

MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

University of Kasdi Merbah-Ouargla

Faculty of Letters and Languages



**Dissertation submitted in partial fulfillment of the requirements for the
Master's Degree in the field of
English Language and Literature**

Major: Linguistics

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**Ideological Features and Language Manipulation Strategies in TRT
and i24News Headlines: A Critical Discourse Analysis**

The Case of the Israeli-Iranian Conflict

Publicly Defended on 20/05/2026

Jury

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Academic Year: 2025/2026

DEDICATION

The research journey encountered many obstacles, but I consistently tried to overcome them through the grace and favor of God.

I dedicate this humble work to:

To my dear father, **Abdelkader Zagui** for your efforts and sacrifices; your support has been a light throughout my entire journey.

To my dear mother, **Yamina Hadj Kouider**

No matter what I do or say, I could never express my gratitude to you in the way you deserve. Your kindness stays with me, and your presence by my side has always been my strength in overcoming various challenges.

To my brother **Abdelhake**, and my sisters **Houda**, **Ferial**, and **Safa Aicha**.

To my dear grandfather, **Zagui Omar**, may Allah have mercy on his soul.

To all my family, my honourable professors, and my friends.

ACKNOWLEDGMENTS

First and foremost, I praise **Allah** the Almighty for the blessings of knowledge and success. It is by His grace and guidance that I have reached the completion of this humble work.

I extend my deepest thanks and gratitude to my supervisor, **Dr. Saifeddine Guendouz**, who encouraged me to work on CDA field. And I am grateful for his patience and sharing his knowledge generously. Also his valuable guidance and advice were instrumental in completing and refining this work.

I also extend my sincere thanks and appreciation to Mr. **Youcef Bencheikh**, Proof **Touria Drid**, and **Dr. Yousra Seddiki**, from whose knowledge I have benefited and who have never hesitated to provide me with guidance and advice.

I also wish to express my profound gratitude to the distinguished members of the examination committee for accepting to evaluate this research and for their constructive feedback that have enriched this work.

Furthermore, my thanks go to all the professors, technicians, and administrative staff at Kasdi Merbah University, Ouargla, who provided their assistance. I pray to the Almighty to grant everyone success in all that He loves and is pleased with.

ABSTRACT

This study emphasizes from different perspectives the ideological features within online news headlines of TRT world and i24 (English language broadcasts). It highlights the headlines that cover the Israeli Iranian conflict, using Fairclough's Critical Discourse Analysis (CDA) framework with its textual, processing, and social dimensions. The analysis of 20 headlines about the Israeli-Iranian conflict from each side (i24 and TRT) revealed that each side aims to embed its ideological stances within the headlines. The results showed that both channels presented completely contradictory narratives of this conflict. TRT portrays Israel as the primary aggressor and depicts Iran's actions as acts of self-defence. In contrast, i24 portrays Israeli military operations as necessary defensive measures against an Iranian state described as a source of regional instability.

Keywords: news headlines, ideological features, TRT, i24, media discourse, CDA

List of Abbreviations

BBC: British Broadcasting Corporation

CDA: Critical Discourse Analysis.

DA: Discourse Analysis.

GERD: Grand Ethiopian Renaissance Dam.

IAEA: International Atomic Energy Agency.

IDF: Israel Defence Forces.

IRGC: Islamic Revolutionary Guard Corps.

i24: Israel 24 News.

JFK: John Fitzgerald Kennedy

PM: Prime Minister.

SFL: Systemic Functional Linguistics.

TRT: Turkish Radio and Television Corporation.

List of Tables

Table 01: Social Themes Extracted from TRT News Headlines.....	33
Table 02: Emphasizing Positive and Negative Social Themes (TRT).....	35
Table 03: Social Themes Extracted from i24 News Headlines.....	50
Table 04: Emphasizing Positive and Negative Social Themes (i24)	52

List of Figures

Figure 01: Positive and Negative Social Themes in TRT News Headline.....37

Figure 02: Positive and Negative Social Themes in i24 News Headlines.....54

Table of Contents

DEDICATIONS	Erreur ! Signet non défini.
ACKNOWLEDGMENTS	Erreur ! Signet non défini.
ABSTRACT	Erreur ! Signet non défini.
List of Abbreviations	VI
List of Tables	Erreur ! Signet non défini.
List of Figures	Erreur ! Signet non défini.
Table of Contents	VII Erreur ! Signet non défini.

General Introduction

1. Background of the Study	1
2. Aims of the Study	2
3. Significance of the Study	2
4. Research Questions	3
5. Research Hypotheses	3
6. Methodology and Research Design	3
6.1. Tools of data collection	4
6.2. Tools of Data Analysis	4
7. Limitation of the Study	5

Chapter One: Theoretical Part

Introduction	7
1.1. Discourse Analysis	7
1.1.1. The Definition of DA and theoretical foundations	7
1.1.2. The Development of DA	8
1.2. CDA and Language Power	9

1.2.1. The Definition of CDA and theoretical foundations	9
1.2.2. Principles of CDA.....	10
1.2.3. Furlough’s Three-Dimensional Model of CDA.....	11
1.3. Discourse and Media	12
1.4. Language Manipulation and DA	13
1.5. Definition of Ideology and its Relationship with Discourse.....	14
1.6. About TRT World	15
1.7. About Israel 24 News	16
1.8. Literature Review	16
Conclusion.....	19

Chapter Two: Practical Part

Introduction.....	21
2.1. Methodological Rationale	21
2.2. Analysis of TRT Headlines.....	21
2.3. Analysis of i24 Headlines.....	38
Conclusion.....	55

General Conclusion

Summary of the Major Findings.....	54
References.....	56

General Introduction

1. Background of the Study

Media is recognized as an intellectual weapon, because it influences the beliefs of individuals and shapes public opinion, and its ability to change their perspectives through deceptive or seemingly innocent means. This influence is exerted through linguistic manipulation or the falsification of facts to align with the beliefs of certain individuals or groups. It also seeks to implant individualistic ideologies in society, whether through news articles, summaries, news bulletins, or even headlines that attract readers and carry many hidden meanings. Interestingly, these ideas often conceal linguistic symbols and connotations, or even political ideologies, that must be delved into, analysed, and understood, as they are recognized as the central message of the article or the broadcast summary. Its impact on the reader can be sudden and long-lasting (Fairclough, 2010; Van Dijk, 1998; Shehata et al., 2021).

Linguistics is able to decode hidden messages that may not be obvious to the ordinary readers through Discourse Analysis (DA), which acts as a means to decoding linguistic symbols that the average reader may completely ignore, as they perceive the text from a natural perspective. However, DA delves deeper into language to decode hidden messages, ideologies, and intentions embedded in the language. It makes the reader aware of the extent of linguistic manipulation and ideologies, and that language is not merely a tool for describing meaning, but also revealing hidden interpretations that may change the reader's perceptions about a given subject (Fairclough, 1995).

2. Aim of the Study

The aim of the study is to reveal the intrinsic power of Critical Discourse Analysis (CDA) in analysing news headlines covering the novel Israeli-Iranian conflict, which might have opposing versions, as the two conflicting parties share different common grounds. The study will reveal how CDA is an effective analytical toolkit and helpful in uncovering hidden ideologies and the manner of subtle manipulations embedded within the texture of media discourse. Thus, the study aims to decode meanings and hidden messages that news headlines from two different broadcasting channels cover news about the Israeli-Iranian conflict (TRT and Israel 24), which are often missed by ordinary readers.

3. Significance of the Study

This research holds its significance in uncovering the ways that language in media discourse—especially in news headlines—influences public opinion and transmits covert ideological meanings. Moreover, enhancing critical awareness among readers regarding how words can shape thoughts and opinions, encouraging readers to give greater importance to seemingly simple news headlines. Therefore, they become able to decipher hidden meanings themselves, and understand what elements have been secretly added.

This study contributes to the field of CDA by examining a highly sensitive contemporary geopolitical event (the 2025-2026 Israeli-Iranian conflict). Furthermore, no previous studies have directly compared the discourse of TRT and i24 News. Additionally, this study helps expose the media's claim of neutrality, revealing how competing and state-aligned networks subtly inject ideologies oriented toward international audiences. Finally, the use of the qualitative Fairclough model combined with quantitative tools in analysing twenty news headlines from each channel

helps uncover the underlying ideologies within these headlines, empirically proving how media made constructs conflicting narratives.

4. Research Questions

This research seeks to answer the following questions:

1. What are the ideological features used in Israel 24 and TRT World news headlines tackling the Israeli-Iranian conflict?
2. To what extent do news headlines taken from i24 and TRT broadcast different versions about the conflict?

5. Research Hypotheses

This study revolves around the following hypotheses:

1. It is hypothesised that The ideological features used in Israel 24: War-crime and internationally wrongful actions. The ideological features used in TRT World: Legitimization of military actions and self-victimization.
2. It is expected that there are two different versions about the Israeli-Iranian conflict diffused by i24 and TRT.

6. Methodology and Research Design

This research adopts a mixed method (combining qualitative and quantitative approaches). The qualitative approach will be used to analyse meanings and deconstruct words using Fairclough's

model. The quantitative approach will measure the frequencies and percentages of the social themes extracted.

6.1. Tools of data collection

The textual samples will be examined through CDA and consist of news headlines from two different channels whose coverage may reflect bias about the Israeli-Iranian conflict. The samples are taken from Israel 24 and TRT World. This is represented in twenty (20) news headlines from each channel, taken from their official websites, which gives a total number of forty (40) headlines. All headlines were taken from June 13th 2025 to March 3th 2026. This is because during this specific periods, the conflict has intensified between the two sides.

As one can see, the first fifteen (15) headlines were taken from the initial conflict, which began on June 13th2025. While the other five (5) headlines were taken from the recent conflict, which began on February 28th 2026. It is worth noting that the Israeli-Iranian conflict continues to this day. The dates on which the headlines were published will be mentioned. All headlines are in English and are hyperlinked (headlines are shortcuts to their original placement in the official websites of Israel 24 and TRT).

6.2. Tools of Data Analysis

The forty headlines are analysed following Fairclough's Three-Dimensional Modal of discourse, which are textual analysis, processing analysis and social analysis. To begin with, textual analysis focuses on textual aspects including punctuation marks, intriguing use of capitalization, and other textual elements that may crop up. Moving to processing analysis, which is the factual explanation of why such textual use are implemented. In other words, what is the

ultimate interpretation of the chosen headline. Finally, Social analysis is the summarized theme for the explained headline, which is the ideological feature itself.

