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Frameworks of Media Treatment on Israeli Electronic News Sites Regarding Operation (Al-Aqsa Flood)“ The Website of the Israeli Arabic-Language Channel I24 as a Model”

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Abstract

The research addressed the problem of the media frameworks used to address the Al-Aqsa Flood operation and its repercussions on the news website of the Arabic-speaking Israeli i24 channel. The research sought to clarify the main frameworks for the treatment and their topics, the approved news sources, and the media arts and multimedia used in the treatment, relying on the descriptive analytical approach through the content analysis method. Which included an analysis of (150) articles published on the aforementioned website during the study period, which extended for a full month starting from 10/7/2023 AD, i.e. the start of the Al-Aqsa Flood operation, until 11/7/2023 AD. The research reached a number of conclusions, the most prominent of which is that: There is a disparity between the rates of interest in the media treatment frameworks for the Al-Aqsa Flood operation, as the i24 website's attention was largely focused on the military framework, showcasing the strength of the Israeli army in its military operations, followed by the political framework, while the humanitarian and economic frameworks occupied the ranks. It was less concerned and was more related to the Israeli side, and there is a clear-cut media bias in the media treatment in favor of one party over the other.

Keywords: frames, media treatment, Al-Aqsa Flood operation, news websites, i24 channel.

Introduction

For seven decades, the Palestinian issue has been the first central Arab issue, upon which the system of conflicts in the Arab region revolves and emerges. The issue of the Palestinian-Israeli conflict occupied the deepest and most interactive position in the region, making it the strongest and longest conflict in the modern era, until it became a national conflict with many from the political dimensions, it was accompanied by many interactions and interactions between Arab and international parties.

The issue of the Palestinian-Israeli conflict is one of the most important issues facing the Arab world, as this historical conflict, which has raged in the region since the establishment of Israel on the land of Palestine in 1948 AD, has cast a shadow on the social, economic, and political conditions, as the confrontations and Israel's policies followed in implementing sanctions measures have affected Collective and individual, the imposition of siege and closure has extremely dangerous effects on the economic, social, cultural, educational and health conditions.

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These policies have resulted in a severe restriction of the movement of individuals and goods. This included closing all borders, crossings and external outlets that connect the Palestinian areas with the outside world, including Israel, dividing the Palestinian regions and cities from each other, and preventing tens of thousands of Palestinian workers from reaching their workplaces in Areas under Israeli control, as well as preventing workers in villages and camps from reaching their workplaces in Palestinian cities, causing them to join the ranks of the partially or completely unemployed, and imposing severe restrictions on exports and imports to and from the Palestinian territories.

Anyone who follows the Israeli media portrays the establishment of the State of Israel as representing a national liberation movement, and not an expansion movement aimed at finding a single solution for the Jewish minorities suffering from the anti-Semitism movement. This is reflected in the “Israeli apologies” that consider that the establishment of the Jewish state in Palestine came as a way to redeem themselves after they had They suffered from British colonialism for a long time.

The Israeli media was not satisfied with promoting its claims and marketing its myths, but rather worked to prevent the facts from emerging, to erase the Nakba from memory, and rejected the official Israeli historical narrative and recognized the crime of the Israeli military organizations and the Israeli army expelling the Palestinian Arab people from their land, and claimed that the Palestinians had left Palestine. Of their own volition, in the context of furthering her narrative.

Since the Al-Aqsa Flood operation, organized by the Palestinian resistance movements, specifically “Hamas”, occurred on October 7, 2023 AD, the Arab, Western and Israeli media have entered a new axis of media treatment of the Palestinian-Israeli conflict, between supporting the Palestinian cause directly and biased towards it, and between being biased in a way. Indirect to show neutrality somewhere.

Based on the above, these indicators were a justification for the researcher to conduct an analytical study that shows the frameworks for news treatment of this ongoing conflict through the contents of the news website of the Arabic-speaking Israeli channel i24, in order to arrive at frameworks for dealing with the Al-Aqsa Flood process and its repercussions and the trends of these frameworks in form and content.

