90% of the 10 news articles analyzed had a strong influence on readers' perceptions. The news provides a point of view that tends to defend Palestine through word selection, news framing, and information sources used. What distinguishes this research from previous studies is its analytical approach. This research focuses on semiotic analysis using Roland Barthes' theoretical framework. This approach allows the disclosure of hidden and ideological meanings contained in media reporting through in-depth analysis of signs, denotative, connotative and mythical meanings constructed in media narratives. Thus, this research not only identifies bias but also seeks to understand how these meanings are constructed and naturalized in the news, thus providing a more comprehensive understanding of how public perceptions of the Israeli-Palestinian conflict are shaped.

Research on international mass media representations of the Israeli-Palestinian conflict is an important endeavor to explore how news is presented to the global public. The main goal is to identify and understand the biases that may exist in media reporting. These biases can arise from various aspects, such as the choice of words and the narratives constructed by journalists and media editors. An in-depth analysis of the way international media report on these conflicts not only helps in dissecting how certain viewpoints are presented to the public but also reveals their impact on public opinion and a country's foreign policy. Moreover, an understanding of these media representations is also important for understanding their broader implications for global political and social dynamics. Mass media has a significant role in shaping public opinion and creating a collective understanding of conflicts that have a major international impact. As such, this analysis is not only relevant for understanding the roots of the Israeli-Palestinian issue, but also for exploring how the media influences international policy, foreign aid, or even sanctions imposed by the international community. This research also highlights the importance of critiquing diverse news sources and the need for a more critical approach to consuming media information. Understanding how mass media represent international conflicts like this can provide deeper insights into global socio-political dynamics and remind us of the power and responsibility of the media in shaping our perceptions and social reality. Thus, this research is not only about delving deeper into the Israeli-Palestinian conflict but also about the important role of mass media in shaping the global agenda and its influence on international policies and views.

METHOD

This research uses a descriptive research design with qualitative methods. According to Moleong (2007), descriptive research involves collecting data in the form of words, pictures, and other non-numerical forms, including interview transcripts, field notes, photographs, video recordings, personal documents, and official records. The qualitative approach aims to understand the phenomena experienced by research subjects holistically and descriptively, which involves examining behaviors, perceptions, motivations, and actions in their natural context using a variety of natural methods.

This research focuses on four major international news sources, BBC, CNN, Al Jazeera, and The New York Times. The main data analyzed were news texts from these four sources that reported on the Israeli-Palestinian conflict on October 7, 2023. The news texts include the digital platforms on which they were accessed and collected. The main data analyzed were news reports from BBC, CNN, Al Jazeera, and The New York Times on the Israeli-Palestinian conflict on October 7, 2023. These reports provided the main information needed for the semiotic analysis. To complement the data, researchers also collected other data from various sources including books, journal articles, news texts, credible internet sources, and relevant writings on the Israeli-Palestinian conflict. This data was used to enrich the interpretation and provide additional perspectives in the analysis.

The data analysis process was conducted using semiotic analysis of news texts, based on Barthes' (1964) concept. The first step is to identify the signs that appear in the news text from the main data source. After that, researchers analyzed the denotative meaning of the signs, which is the literal or explicit meaning according to the context of the news text. For example, if there is the word "demonstration" in the news text, researchers will interpret it as a demonstration or collective action

in a public space. Not stopping there, researchers also examine the connotative meaning, which is the cultural, ideological and subjective meaning conveyed by the signs. For example, the word "demonstration" can connote resistance to power, a struggle for civil rights, or even a threat to social stability, depending on the reader's perspective and cultural background. The final step is to explore the deeper cultural meanings (myt) and naturalization processes presented in the news text. The researcher examines how the signs are accepted as natural and natural by the reader, thus portraying a certain construction of reality and ideology. Through this comprehensive semiotic analysis, researchers can reveal the representation of reality, ideology and values implied in the news text in depth.

