

Trends and significances of Jordanian media content about the war in Gaza: “Queen Rania’s posts as a model” (October 7, 2023, until January 31, 2024)

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Received: 22/4/2024

Revised: 11/5/2024

Accepted: 27/5/2024

Published online: 10/3/2025

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Citation: Alzubi, S. F., & Aleessawi, N. A. K. A. (2025). Trends and significances of Jordanian media content about the war in Gaza: “Queen Rania’s posts as a model” (October 7, 2023, until January 31, 2024). *Dirasat: Human and Social Sciences*, 52(4), 7481.

<https://doi.org/10.35516/hum.v52i4.7481>

Abstract

Objectives: The article aims to reveal the contents, trends, and implications of Queen Rania’s media discourse regarding the war in Gaza that occurred on October 7, 2023, covering the period from October 7, 2023, until January 31, 2024.

Methods: Content analysis method was employed, classifying media content into categories relevant to the study’s problem. The study sample consisted of Queen Rania’s posts on her Instagram, Facebook, Twitter, YouTube accounts, television interviews, and published articles during the study period.

Results: The study showed that there were 37 posts by Queen Rania during the study period, distributed as follows: on Instagram 54.1%, Facebook 24.3%, Twitter -X 16.2%, and YouTube 5.4%. The most common topics were “human rights” and “peace” (27%) each separately. As for the trends, the trend of “conviction” ranked first (29.75%), then the trend of “mobilization and support” and “calling the world for a position” (27%) each separately. In terms of post elements, “text and video” and “text and image” came at a rate of (35.1%) each. Then “video” (18.9%), and finally “text only” (10.8%). Regarding follower interaction, there was “high” interaction (81.1%), followed by “medium” interaction (18.9%).

Conclusions: Queen Rania’s media content about the war on Gaza consisted of humanitarian messages representing Jordan’s state policy towards Palestine, clearly expressing support, condemnation of the targeting of the Palestinian people, and calling for a genuine and serious global stance to halt Israeli violations.

Keywords: Media content, Queen Rania, Jordan, war in Gaza.

اتجاهات ودلالات المحتوى الإعلامي الأردني حول الحرب في غزة: منشورات الملكة رانيا نموذجاً (7 أكتوبر 2023 حتى 31 يناير 2024)

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ملخص

الأهداف: هدفت الدراسة الكشف عن مضامين واتجاهات ودلالات المحتوى الإعلامي للملكة رانيا حول الحرب في غزة التي حصلت في السابع من أكتوبر 2023، للفترة من 7 أكتوبر 2023 لغاية 31 يناير 2024. **المنهجية:** تم استخدام منهج تحليل المحتوى القائم على تصنيف المحتوى الإعلامي إلى فئات تتعلق بإشكالية الدراسة. وتمثلت عينة الدراسة بمنشورات الملكة رانيا على حساباتها في الانستغرام وفيسبوك وأكس واليوتيوب واللقاء التلفزيوني والمقالات المنشورة خلال فترة الدراسة.

النتائج: أظهرت نتائج الدراسة أن هناك 37 منشوراً للملكة رانيا خلال فترة الدراسة موزعة كالآتي: على الإنستغرام 54.1%، وفيسبوك 24.3%، وتويتر-إكس 16.2%، ويوتيوب 5.4%. وكان أكثر الموضوعات “حقوق الإنسان” و”السلام” بنسبة (27%) لكل منهما. أما الاتجاهات فقد كان اتجاه “الإدانة” بالمرتبة الأولى (29.75%). ثم اتجاه “الحشد والدعم” و”نداء العالم للحصول على موقف” (27%) لكل منهما. من جهة عناصر المنشور، جاء “النص والفيديو” و”النص والصورة” بنسبة (35.1%) لكل منهما. ثم “الفيديو” (18.9%)، وأخيراً “النص فقط” (10.8%). وحول تفاعل المتابعين، كان هناك تفاعل “عالٍ” بنسبة (81.1%)، يليه تفاعل “متوسط” بنسبة (18.9%).

