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Shaping of News Values and Frames during War: A Content Analysis of Israeli and Palestinian Short-Form Video

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**SHAPING OF NEWS VALUES AND FRAMES DURING WAR:
A CONTENT ANALYSIS OF SHORT-FORM VIDEO
POSTED BY ISRAELI AND PALESTINIAN
JOURNALISTS**

by

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A Thesis Presented in Partial Fulfillment
of the Requirements for the Degree
Master of Communications

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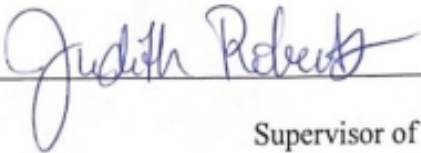
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entitled **Shaping of News Values and Frames During War: A Content Analysis
of Short-form Video Posted by Israeli and Palestinian Journalists**

be accepted in partial fulfillment of the requirements for the degree of

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ABSTRACT

This research looks at the use of short-form video as it pertains to wartime journalism. Specifically, Instagram reels posted by both Palestinian and Israeli journalists are assessed for news values (victim, perpetrator, horse race) and news frames (straight news, conjecture, human interest). Much research has been done on news reporting and even news reporting particularly as it pertains to war. However, with recent growth of short-form video and the use of such to report on war, the landscape of digital warfare is changing. This research aims to assess how short-form video is used to report on Israel and Palestine, two groups that have been at conflict with each other for decades. The methodology consists of selecting certain videos beginning on October 7 from Instagram profiles of two Israeli-based journalists and two Palestinian-based journalists. Fifteen videos from each profile were used in the analysis. Each video was analyzed for a dominant news value and dominant frame. The analysis of news values and frames found in videos posted by Israeli and Palestinian journalists revealed themes of peace journalism and war journalism. Understanding how short-form video is used to report on war is important to know as research continues to study how digital media impacts mediated news communication.

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DEDICATION

According to the Committee to Protect Journalists (CPJ) (2024), October 7 marked the beginning of the deadliest period for journalists since CPJ began gathering data in 1997 (CPJ, 2024). As of March 12, CPJ has confirmed the death of at least 95 journalists who are among the more than 30,000 killed in Gaza and the West Bank since October 7. The 95 journalists confirmed dead include 90 Palestinians, 2 Israelis, and 3 Lebanese. There are four journalists who are reported missing. 25 journalists are reported to have been arrested. There have been multiple assaults, threats, cyberattacks, cases of censorship, and killings of family members; particularly for those related to Palestinian journalists.

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CHAPTER 1

INTRODUCTION

The subject of Israel and Palestine is a hot button issue, but it is one worthy of discussion. With steep world involvement in the region for the past several decades, conflict in the Middle East is a topic that must be addressed. Complacency does not make issues disappear.

It is important to note that the United States government and its citizens have a financial vested interest in the military actions of Israel. Since 1946, the U.S. has given an estimated \$300 billion in funding to Israel, a majority of which has gone towards Israel's military funding (Masters & Merrow, 2024). It is in the best interest of American taxpayers to be informed and stay aware of Israel's military endeavors, seeing as how it is our tax dollars funding such actions. Should an American citizen disagree with the Israeli army's actions, then there are several solutions; some of which include contacting local politicians as well as voting in local, state, and national elections. The same advice goes for those who may agree with the actions of Israel's army - voice that agreement via contacting local politicians and/or voting in all elections. Part of the beauty of democracy is everyday citizens being given a voice in the operation of their government. It would be a shame to sit passively and let such a privilege go to waste.

Further, several communication theories are listed in this research in an attempt to guide the discussion of the relationship between news media and viewers. To fully understand the intent and significance of this research, it is vital to offer explanations of the religious intertwining of land in the Israel and Palestine region. Content in this research is not meant to be all-encompassing, only explanative for the purposes of the scholar's research questions regarding the use of short-form video within wartime reporting. Any offense to anyone who practices any of the three religions named in this study (Christianity, Islam, Judaism) or anyone who is physically or emotionally involved in the Israeli-Palestinian conflict is not the intent of the scholar.

Background Information

Religious Intertwining of the Land

It is vital to understand the religious significance of the geographical location of the Israeli and Palestinian conflict before understanding the political and social significance of the conflict. First and foremost, the land involved in the conflict is considered to be a Holy Land to all three Abrahamic religions - Christianity, Judaism, and Islam. These three religious communities are grouped together as Abrahamic religions because of their shared ancestral ties to Prophet Abraham, also known as a father of many nations (A. Cohen, n.d.). In each of the religion's holy texts, Prophet Abraham preached that God/Allah/Yahweh is the one true god of the world. "God" is in Christianity, "Allah" is in Islam, and "Yahweh" is in Judaism. Despite the differences in names, each name represents the same god. With centuries having passed since Abraham's life on Earth, each religion has shaped into its own culture and belief systems separate from each other; though many aspects still mirror one another.

Abraham is from the same territory, and he preached that God promised him and his descendants a Holy Land (Brooks, 2020). This makes the land significant for each of the Abrahamic religions. Further, they believe their religion to be either ancestral or spiritual descendants of Abraham and his people (Helm, n.d.). This brings up the issue of who has the right to the land, if religion were to be a firm enough argument for one group of people over another having the right to land.

The Jewish Ancestral Ties to Canaan

There are discrepancies in scholarship and personal accounts of who has always been in what we know as Israel today. A reading of the religious texts of Christianity, Islam, and Judaism reveals the ancient land to be inhabited by the Canaanites. Though the exact ethnicity of the Canaanites remains unclear, recent scholarship believes Canaanites to not be an ethnic group but were rather inhabitants of varying identities living in a region that texts from many groups such as the Akkadian, Egyptian, Ugaritic, Phoenician/Punic, and Hebrew refer to as Canaan (Killebrew, 2016). Thus, historically speaking, Canaanites are the indigenous population of what the Abrahamic religions deem to be the Holy Land.

At the time of Canaan's existence, the three Abrahamic religions understood its inhabitants to be of Hebrew ethnicity. Many dynasties vied over this land as it was a valuable geographic resource (American Jewish Committee, 2024; Brooks, 2020; Helm, n.d.). In the Jewish religion, it is taught that the Hebrews were exiled from the land; and later returned and divided the land into the Kingdom of Israel and the Kingdom of Judah (American Jewish Committee, 2024). The Kingdom of Israel was known by that name because the king, Jacob, was also known by the name Israel. This is where the term

Israelites comes from, and the Kingdom of Judah is where the ethnically Jewish comes from (Brooks, 2020).

Jewish people were returning to their homeland of Canaan. However, they are not the only group to be indigenous to the land, as is highlighted in modern day discourse. Part of the Israeli and Palestinian conflict is the dispute over who is indigenous to the land. On one hand, Israel claims (the former Canaan) land as part of their ancestral homeland. On the other hand, so do Palestinians. As made evident in the preceding texts of this paper, those of Jewish ethnicity do appear to have ancestral ties to the land. However, they were not the only inhabitants of that same land; Palestine was also part of the ancient land of Canaan (Mark, 2018). The name Palestine is believed to be derived from the Philistine people who lived in the southern part of Canaan.