The First Section: The Methodological Framework of the Research

First - The Research Problem and its Questions

News websites’ treatment of events and conflicts based on a set of agendas and ideologies that guide the process of creating content and disseminating it to target audiences is linked. Therefore, the study seeks to investigate the frameworks for media treatment of the Al-Aqsa Flood process and in Israeli electronic media websites, by identifying the extent to which they meet cognitive needs. to the recipient, and the limits and extent of the focus of that coverage on specific goals and events, and thus the professional rules governing this treatment by virtue of the nature, sensitivity, and importance of the Palestinian issue.

Therefore, the problem of the study revolves around the following main question:

What are the frameworks for the media treatment of the Al-Aqsa flood operation and its repercussions by the website of the Arabic-language Israeli channel i24?

From the main problem question emerges a set of the following sub-research questions:

1. What are the types of media treatment frameworks used by the i24 channel website in its treatment of the Al-Aqsa flood operation?
2. What are the most prominent topics and frameworks that the i24 channel website focused on in its media treatment of the Al-Aqsa flood operation?
3. What sources did the i24 channel website rely on to obtain news and information related to the Al-Aqsa Flood operation?
4. What media techniques did the i24 channel website adopt in dealing with the Al-Aqsa flood operation?
5. What is the multimedia used on the i24 website to address the Al-Aqsa Flood?

Second: Research Hypotheses

1. The research mainly assumes that there is a disparity between the rates of interest in the media treatment frameworks for the Al-Aqsa Flood process, as well as in the sources used.
2. The media tools used are not sufficient compared to the importance of the event and the issue raised, such as the Al-Aqsa flood operation.
3. There is a clear media bias in media treatment in favor of one party over another.

Third: The Importance of Research

The importance of the research stems from the importance of the Al-Aqsa Flood operation and its repercussions, which led to a fierce war in Gaza in which thousands were killed. Consequently, the world focuses its attention on the media in its various forms in order to obtain information and news. Therefore, the importance of this research stems from the importance of the event first, and its novelty. It discussed the treatment frameworks that clarify the media message, its contents and backgrounds, directed to the Arab public through the Israeli media.

Fourth - Research Objectives

The research aims to:

1. Revealing the main frameworks of media treatment followed in the specific location.
2. Disclosing subtopics related to those frameworks.
3. A statement of the media tools used that reveal the rules governing media treatment in the specific location.
4. Analyze the research results and come to conclusions about the media treatment of the Al-Aqsa Flood operation.

Fifth: Research Methodology and Tools

The research relies on the descriptive and analytical approach, so that through this approach we can characterize the media treatment of the Al-Aqsa Flood process in the studied location from its various contexts. Therefore, the research tool is the content analysis form that includes the following:

1. Categories of analysis: By reviewing the content of the specific website, the main categories of analysis are as follows:
 - A- Unity of the topic/what was said? It is divided into many categories (treatment frameworks - framework topics - approved news sources).
 - B- Units of form/ How was it said? It includes categories that show how the media treated the Al-Aqsa Flood process through several categories, such as (multimedia - media arts).
2. Units of analysis: These are among the main elements in revealing the content of the i24 channel website, the study sample. The topic unit, or idea, was followed as a basic unit of

analysis to know the frameworks of media treatment, the direction of media treatment, the news sources, and the media arts used in treating the i24 channel website, the study sample for the process. Al-Aqsa flood

3. Units of measurement: Their frequencies and percentages were used to calculate the frequency of topics related to the Al-Aqsa Flood operation on the Israeli i24 channel website.

Sixth: The Research Community and its Sample

The research population includes all media content published on the i24 channel website about the Al-Aqsa Flood operation. Therefore, a regular random sample is selected that constitutes 50% of the daily publications on the i24 channel website, so that the sample includes (150) articles.

Seventh: Limits of research

1. Objective limit: Implications related to the Al-Aqsa flood operation on the i24 channel website
2. Time limit: It includes content published during the time period between the date of the start of the process on 10/7/2023 AD until 11/7/2023 AD, meaning a period of one full month.