All found ideological features (themes deduced from social analysis) are classified in tables. It is important to state that headlines from both channels, should be divided into two types, positive and negative, so that we can conclude which channel used hidden ideologies to attack the other side. Besides, all social themes (ideological features) will be given a percentage of how many times did they re-occur, to know the most implemented ideological feature from both channels, and therefore, knowing whether the two channels diffused news about the conflict from two different perspectives.

7. Limitation of the study

This study, like all other research, has limitation, that need to be identified so the findings can be interpreted in a balanced way. The analysis emphasized on limited number of news headlines, it would be better if fifty (50) headlines or more were selected. The sample of the study was limited to (20) headlines for each channel, which could not possibly reflect all ideological positions in the larger media field.

However, an MA dissertation cannot analyse fifty (50) headlines from each channel, due to different factors mainly the short period of time (5 months), and to meet Kasdi Merbah department of English specifications for number of pages (70 pages maximum). Considering this limitation, the study has produced some useful insights regarding how the ideological features, language manipulation and relations of power are encoded in news discourse. Subsequent studies could overcome such limitations by collecting more data (news headlines).

CHAPTER ONE

THEORETICAL PART

Introduction

This chapter addresses the theoretical foundation of the study by presenting the definitions and theoretical foundations for Discourse Analysis (DA) moving on to Critical Discourse Analysis (CDA), highlighting the relationship between language and power. It also presents the eight principles and the framework used. Furthermore, it focuses on the relationship between discourse and media, and the manipulation of language in DA, while defining ideology and its relationship to discourse. The chapter provides an overview of both channels. Finally, it presents previous studies that have incorporated the methodology of Critical Discourse Analysis within media.

1.1. Discourse Analysis (DA)

1.1.1. The definition of DA and theoretical foundations

The word discourse was taken from the Latin word "discursus" which means conversation which emerged in the 14th century (McArthur, 1996, as cited in Drid, 2010). DA, according to Schiffrin (1994), is an approach to language description that integrates form, function, and context. DA views meaning as an element resulting from the interaction between language and context, it does not see meaning as a fixed element within words or sentences (van Dijk, 2009). That is to say, that meaning is dynamic, constructed not stored inside words and collaborates between language and context which include the participant situation and purpose.

Earlier linguists like structuralism and early transformational grammar and figures like Saussure and Chomsky treated sentence as the primary unit of analysis, because sentence is thought without context isolated like conversations, as it focuses on individual sentences as learners were passive. When DA appears, it becomes the primary unit of analysis in language when linguists start focusing on how language works in a real-life context (van Dijk, 2009).

DA studies language in use, integrating spoken language like conversations, classroom interactions and political speeches; written such as social media posts, Poetry, novels, and news articles; or nonverbal like gestures, tone of voice, facial expressions and the physical pauses (Yule, 1985; Malinowski, 1923 as cited in Paltridge, 2012).

The aim of DA is to uncover relationships that exist beyond the level of the sentence—what Brown and Yule (1983) call supra-sentential relationships; it emphasizes analysing large stretches such as conversations documents and interactions, instead of isolated in small stretches such as sentences. And it explores how language shapes culture, social relations (hierarchical relationship and power) (Fairclough, 1995a). Hence, this means that DA seeks to interpret the meaning, whether spoken or written, which may reflect their culture, social beliefs and style.

1.1.2. The development of DA

DA developed through time researchers started focusing on how people actually use language. In the 1960s and 1970s, researchers or linguists such as Hymes (1972) recognized that grammar rules and structures could not explain how meaning is created, but scholars like Halliday (1978) showed that language must be understood through its context, purpose, and social use or function.

Later on in the 1980s, Brown and Yule (1983) and Stubbs (1983) organized DA by defining discourse as language in use and studying large stretches of language such as conversations and texts. Potter and Wetherell (1987) asserted that language shapes how individuals think and act, where the field delves deeper into the discipline, that is to say, psychology and sociology.

In a similar vein, they believe that language is flexible and that individuals change the way they speak from one context to another to achieve particular goals. Unlike Sapir and Whorf

hypothesis, who believe that language controls the mind so it does not vary among individuals to on other, or in other words, language is fixed and leads to fixed thinking.

In the 1990s, a new stage was introduced by Fairclough (1992) which is known as CDA. It emphasizes how language is linked to power society and ideology. In the 2000s DA developed into multidisciplinary scope that involves media, education and digital communication. Therefore, the focus of DA has shifted to meaning and context instead of grammar rules.

1.2. CDA and language power

1.2.1. The definition of CDA and theoretical foundations

It is considered as an approach that study language use, showing how it uses text and speech, as Fairclough (1992, 1995a) claims that it supports, criticize, ideology and even social inequality within society because language is not neutral and it is ideological, political, and considers language to be a form of social practice. In other words, it means that what people say or write is influenced by social structures.

According to van Dijk (1993), CDA concentrates on how utterances can create or reproduce inequality, particularly in terms of how people talk about various groups. In a similar vein, Wodak and Meyer (2009) claim that CDA studies how dominance and power are conveyed, and occasionally contested, through texts and communication. Thus, CDA helps scholars and researchers comprehend how it shapes social interactions and power not only focusing on what language means.

According to Baker and Ellece (2011) CDA defined as an approach to DA which appears language as a social practice and which is interested in the way by which ideologies and power relations are expressed through language. During CDA, language and power dynamics become

apparent, especially in political issues, language means power and means of dominance and liberation, used to shape the way we think and the way we think shapes the way we act (Fairclough,1992, 1995a; Wodak & Meyer, 2009; Whorf, 1956). Some things that will become clear after the CDA process is how political speeches influence and manipulate public opinion.

1.2.3. Principles of CDA (Fairclough & Wodak, 1997)

Principles that define CDA and focus on the relationship among language, power, and society:

1. CDA addresses social problems (inequality, racism, and political domination).
2. Power relations are discursive. Focuses on how social relations of power are negotiated and performed through language.
3. Discourse includes society and culture. Discourse is shaped by society and culture, but also discourse shapes them.
4. Discourse also does ideological work, which are presented by language to understand how it was produced, and interests, often perpetuating inequality.
5. Discourse is historical, without reference to historical contexts, discourses cannot be understood.
6. Discourse links text and society that undergo mediation.
7. CDA is interpretive and explanatory (beyond text).
8. Discourse is a form of social action.

CDA uncovers social and cultural context that influence the communication. It often analyses media discourse, political speeches, social speeches and policy texts to explore how language serves political and social interests. CDA has many frameworks one of them is Fairclough framework; political linguistics is interdisciplinary field that focuses on describing the use of rhetorical means to persuade and legitimize the authority; where metaphors, pronouns to manipulate readers (using "we" instead of "I" to show authority), political style are used (van Dijk, 1993; Wodak & Meyer, 2009; Fairclough, 1992, 1995a). There are many figures who study CDA within politics such as Van Dijk Wodak and Fairclough.

1.2.3. Fairclough's Three-Dimensional Model of CDA

Fairclough's framework, bridges the gap between micro-level (specific word choices, personal pronouns "we" vs. "they"), linguistic feature, and macro-level social structures such as nationalism, racism, or neoliberalism (Fairclough, 1995a) by using the three dimensions:

a Textual analysis (Description):

Textual analysis is considered as the first level of analysis in Fairclough's framework and the micro-level. It describes the linguistic elements and structural features of text whether written or spoken. Moreover, it analyses grammar, sentence structure, cohesion, layout, punctuation, capitalization and even the style that is carefully selected by the author, who tried to deliver a particular message where the analysis tries to zoom in these elements to get every single detail and explores the writer's intentions.

b Processing analysis (Discursive Practice):

It is the second level of Fairclough's framework in 1995a, which is concerned with the process of how texts are produced, consumption, distributed and how discourse is interpreted according to

the audience and how transferred (medium) it makes you realize that the text is more than just a collection of words. It is not about what is being said, but who said it, to whom, and through what is being delivered. It takes into consideration three main aspects which are:

- The producer (writer or speaker): Analysts should know the producer's background, position and intentions because of all these effects on the discourse and understanding
- The audience (reader or listener): Analysts should also check that the writer or speakers' message is tailored to resonate with the audiences taken into consideration their beliefs and hope.
- The medium: is about how the text is delivered whether it's broadcast in television, published in newspapers, and even on social media platforms.

c Social analysis (ideological features):

It is the third level considered as the biggest picture and macro-level of analysis in discourse that goes beyond the text. It examines broader social norms and values, cultural context and political environment. Furthermore, it connects the text to the wider world revealing the societal norms and power dynamics at play. It also investigates how ideologies are reproduced and even naturalized through discourse. Researchers are able to identify the ideological functions of the text and how it serves the interests of specific social groups by studying these broader social and cultural conditions.

1.3. Discourse and Media

According to Fairclough (1989), discourse is the use of language as a social practice, linking the text to social issues, power, and ideology. Media is very important for exchanging information it considered as a powerful means to disseminating information, changing audience opinion and

manipulating their thoughts. Whether through visual presentations, audio broadcasts and written text especially the news headline that grab the reader's attention. Discourse has a strong relationship with media, which is a means that produces the discourse.

Van Dijk (1998) claims that media discourse controls knowledge and shapes social beliefs through news reporting. The use of language in Media texts is all about shaping meaning and influencing public understanding through some processes such as selection framing and repetition or even language manipulation (embellishing words and its types , and pejoratives like demonization ,emotional words); so media within DA focus on studying selection framing (political interviews, news reports) and representation (about how groups are portrayed like; gender, race and class), power dynamics (like Algorithms, policymakers, and the effect of media ownership).

It even focuses on how people interpret and engage with content; where the writer and speaker are able to convey the message, but in their own way and from their personal perspective, thus influencing the text. Therefore, this influence according to van Dijk (1998) passes from the text to the recipient, whether listener or reader, using the media and its types. To strengthen the idea, Fairclough in (1995b) claims that media discourse is not neutral, the way information is ordered and written reflects the ideological position, power, and neutrality.

1.4. Language manipulation and DA

Manipulation is a phenomenon that is observed in real life situations, especially interaction with people from different backgrounds. It could be spoken or written and it affects their beliefs and behaviours. It may appear in political speech, marketing settings by techniques, convincing consumers, and public relations.