The Abrahamic religions believe those of Hebrew descent to have been exiled from the land, and historical evidence does support the land being a spot for repeated conquering and settling by groups who repeatedly exiled the indigenous people of the land (Ayoub, 2021; Brooks, 2020; Killebrew, 2016). Judaism teaches that the Jews were exiled from their homeland as punishment from God and they could only return during Messianic times (American Jewish Committee, 2024). The lack of a Jewish population returning to the land they once came from (Kingdom of Judah), is historically supported by not all Jews choosing to return to the land once it fell out from Babylonian rule at the hands of the Persian empire (Brooks, 2020).

Then came the Jewish Diaspora, which refers to the exile of the Jews from their Holy Land and the dispersal of their people throughout several regions of the globe; the diaspora is also connotative of hostility and persecution from the host lands and people

(Safran, 2005). The diaspora led to Jews in the first century CE to begin identifying as more than just Jewish; such as “Jewish and Alexandrian, Jewish and Roman, Jewish and Asian, Jewish and Syrian, Jewish and Macedonian,” (Ahuvia, n.d.). Philo of Alexandria suggests this hybrid identity is because of the disbursement of Jews across the globe (deemed their fatherlands), still united under a shared cultural identity rooted in the religious significance of the Holy Land (deemed their motherland) (Philo & Yonge, 1995).

The Arabic Ancestral ties to Canaan

The land referenced in this research holds religious significance to all three Abrahamic religions (Al Jazeera, 2017). Jerusalem, which was deemed the capital of the Kingdom of Israel and Kingdom of Judah by King David, is significant to Jewish culture today as these two ancient kingdoms were part of a Jewish kingdom. In Christianity, Jerusalem holds significance because it is where the Christian Messiah Jesus ministered, died, and rose again (Michael, 2022). Jerusalem is significant in Islam because it is the home to the Al-Aqsa Mosque, the third holiest mosque in the world (Ayoub, 2021). The Al-Aqsa Mosque is believed in Islam as where Prophet Muhammad ascended to Heaven (Al Jazeera, 2017; Ayoub, 2021). Further, Islam believes the Holy Land (where Jerusalem is located) is the Land of the Prophets, including those in Christian and Jewish faith (Sway, 2000).

Prophets in Islam are the same prophets as those in the Christian and Jewish faiths - Ibrahim is Abraham, Ishaq is Isaac, Yaqub is Jacob, Musa is Moses, and Isa is Jesus. In the Islam faith, they believe that ancient practitioners of Islam were directed to face their prayers towards the Al-Aqsa Mosque before the current day rule of facing prayers

towards the Kaaba (Ayoub, 2021). Further, the Quran teaches the same teachings as Christianity and Judaism in that the Canaanites were exiled from the Holy Land and enslaved by Egypt, Moses was commanded by Allah to save them, but they refused to return to the land (Ayoub, 2021). Thereafter, Prophet Daoud started his kingdom in Palestine and his son re-established the masjid with the help of local people (Ayoub, 2021). All of this goes to show that Jerusalem was the center for the monotheistic teachings of Abraham; thus making it a religious and cultural epicenter for all three of the Abrahamic religions.

Historical Context of Israel and Palestine

Before October 7

It would be a disservice to write as if everything in Israel and Palestine happening currently began with the Hamas attack against Israel on October 7 in which Israeli officials say 1,200 citizens were killed (Kottasová et al., 2024). Since October 7, there has been discussion surrounding who has the right to the land. The core issue of who the land belongs to (for lack of a better term) lies as this: Israelis find issue with Palestinians not acknowledging the legitimacy of a Jewish homeland in Palestine, and Palestinians find issue with not having the right to self-determination in their ancestral homeland (Dowty, 2018).

However, as highlighted in the preceding section, Religious Intertwining of the Land, Israel and Palestine are the very same land and have religious and ancestral significance for nearly the very same reasons. Though each group has their own arguments as to who the land rightfully belongs to, there cannot be two sovereign nations individually governing the same piece or pieces of land. This research does not aim to

convince readers of who is right and who is wrong. Without proper historical and religious context, however, an attempt to analyze news frames coming from the Israeli-Palestinian conflict would be an attempt done in vain.

For purposes of this research, the researcher discusses the conflict as having begun roughly in the late 1800s to early 1900s, with serious traction gaining in the mid-1900s. Though not all encompassing, a timeline covering most major events surrounding Israel and Palestine is as follows:

- **1897:** Theodore Herzl established Zionism as the only workable solution to the problem of anti-semitism (Murphy, 1950).
- **1917:** Many people recognize this as the beginning of the issue of Israel vs. Palestine. Lord Arthur James Balfour, on behalf of Britain, sent a letter to the Zionist Federation declaring support for a Jewish state in Palestine (Matthew, 2013).
- **1920:** The U.N. mandated Palestine be governed by the U.K. in an effort to create a Jewish state as well as safe-guard civil and religious rights of everyone in Palestine, “irrespective of race and religion,” (Kule et al., 2024).
- **1947:** U.N. declares the U.K. withdrawal from Palestine, and that an independent Arab and Jewish state exist. This is when Jerusalem was declared international territory (Plan of Partition with Economic Union, pt. 1).
- **1948:** U.S. President Harry Truman was the first world official to recognize the State of Israel (National Archives, n.d.).

- **1947-1949:** The Nakba (a.k.a the “catastrophe”) took place, causing roughly half a million people to become refugees as they were driven from Palestine (Hedges, 2015).
- **1967:** Israelis call it the 6-day war; Arabs know it as the 1967 war. During this war, Israel defeated three Arab armies, gained four times the amount of land they had before, and became the dominant military power in the region (A. Cohen, n.d.).
- **1973:** Syria launched an attack against Israel on Yom Kippur. This was a three-week conflict (Associated Press, 2023).
- **1987-1993:** The First Intifada took place. This is also known as a Palestinian uprising (Naser-Najjab & Khatib, 2019). A peace agreement, known as the Oslo Accords, between Israel and the Palestinian Liberation Organization also happened during this time. The agreement called for Palestinian self-governance in Gaza and the West Bank for five years (U.S. Department of State, 1993).
- **2000:** Peace was not maintained in the region due to Israeli occupation deepening in the Gaza Strip, Sinai Peninsula, and East Jerusalem rather than disbanding (Pressman, 2006). The second intifada happened around this time.
- **2006:** Hamas, founded during the first intifada by a Palestinian refugee, was elected to govern Gaza (El Deeb, 2023).

- **2014:** Hamas kidnapped and killed three Israeli teenagers, which led to a seven-week war. Around 2,100 or more Palestinians in Gaza were killed, and 73 people from Israel were killed (Heritage, 2021).
- **2018:** Palestinians protest the opening of the U.S. Israel embassy in Jerusalem, a move away from Tel Aviv. The Gaza Health Ministry says the Israeli Defense Forces killed 55 protesters (Chappell, 2018).
- **2021:** The IDF attacked worshippers at the Al-Aqsa Mosque during Ramadan (Bowman & Estrin, 2021).