Eighth - Stability of the Tool

The reliability coefficient in this study was reached through the following steps:

Reliability coefficient $((N1+N2) / (M2)) = (\text{Reliability})$.

(M) in the equation represents the number of coding decisions agreed upon by two coders.

As for (N1, N2), they represent the total sum of coding decisions by the first and second coders.

As the number of codes for the i24 channel website is (83) categories, the two analyzes agreed on (75), and therefore the reliability coefficient for the i24 channel website is after applying the “Holsti” equation.

$(75 * 2) / (83 + 83) = 091.3$ The ratio indicates the stability and validity of the study tool.

The Second Section: Literature Review

First - The Theory of News Frames

It is most appropriate for study, as the theory of news frames is one of the modern theories in the field of media studies, as it was able to provide methodological and theoretical additions to the ways the media influences the formation of attitudes and knowledge.

The above is considered a regular explanation of the role of the media in how to shape the public's attitudes and ideas about the various issues and events raised and the cognitive and emotional response of the audience receiving them. Therefore, many media experts confirm that the theory of news frames has succeeded in achieving a research spread that far exceeds the popularity achieved by the rest of the theories. Other communications as they can be developed, in addition to the advantages of building the media message, its goals, values, and its impact on public opinion.

Therefore, this study relied on the theory of news frames, which indicates that if the media wants to highlight an issue to excite its audience, in order to adopt its position on the issue raised, it must attract attention and shed light on specific topics and opinions, which is known as the frame. Frame theory, at its core, involves selection and highlighting. In order to create a frame, you must choose some aspects of real concepts, and work to highlight them through a communicative text through Frequency, or linking it to familiar cultural symbols.

Second - The Theory of Prioritization (Agenda)

The American researcher and journalist Walter Lippmann was the first to propose in his book *Public Opinion*, which he published in 1922, the reciprocal relationship between the media and the audiences who are exposed to those means in determining the priorities of the various issues of concern to society. This theory assumes that the media cannot present all the events that occur in society, but rather the communicator chooses some of these topics that are focused on and controls their content and nature, thus gradually arousing the interest of the masses and making them realize and think about them, and thus these topics represent importance Relatively large among all the other topics that the media does not cover.

In his book, Lippman discussed how the interpretations provided by newspapers about events can significantly change people's interpretations of real reality, and thus also change their behavioral points towards this reality. The important point that Lippman sought to make is that the press in the world during the period of World War I They were often false, because they were very misleading and created distorted images of the real world. For example: When newspapers reported on November 6, 1918, the agreement predicted the way the press depicted the world during wartime and was often false and very misleading.

Research has not been able to decisively answer questions about causality, as it is possible for the media agenda to influence the public's agenda, and in return, the public's agenda may influence the media agenda through what television and newspapers simply reflect about the public's interests. But researcher Gervin found that there is no causal relationship between the media's agenda and the public's agenda, and therefore it is difficult to determine the direct cause of the effects that occurred and whether they are a result of exposure to the media? Or as a result of communication with a personal audience?

Third: The Concept of Media Frameworks and their Importance

1-The Concept

Frames are defined as “focusing on specific aspects of an issue or event, and highlighting them in the message or media content, which subsequently contributes to building the audience's frames.”

Which indicates, in the researcher's opinion, that the frames relate, on the one hand, to the media treatment of the content or text, and, on the other hand, are based primarily on the understanding that the recipient forms regarding the event presented in the media message.

In a related context, several factors lie behind the news frames through which the media present the message or text, including those related to the ideological orientation of the medium, through which the angle through which the issue or event will be addressed is determined, whether from a positive or negative frame.

The researcher believes that in this context, in order to serve its message, the media employs words that serve meaning, in addition to striking headlines, significant pictures, drawings, etc. So the event, then, may not be the news of important significance to people, but the framework in which the media places it. In terms of the way it is worded and the focus on a particular angle, it makes it important to the audience.