Van Dijk (2015) argues that "if we are able to influence people's minds – for example, their knowledge, attitudes, or ideologies – we indirectly may control (some of) their actions, as we know from persuasion and manipulation" (p. 470). Where messages are carefully crafted to create positive images, justify actions, or guide audience interpretations without explicit coercion.

In a similar fashion, Maillat and Oswald (2009) argue that successful manipulation lies in its secrecy; they also say that "while we wish to maintain that manipulation must be covert, there are difficulties involved in systematically establishing the nature, role and scope of covertness in manipulative communication makes it a difficult feature to integrate in a descriptive model" (p. 357).

As far as manipulation and society are concerned; van Dijk (2006) states that "Social conditions of manipulative control hence need to be formulated – at least at the macro level of analysis – in terms of group membership, institutional position, profession, material or symbolic resources and other factors that define the power of groups and their members" (van Dijk, 2006, p. 362). Interestingly, power and authority appear, in specific domains, as one of the most important elements in manipulation as well as the journalists manipulate their audience, as Van Dijk (2006) thinks that manipulator should know and understand form of public discourse.

1.5. Definition of ideology and its relationship with discourse

When the term first emerged by Destutt de Tracy (1796, as cited in Cranston, 2025), it defined as "science of ideas", based on Enlightenment rationalism and it is neutral and neglects political role. Rabie (1994) emphasizes the ideology as a socio-political force, while critical discourse analysts like van Dijk and Fairclough have illustrated the role of discourse as the prime mechanism through which the ideology is produced and reproduced in the societal context.

According to van Dijk (2006, 2014), ideology is about shared opinions on specific issues or beliefs of a particular group. He also thinks that it represents the negative aspects of others while appearing positive aspects the other side, as a form of manipulation and ideological social filed is politics. Likewise, Fairclough (2003) emphasizes that ideology may changes and shapes the discourse and discourses are considered as the tool that reveals diverse ideologies hidden, such as power relations, dominance, and exploitation across various topics; this is the nature of the relationship between them.

Rabie (2022) argues that ideology is considered as socio-political system and wider ideas that shapes people opinions and attitudes, and often becomes the central organizing principle of societies experiencing crisis or distress. According to him, ideology is used to organize society and transformer social reality through political action, often by controlling the state and the media because it is embedded in culture Thus, the dominant power becomes the one that shapes social identity and political behaviour (Rabie, 2022).

1.6. About TRT World

TRT is abbreviated as The Turkish Radio and Television Corporation. It is the biggest public TV entity in Turkey. The organization has a series of TV and radio stations in different languages (over 45 languages). Its global affiliate is TRT World sub-channel, which operates for 24 hours a day in English. was founded in 2015, and its motto is “Where news inspires change.” (TRT World, n.d.-a; Mona Elswah and Philip N. Howard).

According to their official website, TRT World states that their aims are to provide truth and transparency to their audience and objectivity, as well as offering stories that embody the complexity of today's world (TRT World, n.d.-a). Their official offices are in Istanbul, Türkiye, at Ahmet Adnan Saygun Street No. 83, 34347 Beşiktaş/Ulus (TRT World, n.d.-b). Its legal

registration is in the UK, under Company Number FC033775, its first UK establishment opened on 13 May, 2016 (Companies House, n.d.).

1.7. About Israel 24 News

It is an Israeli-based news channel broadcasting 24 hours a day in English, Arabic, and French. It was first launched on July 17, 2013 from a studio in Jaffa, Tel Aviv, Israel. A subsidiary of the parent company in Luxembourg under (Reg. No. B 174 257, capital €40,000) which their legal headquarters is located in Luxembourg I24NEWS SARL (address: 5, rue Eugène Ruppert, L-2456, Luxembourg).

I24 is legally represented by M. Frank Melloul and M. Michael Grau (I24NEWS). I24 news claims that "aims to provide as possible, an objective, exhaustive and verified information, in compliance with professional ethics and deontology" (I24NEWS, 2025, p. 3). However, External critical reports are suspecting in terms of their objectivity and neutrality. Media Bias/Fact. In that, Check (2025) states that "we rate I24 News as right-center biased based on the promotion of rightleaning government propaganda, especially as it relates to the conflict with Hamas. We also rate them Mixed for factual reporting due to failed fact checks and unproven claims".

1.8. Literature review

Current global media outlets seek to convey and disseminate news to the reader, influencing public opinion, readers' thinking, and even their beliefs, in order to expand the scope of the ideologies they adopt. These media outlets employ ideologies and language manipulation strategies in news headlines. One can clearly notice that news headlines have become the primary arena for escalation and exchanging ideological conflicts, often portraying one side as the aggressor and the other as the defender.

To uncover these ideologies and strategies of manipulation, CDA is crucial. This literature review examines recent studies using CDA in covering political conflicts, focusing on news headlines from global media outlets such as BBC and Al Jazeera. This research focuses on the Israeli-Iranian conflict, drawing on global media outlets, specifically i24 and TRT World, and employing Norman Fairclough's three-dimensional framework to uncover ideological structures.

Many previous studies have relied on CDA, particularly those addressing specific regional conflicts and international disputes. For example, Qureshi et al. (2019) examined the Indo-Pakistani conflict using Fairclough's framework (1989) in news articles from two different sources: The Pakistani newspaper "The Dawn", and the Indian newspaper "The Times of India". However, Nadeem et al. (2021) analysed three Pakistani newspaper editorials (The Dawn, The Express Tribune, and The Nation) and three Indian newspapers (The Economic Times, The Hindu, and The Times of India) using Van Dijk's framework (2000).

Although these studies share an analysis of linguistic manipulation strategies and Ideologies, they neglected news headlines and did not give them sufficient attention, even though they are the introduction or gateway to the article. Therefore, this research will focus on extracting and analysing ideologies, and since the Israeli-Iranian is a relatively novel conflict that has not been thoroughly examined. This research aims to analyse the conflict in order to establish key elements of CDA and identify ideological features that may not be fully addressed in existing or near-future researches.

Previous studies focused and relied on the comparison between the BBC and Al Jazeera channels, and they were a constant reference, as this appeared in Biset Yohannes (2025) in the case of Grand Ethiopian Renaissance Dam (GERD), where two news report stories from BBC and

Al Jazeera are compared which cover the US-led negotiations in this issue to reveal all ideologies in texts relying on CDA using Holliday's Systemic Functional Linguistics (SFL).

In a similar vein, Hafiane (2024) relied on the same two channels in comparing ideologies in the case of the Israeli raid on Al-Shifa Hospital in Gaza, in that she relied on analysing and comparing ten (10) headlines from each channel, where she used Fairclough's three-dimensional framework. And the ideological Van Dijk square, and this is what contributed to revealing biased characteristics.

However, relying on alternative news channels that portray both sides more closely contribute to portraying the true face of the media and the ideologies of both parties. This research will extract news headlines from i24 and TRT, considering them channels located in neighbouring countries with Iran. Also, the number of headlines adopted by (Hafiane, 2024) was not sufficient to show all ideologies, so this research will rely on twenty (20) headlines to both parties.

Although there are differences in how data was analysed in previous studies, they share a certain point, which is the lack of neutrality of media discourses during international conflicts, but rather reflect ideologies and underlying linguistic manipulations. It also covered deep conflicts, such as the Indian-Pakistani dispute and the problem of the GERD, although the Israeli-Iranian conflict is still considered an unknown and linguistically unexplored space.

Moreover, most researches have focused on studies such as Al Jazeera and the BBC in analysing articles and lengthy editorials. However, the study of headlines constitutes the minority in research, as it plays an essential role in attracting readers, and the headlines chosen in the analysis are few, so not all ideologies appear. It is also not considered to use a three-dimensional approach to describing the language, but to link it to the social and political practices that govern relations between Iran and Israel.

Therefore, this research will focus on addressing these gaps by studying and analysing 20 headlines from two ideologically different channels, namely i24 and TRT, which will help uncover hidden ideologies and linguistic manipulation strategies during geopolitical tensions.

Conclusion

In conclusion, this chapter has laid the comprehensive theoretical foundations for this study, introducing concepts, theories, and the methodological evolution from Discourse Analysis (DA) to Critical Discourse Analysis (CDA). By explaining the relationship between language and power, the eight principles of (CDA), and how Fairclough's three-dimensional model works, this chapter clarifies the relationship between discourse and media, and their impact on shaping perspectives, as well as the effects of language manipulation in DA.

Furthermore, it defined ideology and its relationship to discourse, it also presented an overview of the two channels, finally reviewed previous studies that used the same methodology (CDA). Based on these theories and methodologies, the chapter will apply them to the selected corpus in the second chapter.

CHAPTER TWO
PRACTICAL PART

Introduction

This chapter covers practically applying the methodology and adopting theories previously discussed in the first chapter, where the dataset will be analysed using a three-dimensional Fairclough framework, and the statistical results will be presented in the form of relative circles and discussed.

2.1. Methodological rationale

This research is based on the mixed-method, where Fairclough's Three-Dimensional Model is utilized to analyse and interpret qualitative aspects, while the frequencies and percentages of ideologies are calculated (quantitative) thus ensuring objectivity. As the focus on news headlines was intentional because they are the primary entry point to the article, attracting readers and being the first thing they encounter. Analysing headlines allows for the immediate revelation of the media's influence on public opinion.

As for the i24 and TRT channels, which represent international platforms close to the parties in the conflict and which claim neutrality, this study aims to critically examine the concept of neutrality in the media and demonstrate the implantation and subliminal of individual ideologies directed at global audience. Furthermore, these two channels have not been previously studied. Forty main headlines were selected (20 from each channel) to suit the scope and timeframe of this master's thesis. A smaller corpus (e.g., 10 or 15) would not have provided sufficient clear data or reliable percentages to track recurring ideological features. Therefore, these forty headlines represent the most appropriate and balanced choice for this study.

2.2. Analysis of TRT headlines:

1. Israel says it targeted nuclear and military sites in Iran — June 13, 2025

Textual analysis: There are no peculiar punctuation marks are used in the headline. No capitalization, no intriguing use of commas or quotation marks.

Processing analysis: The headline reflects Israel's claim that it targeted military and nuclear sites and it is considered as Israel's justification for attacking Iran, and that is what exact TRT reported. Actions like "targeted" show hostility and well organised military process which target nuclear and military sites, that indicates the seriousness of the situation. "nuclear" emphasize that targeting nuclear sites considered as illegal actions and violations of international laws could lead to disaster, showing that the attack was on dangerous places on Iran.