Since October 7

Since October 7, the word “apartheid” has been used countless times to describe the situation in Israel and Palestine, specifically in the Gaza Strip and the West Bank. Article 2 of the Apartheid Convention defines apartheid as “inhuman acts committed for the purpose of establishing and maintaining domination by one racial group of persons over any other racial group of persons and systematically oppressing them.” According to an investigation that concluded in 2022 by the United Nations, the illegal Israeli occupation of Palestine in East Jerusalem and the West Bank has resulted in apartheid. The U.N. Special Rapporteur (Khalaf, 2022) said this of the situation of human rights in Palestine since 1967: “There are more than three million Palestinians living under an oppressive rule of institutional discrimination and without a path to a genuine Palestinian state that the world has long promised, is their right ... Another two million Palestinians live in Gaza, described regularly as an ‘open-air prison,’ without adequate access to power, water or health, with a collapsing economy and with no ability to freely travel to the rest of Palestine or the outside world.” This research is not an argument for whether

Palestine lives under an apartheid. However, it is vital to understand what world officials say about the conditions of those who are most impacted by what is happening in the land if one wishes to understand the framing of news from journalists covering the conflict.

At the time this research was written, nearly 32,000 Palestinians have been killed and almost 73,000 injured since October 7, not including those that are unaccounted for and assumed to be lost in rubble or elsewhere (UNRWA, 2024). World officials also say more Palestinian children have died since October 7 than all children killed in conflict during a four-year period (Ott, 2024). Further, it is estimated that 1.1 million Gazans are experiencing a “catastrophic” shortage of food at the time of writing for this research, and approximately 300,000 Gazans are facing imminent “famine-scale death rates” (Al-Mughrabi & Williams, 2024).

News coverage of Israel and Palestine since October 7 has referred to what is happening there as war. Just as most other concepts in the social sciences, the definition of war varies. The dictionary definition of war is “a state of armed conflict between different nations or states or different groups within a nation or state,” (Oxford Dictionary, n.d.). According to Bouchet-Saulnierr (1998), war is an organized and collective effort of violence impacting the relations between at least two societies or power relations within one particular society, and war is governed by international law.

I have no experience in the front lines of war, and I have no experience with my backyard being a war zone. However, as a child of a veteran and grandchild of many veterans, I have seen what war does to those who participate in it. With every definition that I have read and lived experiences in mind, I argue war is a predatory exercise of power and control. The society humans have cultivated for themselves is a fragile

structure; and those who rule over land and people have historically used war to maintain their geographical and societal positions on local, national, and international levels (Keegan, 1999). The news values and frames selected for this research (detailed in the methodology section) were chosen because they are what I would argue best fit the goals of war.

CHAPTER 2

LITERATURE REVIEW

Theoretical Framework

The Magic Bullet Theory

The media has been a part of human civilization for so long, it is hard to imagine a life without it. From cave paintings and stone tablets tens of thousands years ago, to ever-evolving social media platforms and the 24/7 news cycle, humans have found a way to communicate; and that communication is not without consequences - for better or for worse. Shortly after World War I, scholars brought to fruition the Magic Bullet Theory (Bineham, 1988). This theory is also known as the hypodermic needle theory as well as the one-step flow of communication theory, and it posits that the messages of the media are deeply and directly impactful on its passive audiences (Nwabueze & Okonkwo, 2018).

The media, in the case of news sharing, does the research and then relays the gathered information to the general public. The public consumes that news and accepts it as fact, that is of course if outside influences foster that sort of acceptance of news. People are likely to interact with other people, who then influence one's receptiveness to what the news is sharing. Those people with an unhealthy lack of trust will raise or

influence future consumers to have the same or similar attitude. Those who have an unwavering support will raise or influence other consumers with an attitude towards media as such. Then, those who were influenced grow up to be members of the media. Their experiences, values, and ideas shape what media content is produced. All of these outside influences are what critics of the Magic Bullet Theory say makes it less accurate.

The Two-Step Flow Theory of Communication

After the Magic Bullet Theory gained acceptance, critics began pointing out a more nuanced relationship between media and its consumers. Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet wrote “The people’s choice: How the voter makes up his mind in a presidential campaign,” in 1944. This piece of literature expanded on a vital missing piece of the Magic Bullet Theory. Coined as the Two-Step Flow theory of communication, this new theory suggested consumers, and specifically opinion leaders, matter as much as the media itself in the shaping and interpretation of produced news content (Brosius & Weimann, 1996).

Both the mass media and opinion leaders have unique roles in the dissemination of information (Wangqu & Neto, 2023). Lazarsfeld and Elihu Katz (1955) argued, “...Opinion leaders who pay close attention to the mass media add their own thoughts and interpretations to messages before passing them on to their eventual end audiences, (Stansberry, 2012). This new theory disregarded the idea of an entirely passive audience unable to think for themselves, and instead, suggested an equal give-and-take of both audience and media. Though many historical events would seem to prove the ability of mass media on its own to persuade a passive mass audience to accept outlandish ideas, thus having the power to prepare that same audience for a call to action (Stansberry,

2012), one must take into account the influence one audience member has on another. For example, without the support of major social elites such as Coco Chanel, the Nazi Party of Germany may have never risen to power in such a way that allowed for the Holocaust to happen. The opinion leaders, a small subset of people interested in a particular topic in the media (e.g., anti-Semitic propaganda), influenced the interpretations and moral evaluations that took hold through mass media sources. (Stansberry, 2012). The masses saw Coco Chanel as a highly influential socialite, and they valued what her opinions were. This then led the masses to value the same media as Coco.

Magic Bullet, Two-Step Flow, and Framing Theories

Something both the Magic Bullet and the Two-Step Flow theories of communication touch on, but do not explain, is the framing process of the messages communicated through the mass media and opinion leaders. Framing found its root as a theory in the 1970's when Erving Goffman introduced it into the field of sociology. Goffman suggested that the social experiences of a person influence how that person perceives and understands future situations and information (Goffman, 1975). Time went on and the framing theory eventually found its way into the field of communications. Scholars of communications use framing to understand how information is presented in order to achieve a certain goal, thus forming the reality of the world for media producers and consumers alike.

Framing vs. Agenda-Setting

Framing is not to be conflated with agenda-setting, though framing theory is a tool of agenda-setting. Agenda-setting is another communications theory commonly used in the studying of mass media. Through agenda-setting, consumers learn which issues to

prioritize through the repetition of information communicated via the content of media (McCombs & Shaw, 1972). The mass media may not always have the power to tell people what to think, but it has a prolific ability to influence what people think about (Cohen, 1963). Agenda-setting is concerned with solidification of which information is of value, but framing is focused on how that information is communicated (Lecheler & de Vreese, 2018). Since previous scholarship has illustrated the power of media and opinion leaders to influence the direction of thought and action within the masses, this research aims to evaluate and understand the way in which values are communicated using short-form video as a pilot study to understand the effects of such communication.

Framing and News Values

Lecheler and de Vreese (2018) describe framing as a way of defining issues within the political and social world. As framing pertains to news sharing, the audiences' perception of significant cultural, historical, and/or societal events is shaped in how the news speaks of those events. The news coverage of Israel and Palestine highlight the ways in which news shapes the story being told. In some news articles, such as one written by the BBC (2024), those in Hamas are referred to as gunmen, but those in the Israeli Defense Forces are referred to as a military. Further, the same article describes victims captured by Hamas as "hostages," whereas those in Israeli captivity are referred to as "prisoners" (BBC, 2024). In one CBS (2023) article detailing what is happening in the Gaza Strip, the authors describe the events on October 7 as an "attack" that "triggered the ongoing war in Gaza." However, in a report published by Al Jazeera, a leading Middle Eastern news outlet, the events on October 7 are described as a Palestinian

response to the ongoing violence Gazans have experienced at the hands of the Israeli occupation for decades.