This analytical approach is used to reveal how international mass media construct and interpret the meaning of the Israeli-Palestinian conflict on October 7, 2023. By systematically applying Barthes' semiotic framework, this study aims to identify the underlying messages and biases in media coverage, as well as provide insights into how media representations influence public perceptions of the conflict.

FINDINGS AND DISCUSSION
Findings
A. CNN Article
The title of the article: "Netanyahu says Israel is 'at war' after Hamas launches surprise air and ground attack from Gaza". (October 7, 2023. 5.30 PM).

a) *"The Israel Defense Forces (IDF) said Hamas had taken 'hostages and prisoners of war' but did not give a figure".*

The IDF's statement that Hamas has taken "hostages and prisoners of war" suggests that Hamas members have made arrests of individuals associated with the conflict. This suggests a threatening and dangerous situation. The IDF's use of the terms "hostages" and "prisoners of war" carries strong connotations of a tense and high-risk situation. These words evoke feelings of fear, apprehension and uncertainty regarding the fate of the captured people. The statement that Hamas has taken hostages and prisoners of war reinforces the myth of the brutality and inhumanity of the Israeli-Palestinian conflict. It also portrays the enemy as extremely dangerous.

b) *"'What happened today has never been seen in Israel we will take mighty vengeance for this black day' Netanyahu said".*

Based on Netanyahu's statements, it seems that an unprecedented event has taken place in Israel. In response, Netanyahu stated that he would take massive revenge for this so-called dark day. The use of the phrases "mighty vengeance" and "black day" has a strong emotional charge. It portrays Netanyahu's angry reaction and strong desire for retribution. It reinforces the myths of heroism and justice that are often associated with responses to major threats or attacks. This massive retaliation could be considered an act of heroism to restore national honor and security. The myth of justice is the idea that massive retaliation can be seen as an attempt to restore justice disrupted by the attack. This reinforces the view that violent action is legitimate and necessary to confront evil and maintain stability.

c) *"Gaza is one of the most densely packed places in the world an isolated coastal enclave of almost 2 million people crammed into 140 square miles".*

This statement describes Gaza as a very densely populated area. These numbers and terms indicate a high population density in a relatively small area. This description carries connotations of suffering and oppression. The use of the phrases "densely packed" and "isolated" highlights the difficult and restricted living conditions experienced by Gaza. This description also supports the myth of Gaza as an area suffering under blockade and oppression. The description of Gaza as a very crowded and isolated place reinforces the view that its residents live in very difficult and inhumane conditions. By highlighting the crowded and isolated conditions, this statement can reinforce the view that Gaza is an example of the injustices faced by the Palestinian people, who live under the pressure of blockade and oppression.

d) *"'The entire system failed. It's not just one component. It's the entire defense architecture that evidently failed to provide the necessary defense for Israeli civilians' he said".*

Based on these statements, it is revealed that the entire defense system and architecture as a whole failed to provide the necessary protection for Israeli civilians. This admission of failure in the defense system has connotations of disappointment and incompetence. It suggests that Hamas attacks managed to penetrate all layers of defense that are supposed to protect Israel's civilian population. Besides that, it reinforces the myth of vulnerability and the need for military reinforcement. The statement that defense systems can fail reinforces the view that Israel is in a vulnerable position and at high risk of attack. This can create a sense of fear and urgency among the public and policymakers.

The Israeli-Palestinian conflict is influenced in a significant way by public views due to the media. In this instance, CNN achieved this by focusing on the dramatic elements of the conflict and applying emotional language. The public's perception and mindset towards this complicated topic may be influenced by this dramatic and emotional news presentation. The media's focus on specific aspects of the conflict might increase public support for particular laws or initiatives. Reports that highlight attacks on civilians, for instance, have the power to encourage public concern and justify a military intervention. On the other hand, highlighting the tragedy caused by bombings or blockades to people may increase support for humanitarian relief.

Furthermore, biases that already exist in society are reinforced by the media. Through the media, one side's military operations and retaliatory measures might be justified by portraying them as heroic actions carried out for justifiable causes. On the other hand, dehumanizing and discrediting portray the opposing side as dangerous or immoral. By reinforcing particular narratives that may already be ingrained in the public consciousness, makes room less for a more comprehensive and balanced understanding.