Social analysis: The social themes extracted from this headline are: **Hostility, internationally wrongful acts, regional instability**

2. Iran is primary war arena, Gaza secondary front: Israel — June 14, 2025

Textual analysis: In this headline there is no use of capitalisation, but there are punctuations, which are comma and colon, comma separate between two different Ideas and locations which are Iran and Gaza. The use of colon was used to ascribe the action to the doer or the one who declares which is Israel.

Processing analysis: The headline highlights Israeli declaration of hostility towards Iran and Gaza. TRT did not ignore the hostility towards Gaza, when it says that "Gaza secondary front"; but it tried to remind readers of what is happening there and not deny the war on Iran, that mean the war's expansion to include areas outside the Gaza Strip highlights the shift in focus towards Iran.

"Iran is the primary war arena" shows a clear hierarchy that prioritises Iran in the global discourse. Mentioning both regions underscores the instability. It also makes the reader ask a question, what is the purpose behind striking or attacking Iran and turning it into war arena?

Social analysis: The social themes extracted from this headline are: **Hostility, regional instability** and **defamation**.

3. Israel urges US to join 'military campaign' against Iran: report — June 15, 2025

Textual analysis: The headline uses usual capitalization. On punctuation level uses a colon and quotation marks. The colon was used to ascribe the information to its source, it explained that it was not the original source. The quotation marks were used to highlight the aggressive words as named in the report. "US" an abbreviation for United States.

Processing analysis: The headline reflects the Israel's attempt to involve another country in that conflict. TRT emphasizes and clarifies the nature of the conflict and does not ignore Israel's attempt to involve allies. The phrase "urges US to join" shows escalation and Integrating allies as it reflects the nature of the conflict. The noun phrase "military campaign" reflects hostility toward Iran.

Social analysis: The social themes extracted from the headline are: **Hostility, defamation, allies' intervention** and **regional instability**.

4. Araghchi: Israel crossed the line by attacking nuclear sites — June 15, 2025.

Textual analysis: There is a punctuation mark, colon is used in the headline refers to the speaker (Araghchi). No peculiar capitalisation used.

Processing analysis: The headline shows Araghchi's statement that Israel targeted nuclear sites, which is considered as an official response from the Iranian authorities. TRT did not deny Israel's action and Araghchi's response. Phrases like “crossed the line” is a metaphor, and can consider it as an implicit warning; and "attacking nuclear sites" portraying Israeli operations as a violation of international norms that could lead to a catastrophe in the region.

Social analysis: The social themes extracted from this headline are: **Hostility, defamation, internationally wrongful acts** and **regional instability**.

5. Israel seeks foreign help to intercept Iranian attacks — public broadcaster — June 15, 2025

Textual analysis: The headline uses standard capitalization only, in the punctuation level, there is a dash which reflects the official source of information “public broadcaster” to prove the reliability of the information.

Processing analysis: This headline reflects the notion that Israel needs external support to intercept Iranian attacks, action like "seeks" emphasize that Israel work hard to achieve that support. Phrases like "foreign help" shows that it cannot deal with the crisis on its own, but obtaining support from allies which might create chaos in the region. As they are vague did not name specific countries to discover them in the article. TRT Re-broadcasting the news from the public broadcast; "Iranian attacks" reflect Iran's military power and the strength of the attacks.

Social analysis: The social themes extracted from this headline are: **Regional instability, allies’ intervention** and **hegemony**.

6. In pictures: Iran endures Israeli aggression and fights back — June 17, 2025.

Textual analysis: The headline used standard capitalization only, in the punctuation level there is a colon after "in pictures" offers explanation to what is coming next, to connect the headline to what is visual.

Processing analysis: The headline highlights Iran's steadfastness and resistance in the face of Israeli aggression. Which means that TRT shows hostility towards Iran and the Iranian resistance to it. Phrase like "in pictures" reflects the degree of credibility and validity by using evidence; "Israeli aggression" clearly represents the hostility of Israel and as it is aggressor. Actions like "endures" shows the strength and resilience of Iranian resistance, even in times of hardship. "fights back" emphasize self-defence and confronting the enemy.

Social analysis: The social themes extracted from this headline are: **Hostility** and **self-defence**.

7. **Israel strikes Imam Hussein University in Tehran — June 17, 2025**

Textual analysis: The headline uses no unusual capitalization and no punctuation marks used.

Processing analysis: The headline highlights the Israeli attack on Imam Hussain University in Tehran. TRT does not deny the damage caused by Israel in Iranian University. The action "strikes" reflects hostility toward Iran. The phrases "Imam Hussein University in Tehran" It reflects the violence of the Israeli attack by targeting the civilian areas.

Social analysis: The social themes extracted from this headline are: **Hostility** and **war-crime**.

8. **Why Israel is striking Iran now June 18, 2025**

Textual analysis: As one can see, no peculiar punctuation marks are used in the headline. No capitalization, no intriguing use of commas or quotation marks.

Processing analysis: The headline shows the factual Israeli attacks on Iran. This means that TRT does not deny the Israeli attacks on Iran. The use of the interrogative term “why” creates a questioning tone that encourages justification and reader engagement. Besides, the word "striking", shows how serious the strikes are.

Social analysis: The social theme extracted from this headline is: **Hostility**.

9. **Israel assassinates an Iranian scientist hours after ceasefire deal — June24, 2025**

Textual analysis: The headline used standard capitalization, as one can see no punctuations are used.

Processing analysis: The headline highlights the Israeli aggression by assassinating an Iranian scientist. TRT does not ignore the Israeli actions. The action "assassinates" reflects violence and aggression of Israel toward innocent people

Social analysis: The social themes extracted from this headline are: **Hostility** and **War-crime**.

10. **‘By stratagems shall you make war’: Netanyahu cites Hebrew Bible to justify Israeli attacks on Iran — June 24, 2025**

Textual analysis: The headline used standard capitalization, as it used two different punctuations, quotation marks which refer to the use of biblical verse which give religious authority; colon links be a quotation with Netanyahu justification.

Processing analysis: The headline shows how Netanyahu justified the Israeli attack from a religious perspective. This means TRT did not deny Netanyahu's statement and justification for the war on Iran. The action "cites" refers to intentional justification from the Hebrew Bible. The phrase "to justify Israeli attacks" shows that the Bible is being used by Netanyahu as a strategy to

convince his people (Jews) of the legitimacy of the war on Iran. Terms like "stratagems", "war", "attacks" reflect violence, war, and aggression.

Social analysis: The social themes extracted from this headline are: **Hostility** and **religious propaganda**.

11. **US lawmaker says JFK was killed over opposition to Israel's nuclear programme — June 25, 2025**

Textual analysis: The headline used usual capitalization and no punctuation marks are used. There are two abbreviations used, "US" refers to United States and "JFK" refers to the fifth President of the United States John Fitzgerald Kennedy.

Processing analysis: The headline highlights the statement of us lawmaker about JFK death over opposition to Israel's nuclear program. TRT does not deny that. "US lawmaker" reflects the source of the information. While the verb "killed" reflects the Israeli brutal and aggressive. "over opposition" reflect tyranny and dictatorship and that a president could be killed just because of being opposites to their nuclear program.

Social analysis: The social themes extracted from this headline are: **Defamation** and **dictatorship**.

12. **AI turns cyberspace into a battleground in Israel-Iran conflict — June 27, 2025**

Textual analysis: In the headline there is no unusual capitalization, on punctuation level there is a dash between the two countries involved in the conflict Israel and Iran. There is initialism (abbreviation) which refers to AI.

Processing analysis: The headline reflects the impact of artificial intelligence on the Israeli-Iranian conflict. TRT indicates that the conflict is not only physical but also digital. The phrase

“turns cyberspace into a battleground” uses a metaphor that shapes cyberspace as an area of battle or conflict and reflects aggression, and it being used as a tool for spying and hacking security systems and widen the conflict zoon. Using action like "turns" It emphasizes the shift of the conflict into new domains like.

Social analysis: The social theme extracted from this headline are: **Hostility, Technological militarization** and **national security threat**.

13. At least 935 people killed in Israeli attacks during 12-day conflict: Iran — June 30, 2025

Textual analysis: There is a punctuation mark, colon used in the headline and it used to link between the event and the source "Iran". There is a hyphen used for linking the number and noun to work as one adjective to describe the conflict. No peculiar capitalization used.

Processing analysis: The headline reflects the outcome of the 12-day conflict, which led to the deaths of at least 935 Iranians. And this is exactly what TRT stated. The number of Iranian people killed in the conflict according to what the Iranian government declares which reflects credibility. Actions like "killed" shows massacres and crimes against humanity committed against the Iranian population and "attacks" reflect the seriousness of military process and hostility.

Social analysis: The social themes extracted from this headline are: **Hostility, war-crimes**.

14. Iran's navy launches country's first military drill since 12-day war with Israel August 21,2025

Textual analysis: In this headline there is no peculiar capitalization. There is a hyphen used for connecting the number and noun together to shape the adjective.

Processing analysis: The headline reflects that the Iranian navy is conducting its first military manoeuvres after the conflicts. And this is what TRT has informed its readers about. Words like "navy" and "military drill" reflect political and Military power. "First military drill" This indicates the importance of the event and that it is the first since the conflict and the drill is considered as an implicit response, demonstrating its military strength and readiness to any potential attack from the enemy. "12-day war" It indicates the event as a completed event.

Social analysis: The social themes extracted from this headline are: **Military race** and **hegemony**.

15. Iran executes man convicted of spying for Israel's Mossad — September 17, 2025

Textual analysis: As it noticed, no peculiar punctuation marks are used in the headline. No capitalization, no intriguing use of commas or quotation marks.

Processing analysis: The headline reflects the execution of the spy working for Mossad. TRT clearly emphasizes the reason for the execution of the man. The action "executes" reflects power and authority, "convicted" refers to the doer which explains the reason for execution. The term "spying" reflects the country's national security threat.

Social analysis: The social themes extracted from this headline are: **National security threat** and **defamation**.

16. Iran accuses US, Israel of breaching UN Charter and vows retaliation — February 28, 2026

Textual analysis: As one can see, there is no unusual capitalization. On a punctuation level there is a listing comma used between "US" and "Israel", there are two abbreviations used in the headline, "US" which refers to the United States and "UN" which refers to the United Nations.