الخلاصة: إن المحتوى الإعلامي للملكة رانيا حول الحرب على غزة كان عبارة عن رسائل موقفية إنسانية تمثل سياسة الدولة الأردنية تجاه فلسطين، والتي عبرت فيها بكل وضوح عن الدعم والمساندة وإدانة استهداف الشعب الفلسطيني، ومطالبة العالم بموقف حقيقي وجاد لوقف الانتهاكات الإسرائيلية.

الكلمات الدالة: المحتوى الإعلامي، الملكة رانيا، الأردن، الحرب في غزة.



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Introduction

Media discourse stands out as one of the most important forms of human and communicative expression of situations or events that occur within the surrounding environment. It is one of the faculties that the Creator, Glory be to Him, has deposited in His creation among human beings. Through it, we know his position, condition, direction, tendency, and much of what remains hidden without discourse. Media discourse has multiple functions, including news and media on the one hand, propaganda on the other, and promoting an idea, concept, person, commodity, etc. Hence, media discourse plays a major role in shaping the awareness of individuals and groups and influencing their minds and the paths of public opinion in a way compatible with the interests of the communicator and the source of the discourse.

Media discourse is also an integrated communication process that begins with the product of the media discourse, which stems from a specific thought, point of view, or belief and relies on the formulation of the media discourse, that is, the message in a disciplined manner in terms of form and content, relying on methods of influence and persuasion, and the selection of various verbal and informational symbols(Hjarvard, 2008). Templates and artistic forms through traditional media, such as newspapers, radio, and television, and modern means, such as various social media, consider the general context and the different environmental and social conditions surrounding the communication process and control its paths.

The radical changes in the communication environment in recent decades have been reflected in the media performance, and have contributed to the rapid detection of trends and positions regarding events, crises, and changes taking place in the world, especially concerning social media platforms. The effectiveness of these platforms lies in interacting with crises because of the characteristics that distinguish them from other means(Murad et al., 2023), such as immediacy and simultaneity, live broadcast, widespread, ease of use, use of additions and hashtags that contribute to further spread, and interactivity based on commenting, sharing, expressing an opinion, and responses. Networks are also distinguished by their ability to diversify content, such as the use of text, images, video, links, and maps.

On the other hand, armed conflicts are one of the most prominent human phenomena that receive scientific and research attention, as well as various societal, economic, and humanitarian dimensions. In these conflicts, the media plays an effective role in building and shaping public opinion perceptions and trends, in addition to being a means of obtaining information and news and analyzing it. Based on the above, the media speech represents the position adopted by the speech's author regarding an event, problem, or emergency that occurs here or there. In this study, the researcher focuses on the media speech of Queen Rania Al Abdullah about the repercussions of the war in Gaza on the humanitarian level to attract the attention of world public opinion, especially since the speeches of well-known and influential figures cause great interaction in the various media, as happened with the speeches of Queen Rania Al Abdullah.

Problem Statement

In light of conflicts and wars, and with the new communications revolution represented by digital media and its applications, communication initiatives and journalistic efforts have emerged to promote human values, including love and peace between peoples and societies, spread the truth, investigate it, and protect human rights(Aleessawi, 2022). On the other hand, during wars and conflicts, the media compete to focus on the speeches exchanged between conflicting parties or other related parties. Some speeches the media conveys to some personalities may fuel and perpetuate the conflict, and some contribute effectively to extinguishing the war, condemning the offending party and the aggressor, and exploring the truth. In the October 2023 war that took place in Gaza, there were many speeches, ranging from condemnation to support for that party. However, the speech condemning the targeting of innocents, children, and service structures was short. During these events, Queen Rania Al Abdullah's posts emerged as a model of frank and clear speech condemning Israel's bombing of civilians and health and educational institutions, and her posts and speeches received great interaction from the media and public opinion. From here emerges the importance of examining the trends and topics included in the Queen's posts and the contents that focused on them, and how public opinion interacted with them, especially since the speech from Queen Rania represents an official direction of the Hashemite Queen of Jordan, and thus this is reflected in international relations as much as it is reflected in public opinion.