An essential component of reporting on this conflict is describing living circumstances and how they affect civilians. Reporting that emphasizes the pain and adversity endured by civilians can elicit compassion and bring the humanitarian dimensions of the fighting to the public's notice. Political and popular support for humanitarian action may be influenced by this sympathy in turn. All things considered; public opinion is greatly influenced by the way the media portrays the Israeli-Palestinian issue. The media shapes narratives that affect public attitudes and actions towards the continuing conflict in addition to reporting events by selecting specific phrases and points of emphasis.

B. Al-Jazeera Article

The title of the article: "Fears of a huge ground invasion of Gaza grow as Israel vows 'mighty vengeance'. (October 7, 2023).

a) *"Gaza's residents carried their dead and wounded into crumbling and overcrowded hospitals with severe shortages of medical supplies and equipment".*

The statement described Gaza's carrying bodies and the wounded to destroyed and overcrowded hospitals, with serious shortages of medical supplies and equipment. This illustrates the extremely poor humanitarian conditions in Gaza. "crumbling and overcrowded hospitals" implies the inability of medical facilities to handle emergencies, showing deep suffering and desperation. "severe shortages of medical supplies and equipment" adds a layer of connotation regarding desperation and lack of international support or adequate aid. This phrase reflects the widespread view of Gaza as a place of constant suffering. It reinforces the narrative that Gaza is always in extreme humanitarian crisis, often as a result of the blockade and attacks on the territory. This myth shapes the image of Palestinians as permanent victims in this conflict, reinforcing the narrative of the atrocities they experience and the lack of effective action or support from the international community.

b) *"United States President Joe Biden decried the 'unconscionable' assault by Hamas fighters and pledged to ensure Israel has 'what it needs to defend itself'".*

The sentence states that US President Joe Biden condemned the "unconscionable" attack by Hamas fighters and promised to ensure Israel gets "what it needs to defend itself". The connotation of the word "unconscionable" emphasizes the brutality and immorality of Hamas' actions, which creates a negative image of the group. Biden's statement to ensure Israel gets "what it needs to defend itself" implies full US support for Israel, which reinforces the close relationship between the two countries and the US position as Israel's main supporter in this conflict. With this, the US is seen as the protector of democracy and Israel's staunchest ally in the Middle East, based on the perception that both countries share democratic values and human rights. In contrast, Hamas is seen as a terrorist threat that disregards humanitarian norms, responsible for brutal attacks against Israel. The general perspective in the West regarding the Israeli-Palestinian conflict places Israel as the party that has the right to defend itself and face threats. Palestinians, particularly Hamas, are often seen as the main cause of the escalation of violence and instability in the region.

The article from Al-Jazeera shows how the public's perspective of the Israeli-Palestinian conflict can be shaped and influenced by the media. The article has the potential to provoke strong emotional responses from readers by emphasizing both the harsh humanitarian situation in Gaza and Israel's brutal response. Biases that are already present in society may be strengthened by the selective framing of these occurrences. This influences how readers interpret the deeds and intentions of Hamas and Israel. For instance, it is possible to justify military actions and countermeasures by arguing that Israel's aggressive response is required to maintain its national security. In addition, depicting Hamas' activities as violent and immoral might reinforce unfavorable opinions of the organization and provide credence to the idea that the group's suppression is both justifiable and essential. On the other hand, by drawing attention to the humanitarian situation in Gaza, the piece might elicit pity for the Palestinian people and condemnation of Israeli policy. By highlighting the suffering in Gaza, the conflict's humanitarian effects are brought to light, which may have an impact on public and political support for international engagement and humanitarian help.