Based on all of the above, “media frames” can be defined as “the process of interaction between the parties and components of news stories, which begins with selecting the communicator and the media outlet for some societal issues, and focusing on them through their emergence in various texts using other mechanisms and tools in light of professional and ideological standards and variables for influence.” In the responses of the receiving audience to the content of these texts, in order to alert them to them to different degrees and levels.

As for the mechanisms and tools used in news stories, they have two dimensions, if viewed at the analytical level. The first is formal, and relates to the place and size of the exhortation and the use of typographic elements such as pictures, titles, etc. The second is objective, as it focuses on the content and the quality of the main and sub-topics.

2- The Importance of Media Frameworks

In this context, several studies have confirmed the importance of “media frame theory,” through the role that this theory plays in the process of mass communication. Perhaps this importance comes in the points explained as follows:

- 1) The importance of this theory lies in its ability to influence the audience and how it interprets the events and issues raised by the communicator.
- 2) The theory contributes to understanding issues and events in international conflicts, through which the position of media outlets in the international field is tested. Frames also contribute to adding meaning to events, as the media build meaning for the content, not just present it.
- 3) Frames have a power that enables them to build or destroy media content, through contradictory vocabulary and terminology.
- 4) “Frame theory” allows for the process of measuring the implicit content of the media content provided by the communicator, and also provides “an explanation of the role of the media in building the attitudes and ideas of the audience regarding events, and the cognitive and emotional response it has toward them.”
- 5) Frames play an important role in the process of understanding the role of the media in raising the level of debate about events, and they also “influence the process of creating reality.”
- 6) The frameworks allow the researcher to “measure the media content provided by the media for different events and issues.”

The Media Framework Theory is Based on a Set of Objectives, which are

- a. Description of the media content of specific units, which is the framework.
- B. Explaining the news text and organizing the information in light of media frameworks.
- C. Determine how frames interact with information related to events, the audience’s cognitive structure, and interpret this information in a manner consistent with the frame.

Dr. Determine the impact of media frames on the social level, through public opinion or political debates.

Fourth - Study terminology

There are a group of concepts included in the problem of the study that the researcher felt necessary to define, which are:

1. Frames: In this study, we mean the idea or perception that the program is trying to convey to the recipient.
2. Processing: Within this study, we mean the set of mechanisms used to produce frameworks that contain an idea or perception about the Al-Aqsa Flood process.
3. Palestinian issues: All events related to the repercussions of the war on Gaza as a result of Operation Al-Aqsa Flood.
4. i24NEWS: It is an English language news channel. The network began broadcasting in the United States of America on February 13, 2017 AD. It broadcasts from two places: the first is America, and the second is Israel, which is a modern international channel, and what is studied is its Arabic-language website.

Third Prompt: Analytical Study and its Results

This section includes a presentation and interpretation of the results of the analysis of the content of the Israeli Arabic-speaking channel i24 website during the period of the study to demonstrate the frameworks for media treatment on this website regarding the Al-Aqsa Flood operation. The results are then presented with a comparative interpretation of them, with verification of the conformity of the results with the research hypotheses.

The First Axis: Content Categories (what was Said?)

1. Media Processing Frameworks

This main category of content categories includes an analysis of the media treatment frameworks for the Al-Aqsa Flood process in the studied location during the study period according to the following table:

Table No. (1): Frameworks for Media Treatment of the Al-Aqsa Flood Operation.

CA.	The main frameworks for processing Frequency Percentage	Frequency	%
1	Military framework	86	%57
2	Political framework	33	%22
3	Humanitarian framework	24	%16
4	Economic Framework	7	%5
	Total	150	100%

The following results are evident from Table No. (1):

The military framework occupies the first place among the site's concerns in the news treatment of the Al-Aqsa Flood Operation, at a rate of (57%) and with a frequency of (86) articles during the period of the study, followed by the political framework with a rate of (22%) and with a frequency of (33) articles, and then the humanitarian framework ranked third. At a rate of (16%) and a frequency of (24) articles, the economic framework ranks last with a frequency of (7) articles only, at a rate of (5%).