Processing analysis: The headline shows Iran's response to the violation of the UN Charter and its pledge to retaliate. This means that TRT does not deny that accusation of the international law and Iranian threat. The phrase "breaching UN Charter" reflects that the attack is considered as lawbreaking and as a justification for future attack. Beside the phrase "vows retaliation" emphasizes that Iran will respond to that attack as it is considered as an explicit threat.

Social analysis: The social themes extracted from the headline are: **Defamation** and **internationally wrongful acts**.

17. Israeli-US attack on school in Iran kills at least 85, including students — February 28, 2026

Textual analysis: In the headline there is no peculiar capitalization. There are two punctuation marks, there is a hyphen used for combining doers in one and the comma between clause and participial phrase which give more details. The abbreviation "US" refers to United States.

Processing analysis: The headline emphasizes the Israeli-US attack on Iranian school and causing casualties. TRT does not deny the Israeli-US attack on Iran and targeting innocent school students. The word "school" reflects that targeting civilian areas constitutes instability in the region. The phrase "kills at least 85" depicts the losses and destruction caused by the attack.

Social analysis: The social themes extracted from the headline are: **Hostility** and **war-crime**.

18. Israel targets top Iranian leaders, including Khamenei and Pezeshkian: official —

February 28, 2026

Textual analysis: In this headline there is no unusual capitalization. In the punctuation level there are: comma which separates between the general category and specific characters, and the colon separates between the statement and "official" to emphasize that the statement came from official sources.

Processing analysis: The headline highlights Israel's targeting of top leaders in Iran, TRT does not ignore that. The action "targets" reflects the seriousness, strategy and the accuracy of the military operation. The phrase "top leaders" shows the violence of the military operations and Israeli intelligence agencies by access to top leaders which is considered as violation of international law and infringes upon state sovereignty. It also reveals Israel's clear objective in assassinating Khamenei and Pezeshkian.

Social analysis: The social themes extracted from the headline are: **Hostility** and **internationally wrongful acts**.

19. US-Israel strikes on Iran fall outside international law — Macron — March 3, 2026

Textual analysis: It uses the usual capitalization and on the punctuation level there is a hyphen connects between "US" and "Israeli" to compound them instead of using "and" while the dash between the sentence and "Macron" reflects that the source of the information is official and from the President of France.

Processing analysis: The headline focuses on the statement of France President about the strike on Iran. TRT does not deny the statement of Macron. While the use of the action "strikes" reflects the seriousness the danger of military acts. The phrase "fall outside international law" emphasize that US-Israel attack is unacceptable and considered as a violation of the law. Mentioning the

name of politician "Macron" this indicates that France is publicly breaking away from imperialist collusion and barbaric aggression, creating a diplomatic crisis.

Social analysis: The social themes extracted from the headline are: **Hostility** and **internationally wrongful acts**.

20. In pictures: Iran holds mass funeral for 165 schoolgirls, staff killed in US-Israeli strike — March 3, 2026

Textual analysis: The headline uses the usual capitalization. As it uses three punctuation marks; the colon after "in pictures" offers explanation to what is coming next, and provides evidence to demonstrate the credibility of the information; the additional comma between "165 schoolgirls" and "staff"; while the dash connects between "US" and "Israeli" it compounds them instead of using "and".

Processing analysis: The headline emphasizes Iranians held a mass funeral for the victims of the girls' school who were killed in US-Israeli raid TRT does not deny that. The phrase "mass funeral" shows Iranian grief and solidarity over this massacre, it is considered a symbol of resilience and resistance. The phrase "165 schoolgirls, staff" reflects the cruelty of the doer, which evokes an emotional reaction, also it shows instability of the situation.

The action "killed" shows the massacres and fatalities which reflect the results of War. The phrase "US-Israeli strike" reflects the seriousness of the military operation of two powers against a civilian target

Social analysis: The social themes extracted from the headline are: **Hostility, war-crime** and **defamation**.

Table 01: Social Themes Extracted from TRT News Headlines.

	Hostility	Defamation	War-crime	Regional instability	Internationally wrongful acts	Religious propaganda	National security threat	Allies intervention	Technological militarization	Self-defence	Military race	Hegemony	Dictatorship
TRT NH (01)	✓			✓	✓								
TRT NH (02)	✓	✓		✓									
TRT NH (03)	✓	✓		✓				✓					
TRT NH (04)	✓	✓		✓	✓								
TRT NH (05)				✓				✓				✓	
TRT NH (06)	✓									✓			
TRT NH (07)	✓		✓										
TRT NH (08)	✓												
TRT NH (09)	✓		✓										
TRT NH (10)	✓					✓							
TRT NH (11)		✓											✓
TRT NH (12)	✓						✓		✓				
TRT NH (13)	✓		✓										
TRT NH (14)											✓	✓	
TRT NH (15)		✓					✓						
TRT NH (16)		✓			✓								
TRT NH (17)	✓		✓										
TRT NH (18)	✓				✓								
TRT NH (19)	✓				✓								
TRT NH (20)	✓	✓	✓										
Total (48)	15	7	5	5	5	1	2	2	1	1	1	2	1

Discussion of the table

The results of the news headlines analysis of TRT:

- **Hostility** was the most frequent social theme Which dominates 15 out of 48 and a percentage of 31.25% out of 100%. TRT portrays Israeli hostility in this conflict, and

condemns the indiscriminate and unjustified Israeli attacks targeting nuclear reactors, causing conflict in the region.

- **Defamation** was the second most frequent social theme with 7 occurrences out of 48 and 14.58% out of 100%.
- **Regional instability, internationally wrongful acts** and **War-crime** represent 5 occurrences and 10.42% for each. So together they represent 15 out of 48 that means 31.26% out of 100%. The five themes mentioned above reflect the focus of TRT news headlines on aggressive acts, lawbreaking, posing a danger to the region, and causing war crimes, which constituted a percentage (77.09%).
- **Allies interventions, national security threat** and **hegemony** represent 2 occurrences and 4.17% for each. Together they are present 6 out of 48 which means 12.51% out of 100%. The three themes mentioned above, two are negative (allies' interventions and national security threat) that reflects Israel's escalation and aggression with a percentage of 8.34% and that, it is seeking to escalate the conflict by involving its allies.
- **Dictatorship, technological militarization, religious propaganda, self-defence** and **military race** represent 1 occurrence and 2.08% for each. All together they represent 5 out of 48 which means 10.4% out of 100%.

TRT did not focus on the positive aspects of Iran and did not try to portray it in a better light. This is because it mentioned **self-defence** and **military race** once out of 48. It gave less importance to Israel's **dictatorship** or its use of **religious propaganda** and **technological militarization** because they were mentioned only once out of 48 with a percentage of 6.24%.

Table 02: Emphasizing Positive and Negative Social Themes (TRT).

Positive things about us (8.33%)	Hegemony (4.17%)
	Self-defence (2.08%)
	Military race (2.08%)
Negative things about them (91.67%)	Hostility (31.25%)
	Defamation (14.58%)
	Regional instability (10.42%)
	Internationally wrongful acts (10.42%)
	War-crime (10.42%)
	Allies intervention (4.17%)
	National security threat (4.17%)
	Technological militarization (2.08%)
	Dictatorship (2.08%)
	Religious propaganda (2.08%)

Discussion of the table1

The table clearly shows that TRT focuses on the negative aspects of Israel, which represent 91.67%, while giving little attention to the positive aspects of Iran, which constituted only 8.33%. This indicates that the channel prioritizes attacking Israel in this conflict rather than portraying Iran as a victim.

There are three social themes to describe positive things about Iran:

- Hegemony (4.17%)
- Self-defence (2.08%)
- Military race (2.08%)

Beside, 10 social themes to describe negative things about Israel:

- Hostility (31.25%)
- Defamation (14.58%)
- Regional instability (10.42%)
- Internationally wrongful acts (10.42%)
- War-crime (10.42%)
- Allies intervention (4.17%)
- National security threat (4.17%)
- Dictatorship (2.08%)
- Technological militarization (2.08%)
- Religious propaganda (2.08%)

As one can see that Hegemony is the most frequent social theme on the positive themes about Iran, with a percentage of (4.17%) The most frequent social theme on the negative themes about Israel is Hostility, with a percentage of (31.25%).