Questions

The main question is: What topics, trends, and connotations are included in the Jordanian media content about the war in Gaza, an analytical study of “Queen Rania’s Speeches and Posts as an Example” for the period from October 7, 2023, to January 31, 2024?

To answer this question, the following sub-questions are answered:

1. What topics were included in Queen Rania’s posts about the war on Gaza?
2. What are the implications of Queen Rania’s posts about the war on Gaza?
3. What trends were included in Queen Rania’s posts regarding the war on Gaza?
4. What appeals are included in Queen Rania’s posts about the war on Gaza?
5. What media frameworks were included in Queen Rania’s posts about the war on Gaza?
6. What elements were included in Queen Rania’s posts about the war on Gaza?
7. What are the actors (influential figures) mentioned in Queen Rania’s posts about the war on Gaza?
8. What is the level of interaction in Queen Rania’s posts about the war on Gaza?

The importance

The importance of the study stems from the fact that it addresses an important topic represented by Queen Rania’s speech through the media on an important, fundamental, and sensitive topic, which is the subject of Gaza being subjected to indiscriminate bombing targeting innocent people. The topic in itself is important. The study also incentivizes researchers to embrace the issue of Palestine and defend the just cause. The importance of the study also appears through the status of the source of the speech, being a queen and thus representing an official attitude about the war in Gaza.

The scientific importance of the study is that it provides scientific analytical material for the Jordanian media discourse regarding the events in Gaza and thus provides a vision that will benefit researchers and the media in identifying the trends of the Jordanian media, especially at the official level. The scientific importance also lies in the fact that the study is analytical and reveals the form and nature of employing the content and its textual and digital formal elements in expressing the situation. As for the practical importance of the study, it emerges from the fact that it provides a practical vision that can be worked on in creating a plan for media users to use content. The study is also considered an approved document that expresses Queen Rania Al Abdullah’s vision regarding Arab events, including the events in Gaza.

The aims

The study aims to reveal the trends and implications of Queen Rania’s media content about the war in Gaza from October 7, 2023, until January 31, 2024. Through the main objective, the study aims to identify the following:

1. Topics included in Queen Rania’s posts about the war on Gaza.
2. The implications of Queen Rania’s posts regarding the war on Gaza.
3. Trends included in Queen Rania’s posts regarding the war on Gaza.
4. The appeals included in Queen Rania’s posts about the war on Gaza.
5. Media frameworks included in Queen Rania’s posts about the war on Gaza.
6. Queen Rania’s posts about the war on Gaza included elements.
7. The actors (influential figures) mentioned in Queen Rania’s posts about the war on Gaza.
8. The level of interaction in Queen Rania’s posts about the war on Gaza.

Limits

1. Objective limits: Queen Rania’s content published on her social media accounts dealt with the Gaza events.
2. Time limits: October 7, 2023 until December 31, 2024.
3. Spatial limits: Queen Rania’s social media accounts.

Terminology

- **Trend:** It is defined as a general direction of change, a way of behaving, proceeding, etc., that is developing and becoming more common. (Britannica, 2008). Further, A trend is a change or development towards something new or different. Also, it is defined as a general tendency or direction (Collins, 2024). Procedurally, the trend means the

Queen's situation or attitude toward the events in Gaza, the attitude may mean condemnation, mobilization, advocacy, and praise.