Considering Lecheler and de Vreese's (2018) description of framing within news, these articles are defining to each of their respective audiences who is at fault, even if none of them lay the blame directly, thus shaping the political world for many around the globe. The way in which adjectives and imagery are used and which details of the conflict are told in these examples lay the framework for the perceived reality of those who consume the content. Further, the adjectives and imagery used along with the chosen events to highlight reveal what each of the authors (or employers of the authors) view as newsworthy.

Newsworthiness, also known as news values, is a core part of journalism. According to the University of Nebraska Omaha, news values are as follows: impact, proximity, timeliness, prominence, conflict, human interest, and novelty/oddity. Though there is no doubt news values drive a large portion of the decision-making process in a newsroom, they are not the only thing at play when deciding what story gets told and how each story gets told. News values are less of a reflection of what type of information the audience wants or needs and more of a reflection of many influences such as organizational, sociological, cultural norms as well as economic factors (Weaver et. al, 2007). What Weaver et. al (2007) is saying here is that the seven news values are not valuable because they are merely what the audience cares about. Rather, they are valuable partially because of what the audience cares about and partially because of a mixture between pre-existing cultural beliefs and potential economic benefits to those who are sharing the news.

Journalists must consider the worldviews of their audience when determining if a story is of relevance or not, whether that be through any of the seven news values.

Worldviews are defined as “a collection of attitudes, values, stories and expectations about the world around us, which inform our every thought and action,” (Gray, 2011).

The worldviews of the audience greatly influence what situations and stories are deemed to be newsworthy. For example, if the audience is made up of a mostly Christian population, then a Christmas story about a church nativity scene could be deemed newsworthy. However, in a different region where the number of Christians are not as great, that same story would not hold as much relevance. Further, if a journalist in that same area is not Christian, the news they cover may focus on a non-religious celebration of Christmas (e.g., a community shelter collecting presents for children in need). News values work no different in Israel and Palestine. The news outlets and journalists in that area are going to be influenced by their personal worldviews as well as the worldviews of their audiences.

Understanding the news values of a journalist and/or news company is to understand the framing used in their stories. By selecting which stories to cover and which specific aspects of those stories to cover, journalists are revealing the values of themselves and shaping the values of their viewers (Amis, 2022; Arendt et al., 2022; von Sikorski et al., 2020). The framing effects theory explains the effects the news has on the shaping of reality for their audience by choosing how to tell a story (Lecheler & de Vreese, 2018). A domino effect of unraveling the hidden motives (agenda-setting) of independent journalists and news outlets could ensue following the understanding of news values and news frames. Should an audience understand what the journalist and/or

news outlet values, they could then evaluate the frame of a story; which would help them understand if what they are looking at is propaganda or not.

Though propaganda might have redeeming qualities (e.g., swaying an audience to spend money on a harmless product), the historical use of the word propaganda has caused people to automatically dismiss opposing arguments (Walton, 1997). Propaganda exists to prevent public involvement and understanding of what is truly being done by and/or for state-corporate interests (Zollman, 2019). The implications of this are far reaching as the immediate dismissal of those you disagree with would hinder the ability to protect yourself and others from the interests of those perpetrating such sorts of media.

RQ1: What news values do Palestinian journalists use most often when covering the Israeli-Palestinian conflict?

RQ2: What news values do Israeli Journalists use when covering the Israeli-Palestinian conflict?

News Framing in Times of War

Journalists have a historic significance in keeping the public informed during times of war. Journalists also have a historic significance in perpetrating war. Julius Streicher, an infamous Nazi propagandist responsible for the production of the anti-Semitic newspaper, *Der Stürmer* (Evans, 2023). Streicher was not responsible for producing public speeches that drew crowds in by the hundreds of thousands such as Adolf Hitler did. He was not the one who directly made the decisions to invade other countries. He was, however, responsible for shaping the antisemitic views of people who did commit such atrocities; meaning Streicher did have a hand in the Holocaust advancing as it did with little to no pushback. Streicher and his weekly publications of a

widely read anti-Semitic newspaper “did establish an attitude of indifference toward Jews without which the Holocaust could not have occurred,” (Bytwerk, 2001).

The frames used in Streicher’s work created and deepened already existing hatred of Jews. His role in framing the agenda-setting speeches of Nazis such as Hitler caused Streicher to be the only non-soldier of the Nazi party to be executed in the Nuremberg trials (Evans, 2023). Streicher was not executed because of his beliefs. If that were the case, perhaps everyone who was anti-Semitic at the time would have been executed. But, alas, that did not happen. Streicher was executed because those conducting the Nuremberg trials understood the strength framing of news values has on rallying a population of people to actively or even passively commit unfathomable crimes against humanity.

We may never know if the Nazis would have been as successful should mass media like *Der Stürmer* not have existed. However, what we can do with what we know about the impact of his work having a hand in the Holocaust is apply that knowledge to existing and future situations so history doesn't repeat itself. This is an ever increasingly important subject to study due to much of modern war including the struggle to influence public opinion through the use of news frames (Melki, 2014). Specifically, looking at the effect of news telling through the use of visual media is important in understanding news frames during times of war because of the increasing use of digital media to receive world news. According to a 2023 study done by the Pew Research Center, more than half of all U.S. adults say they get their news from social media at least some of the time. News on social media is commonly shared in the form of some sort of visual content, including that of short-form video. Virtually every social media app has a short-form

video feature, emphasizing its popularity among users. This is important to reporting during times of war because some research suggests visual framing instead of textual or news stories elicits a higher emotional response and leads viewers to find the journalist more credible (Brantner et al., 2011).

RQ3: How do Palestinian journalists frame their news values using short-form video to report on the Israeli-Palestinian conflict?

RQ4: How do Israeli journalists frame their news values using short-form video to report on the Israeli-Palestinian conflict?

CHAPTER 3

METHODOLOGY

To answer the four research questions, the researcher conducted a critical frame analysis using videos posted as Instagram reels. The videos used in this study were chosen based on the following criteria:

- The videos must be original posts, not reposted content.
- The videos must have been posted from October 7 through January 7.
Every third video posted by each account included in this study was selected for analysis. Up to 15 videos were used for every profile included.
- The poster of each video must be an actual journalist based in Israel or Palestine, whether independent or with a nationally-established news outlet in the Middle East.

The Instagram profiles chosen in this research include:

- Israeli journalist India Naftali (@indianaftali)
- Israeli journalist Yoseph Haddad (@yosephhaddad)
- Palestinian journalist Plestia Alaqad (@byplestia)
- Palestinian journalist Motaz Azaiza (@motaz_azaiza)

Analyzing frames in short-form video was chosen for this research because of the massive influence of digital media in times of war. Digital media is advancing faster than

what human understanding can keep up with, and that has changed the trajectory of war for years to come.