2. Topics of Media Treatment Frameworks

This category includes an analysis of the subtopics addressed by the main frameworks for the media treatment of the Al-Aqsa Flood process in the studied location during the study period, according to the following:

a. **The Military Framework:** This framework deals with subtopics related to the military and security aspect, including the military events that occurred during the Al-Aqsa Flood Operation and its repercussions during the period of the study, and this is what the following table shows:

Table No. (2): Topics of the Military Framework of the Al-Aqsa Flood Operation on the I24 Channel Website.

CA.	Military Framework Topics	Frequency	Percentage	Frequency	%
1	News of the Israeli attacks on the Gaza Strip	31		31	36%
2	Military analysis of the Al-Aqsa Flood Operation	19		19	22%
3	Hamas forces attacks	15		15	17%
4	Israeli army raids on northern Palestine	13		13	15%
5	Arrests	3		3	3.4%
6	Hamas strongholds and tunnels	3		3	3.4%
7	US military aid to the Israeli army	2		2	3.2%
	Total	86		86	100%

The following results are evident from Table No. (2):

News of the Israeli retaliatory raids on the Gaza Strip ranked first among the interests of the site studied within the context of the military framework, with a percentage of (36%) and a frequency of (31) articles during the study period, followed by the Israeli military analysis of the Al-Aqsa Flood Operation and its military repercussions, with a percentage of (22%). Then came in third place news of Hamas attacks on Israeli settlements and forces at a rate of (17%), followed by news of Israeli attacks on the Upper Galilee and Hebron in northern Palestine at a rate of (15%), while the percentages were equal regarding arrest operations and allegations of finding tunnels and strongholds for what he described. The website “Hamas Forces” had a percentage of (3.4%) and only (3) articles were repeated, while only two news items were published related to American armed military aid to Israel and the American battleship coming to the Mediterranean to support it, so it received a percentage of (3.2%) only.

B. Political Framework: This framework includes topics related to political news related to Israel and the Palestinian Authority and their reactions, their political circles, and political analyzes of the Al-Aqsa flood operation, according to the following:

Table No. (3): Topics of the Political Framework of the Al-Aqsa Flood Operation on the I24 Channel Website.

CA.	Topics of the political framework	Frequency	Percentage	Frequency	%
1	Israeli media political analyzes			24	71%
2	News and statements by Israeli politicians and Western leaders supporting Israel			5	15%
3	News and statements from the Palestinian Authority and leaders of Arab countries			4	14%
	Total			33	100%

The following results are evident from Table No. (3):

Political media analyzes within the channel’s studio, which are presented as video clips and broadcast live on the website under study, rank first with a rate of (71%), as continuous news bulletins host Israeli, American, and French media professionals, as well as political analysts of the same nationalities, followed by news and statements from Israeli politicians such as “Netanyahu, the Command of Staff, the Israeli army, Israeli ministers and others, in addition to the statements of US President Joe Biden, whose statements the researcher noticed a great interest in the site, and this category received a percentage of (15%), followed by the category of statements from Arab leaders and the Palestinian Authority and its employees, in particular The Palestinian delegate to the United Nations, with a percentage of 14%, relatively close.

C. The Humanitarian Framework: The humanitarian framework includes contents related to victims and wounded, detainees and prisoners, and human losses, and the following table shows this:

Table No. (4): Topics of the Humanitarian Framework of the Al-Aqsa Flood Operation on the I24 Channel Website.