- **Significances:** It means something that is conveyed as a meaning often obscurely or indirectly (Merriam-Webster, 2024). The significance of something is the importance that it has, usually because it will influence a situation or show something about a situation (Collins, 2024). Procedurally, significances mean the connotations contained in Queen Rania Al Abdullah's posts (and her speeches) and the deep meanings in its media content via social media about the war in Gaza.
- **Media Content:** It means any information including words, sounds, numbers, images, or graphics and shall include advertising, brochures, product literature, video, streaming content, web-casting, online forum, bulletin board, chat room, and Social published, disseminated, released, gathered, distributed or transmitted in electronic, paper or digital format on behalf of the Insured or by the Insured for others (Lawinsider, 2024). The authors adopt this definition Procedurally.
- **Queen Rania Al Abdullah:** She is the wife of King Abdullah II bin Al Hussein, King of the Hashemite Kingdom of Jordan. She is distinguished by her strong presence in the media, especially in the educational and charitable fields, and is classified among the first ladies with a great interest in the rights of women and children.

Literature Review

The current study is based on the theory of media frames, which analyzes the vocabulary of media discourse and classifies it into specialized frames, such as conflict, humanitarian, security, etc. This theory is considered one of the modern tributaries in communication studies, as it allows the researcher to measure the implicit content of media messages reflected by the media. This theory provides a systematic explanation of the role of the media in shaping ideas and attitudes towards prominent issues and the relationship to the audience's cognitive and emotional responses to those issues (Makkawi & Alsayed, 2006).

This theory is based on the fact that media events and their contents do not have meaning in and of themselves unless they are placed in an organization, context, and specific media frameworks. These frameworks regulate words, texts, and meanings and use prevailing social experiences and values. Framing media messages provides the ability to measure the content of these messages and explains their role in influencing opinions and multiple trends. This theory is a specific construct of expectations used by the media to make people more aware of social situations at a given time. The effect of frameworks is achieved not only by highlighting some aspects of events or facts but also by deleting or neglecting other aspects or providing special recommendations on the part of the communicator (Abdel-Hamid, 2015). It is, therefore, a purposeful process on the part of the communicator when he reorganizes the message to enter the category of people's perceptions and their persuasive influences. The influence of media frames on the message is not only achieved by intentionally forming the frame, but rather, it is achieved by deletion, ignoring, and intentional and perhaps unintentional omission by the communicator. The framing process affects the communicator, the message's text, the recipients' audiences, and the cultural and social framework (Entman, 1993).

Scholars have presented several media frameworks often associated with media coverage of news (McQuail, 2010):

- Issue-related frame: An issue-specific frame focuses on an issue or event whose aspects are clear to the audience.
- The framework of ethical principles: A framework that presents the facts in the moral and ethical context of society, addressing the recipient's deeply rooted beliefs and principles.
- Humanity framework presents events in the context of their general human and emotional effects. Messages are formulated in dramatic templates and stories with an influential emotional tendency.
- Responsibility frame: A frame in which the communicator states a message that answers the question "Who is responsible for?" Individuals, institutions, and the state are concerned with knowing who is responsible for an event and pinpointing it to a specific person, institution, law, behavior, or government.

Gaza War October 7

The latest Gaza war broke out when the Hamas movement and other armed factions carried out attacks called “Al-Aqsa Flood” on October 7, 2023, against settlements and military bases in the Gaza surroundings, leaving hundreds dead and injured and many prisoners, with Israel launching a major military operation. It was called the “Iron Swords”. It launched an air and ground campaign that left unprecedented humanitarian conditions, in addition to the massive destruction caused to civilian infrastructure, especially in the northern Gaza Strip, which has been subject, since 2006, to the occupation’s siege from land, sea, and air, which, in the view of international law experts, is And Amnesty International called it “the largest open prison in the world,” and the longest siege that humans have been subjected to in the modern era (Strategics Team, 2023).