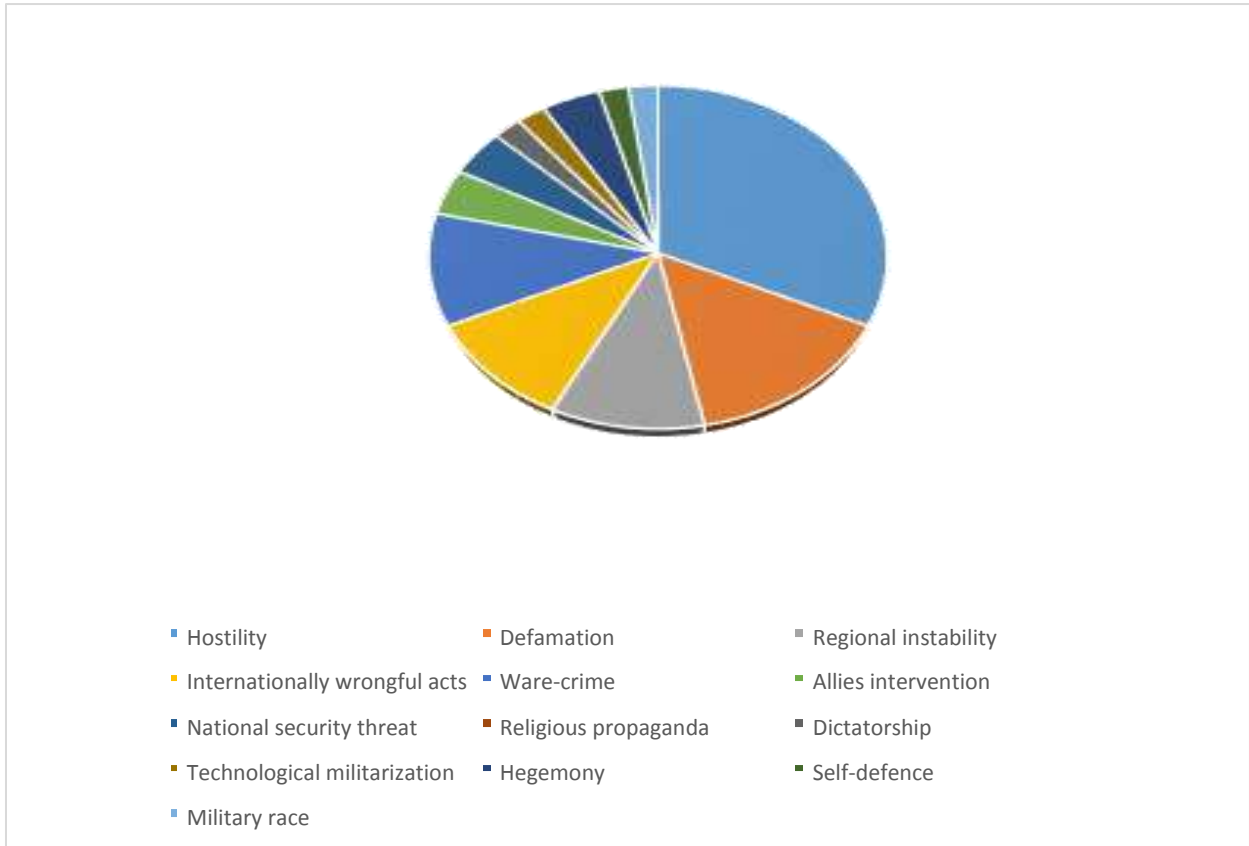


Figure 01: Positive and Negative Social Themes in TRT News Headlines

Discussion of the figure

The pie chart shows that hostility represent the highest percentage of the negative things about Israel recurring social themes, with a percentage of 31.25%, while hegemony represents the highest percentage of the positive things about Iran, with a percentage of 4.17%. The percentage of 91.67% represents the negative things about Israel, while 8.33% represents the positive things about Iran. This means that TRT focused on portraying Israel as the main fabricator of this conflict,

and highlighting its aggression and violations of international laws more than describing Iran in a gentle way.

2.3. Analysis of i24 headlines:

1. [Netanyahu: Israel strikes Iran to stop imminent nuclear threat — June 13, 2025 at 03:33 AM](#)

Textual analysis: The headline has no unusual capitalization, but on the punctuation level there is a colon which refers to the speaker and represents the real score of the information.

Processing analysis: The headline clarifies Netanyahu's justification for striking Iran, attributing the reason for the strike to stop the imminent nuclear threat. i24 did not deny what Netanyahu claims about striking Iran and the reason behind the strike which was the imminent nuclear threat. The action "strikes" how serious is the conflict.

While the phrase "to stop imminent nuclear threat" reflects the justification, the strike is reactive and portrayed as defensive and necessary to protect against threats and it tries to make peace by stopping nuclear threat that might lead to a disaster in the region.

Social analysis: The social themes extracted from this headline are: **Peace-making, hegemony, defamation, national security threat, legitimization of military acts** and **regional instability**.

2. [Death toll from Iranian missile barrage at 3, IAF air raids on Tehran | LIVE BLOG — June 14, 2025 at 05:21 AM](#)

Textual analysis: The headline has unusual capitalization, but on the punctuation level there are a comma that separates between two different information and which can be considered as action and reaction or attack and counter-attack and a vertical bar, which is separate between the headline

and the real-time media format which is "LIVE BLOG". Also there is an abbreviation "IAF" which refers to Israeli Air Force.

Processing analysis: The headline highlights the IAF's military operations against Tehran as a response to an Iranian missile attack that left 3 dead, And what i24 reports. The phrase "Death toll" This illustrates the seriousness of the situation, emphasizing the human cost. While the phrase "Iranian missile barrage" demonstrates the scale of the Iranian attack and the violence of the missile strikes. While "IAF air raids on Tehran" is considered as reaction from Israel.

Social analysis: The social themes extracted from this headline are: **Hostility, war-crime, self-defence, legitimization of military acts and defamation.**

3. Iran threatens to target U.S. bases in the Middle East — June 14, 2025 at 08:44 AM

Textual analysis: The headline uses the usual capitalization and there is no punctuation, there is an abbreviation "U.S." which is for the United States.

Processing analysis: The headline highlights Iran's threat to target US bases in the Middle East. i24 claims that Iran is threatening to target US bases in the Middle East. The action "threatens" reflects the seriousness and aggression of Iran, and that it poses a threat to the U.S and the Middle East. The use of the colonial term "Middle East" carries a colonial connotation and emphasizes the region's affiliation and subjugation to a particular power.

Social analysis: The social themes extracted from this headline are: **Hostility, regional instability and defamation.**

4. Iran turns to Qatar, Oman in bid to halt Israeli strikes, U.S. presses for nuclear concessions —June 15, 2025 at 08:31 AM

Textual analysis: In the headline, in the capitalization level there are no unusual capitalizations, however in the punctuation level there are two commas: the first one is listing comma separates between Qatar and Oman while the second one separates between two phrases under the same idea. Also, there is an abbreviation "U.S." which is for the United States.

Processing analysis: The headline shows that Iran is turning to other countries for help in stopping Israeli strikes and that the United States is pressuring Iran for nuclear concessions. i24 does not deny that Iran is looking for help from other countries to stop the Israeli attack also that the U.S keeps pressing for nuclear concessions. The use of the action "turns" emphasizes that Iran has no other way to confront Israel, and that it has exhausted all other options and is currently under siege and pressure.

Where the phrase "in bid to halt Israeli strikes" reflects the current situation and the power of the Israeli strikes, where Iran seeks to halt Israeli strikes through diplomatic means and the intervention of other countries, is seen as a form of belittling Iran and suggesting it is waiting for external assistance. The action "presses" This indicates that the U.S is making efforts and continuing to work towards obtaining nuclear concessions from Iran, while portraying Iran as being in a complex and unstable situation.

Social analysis: The social themes extracted from this headline are: **Diplomatic pressure, peace-making, defamation and hegemony.**

5. Overnight Iranian strikes on Israel: 8 casualties, around 90 injured in central Israel

— **June 16, 2025 at 05:25 AM**

Textual analysis: On the headline there is no unusual capitalization. While on the punctuation level there is a colon and a comma, the colon separates between the event and its consequences, the listing comma separates between the two consequences.

Processing analysis: The headline highlights the losses caused by the overnight Iranian strikes. i24 clarify the human toll inflicted by Iran in Israel. The use of "Overnight" adverbial phrase indicates the timing of the events and shows that Iran is treachery. The use of the action "strikes" reflects hostility and violence. The use of terms like "casualties" and "injured" reflect war-crime.

Social analysis: The social themes extracted from this headline are: **Hostility, war-crime** and **defamation**.

6. Iran launches two missile barrages overnight — June 18, 2025 at 05:46 AM

Textual analysis: On the headline there is no unusual capitalization. No punctuation marks are used in the headline.

Processing analysis: The headline highlights Iran's launch of two missile barrages during the night, i24 does not deny that. The use of the phrase "launches two missile barrages" reflects the aggression of the attack and the quantity and type of military forces. Beside "overnight" considered as an adverbial phrase indicates the timing of the events.

Social analysis: The social themes extracted from this headline is: **Hostility**.

7. Israel carries out major airstrikes targeting Iran's nuclear reactor in Arak — June 19, 2025 at 06:57 AM

Textual analysis: As one can see, no peculiar punctuation marks are used in the headline. No capitalization, no intriguing use of commas or question marks.

Processing analysis: The headline frames that Israel targeted the Iranian nuclear reactor in Arak with a major airstrike, i24 does not deny that. The use of the phrasal verb "carries out" refers to the deliberate and forceful conduct of the military operation. While phrases like "major airstrikes"

illustrates scale and scope of the airstrikes and power. "nuclear reactor" reflects a strong indication of nuclear weapons programs that poses a danger in the region.

Social analysis: The social themes extracted from this headline are: **Hegemony, national security threat and legitimization of military acts.**

8. 'IDF is now attacks regime targets and government bodies in the heart of Tehran' —

June 23, 2025 at 11:04 AM

Textual analysis: As one can see, there is an abbreviation, "IDF," which identifies the Israeli Defence Forces. On the headline there are standard capitalizations used. At the punctuation level there are quotation marks, indicating that the statement is quoted without mentioning the source.

Processing analysis: The headline spotlights the attack of IDF on regime targets and government bodies in Tehran, i24 highlights that. The action "attacks" reflects how serious is the conflict. While the use of adverbial phrase "now" indicates the timing of the events. Beside the phrase "regime targets and government bodies" reflects the Iranian entities targeted by the IDF that is considered as threat to Israel. The phrase "the heart of Tehran" demonstrates the Israeli military's power in reaching the heart of the capital and the gravity of the situation in Iran.

Social analysis: The social themes extracted from this headline are: **Hegemony, defamation, legitimization of military acts, self-defence and national security threat.**

9. Persian Jews in Los Angeles protest for change in Iran — Jun 25, 2025 at 05:47 AM

Textual analysis: In the headline, there are standard capitalizations, no peculiar punctuation marks are used in the headline.

Processing analysis: The headline underlines Persian Jews protest in Los Angeles for regime change in Iran, i24 emphasizes the protest of the Persian Jews. The phrase "Persian Jews in Los

Angeles" reflects the ethnicity, religion and location of the doer and that Jews are oppressed people in Iran, also shows religious sympathy. While the action "protest" reflects the collective action of the opponents to this policy and the effects of external pressure from Persian which may encourage Iranians to support the idea of regime change. The phrase "for change in Iran" asserts that the current system is oppressive, dictatorial and must be changed and reformed.

Social analysis: The social themes extracted from this headline are: **Dictatorship** and **defamation**.

10. Where is Khamenei? Supreme Leader's absence fuels uncertainty in Tehran — June 26, 2025

Textual analysis: The headline has no unusual capitalization, but on the punctuation level there is a question mark which refers to the question "Where is Khamenei" which arouses the readers' curiosity.

Processing analysis: The headline reflects uncertainty in Tehran after the absence of the Supreme Leader. i24 claims that the state of uncertainty or instability is because of the absence of Khamenei. The question "Where is Khamenei?" shows the mockery of Iran and Khamenei which could be considered as a media provocation and putting the Iranian government under pressure. The term "Supreme Leader's" refers to authority. The word "absence" reflects the lack of responsibility and tries to show the weaknesses of the Iranian system. While "uncertainty" reflects a state of chaos and instability.

This headline may also be directed in a coded way to the Iranians, in order to incite them to revolt over the issue of Khamenei's absence and to shift their focus from the Israeli-Iranian conflict to the issue of his absence.

Social analysis: The social themes extracted from this headline are: **Political instability** and **defamation**.