In presenting the news, Al-Jazeera often uses strong narratives and visuals to emphasize the impact of the conflict, either through live reports from the location or by featuring stories of individuals affected by the violence. This approach not only provides information but also shapes readers' emotions and opinions. As a result, readers may be more likely to support humanitarian intervention or even policy change based on their understanding of the suffering experienced by civilians in Gaza. Overall, the reporting done by media outlets such as Al-Jazeera has a great influence in shaping public perception of the Israeli-Palestinian conflict. They choose to frame events and portray the actors involved. They also play an important role in shaping the narrative that influences public attitudes and actions toward this complex conflict. Al-Jazeera frequently highlights the impact of the crisis in their news presentations by utilizing powerful narratives and images, either through live broadcasts from the scene or by showcasing the testimonies of those who have been impacted by the violence. This method affects readers' feelings and ideas in addition to imparting knowledge. Because they are aware of the hardship that civilians in Gaza go through, readers would be more inclined to favor humanitarian assistance or even policy changes. In general, how the public views the Israeli-Palestinian conflict is greatly influenced by the news produced by media organizations like Al-Jazeera. They have a significant impact on the narrative that shapes public perceptions by how they choose to present the events and the participants.

C. *The New York Times Article*

The title of the article: "Here is what to know about the surprise attack on Israel". (October 7, 2023).

a) *"It followed an enormous and coordinated early-morning assault on southern Israel, as the militants infiltrated 22 Israeli towns and army bases, kidnapped Israeli civilians and soldiers, and fired thousands of rockets toward cities as far away as Jerusalem".*

This statement describes massive and coordinated attacks by militants against various locations in Israel, including the kidnapping of Israeli civilians and soldiers and the firing of thousands of rockets. It shows the high level of organization and intent behind the attacks, evoking a sense of fear, danger and urgency. This narrative reinforces the image of an ongoing conflict between Israel and Palestine, by highlighting the attackers as highly organized and determined entities. It creates the perception that Israelis are dealing with a serious threat that requires a decisive and just response. In this context, these massive and coordinated attacks can be used to reinforce the legitimacy of defensive or retaliatory measures taken by Israel in response to the attacks.

b) *"Panic and disbelief rippled throughout Israel. Many people huddled inside their homes while hearing sirens, explosions and gunshots outside".*

The sentence describes the reaction of Israeli citizens who are scared and taking cover due to the ongoing violence. It emphasizes vulnerability and fear among the population creating the image of a society under siege. The narrative paints Israel as a vulnerable victim threatened by external violence. This results in panic and distrust among the population. It reinforces the narrative that Israel constantly faces serious threats and requires strict security measures as a necessary response.

c) *"President Biden vowed from the White House on Saturday that the United States would 'not ever fail to have their back,' referring to Israel".*

The President of the United States pledged unwavering support for Israel. This reflects the solidarity and strong alliance between the US and Israel that demonstrates political and military support. It reinforces the myth that the US is the protector of democracy and its allies. The US is perceived as a defender of Israel's interests against perceived threats. President Biden pledged that the United States would never let Israel down saying from the White House on Saturday that the country "not ever fail to have their back".

d) *"The poor coastal enclave of Gaza has been under blockade by Israel and neighboring Egypt for 16 years".*

The statement described the longstanding blockade imposed by Israel and Egypt on Gaza. It highlights the poor economic and humanitarian situation in Gaza. It shows deprivation and suffering. Not only that, it portrays Gaza as a poor and isolated "enclave". This myth emphasizes the narrative of Palestinian suffering and the geopolitical conflict involving Israel, Egypt and Palestine. It also creates an image of Gaza as a politically and economically besieged territory, reflecting wider regional and global power dynamics.

e) *"The military wing of Hamas, Al Qassam Brigades, described Saturday's surprise assault on Israel as an operation against the Israeli blockade and 'in defense of the Aqsa Mosque,' invoking a dispute around a site that is sacred to both Muslims and Jews".*

This describes Hamas' justification for the attack which refers to the Israeli blockade and disputes surrounding sites sacred to both Muslims and Jews. Describing the attack as a defensive action and a response to certain grievances gives it legitimacy and urgency from Hamas' perspective. It reinforces the myths surrounding the ongoing religious and territorial conflict in Israel-Palestine. By referring to the defence of the Al-Aqsa Mosque, it links the attack to a broader historical struggle over sacred space and political sovereignty in the region. This reflects a deeper narrative of the conflict, where attacks like this can be interpreted as part of a struggle to control or defend holy sites of particular importance to specific religious communities in the area.