CA.	Topics in the humanitarian framework	Frequency	Percentage	Frequency	%
1	Number of Israeli dead and wounded			13	54%
2	The file of prisoners held by Hamas and their health conditions			7	29%
3	humanitarian stories related to Israeli settlers during the operation			3	12.5%
4	Number of journalists and civilians killed in Gaza			1	4.5%
	Total			24	100%

It is clear from Table No. (4) that the numbers of dead and wounded among the Israeli army and settlers as a result of the Al-Aqsa flood received the most attention in the humanitarian context, at a rate of (54%), followed by the file of Israeli prisoners held by Hamas and their health conditions, at a rate of (29%), followed by the publication of stories. Humanity describes the fear, suffering, and terror of the moments experienced by Israeli settlers in the areas of Operation Al-Aqsa Flood, with a percentage of (12.5%), while news of the killing of journalists and civilians in Gaza ranked last, with only one piece of news, thus accounting for only (4.5%) of the total coverage.

D. Economic Framework: The economic framework includes contents related to losses in private and public material property, in addition to indicators of the Israeli economy, according to the following:

Table No. (5): Topics of the Economic Framework of the Al-Aqsa Flood Operation on the I24 Channel Website.

CA.	Topics of the economic framework Percentage	Frequency	%
1	Losses of public and private property in Israel	4	57%
2	Costs of the war on Gaza	1	14.33%
3	Daily economic activity of settlers	1	14.33%
4	The decline of the Israeli economy	1	14.33%
	Total	7	100%

It is evident from Table No. (5) that:

News of the losses of public and private property, including buildings, cars, lands, and shops, which were hit by “Hamas missiles,” as the website put it, ranked first among the concerns of the economic framework, at a rate of 57%, with only (4) items recurring during the study period, followed by the costs of the war on Gaza for Israel in terms of Weapons, ammunition, equipment, and losses in weapons and in the army, and the call-up of reserve officers and soldiers, at a rate of (14.33%), with equal frequencies with the rest of the topics, as sirens, their closure of shops, and daily commercial life in the settlements ranked third, at a rate of (14.33%), and the site published one news item about The Israeli economy declined within a month of the Al-Aqsa Flood operation, according to AFP, the French news agency, which was also obtained by (14.33%).

3. News Sources Adopted in the Media Treatment

This category includes an analysis of the news sources adopted by the i24 channel website during the media treatment of the Al-Aqsa Flood operation within the period of the study according to Table No. (6):

Table No. (6): News Sources Approved for Media Treatment.

CA.	News sources adopted in the media treatment	Frequency	%
1	Field correspondents	87	58%
2	Private sources	13	8.6%
3	Israeli military analysts	12	8%
4	international news agencies	10	6.6%
5	Political Analysts	10	6.6%
6	Israeli and Palestinian official bodies	9	6.1%
7	Israeli military media	9	6.1%
8	Palestinian news agencies	0	0%
9	Hamas military media	0	0%
	Total	150	100%

The following results are evident from Table No. (6):

The site relied on field correspondents more compared to other news sources, noting that field correspondents cannot enter the Gaza Strip for fear of their lives, so this source received (58%), followed by sources for the i24 channel with a percentage of (8.6%), and then Israeli military analysts had a similar percentage of (8%), while international news agencies were compared to American and French political analysts and other nationalities supporting Israel with an equal percentage of (6.6%). In the last places, Israeli military media sources and Israeli and Palestinian official bodies were equal with a percentage of (6.1%).

The Second Axis: Categories of Form (How was it Said?)

This axis includes an analysis of the categories of form in which the media contents that fall within the context of the media treatment of the Al-Aqsa Flood operation and the ongoing war on the Gaza Strip as a result were presented during the period of the study on the Israeli i24 channel website approved in Arabic, according to two main categories: media arts and multimedia. approved for treatment at the studied site.

1. Media Arts Adopted in the Media Treatment: This category includes an analysis of the journalistic and media arts used and relied upon by the Israeli i24 channel website in the media treatment of the Al-Aqsa flood operation according to the following:

Table No. (7): Media Arts Adopted in Media Processing.