11. Mossad launches emergency medical service for Iranians affected by conflict — June 26, 2025 at 02:07 PM

Textual analysis: As one can see, on the headline there are standard capitalizations used. At the punctuation level there are no question mark no quotation marks.

Processing analysis: The headline highlights Mossad's launch of an emergency medical service to Iranian. The i24 clarifies that the Israeli Mossad, with its military and intelligence character, plays a humanitarian role, striving to achieve peace and protecting innocent lives. The phrase "launches emergency medical service" reflects the gentle and positive side of Mossad, as they identify and organize an emergency medical service for Iranians, which is considered as a psychological warfare strategy aimed at gaining the support of opponents and influencing enemy citizens.

The phrase "affected by conflict" focuses on influencing readers' emotions and misleading them about reality to sympathize with Israel.

Social analysis: The social themes extracted from this headline are: **Peace-making** and **defamation**.

12. IAEA: Iran nuke sites damaged but enrichment possible in months | LIVE BLOG — June 29, 2025 at 09:52 AM

Textual analysis: On the headline there is an abbreviation, "IAEA," which identifies the International Atomic Energy Agency. It follows the standard capitalization system but at the punctuation level there are colons which separates between the Agency and its statement and a

vertical bar, which is separate between the headline and the real-time media format which is "LIVE BLOG".

Processing analysis: The headline focuses on the possibility of uranium enrichment despite the damage to Iranian sites, according to the IAEA. i24 clarifies that, and may be considered as prior justification for directing future strikes, furthermore, using the IAEA's statement lends credibility and impartiality to the headline. The verb "damaged" It appears that the site has been attacked before, but the doer of the damage is not identified. The conjunction "but" It demonstrates the site's resilience despite damage, and that the damage is temporary.

Social analysis: The social themes extracted from this headline are: **Defamation** and **hegemony**.

13. Iran arrests over 21,000 suspects during 12-day conflict with Israel — August 12, 2025 at 03:02 PM

Textual analysis: On the headline, there are no unusual capitalizations in the text. On punctuation level there is a hyphen used to link between the number and noun to work as one adjective to describe the duration of conflict.

Processing analysis: The headline highlights the arrests of 21,000 Iranian suspects during 12-day conflict, i24 does not deny that. The use of the action "arrests" reflects policy of repression and control, while the use of large numbers. While the use of "over 21,000" emphasizes the policy of repression and the expansion of the crackdown aimed at rooting out spies and that Iran is facing internal unrest and threats to its intelligence and security apparatus. The term "conflict" reflects unstable relations between the two countries and heightened hostility.

Social analysis: The social themes extracted from this headline are: **Dictatorship** and **defamation**.

14. "Take to the streets, a free Iran is not a dream," Israeli PM addresses Iranian people — August 12, 2025 at 05:49 PM

Textual analysis: On the level of capitalization there are no unusual capitalizations. While on the punctuation level there are: Quotation marks which refer to the direct quotation of the Israeli Prime Minister. Commas, the first comma between the two clauses the first one is imperative the second one is declarative. The second comma separates the quoted speech and the reporting clause from each other. Also there is a capitalized abbreviation "PM" refers to the Prime Minister.

Processing analysis: The headline reflects How the Israeli Prime Minister addressed the Iranian citizens using explicitly inflammatory speech, tries to convince them and effect on them. i24 emphasizes what the Israeli Prime Minister says and addresses whom. This indicates that the headline is directed indirectly at the Iranian people and encourages a revolution against the government as it is trying to portray the Iranian people as a people oppressed by the dictator government.

The imperative clause "Take to the streets" refers to the order directed to the Iranian people to take action and not submit to the government, opposition is encouraged. While the phrase "a free Iran" reflects that it is not a free country yet. The phrase "is not a dream" considered as supporting speech that supports the targeted readers and convinces them of the need to take action and it is not impossible. The use of the abbreviation "PM" for the Prime Minister reflects who is the speaker. The action "addresses" emphasizes that it is directed at the Iranian people.

Social analysis: The social themes extracted from the headline are: **Defamation** and **dictatorship**.

15. Iran executes man over alleged spying for Israel — September 17, 2025 at 06:57 AM

Textual analysis: There are no unusual capitalizations in the headline as well as on the punctuation level there is no question mark, comma or colon.

Processing analysis: The headline highlights the execution of a man because of spying for Israel, and i24 clarifies the strict measures taken by Iran and details the most severe and merciless sanctions. The action "executes" reflects the doer violence, and that any dealings with Israel will face the death penalty. While the phrase "alleged spying for Israel" reflects that the claim is not yet proven.

Social analysis: The social themes extracted from this headline are: **Defamation** and **dictatorship**.

16. Trump promises to 'destroy' Iran's missile capabilities and 'wipe out' IRGC navy — February 28, 2026 at 09:46 AM

Textual analysis: The headline uses usual capitalization. There are punctuation marks, two quotation marks; they are used in the aggressive words "destroy" and "wipe out" to absolve the channel of responsibility, they used these terms and attributed them to Trump. There is an abbreviation "IRGC" which means Islamic Revolutionary Guard Corps.

Processing analysis: The headline highlights Trump vowed to destroy the Iranian navy and its military capabilities; i24 does not deny that. The action "promises" Power and authority are demonstrated to the public through the politician's pledge. The use of terms such as "destroy" and "wipe out" demonstrate hegemony, and a strong desire to destroy Iranian power and authority in aim to make peace. Terms like "missile capabilities" and "IRGC navy" emphasize the focus on Iranian defence systems that is considered as a security threat.

Social analysis: The social themes extracted from the headline are: **National security threat** and **peace-making**.

17. Netanyahu: Khamenei's plan to destroy Israel is gone, and there growing signs that so is he February 28, 2026 at 08:19 PM

Textual analysis: As one can see, there is no unusual capitalization. Punctuation marks, there is a colon after "Netanyahu" it is an attribution mark to the speaker; the comma separates between two clauses as it creates a brief pause between them.

Processing analysis: The headline focuses on Khamenei's death. i24 clarifies Netanyahu's claim regarding Khamenei's death, and he was considered as a threat to Israel. "Khamenei's plan to destroy Israel is gone" the phrase asserts that Khamenei posed an existential threat to Israel in the Middle East, placing Iran under psychological pressure to assassinate the Supreme Leader.

Furthermore, the use of the term "destruction," attributed to him, is a distortion of his image in the eyes of the world and constitutes a clear justification for his assassination. The action "is gone" shows Israel's victory over Iran through the assassination of the Supreme Leader. The phrase "growing signs" clarifies that the statements are based on evidence.

Social analysis: The social themes extracted from the headline are: **Defamation, dictatorship, hegemony, national security threat, self-defence** and **legitimization of military acts**.

18. Israel, US timed Iran strikes to Khamenei meeting with inner circle - report March 01, 2026 at 06:27 AM

Textual analysis: The headline uses standard capitalization. Furthermore, the punctuation marks used are additional comma after "Israel" and the dash after "report" it attributes the statements to the source. "US" refers to the United States.

Processing analysis: The headline highlights Israeli-American strikes on Iran during Khamenei's meeting with his inner circle. i24 clarifies that the strikes were appropriate, and this occurred during Khamenei's meeting. The verb "timed" emphasizes that the strike was meticulous intelligence planning. The action "strikes" reflects the seriousness of the military acts. The phrase "Khamenei meeting with inner circle" shows that the event is portrayed as targeting state authority and representing a security and defence breach.

Social analysis: The social themes extracted from the headline are: **Peace-making, legitimization of military acts and hegemony.**

19. Iranian missiles fired toward UK bases in Cyprus March 01, 2026 at 10:46 AM

Textual analysis: As one can see, there is usual capitalization. No punctuation marks are used, no comma, no question mark. There is an abbreviation "UK" that refers to the United Kingdom.

Processing analysis: The headline focuses on the Iranian missiles fired on British bases in Cyprus. i24 does not deny the Iranian attack. The phrase "Iranian missiles fired" shows the Iranian aggression and the seriousness of the military operations. The phrase "UK bases" reflects that Britain is portrayed as a victim of Iran, and the conflict has expanded.

Social analysis: The social themes extracted from the headline are: **Hostility, regional instability and defamation.**

20. 9 killed in Beit Shemesh in latest Iranian missile barrage March 01, 2026 at 01:42 PM

Textual analysis: The headline uses standard capitalization, and no punctuation marks used.

Processing analysis: The headline highlights the number of victims in Beit Shemesh because of the Iranian bombing. i24 clarifies the results of the Iranian bombing of Beit Shemesh. The action "killed" reflects violence and it depicts the brutality of Iran. The phrase "in latest Iranian missile barrage" Iran's aggression is underscored, and the term "barrage" reveals the military force used to kill civilians.

Social analysis: The social themes extracted from the headline are: **Hostility**, **war-crime** and **defamation**.

Table 03: Social Themes Extracted from i24 News Headlines.

	Hostility	Defamation	War-crime	Regional instability	Political instability	Dictatorship	National security threat	Diplomatic pressure	Legitimization of military acts	Self-defence	Peace-making	Hegemony
i24 NH (01)		✓		✓			✓		✓		✓	✓
i24 NH (02)	✓	✓	✓						✓	✓		
i24 NH (03)	✓	✓		✓								
i24 NH (04)		✓						✓			✓	✓
i24 NH (05)	✓	✓	✓									
i24 NH (06)	✓											
i24 NH (07)							✓		✓			✓
i24 NH (08)		✓					✓		✓	✓		✓
i24 NH (09)		✓				✓						
i24 NH (10)		✓			✓							
i24 NH (11)		✓									✓	
i24 NH (12)		✓										✓
i24 NH (13)		✓				✓						

i24 NH (14)		✓				✓						
i24 NH (15)		✓				✓						
i24 NH (16)							✓				✓	
i24 NH (17)		✓				✓	✓		✓	✓		✓
i24 NH (18)									✓		✓	✓
i24 NH (19)	✓	✓		✓								
i24 NH (20)	✓	✓	✓									
Total (61)	6	16	3	3	1	5	5	1	6	3	5	7

Discussion of the table

The results of the news headlines analysis of i24:

- **Defamation** was the most frequent social theme Which dominates 16 out of 61 and a percentage of 26.23% out of 100%. i24 emphasizes on distorting Iran's image in the eyes of readers and portraying it as a threat to regional security.
- **Hegemony** was the second most frequent social theme Which dominates 7 out of 61 and a percentage of 11.48% out of 100%.
- **Hostility and legislation of military acts** represent 6 occurrences and 9.84% for each. So together they represent 12 out of 61 that means 19.68% out of 100%.
- **National security threat, dictatorship and peace-making** represent 5 occurrences and 8.20% for each. Together they are present 15 out of 61 which means 24.6% out of 100%.
- **War-crime, regional instability and self-defence** represent 3 occurrences and 4.92% for each. Together they are present 9 out of 61 which means 14.76% out of 100%.
- **Diplomatic pressure and political instability** represent 1 occurrence and 1.64% for each. Together they are present 2 out of 61 which means 3.28% out of 100%. It gave less importance to Iran's diplomatic pressure and political instability because they were mentioned only once out of 61.