The way that the public views the Israeli-Palestinian issue is greatly influenced by articles published in the New York Times. The stories could draw strong emotional reactions from their readers since they frequently discuss the degree of organization behind the assaults and the dramatic reactions in Israel. It has the power to influence readers' perceptions of the intentions and behaviors of both Israelis and Palestinians through the use of selective framing. For instance, Israel's defensive actions can be justified by stating that they are required for their country's security and by depicting Hamas's acts as well-planned and violent. This story may give readers the impression that Israel's

military intervention to save people from a significant and well-organized threat was justifiable and essential.

However, publications that draw attention to the Gaza humanitarian catastrophe can elicit criticism of Israeli policy as well as sympathy for the Palestinian people. The devastating effects of Gaza's impoverished living conditions and the ongoing embargo serve as a reminder to readers of the conflict's grave humanitarian consequences. Public and political support for humanitarian relief and foreign involvement may be impacted by this kind of news.

Therefore, readers' perceptions of the conflict may be influenced by The New York Times' selective framing of key events. News coverage of specific aspects of the conflict can influence public opinion and support for the parties involved, whether in the form of sympathy and humanitarian aid for Palestine or support for Israel's defensive measures. This demonstrates the extent to which the media can shape popular opinions and responses to the ongoing war.

D. BBC Article

The title of the article: "Israel and the Palestinian group Hamas have been at war since early October". (October 7, 2023).

a) *"Hamas justified its attack as a response to what it calls Israeli crimes against the Palestinian people".*

Hamas stated that its attacks were in retaliation for Israel's actions against the Palestinian people. Hamas' attacks are seen as retaliation for the oppression experienced by the Palestinian people by Israel. The sentence reinforces the myth of the conflict between Palestine and Israel as a fight between the oppressed (Palestine) and the oppressor (Israel). This reflects a broader narrative within the conflict, in which Hamas positions itself as the protector and defender of the Palestinian people who are considered persecuted by Israel.

b) *"Israel immediately began a massive campaign of air strikes on targets in Gaza, in response to the Hamas attack".*

Israel launched massive airstrikes in Gaza in response to Hamas' attacks. Israel's attack is portrayed as a defensive measure to counter Hamas' aggression. The sentence reinforces the myth that Israel is always positioned as the party acting in self-defense against the threat of violence from the Palestinian side (Hamas). This reflects a common narrative in the Israeli-Palestinian conflict where Israeli military responses are often seen as reactions to attacks or threats they face.

c) *"The UN and aid agencies say Gaza is suffering severe shortages of food and other essentials including fuel and medicine".*

The UN and aid agencies say Gaza lacks food, fuel and medicine. This illustrates that the people of Gaza are suffering from the effects of the war and blockade imposed by Israel. This statement reinforces the myth that Palestinians are often positioned as victims who suffer from the conflict with Israel. This reflects a common narrative in global perceptions of the Israeli-Palestinian conflict, where Palestinians are often seen as more vulnerable and humanitarian affected than Israelis.

d) *"The future of the West Bank and East Jerusalem is one of the most difficult issues of the Israel-Palestinian conflict".*

The future of the West Bank and East Jerusalem is one of the most thorny issues in the Israeli-Palestinian conflict. Disputes over the territory and status of Jerusalem are at the root of the long-standing conflict. The assertion that the two-state solution is seen as the ideal way to resolve the Israeli-Palestinian conflict is a myth that is often promoted in peace efforts. The idea of a two-state solution involves the establishment of an independent Palestinian state next to Israel, with internationally recognized borders. However, in reality, the implementation of this solution has been difficult due to various complex political, economic and security challenges on the ground.