Amnesty International indicated that what Israel committed constituted “conclusive evidence of war crimes” and stated that the “aggressive” Israeli attacks wiped out entire families in Gaza! Israel asked the United Nations on October 13 to transfer more than a million Palestinians from the northern Gaza Strip to the south within (24) hours before completely bombing the area, which was carried out by the occupation air force in violent bombing operations targeting buildings. Residential towers, places of worship, public institutions, and hospitals until they reached shelter centers belonging to international humanitarian organizations and the United Nations(Callamard, 2023).

The International Situation on War

Qutaishat emphasized in a position paper on the war on Gaza, entitled (Contexts of Conflict, War Scenarios, and Its Repercussions), published by the Jordanian Association for Political Science on October 22, 2023, that the reaction of the United States of America and European countries towards the “Al-Aqsa Flood” operation, and then the operation The "iron swords" and the aggression against Gaza are very similar. All of them, without exception, condemned the attacks of Hamas and the Al-Qassam Brigades against "Israel", describing them as "terrorists", and gave the green light for "Israel" to defend itself in the manner it deems appropriate. Some countries announced Stopping the support and development projects provided to the Palestinian people under the pretext of supporting “terrorism”! As for the Arab positions on the “Al-Aqsa Flood Operation” and the Israeli aggression and massacres committed against the Palestinian people that followed, they differed, in contrast to the position of the Arab street, which strongly welcomed the Al-Qassam Brigades operation on October 7th, and official Arab statements warned of the repercussions of these events on the Palestinian people. The Palestinian resistance factions and the occupation government called for calming the escalation(Qutaishat, 2023).

The Jordanian attitude on the Gaza war

The Jordanian was among the most active in the Arab and international arenas. Since the outbreak of the crisis, Jordan has taken on the responsibility of defending the rights of the Palestinian people, as His Majesty King Abdullah II warned that the Israeli aggression against Gaza has entered a dangerous stage that will drag the region into a catastrophe with unbearable consequences. He conducted a series of international Arab contacts to stop the aggression, and His Majesty the King undertook a European tour to mobilize a global position in support of reducing the escalation, ending the aggression, and alleviating the humanitarian crisis affecting the Palestinian people in Gaza. As usual, Jordan has a firm stance against this war and its ongoing demands to put an end to hostilities, stop the occupation forces' practice of genocide against the Palestinian people, and impose a truce in Gaza(Al-Assaf, 2023).

Jordan also strongly warned against any attempt to displace the Palestinians from Gaza or Cause their displacement and stressed the need not to spread the crisis to neighboring countries and “exacerbate the refugee issue.” At the "Cairo International Peace Summit" at the end of October, His Majesty King Abdullah II Ibn Al Hussein stated In his speech at the summit, he noted that “forced or internal displacement of Palestinians is considered a war crime,” and called for an immediate end to the war and the introduction of aid to civilians(Al Khasawneh, 2023).

In the wake of the Baptist Hospital massacre in Gaza, Jordan condemned in the strongest terms “the heinous massacre committed by Israel against civilians and patients who were receiving treatment in the hospital...”. It is considered a heinous war crime that contradicts the values of humanity and the rules of international humanitarian law. Jordan called on the international community to put an end to the bloodshed. The bloodshed that continues is a disgrace to humanity. As a result

of this massacre, Jordan decided to cancel the quadripartite summit, which was intended to be held in the Jordanian capital, Amman, on Wednesday (October 18), with the participation of US President Joe Biden and Egyptian President Abdel Fattah al-Sisi and Palestinian Mahmoud Abbas, in addition to “King Abdullah II”(Qutaishat, 2023).

The media and the October 7 war in Gaza

The media plays an important role during periods of war and conflict. The media ensures that the public is aware of events by conveying messages to the masses in these periods. The contents of media messages usually lead the public to form certain opinions and perceptions about war and conflict. Today, the long-standing and ongoing conflict between Israel and Palestine remains among the longest-lasting. Events and statements related to this conflict are also reflected in the contents of various media. The conflict has become the subject of some academic studies. Sahin (2019) analyzed 50 academic studies (25 studies on newspapers, 16 on television, 6 on television and newspapers, 2 on films, and 1 on magazines). It turned out that 8 of the 50 academic studies were books, 13 were book chapters, 28 were articles, and one was a doctoral thesis.