During this research, the researcher took a critical approach in my analysis of news frames used by journalists covering Israel and Palestine. Using a political and societal context lens, the coders watched each video and took notes on the overall perceived message of the video. Upon a second viewing of each video, the coders carefully selected which news value the video appeared to focus on – victim, perpetrator, or horse race. If a video did not make clear what the journalist’s value was, then the video was described as having an “other” news value.

Two news values were selected for this research based on research that was published in 2016. The research was about how European news frames Romani people, (Kroon et al., 2016). Two of the frames used in that study were victim and perpetrator. These frames are beneficial to use in understanding news produced during times of war as they can potentially garner sympathy and/or support from those who are not on the front lines. Though used as frames in that research, this research understood victim and perpetrator to be news values. Those who report during times of war may value sharing news that shows they are either the victim or the opposing side is the perpetrator.

The definition of the three selected news values was determined as follows:

- Victim - Content focuses on the suffering happening to the journalist and the community they are based on
- Perpetrator - Content focuses on the suffering caused by the opposing side
- Horse Race - Content focuses on winning or losing

The coders then considered what rhetorical devices were employed by the journalists in order to frame their message. With careful consideration, the coders assigned each video a frame – straight news, conjecture, or human interest.

The frames in this list were chosen based on a Pew Research study completed in 2009. That particular research listed 13 news frames. The researcher selected three of those frames that best fit within the context of war. The selected frames were straight news, conjecture, and human interest. According to the Pew Research Center, the definition of each of those frames is as follows (2009):

- Straight News - No dominant frame other than use of the journalistic basic who, what, when, where, why, and how
- Conjecture - A frame focused on allegations without proper attribution of sources
- Human interest - A frame using emotional appeal focused on humans

Once a frame was determined for a video, the video was assigned a certain set of numbers. The numbers each video was assigned correlate with the numbers assigned to each news value and each frame. For example, if a video was found to have a victim news value with a straight news frame, it was labeled as “1,4.” The following numbers were assigned to each news value and frame prior to analysis:

- News Value Codes
 - Victim = 1
 - Perpetrator = 2
 - Horse Race = 3
 - Other = 0

- News Frame Codes
 - Straight News = 4
 - Conjecture = 5
 - Victim = 6

CHAPTER 4

RESULTS

Coding for News Values - Palestinian Journalists

Four journalists were analyzed in this study. 15 videos from each of the journalists' Instagram reels were selected for analysis. After thorough examination of the videos, the research found that Palestinian journalists valued the following news values in order from most to least important — victim, perpetrator, horse race, and other. Table 1 represents the percentage each value made up of the 30 total videos analyzed from Palestinian journalists.

Table 1

Percentage of News Values in Palestinian Reporting

<u>Victim</u>	<u>Perpetrator</u>	<u>Horse Race</u>	<u>Other</u>
66.6%	23.3%	6.6%	3.3%

The research found that Palestinian journalists most often centered a victim-based news value in their videos selected for analysis. Of the 30 videos posted by Palestinian journalists, 20 (or 66.6%) of those videos were found to center around the victim news value. One example of a video centered around the victim news value is the first video analyzed from Plestia's account. In this video, Plestia is explaining in English that she is

at her neighbor's house. She goes around the home to explain where the hiding spots are should they need to take cover from airstrikes. As Plestia is explaining that, several airstrikes occur and stop her in her tracks. The strength of the airstrikes blows her hair and the fear is evident in her eyes. She says, "I was trying to explain things, but I think you can hear them now. I'll go check on my parents," (2023). The video cuts to an outside view shortly after the airstrikes where Plestia is explaining the smoke from the airstrikes has completely obstructed any view outside. This video was assigned the victim news value because Plestia is not focusing on who is doing the airstrikes. Instead, she focuses on the situation they are in and the severity of it.

Perpetrator was the second most common news value that appeared in videos posted by Palestinian journalists. The perpetrator frame was determined to be there if the videos focused on suffering caused by Israeli military forces rather than focused on the suffering itself. Only one of Plestia's videos was determined to center on the perpetrator value. In the video (2023), Plestia is speaking in Arabic, so it is difficult to determine 100% what she is discussing. However, based on the imagery and translation of the caption, it was determined that Plestia is talking about a "genocide" taking place and people starving to death. She also talks about a hospital running out of electricity, meaning the doctors can no longer fulfill their medical duties to the furthest extent. This video was determined to center around the perpetrator value because Plestia is making it clear that the issues they are facing at the moment would not be happening if it were not for what she says is a genocide.

Video 9 of Motaz's (2023) sticks out as one of the videos determined to center around the perpetrator value. In this video, Motaz is seen riding in an ambulance while

holding a dead baby that he says is a martyr. The use of the word martyr insinuates the baby was killed unnecessarily by an opposing force, making this video align with the perpetrator value. In the video, Motaz indicates there are 20 other people murdered and three people injured by Israeli airstrikes. Presumably, these same airstrikes are what killed the baby that is laying in Motaz's arms. The use of the words "martyr", "murdered", and "injured" indicates a perpetrator value because of the focus on the Israeli airstrikes causing the casualties and injuries.

Horse Race ranked as the third most occurring news value in videos posted by Palestinian journalists. However, only two of the videos analyzed from Palestinian accounts were considered to constitute as belonging in the horse race category. To fall into this category means a video is focused on either the facts of who is winning and who is losing, the hope to win one day, or the hope to make the other lose one day. Both of the videos determined to center on the horse race value were videos posted by Plestia. The first video (2023) was a simple, yet powerful video. It was of a tattered Palestinian flag hanging during the day. The caption says, "Waiting for the day Palestine will be free." The imagery mixed with the caption communicates a desire and belief that Palestine will one day be free from Israeli occupation.

The second video of Plestia's that was determined to center around the horse race value was video 15. This video begins with a shot of the sky, then it pans to Plestia wearing her press uniform and sleeping in a car during daylight hours. Part of the caption reads, "Any minute Gaza might get erased and no one will know anything about anyone," (2023). The caption mixed with the imagery indicates Plestia is trying to communicate

the exhaustion the war is causing her as well as the loss of hope in winning against the Israeli forces.

Only one video posted by Palestinian journalists was determined to not center around either the victim, perpetrator, or horse race values. This video, posted by Motaz (2023), showed kids dancing, clapping, and playing music at a UNRWA school. This was determined as not having any of the three named values because there was no mention of hurt or despair. There was no mention of a war perpetrated by one person or another, and there was no mention of winning or losing any sort of battle.

Coding for News Values - Israeli Journalists

Included in the four journalists' videos used in the study were that of two Israeli-based journalists. After thorough examination of the videos, the research found that Israeli journalists valued the following news values in order from most to least important — perpetrator, horse race, other, and victim. Table 2 represents the percentage each value made up of the 30 total videos analyzed from Israeli journalists.

Table 2

Percentage of News Values in Israeli Reporting

<u>Perpetrator</u>	<u>Horse Race</u>	<u>Other</u>	<u>Victim</u>
46.6%	20%	16.6%	13.3%

The research found that Israeli journalists most commonly centered their videos on the perpetrator news value. The first video of Yoseph's that was analyzed showed people running, mostly with weapons. It is not made clear whether the people in the video are people from Israel preparing to engage in war with Hamas or if it is the other

way around. The confusion comes from the caption that speaks only about the actions of Hamas on October 7. Nowhere in the caption does Yoseph mention Israeli soldiers preparing to go fight. Despite the confusion on who the people in the video are, it was still determined the video centered on a perpetrator news value. Part of the caption says, “The terrorist organization of Hamas has declared war on the State of Israel,” (2023). The overall tone and imagery of the video and caption indicates a perpetrator news value.