CA.	media arts approved in treatment	Frequency	%
1	News	106	71%
2	Interviews	22	15%
3	Investigations	13	9%
4	Reports	5	3.3%
5	articles	4	1.7%
	Total	150	100%

The following results are evident from Table No. (7):

News was the most widely used and relied upon media art on the studied site, in line with its nature as an electronic media medium, with a percentage of (71%), followed by excerpts of interviews from the television newsroom, which received (15%), then investigations, with a percentage of (9%), and then reports, with a percentage of (3.3). % only, while the articles ranked last with a percentage of (1.7%) and a number of only (4) articles during the study period.

2. Multimedia Used in Media Treatment: This category includes an analysis of the multimedia that was adopted in the media treatment of the Al-Aqsa Flood operation during the period of the study, which are as follows:

Table No. (8): Media arts Adopted in Media Processing.

CA.	Multimedia supported in processing	Frequency	%
1	Photos	135	90%
2	Recorded videos	12	8%
3	Illustrated maps	3	2%
4	Video graphics	0	0%
5	Digital Maps	0	0%
	Infographics	0	0%
	Total	150	100%

The following results are evident from Table No. (8):

The site used images extensively, to the point where they ranked first (90%), followed by recorded videos taken from interviews on the TV channel and from newsrooms, (8%), followed by pictorial maps showing the Israeli army's progress on land and its targeting of Gaza Strip. Gaza, which the site called " Hamas strongholds," was only 2%. The site did not use video graphics, infographics, digital maps, or any other multimedia.

Conclusion and Results

It was found from what was stated in the research that the website of the Israeli Arabic-speaking channel i24 provides daily treatment and comprehensive news coverage during the period of the study, that is, since the start of the Al-Aqsa Flood operation on October 7, 2023 AD, so that the treatment entered into the context of multiple and main frameworks that included the political, military, humanitarian and economic framework in view of the resulting repercussions. About Operation Al-Aqsa Flood, which led to a large-scale war on the Gaza Strip and the Islamic resistance forces there, " Hamas," the Al-Qassam Brigades, and other armed resistance organizations and parties in Palestine.

After analyzing the content of the site during the study period, and after reviewing the results, a set of conclusions reached by the research can be presented, which are as follows:

1. There is a discrepancy between the rates of interest in the media treatment frameworks for the Al-Aqsa Flood Operation, as the i24 website focused largely on the military framework, showcasing the strength of the Israeli army in its military operations, followed by the political framework, while the humanitarian and economic frameworks occupied lower ranks of interest and were more related to the Israeli side.
2. The site relied heavily on its field correspondents on the Israeli side, and there was a diversity of news sources used in media treatment, and some official Palestinian statements were used as a news source.
3. The media tools used are not sufficient compared to the importance of the event and the issue raised, such as the Al-Aqsa flood operation. The diversity in the media arts used is relatively weak and tends to focus more on news than other arts.
4. There is a clearly defined media bias in the media treatment in favor of one party over the other. Most of the topics of the frameworks dealt with the Israeli side and what is related to it to a greater extent compared to the Palestinian side. The website on the humanitarian side neglected the numbers of civilian casualties in the Gaza Strip compared to the Israeli side.
5. The multimedia used in the treatment does not live up to the importance of the Al-Aqsa Flood operation on the international, regional and local media, political and humanitarian scene as well. It was limited to pictures and videos with the absence of infographics and digital maps.

Suggestions

A set of the following proposals can be submitted to the site administration:

1. We propose to remain as neutral and objective as possible in presenting a major and important issue in the Arab, Israeli and global historical context of a historical issue that represents a long-term conflict. Accordingly, it is professional ethics to present the topics of the military, political, humanitarian and economic frameworks of both parties in the same quantity and number as much as possible for the sake of objectivity and transparency in Media work.

2. We suggest that the site use more diverse and modern multimedia, given that its television channel has huge and enormous financial and technical capabilities. Therefore, it is suggested that greater attention to and diversification be given to the media.
3. We suggest paying more attention to the humanitarian framework on the Palestinian side, in order to investigate journalistic ethics in presenting the victims of wars and armed conflicts without bias towards one party or another.
4. Relying more on Palestinian media and Palestinian government sources to ensure that multiple points of view are presented in media treatment.

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