Among what was revealed by the Israeli aggression on Gaza was the extent of the Western media’s bias towards the Israeli narrative and misleading world public opinion with stories and narratives that were exposed and lied to by the Arab political media, and then apologized for by the major American news agencies and media channels, as in the case of the beheading of Israeli children. The Western media bias in favor of the Israeli occupation has overshadowed the credibility and professionalism of news and stories whose plot was built based on the identity of the victims and not the right to human life(Qutaishat, 2023).

Regarding the Western media, Tweissi (2023) confirmed that the Western media received the news coming from the Middle East on October 7, 2023, with unprecedented emotion, as it was not, in general, a neutral part of the media coverage in the first days of the Al-Aqsa Flood operation carried out by Hamas. However, rather, it was consistent with the Israeli narrative repeated by Western officials; its behavior this time was shocking and remarkably outside the standards of professional and ethical news journalism, despite its long history of bias towards the Israeli narrative. In addition to the Western media’s intention to adopt a discourse with an inhumane framing to describe the Palestinians, some British and American media outlets in the early days avoided covering the Israeli bombing of civilians, and Israeli and American leaders tried to push the media to portray the Palestinian victims as less humane. Talk shows and articles echoing The opinion contain many descriptions made by politicians, such as “the Palestinians are human animals,” “the Israelis are fighting a war of monsters,” “barbaric acts committed by Hamas fighters,” “raping women,” “separating the heads from the bodies.”...etc.

In a report issued by The Unit for Political Studies (2023) on the Biden administration’s position on the Israeli aggression on the Gaza Strip, the results of bias, and its calculations, the report described the recent war on Gaza as a war of narratives on social media and digital media, noting that more than 1.8 billion digital dialogues and interactions In two weeks, 100,000 conversations per hour, and the volume of online conversations exceeded 311 million conversations (posts or articles) and generated 1.5 billion interactions (likes, comments, reposts), and Twitter (X) was the main platform for dialogue and interaction at a large rate, with a percentage of Dialogues on this platform 96.5%. Especially after the limits set by the Meta platform. Regarding sources, the United States came first with 28.6%, followed by India with 9.6%, and France with 4.8%. In the first week, Saudi Arabia ranked third, with a rate of 5.6%, taking the shares of the United States and India together. When looking at the languages used in this interaction, English was the most prevalent at over 54%, followed by Spanish at 12.6%. It is interesting to note that the Arabic language witnessed only 11% of the conversations. In most cases, the feelings prevalent in the dialogues revolved around anger and sadness. However, African and Asian regions showed more feelings of love and support for the Palestinians. More than 45% of the conversations included visual elements such as photos and video clips, which were equivalent to being supportive of the Israeli and Palestinian narratives, especially after major contributions in favor of the Palestinian narrative made by opinion leaders, politicians, and media figures in parallel with the Baptist massacre in the second week, during which the world did not believe the Israeli lies and falsifications about it. In Jordan, the online discussion reached more than 3 million and 100 thousand conversations, an

increase of nearly 200 % in the second week, most of which came from the Twitter (X) platform, and 44 million interactions increased by 140 %, which means a greater crystallization of the Jordanian position and the public's ability to shape Expressions about it, as the Jordanians - officially and popularly - felt the importance of intensifying the discourse generated through the English language towards the world, which put the Jordanian novel in the forefront after the first week.