Video 11 of India’s was one of the videos determined to be centered around a perpetrator news value. In this video, India says she is at the site where the October 7 massacre against Israel took place. She shows rubble, destroyed vehicles, and bullet rounds on the ground. One person is interviewed by India and describes what happened on that day. This video was put into the perpetrator-focused category because of its emphasis on the October 7 attack, which in turn communicates India’s belief that Hamas and/or Palestine started the ongoing war that Israel must defend itself from.

The second most commonly occurring news value in Israeli journalists’ videos is horse race. Video 7 (2023) of Yoseph’s is one of the videos that was determined to center around the horse race value. In this video, Yoseph is talking about his disgust towards Celtics fans showing support for Palestine. He goes on to explain what support for Palestine means, in his eyes, and begins listing what he says are facts about Palestinians. However, Yoseph does not credit any of what he says are facts. Because of that, just based on this video alone with no further information, the coders could not determine if what he is saying is true. The sharing of potentially untrue (and equally potentially true) information about Palestinians in an abrasive tone was deemed to have divisive intentions, thus falling into the horse race category.

India's third video (2023) is another example of a video centered around the horse race value. In this video, India showcases Israeli soldiers heading to the frontlines of battle. Israel's flag is being waved as Israeli citizens distribute food and water to the soldiers. This video was determined to center around the horse race value as it emphasizes India's believed reality of there being a war to be won.

Following the horse race value is the "other" category in which it could not be determined what value was behind the videos of Israeli journalists. All of the videos posted by Israeli journalists that were deemed to fall into the "other" category were posted by India. The 13th video of India's shares news about American farmers preparing to go to Israel and help farmers there who are unable to keep up with the surging demand of work that followed after the October 7 attack from Hamas. Though the video does indicate a need for help on behalf of Israeli farmers, the content itself is focused on American farmers; thus meaning it does not fit into the victim category. Further, there is no mention of Hamas, Palestine, or any other "enemy" that could have caused the need for help; thus meaning it does not fit into the perpetrator category. Lastly, there is no discussion of winning or losing or divisive tones in the video; thus meaning it does not fit into the horse race category. Because of this, the video was assigned to the "other" news value category.

Another example of a video that was put into the "other" news value category is video 5 posted by India. In this video, India showcases citizens of India who say they are friends of Israel. Just like the video above, this video has no undertones of a victim, perpetrator, or horse race value. Therefore, the video was placed into the "other" news value category.

The least common news value that appeared in videos posted by Israeli journalists was the victim news value. Video 5 posted by India is one of the videos that was deemed to fit into the victim news value category. This video was deemed to center around a victim value because it shows a family crying and sitting on the ground consoling each other. Though the faces are blurred, you can hear the sobs coming from two children and two adults who are presumably the parents. The closed captioning on this video says the sister of the two children was killed. It is not explicitly stated who or what killed the sister, but it can be inferred the sister died as a result of what Israel calls their war against Hamas.

Another example of a video that fits into the victim news value category is video 8 (2024) posted by India. In this video, India replays a speech given by Dr. Martin Luther King, Jr. In the speech, Dr. King encouraged Americans to stand with Israel against antisemitism. Though the speech was given decades ago, it is being used by India to show the extensive antisemitism those of Jewish descent have fought against and been victims of for entire lifetimes. In the context of the current war in Israel and Palestine, the coders inferred that India is communicating to viewers that Israeli citizens continue to face antisemitism, and she is urging the world to stand with them as they fight against such persecution.

Coding for Frames - Palestinian Journalists

Once news values were examined, the coders evaluated the videos to determine how the journalists framed their values. Table 3 shows how often each news value was paired with a particular frame for the videos used from Palestinian journalists.

Table 3*How Often Certain Frames Matched with Each News Value (Palestinian Journalists)*

	<u>Straight News</u>	<u>Conjecture</u>	<u>Human Interest</u>
Victim	13	0	7
Perpetrator	5	0	2
Horse Race	1	0	1
Other	0	0	1

As Table 3 shows, the victim news value was found to be supported most with a straight news frame, human interest, and conjecture - respectively. The second video of Plestia's starts by showing equipment of a Palestinian journalist who she says was murdered by the Israeli Defense Forces. Plestia says, "These are the equipment for a journalist that got murdered by the Israeli forces. So, no matter if you are wearing them or not, you get killed," (2023). Her directness of the allegedly indiscriminately killing of Palestinians, along with the footage of a uniform that she says belonged to a Palestinian journalist who was killed by the IDF, indicates a straight news frame.

Video 13 of Motaz's is another video that was put into the victim news value category and matched with a straight news frame. In this video, Motaz is showing bombs visibly coming from the sky and striking down on a neighborhood that sits next to a hospital. Many ambulances can be seen in the video. Motaz frames the video's victim news value with straight news by avoiding laying blame on those who are dropping bombs. Further, he does not add commentary and merely shows what is happening right before his eyes.

The victim news value did not appear to match with a conjecture news frame in any of the videos posted by Palestinian journalists. It did, however, match seven times with the human interest frame. One example of this is Video 3 posted by Plestia. In this video, Plestia is showing the camera several photos that her and someone else discovered left behind in rubble. She says these are people “We don’t know anything about. I hope they’re doing well,” (2023.)

Of the videos posted by Plestia and Motaz that were put into the perpetrator news value category, five of those videos were matched with the straight news frame and two of them were matched with the human interest frame. The only videos between Plestia and Motaz that matched the perpetrator value with the straight news frame were videos posted by Motaz. In Video 6 posted by Motaz, he describes an incident in which the IDF allegedly attacked a neighborhood with white phosphorus. This video supports a straight news frame with a perpetrator news value because Motaz is showing white smoke and bright flames happening in real time while explaining where the smoke and flames came from.

Video 14 of Motaz’s is another video centered on a perpetrator news value with a straight news frame. In this video, Motaz is wearing his press gear. He is standing inside of a church where he says at least 18 people were murdered, both Christians and Muslims alike. The imagery in this video shows bodies wrapped in cloth as well as families mourning the deaths of their loved ones. The directness of Motaz’s reporting along with supporting imagery and the use of the word “murdered” indicates a perpetrator news value framed by straight news.

Video 13 posted by Plestia (2023) shows several different scenes including people crying, people wandering in the dark and rubble, and destroyed buildings. She is wearing her press clothes in this video. Plestia say, “The genocide continues, people can starve to death” She continues to highlight a hospital that is no longer working because of loss of electricity. Her use of the word genocide matched with the potential for people to starve to death along with all of the imagery indicates a perpetrator news value framed by human interest.

Video 3 posted by Motaz (2023) focuses on the IDF bombing internet towers, making it difficult for the people in Gaza to continue to go live and post to social media. With his emphasis on the lost internet being caused by the IDF along with his vulnerability of speaking about difficulties directly to the camera, this video indicates a perpetrator news value framed by human interest.