Public opinions of the Israeli-Palestinian conflict are significantly shaped by BBC articles. It affects the way readers comprehend the mechanics of the conflict by framing Israel's response as defensive and presenting Hamas' acts as vengeance for injustice. Readers' assumptions may be strengthened by this selective presentation of the facts, leading them to see the conflict through a prejudiced prism. The serious effects of the conflict on civilians were brought to light by the BBC's focus on the humanitarian situation in Gaza. By bringing the public's and politicians' attention to the suffering of the local population, this coverage may strengthen support for humanitarian assistance and involvement. The article aims to awaken international empathy and concern for the terrible situations faced by residents in Gaza by emphasizing the humanitarian issues.

The BBC furthered the peace narrative by talking about East Jerusalem and the West Bank's future. The piece emphasized the continued difficulties in reaching a peaceful conclusion, as well as the essential problems that need to be resolved to establish a two-state solution. The focus on the necessity of fresh attempts at peace promotes conversation on the viability of a two-state solution and the role that diplomacy plays in ending this conflict. As a result, BBC sources impact the public and debate on politics in addition to providing information. Focusing on specific components of the issue and using selective framing might reinforce established prejudices and have an impact on public attitudes and behavior. In addition, advancing a narrative of peace and emphasizing how the conflict affects humanity can help garner support for diplomatic resolutions and humanitarian assistance.

Discussions

Language and narrative are significant factors in influencing public opinion, as evidenced by the examination of document content and media framing of the Israeli-Palestinian conflict. There are myths around the conflict that can be reinforced by the use of specific words and phrases. For instance, Netanyahu's claims that the country is "at war" and his demands for "violent revenge" validate the use of force as a necessary reaction in an emergency or other dire scenario. On the other hand, news of the appalling humanitarian situation in Gaza can provoke sympathy for Israel and criticism of its policy.

Furthermore, the way that events are presented by the media may strengthen prior prejudices in the public. It is possible to justify Israeli military action and justice by presenting Hamas as the organizer of awful acts and justifying Israel's actions as justifiable self-defense. However, focusing attention on the hardship endured by Palestinians in Gaza can help to mobilize funding for humanitarian relief efforts. The media's narratives also contribute to the perpetuation of some myths surrounding this conflict. For instance, the myth of an endless, persistent conflict between Israelis and Palestinians, a story of bravery and justice in the face of danger, or the idea that Israel is powerless and needs help from the military. These misconceptions have the power to impact public opinion about the conflict and affect support for particular measures or policies. This conversation highlights the significance of challenging the terminology and framing of the Israeli-Palestinian conflict in the media. This can lessen prejudice and provide a deeper understanding of how complex the situation is. It's also critical to take into account different viewpoints and stories that can be missed in the media's mainstream coverage.

CONCLUSION

Semiotic analysis of online articles of well-known international media such as CNN, BBC, Al Jazeera, and The New York Times has revealed significant differences in the way they report and interpret the Israeli-Palestinian conflict on October 7, 2023. Through the lens of Barthes' concepts of denotation, connotation, and myth, the findings show that each media source conveys a different perspective and ideological frame. In general, Western media such as CNN and NYT tend to frame Israel as the party acting defensively against the threat of Hamas violence. While media such as Al Jazeera emphasize the humanitarian suffering on the Palestinian side due to Israeli policies. On the other hand, the BBC frames the conflict in a more balanced and less one-sided manner.

These different representations show how news can shape public understanding of complex geopolitical issues through their selection and framing of information. The different denotative,

connotative and mythical meanings conveyed by each source emphasize the importance of media literacy and critical analysis in navigating the international news coverage landscape. This study contributes to the existing literature on media framing of the Israeli-Palestinian conflict. Future studies could expand the scope of analysis to include a wider range of media sources, as well as investigate how these representations evolve over time as the conflict continues. Furthermore, further research could explore the impact of these media frames on public opinion and policy-making, highlighting the complex interactions between journalism, politics, and public discourse. By critically examining the semiotic underpinnings of media coverage, this paper aims to promote a more nuanced understanding of the diverse narratives that surround one of the world's most intractable geopolitical conflicts.

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