Anisa et al. (2024) explored the impact of Cultural Communication through the hashtag #FreePalestine hashtag on three main platforms, namely Space X, Facebook (FB), and Instagram (IG) in transforming public opinion. This research method uses a mixed approach, namely combining qualitative and quantitative analysis. Data collection was carried out on 6 – 25 December 2023. The results displayed that On the X platform, there were 500 posts with 15,000 likes, 8,000 shares, and 5,000 comments. On Facebook, there are 2,000 posts with 50,000 likes, 30,000 shares, and 15,000 comments. This data reflects a very high level of participation, with striking numbers of likes and shares. Meanwhile, on Instagram, there are 1,500 posts with 40,000 likes, 20,000 shares, and 10,000 comments. These conclusions indicate that political dialogue on Twitter, Palestinian solidarity on Facebook, and conflict overview on Instagram are the primary focuses of online discussions. Sentiment analysis across various platforms also reveals a diversity of perspectives, ranging from neutral to mixed and positive. The real-world implications of these findings underscore the importance of understanding the role of social media in shaping perceptions and public opinion regarding global conflicts.

In an analytical study, Amer(2022) examined how the BBC and New York Times covered the Israeli attack on Gaza in May 2021. He studied the main topics and linguistic structures the two influential media outlets used to shape the structure of the Palestinian-Israeli conflict. He revealed The role of media coverage in constructing a certain ideological representation of events. The results showed that the media mainly served Israel's justifications and interests at the expense of the Palestinian narrative and rights by confusing two main topics in their representation of the Israeli attack on Gaza. The Israeli war was built as a war against Hamas, not against the Palestinian people. They portray the attack as a response to Hamas rockets. Moreover, the human and material losses inflicted by Israel on Gaza were formulated based on “there are victims on both sides.” Both issues reduce Israel's moral and political responsibility for the massive loss of life and destruction inflicted on the Palestinians in Gaza. This study demonstrates the powerful role of news media in framing, legitimizing, or delegitimizing political actors and their actions and maintaining power asymmetries between different political groups(Amer, 2022).

On the other hand, Rania Abdullah (2019), in her study entitled “The Media Propaganda of ISIS on Social Networking Sites: Twitter as a Model,” was interested in analyzing the content of the propaganda campaigns of the Islamic State “ISIS” analyzing the media that carry the messages of the media campaigns, and the topics of the organization's propaganda discourse and an analysis of the frames of reference for the organization's discourse, the forces active in it, the characteristics of the target audience, and the propaganda appeal that the organization uses in its discourse, in addition to the apparent goals of the organization's propaganda discourse. The study relied on a sample of all media campaigns on the pages of Al-Furqan Foundation and Al-Hayat Foundation, launched on the pages of the two organizations via Twitter during 2014-2015, and the number of these campaigns was (37). The study adopted a content analysis tool to collect data and information that serve the objectives of the study, relying on the natural unity of materials in the organization's media campaigns, the unity of the topic, and the unity of time for audio recordings, short videos, and documentary films. The results of the analysis revealed that most of ISIS's posts on Twitter were unreproduced texts and used intimidation to rally others to its side. The results also showed that the organization resorted to repeatedly using video in its posts. He used three languages in his posts: Arabic, English, and French(Abdallah, 2019).

Livio & Cohen-Yechezkel (2019) have exposed the disturbing picture of Israeli media reporting during the war. He found more discursive similarities than differences between the high-profile Haaretz and the more popular Ynet and Nrg. These findings are consistent with studies of coverage of the Israeli-Arab conflict in the American press, which found that “in many aspects of coverage...the newspapers resembled each other, making It produced a common perspective that was similar, but unevenly achieved across the different features of the Israeli-Arab conflict.” “Delivering the news.” The political context appeared to be more conducive to the type of coverage we found compared to the longer-running or

controversial conflicts examined in other studies. The study showed that the Gaza Strip was closed to Israeli reporters, making the media more dependent on official Israeli military sources. Compared to some other cases, it also appeared that the media speeches were mostly ideologically identical to the messages broadcast on the official channels of the Israeli army. While these messages were sometimes copied verbatim, the analysis of the media texts showed that they were not because the government or the army controlled them. Rather, it reflects a delicate balance between journalists' deep ideological assumptions, the professional practices and rituals they adhere to, and the competitive, commercial, populist environment in which they work and feel they must give the public what it wants, especially in wartime.