Of the two videos posted by Plestia and Motaz that centered around the horse race news value, one of them was framed using straight news and the other was framed using human interest. Video 9 of Plestia’s is centered on a horse race value with a straight news frame. This video is one that the coders debated on whether it was a straight news frame or human interest frame. Ultimately, it was decided this video is framed using straight news because of the simplicity and straight-forward nature of the content. This video is a simple shot of a tattered Palestinian flag with the caption, “Waiting for the day Palestine will be free,” (2023). The look toward the future signals a horse race value and the simple statement of what Palestinians are waiting for signals a straight news frame. The message of the content is not lost in translation in part due to the straightforward presentation.

The other video centered around the horse race value was also a video posted by Plestia. Video 15 (2024) posted by Plestia is of her wearing press clothes and sleeping in a car. In the caption, Plestia talks about her fears of dying and not being able to be found by family members or loved ones. She says, “Any minute Gaza might get erased and no one will know anything about anyone.” The value in this video was determined to be a horse race value because of her talks about feeling as if this is a war that Palestine will not win. The frame was determined to be human interest because she is showcasing in the video the pure exhaustion that she is facing as a journalist covering war, and the caption is talking about worries of the world forgetting the people who have fought, are fighting, and will continue to fight.

Only one video of all the videos analyzed from Plestia and Motaz was deemed to not have any of the three named values in this research, meaning it was put in the “other” category. This video was Video 10 posted by Motaz. In this video, Motaz shows children dancing in a school while they are sheltering from Israeli bombing. The video was designated as an “other” news value video due to its lack of victimizing, perpetrating, and horse race rhetoric. It was determined to have a human interest frame because of the joyful nature of the children that starkly contrasts the reality of sheltering from airstrikes.

Coding for Frames - Israeli Journalists

Table 4 represents how often each news value was paired with a particular frame for every video posted by Israeli journalists.

Table 4*Frames Paired with News Values (Israeli Journalists)*

	<u>Straight News</u>	<u>Conjecture</u>	<u>Human Interest</u>
Victim	0	1	3
Perpetrator	6	8	0
Horse Race	2	2	2
Other	2	1	2

Video 3 posted by Yoseph is an example of a video with a victim value framed by a conjecture news frame. In this video, Yoseph is saying there is currently an alarm going off in Tel Aviv due to Hamas launching rockets as the video is happening. Yoseph is running during the night time in what seems to be a public area in the city. However, there is no audible alarm going off as well as no audible or visual evidence of bombs being dropped right at that moment. Further, there is nobody else around Yoseph in the video. Because of Yoseph's focus on the fear Israelis face while Hamas allegedly drops bombs, along with the lack of visual or audible evidence of the claims he is making, this video constitutes as centering around a victim news value framed by conjecture.

Video 5 posted by Yoseph is an example of a video centered on the victim news value with a human interest frame. This video focuses on a family who is crying, two children and two adults, over a girl who they say was murdered. The two children talk about this girl being their sister, and the parents explain to the young boy that there is no chance she is coming back. The focus on the family losing a loved one indicates a victim news value and the emotional vulnerability of the video indicates a human interest frame.

Video 8 posted by India is an example of another video centered on a victim news value with a human interest frame. In this video, India shares a speech from Dr. Martin Luther King, Jr. in which he is saying Americans must stand with Israel in their fight against antisemitism. India encourages viewers of the video to be like MLK Jr. in the sense that viewers should stand with Israel in their fight against Hamas. Because of the dignity associated with Dr. MLK and the call-to-action by India, this video indicates a human interest frame. Since the speech is about antisemitism that the Jewish population faced back when MLK was giving the speech and connecting that to the antisemitism the Jewish population faces today, this video falls into the victim news value. Therefore, the video is a video centered on the victim news value with a human interest frame.

Between India and Yoseph's videos, the perpetrator news value was matched with a straight news frame six times and a conjecture frame eight times. Video 14 posted by Yoseph is an example of one of the videos with a perpetrator news value framed by straight news. This video is of an interrogator interviewing an alleged Hamas militant. The video captions claim the interviewee admits to kidnap a woman and rape her. The focus on the actions of the interviewee indicates a perpetrator news value. Regardless of if the content is true or not, the value is framed using straight news. This can be observed through what appear to be admissions of guilt without beating around the bush.

Video 11 by India is another example of a video with a perpetrator news value framed by straight news. India spends this video visiting the site where the October 7 attacks by Hamas took place. In the video, she shows rubble and destroyed vehicles. Because of her focus on the attacks from Hamas, this video shows a perpetrator news

value. Further, India interviews someone at that site. India's sharing of details of that day, along with an interview with a supposed victim indicates a straight news frame.

Video 2 posted by Yoseph is an example of a video that focuses on the perpetrator news value and frames it with a conjecture frame. Video 2 shows a massive group of people crowding a truck. The video alone does not explain what is happening. In the caption, Yoseph says, "It's not just the abominable terrorists of Hamas ... it's also the barbarians in Gaza who display the bodies ..." Yoseph is claiming that citizens in Gaza are parading around with bodies of victims. Though the video does show a truck with a large group of people, it is not clear what the truck is there for or what the people are doing. Further, it is unclear who the people in the video are. This indicates a conjecture news frame.

Video 5 posted by India is a video with a perpetrator news value and a conjecture frame. In this video, India says the October 7 attacks from Hamas are the first time Israel has been attacked on such a scale. She briefly shows a shot from what looks to be a news segment on her television. This at first appears to be a straight news frame. However, India says what is happening in Israel is worse than what it looks like on television. Though not every aspect of war may be shown on television, there are other visual aids in India's video that led the coders to determine it to be a conjecture news frame. India's hair and makeup appear to be well maintained as well as what seems to be her home looks to be intact. Had India shown something happening in front of her in real time, perhaps a straight news frame would have been applied. However, it was ultimately decided this video uses a conjecture frame.

The horse race news value appeared equally matched with each frame across the board. Video 15 by Yoseph is one video with a horse race news value and straight news frame. This video shows a man who is hanging Israeli flags in his community. The hanging of news flags could be interpreted as Israel being “on top” of the war with hopes for a new beginning once everything is over. Unlike many other videos posted by Yoseph, this video does not include commentary from him. It is straightforward about what the viewers are looking at and what the man is doing. This video was assigned a horse race news value framed by straight news.

Video 12 by India is a video with a horse race news value and straight news frame. India shows she is in a military zone close to the Gaza border. She says you can hear artillery go off in the background, which causes her body to shake from the impact. What she says is supported by the visual and audio aspects of the video. In the caption, India says “What you see now is only the beginning of a long and difficult operation.” All of this together constitutes a horse race news value framed by straight news.

Video 7 by Yoseph is an example of a video with a horse race news value with a conjecture news frame. Video 9, also posted by Yoseph, is another video with a horse race news value and a conjecture frame. In both of these videos, Yoseph uses inflammatory language to describe Palestinians and supporters of Palestine. He uses the word “disgusting scumbags” and asks “are you a terrorist” to supporters of Palestine in Video 9. Use of divisive language indicates a horse race value. The coders assigned this video a conjecture news frame because of the emotional undertone and stating opinions as facts without use of sources.