Table 04: Emphasizing Positive and Negative Social Themes (i24).

Positive things about (34.44%)	Hegemony (11.48%)
	Legitimization of military acts (9.84%)
	Peace-making (8.20%)
	Self-defence (4.92%)
Negative Things about them(65.59%)	Defamation (26.23%)
	Hostility (9.84%)
	National security threat (8.20%)
	Dictatorship (8.20%)
	War-crime (4.92%)
	Regional instability (4.92%)
	Diplomatic pressure (1.64%)
	Political instability (1.64%)

Discussion of the table

It is clear that i24 focuses on the negative aspect of Iran, which reached 65.59%, surpassing the positive aspect of Israel which reached 34.44%, with a difference of 31.15%. This indicates that i24 emphasizes on attacking Iran while simultaneously seeking to improve and soften Israel's image for its readers, by justifying its actions and crimes.

There are four social themes to describe positive things about Israel:

- Hegemony (11.48%)

- legislation of military acts (9.84%)
- peace-making (8.20%)
- Self-defence (4.92%)

Beside, 10 social themes to describe negative things about Israel:

- Defamation (26.23%)
- Hostility (9.84%)
- National security threat (8.20%)
- Dictatorship (8.20%)
- War-crime (4.92%)
- Regional instability (4.92%)
- Political instability (1.64%)
- Diplomatic pressure (1.64%)

The most frequent social themes on the positive themes about Israel are hegemony with a percentage of (11.48%) and legislation of military acts with a percentage of (9.84%). Reflecting that i24 emphasizes on showing off and justifying its actions. The most frequent social theme on the negative themes about Israel is Defamation, with a percentage of (26.23%).

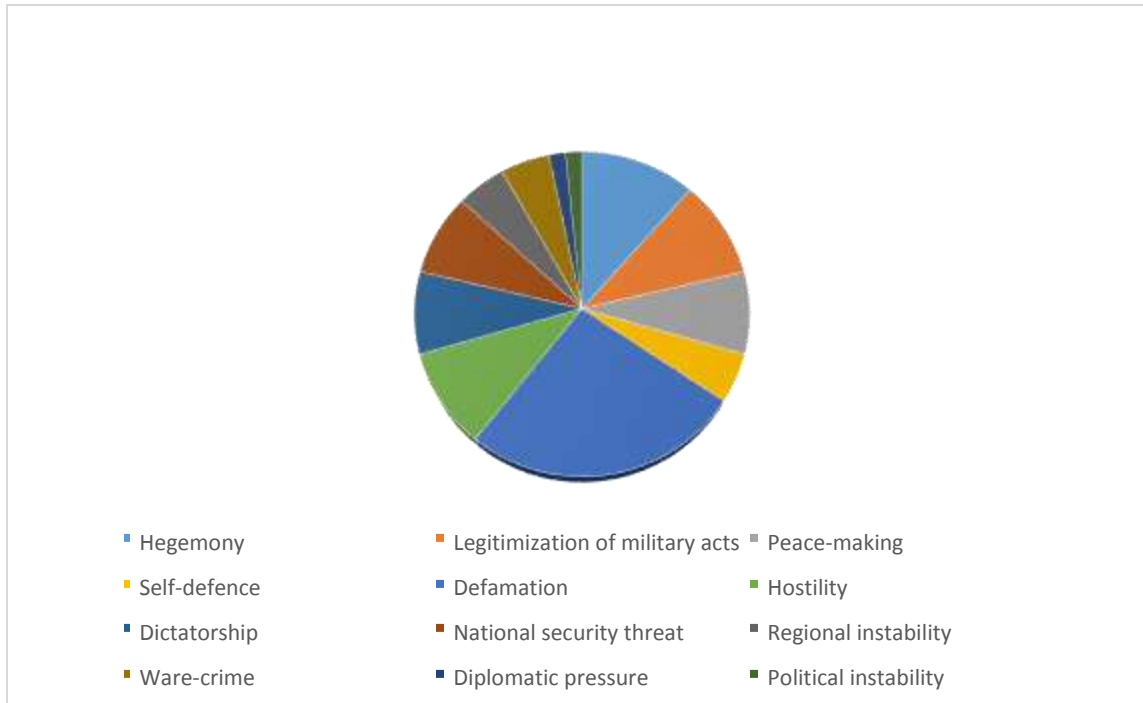


Figure 02: Positive and Negative Social Themes in i24 News Headlines

Discussion of the figure

Figure number two clarify that defamation represents the highest percentage of the negative things about Iran recurring social themes, with a percentage of 26.23% and hegemony represents the highest percentage of the positive things about Israel, with a percentage of 11.48%. The percentage of 65.59% represents the negative things about Iran, while 34.44% represents the positive things about Israel. This means that i24 focused on portraying Iran as It is a dictatorial state and its possession of nuclear reactors poses a threat to the region, while justifying the Israeli attacks and claiming that Israel seeks peace and security in the Middle East.

Conclusion:

This section covered the collection of data and tools for data analysis and the precise methodology used in the analysis specially the utilization of Fairclough three dimensional

framework for critical discourse analysis CDA. This chapter concluded with findings related to the ongoing Israeli-Iranian conflict.

General Conclusion

Summary of Major Results:

Based on the results of a precise analysis of news headlines covering the current conflict between Israel and Iran from TRT World and i24 News, it is clear that the headlines are influenced by the ideological stances of the two channels.

- TRT World believes that Israel's attacks on Iran are indiscriminate and unjustified, and that Israel is a state that flouts international law, by targeting nuclear reactors, civilians, and government areas. Its implicit goal is to dismantle and destabilize the current Iranian regime and weaken its regional influence by destroying its military capabilities, most notably its nuclear and missile programs. On the other hand, Iran is portrayed as seeking to ensure national security and stability, responding to Israeli strikes, and acting in accordance with international law.

- i24 believes that Israel seeks peace in the Middle East, and that the strikes were necessary to halt potential nuclear threats and it seeks to secure its regional influence. Meanwhile, Iran is portrayed as a dictatorial regime that threatens Israel's existence and the region because of its enriched uranium production, and as a state that disregards international law and has caused human casualties.

- TRT focuses on discrediting Israel and exposing its internationally prohibited practices at the expense of highlighting the positive side of Iran, which adheres to international law and poses no threat to the region.

- i24 portrays Israel as a law-abiding state, claiming its airstrikes are necessary for the

safety and security of the region, while simultaneously focusing on discrediting Iran as a dictatorial state that violates international law.

To answer the first question, the study has found that, the ideological features used in Israel 24 and TRT news headlines tackling the Israeli Iranian conflicts:

- Israel 24 news: Defamation, hegemony, legitimization of military actions, hostility, national security threat, dictatorship, peace-making, war-crime, regional instability, self-defence, diplomatic pressure and political instability.
- TRT World news: Hostility, defamation, regional instability, internationally wrongful actions, war-crime, allies' intervention, national security threat, hegemony, technological militarization, dictatorship, religious propaganda, self-defence and military race.

To answer the second question, the study has found that there are two different broadcast versions about the Israeli-Iranian conflict, broadcasts that varies from channel to another.

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ملخص الدراسة

تسلط هذه الدراسة الضوء، من منظورات مختلفة، على السمات الأيديولوجية الكامنة في عناوين الأخبار الإلكترونية لقنوات TRT World و i24 (الناطقين باللغة الإنجليزية). وتركز الدراسة بشكل خاص على العناوين التي غطت الصراع الإسرائيلي الإيراني، وذلك باستخدام إطار تحليل خطاب النقدي CDA لنورمان فيركلوف بأبعاده الثلاثة النصية والمعالجة والاجتماعية. كشف تحليل 20 عنواناً إخبارياً متعلقاً بالصراع الإسرائيلي الإيراني من كلا الجانبين (TRT World و i24) أن كل جانب يسعى إلى تضمين مواقفه الأيديولوجية في عناوين الأخبار. وقد أظهرت النتائج أن القناتين قدمتا سرديتين متناقضتين تمامًا لهذا الصراع. إذ تُصوّر TRT إسرائيل على أنها المعتدي الرئيسي، وتُصوّر تحركات إيران على أنها أعمال دفاع عن النفس. في المقابل، تُصوّر i24 العمليات العسكرية الإسرائيلية على أنها تدابير دفاعية ضرورية ضد دولة إيرانية تُوصف بأنها مصدر لعدم الاستقرار الإقليمي.

الكلمات المفتاحية: عناوين الأخبار، السمات الأيديولوجية، TRT، i24، الخطاب الإعلامي، تحليل الخطاب النقدي (CDA)

Résumé de l'étude

Cette étude met en lumière, sous différents angles, les caractéristiques idéologiques sous-jacentes aux titres d'actualités en ligne des chaînes anglophones TRT World et i24. Elle se concentre plus particulièrement sur les titres traitant du conflit israélo-iranien, en s'appuyant sur le cadre d'Analyse Critique du Discours (ACD) de Norman Fairclough et ses trois dimensions : textuelle, de traitement et sociale. L'analyse de 20 titres d'actualités relatifs au conflit israélo-iranien, provenant des deux chaînes (i24 et TRT), révèle que chacune cherche à intégrer ses positions idéologiques dans ses titres. Les résultats montrent que les deux chaînes présentent deux récits de ce conflit radicalement opposés. TRT dépeint Israël comme le principal agresseur et les actions de l'Iran comme des actes de légitime défense. À l'inverse, i24 présente les opérations militaires israéliennes comme des mesures défensives nécessaires contre un État iranien décrit comme une source d'instabilité régionale.

Mots-clés : Titres d'actualités, caractéristiques idéologiques, TRT, i24, discours médiatique, analyse critique du discours (ACD)