Video 11 by Yoseph is a video with a horse race value framed by human interest. This video shows Israeli soldiers sitting/standing together and singing a Jewish song that sounds peaceful. The soldiers begin dancing together in an excited manner. The caption indicates the soldiers are hyping each other up, in a sense, and preparing to fight against Hamas.

Another example of a video with a horse race news value framed by human interest is Video 3 posted by India. This video shows supporters of the Israeli army coming together and offering them food and drinks as a way to show their support for them. In the caption, India says, “Israel unites!” She talks of national unity and difficult times. This video indicates a horse race news value because of the focus on soldiers on their way to (hopefully) win a war. The emotional undertones of the video seem to be somewhat inspiring and meant to make viewers support Israel, which indicates a human interest frame.

Five videos posted by India were labeled as having a frame other than what is listed in this research. Videos 13 and 14 are videos of hers with an “other” news value and straight news frame. Video 13 showcases five men from America who decided to go to Israel to help their farmers who began struggling due to the influx of demand from the war. Video 14 is of India getting a tour of an Israeli HUMVEE. She interviews the soldier about what the vehicle is and how they use it. Both of these videos were put as having “other” news frames because the focus of each video is not on hurt, despair, wrongdoing, winning, or losing. The direct nature of her reporting in each video indicates a straight news frame.

Video 2 of India's is a unique video in that it was assigned an "other" news value, though it has qualities of both perpetrator and victim. The video is of people sitting in the bed of a truck and flying the Palestinian flag. India says, "Young men wave Palestinian flags in support of Hamas's atrocious actions against Israel. How could they celebrate such loss and tragedy?" The caption equally holds a victim news value and a perpetrator news value because of the words used to describe the situation. These words are "atrocious", "loss", "tragedy", as well as laying the blame on Hamas. This video was determined to have a conjecture news frame because of the emotional language and heavy claims in the caption without sources cited. Though the men in the video very well could support what India says they support, she did not interview them.

Videos 4 and 5 are videos of India that have an "other" news value with a human interest frame. Both of these videos show people from other nations, Argentina and India, voicing their support for Israel. Though one could argue the potential horse race value of these videos, the coders determined India did not communicate her wishes to focus on winning or losing. Should there have been a news value category for "support," this video potentially would have been coded for that value. The human interest frame of the videos is clear in the emotional pull of having support from people worldwide, thus humanizing both Israel and their supporters.

CHAPTER 5

DISCUSSION

Findings

This research finds that the most commonly occurring video type for Palestinian journalists was a video centered around a victim news value framed by straight news. The most commonly occurring video type for Israeli journalists was a video centered around a perpetrator news value framed by conjecture. The purpose of this research was not to find who is right or who is wrong, who is the better journalist or who is the weaker journalist. Instead, this research aimed to find out how journalism works and is shaped by a war environment. Journalists are supposed to be the watchdogs for society — they are there to inform the general public of what is happening within the community and behind the scenes in places the community does not generally have access to. This is where the societal value of a free press comes from.

When one is put into a life or death situation such as war, values such as the free press can become compromised. In a study that focuses on how embedded journalists report on war, Mohamed Kirat says, “During war, principles such as freedom of the press and impartiality are not respected and the journalism practice is completely different than in normal times,” (pg. 2, 2014). Journalists do not report on wars the same way they report on typical daily news, and the short form videos posted by Plestia, Motaz, Yoseph, and India show just how much the digital age is shaping the reality of wartime reporting.

Before tools such as short form video became popularized, journalists did not have the ability to share in real time what was happening before their eyes. In similar fashion, journalists also could exacerbate what was happening before their eyes because the audience only had words to read and no visual or auditory rhetoric to shape their interpretation of the news. After thorough analysis of the news values and frames used in each video included in the research, common themes of war journalism and peace journalism were found. War journalism is a type of journalism that emphasizes the conflict aspect of war and works to put two or more groups against each other in a zero-sum game (Fong, 2009). This research suggests Israeli journalists are engaging more often in war journalism while covering the Israeli-Palestinian conflict than they engage with peace journalism. This is supported through their majority use of a perpetrator news value framed by conjecture. The second most common type of video assessed from the Israeli journalists was a video centered on the horse race news value framed by conjecture and human interest. As discussed in the results section, these videos typically focused on the opposing side and the need to either place blame on them or rally viewers in support of Israel, in turn pushing an “us-versus-them” mentality.

Peace journalism is “.... the commitment to the idea of civic participation, the understanding of social justice as a moral imperative, and the view that the value and sacredness of the individual are realized only in and through communities,” (Fong, pg. 19, 2009). As this quote suggests, peace journalism is a type of journalism that frames news in a way to advocate for peace rather than war. This research suggests Palestinian journalists are engaging more often in peace journalism than they are war journalism in their coverage of the Israeli-Palestinian conflict. The majority use of videos that center on

a victim news value with a straight news frame supports a theme of peace journalism within Plestia and Motaz's videos. Their videos are less focused on winning or losing, and more focused on highlighting the humanity of the civilians caught in the crossfire. The rhetoric used in their videos supports ideas of a ceasefire along with humanitarian aid until such an agreement is reached.

The distinction between war journalism and peace journalism within this research is not meant to place a competing moral value between the two. When taking into consideration other mass communication theories such as the Magic Bullet Theory and the Two-Step Flow Theory, one must ask themselves what influences there are in the outside world that would lend to journalists focusing on war or focusing on peace. Further, framing and agenda-setting are not one-sided actions. The pre-existing views and understandings of the audience shape how a message is interpreted. Just as the theories in this research suggest, audience members do not passively digest media put out by journalists. Instead, opinion leaders interpret the messages and add their own thoughts and meanings before passing them along to other groups of society.

Direction for Future Research

Since October 7, social media has been flooded with video coming from both Palestinian and Israeli journalists. This marks one of the first times Americans have had a first-hand look into what is happening across the world, and the emotional turmoil is running high because of this. Hundreds of thousands of American voters are making their emotional involvement in the war known as they have voted "uncommitted" in the 2024 Democratic presidential primary (Moore, 2024). The uncommitted votes are being used to let the Biden administration know voters are unhappy with President Joe Biden's

handling of what is happening in Israel and Palestine. The ultimatum is clear. President Biden either changes his approach in handling Israel's war on Palestine, or he risks losing the 2024 presidential election (Wang, 2024).

A recent study conducted by the Pew Research Center in 2023 found that roughly 35% of U.S. adults approve of the Biden administration's response to the ongoing Israeli-Palestinian conflict, whereas 41% disapprove of the administration's handling. The study found that voters under 30 years old are particularly disapproving of the administration's response with only a 19% approval rate, and the administration's response is viewed in a less negative light among older voting groups.

It would be valuable in future research to look at if there is a correlation between the rise in use of short-form video to report on war and the lack of support for American foreign policy in the Middle East. The use of digital media is not going away, and short-form video is only gaining more popularity as time goes on. To assess the use of short-form video in wartime journalism and the impacts that has on worldviews of particular groups would benefit our understanding of mediated news communication. Such theories such as the generational theory or uses and gratifications theory could be employed in future research on such a topic. Assessing echo chambers and their strength and/or weakness within short-form video communities would be another beneficial aspect in future research.

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