El Damanhoury & Saleh (2017) analyzed the content of 74 news articles for CNN and Al Jazeera online news sites during the 50-day war on Gaza in 2014. The type and nature of sources, reports on the death toll, length of articles, and use of multimedia were examined. The study revealed that Al Jazeera always refers to Palestinians in its articles and always differentiates between militants and civilians when reporting the number of Palestinian deaths. In contrast, nearly 15 % of CNN articles did not clarify whether it was militants or civilians who died. The study found that CNN used significantly more sources than Al Jazeera. The study also revealed that CNN mostly used routine sources, consistent with the existing literature, as US media organizations rely on routine and official sources to report international news stories. Al Jazeera often relied on other news outlets as unofficial sources, such as Ma'an, Haaretz, Reuters, Al-Aqsa TV, and the Associated Press. At the same time, CNN relied less on other media but still used Israeli media. The study also found that Al Jazeera articles were mostly dominated by images and text, unlike CNN articles, which relied mostly on videos followed by images and text. Many have argued that the Al Jazeera network has a linguistic and cultural advantage over other global networks, reflected in using citizens as sources in Al Jazeera's news coverage in the Arab world.

Methodology

Method

The descriptive and analytical approach was adopted, based on the description, monitoring, and analysis of the textual and formal content, spoken and written, comparing and identifying the textual connotations and their implied meanings, and arriving at conclusions by inferring the data and facts provided by reports, research, statements, media interviews, and others.

Population and Sample

The study population was represented by the digital content and speeches published by Queen Rania Al Abdullah or broadcast on TV and digital communication platforms "Instagram and Twitter X. The study period was from October 7, 2023, until January 31, 2024.

Data Collection

The content analysis form was used as a tool for the study, and the categories generated from Queen Rania's media discourse were formed. The analysis categories included the following:

1. Platform and its categories: Instagram, X, Facebook, and YouTube(Her interviews at CCN Network).
2. Subjects, their categories are human rights, education, health, peace, and relief.
3. The trend category and its categories: condemnation, mobilization, advocacy, and praise.
4. The argument and its categories are emotional, logical, and mixed.
5. The media frames and their categories: the frame specific to an issue, the frame of moral principles, the frame of humanity, and the frame of responsibility.
6. The influential actors and their categories; Palestinian people, Local official figures, The world, Organizations, Supporting international figures, Palestinian Children, Multiple characters and parties, Hamas, and Israeli occupation).
7. Category of content elements: and its categories (Text, video, image, whether alone or together)
8. Interaction and its categories (as shown in the table below).

Table 1: Interaction and its categories

Platform	Categories	Interaction			
		like	comment	Share	View
Instagram	Most Highly	< 100.000	< 1000		
	Middle	50.000– > 100.000	500- > 1000		
	Low	> 50.000	> 500		
Space X	Most Highly	< 400	< 100	< 200	
	Middle	250- > 400	50-> 100	100-> 200	
	Low	> 250	> 100	> 100	
Facebook	Most Highly	< 1000	< 500	< 500	
	Middle	500-> 1000	100-> 500	100-> 500	
	Low	> 500	> 100	> 100	
YouTube	Most Highly				< 100.000
	Middle				50.000- > 100.000
	Low				> 50.000
> less than, < more than					

Source: by authors depending on one of the methods of (counting) to measure the interactions.

Validity and reliability

The tool's validity is verified by judging by 5 expert professors and specialists in media and communication. The stability of the tool is achieved by applying the Holsti equation by re-analyzing a percentage of the analytical material (post-test) by two coders in addition to one of the researchers so that the stability of the tool becomes a clear tool after that:

$$C. R. = \frac{2M}{N1+N2}$$

C = coding, R = Reliability, M = the number of coding decisions agreed upon, and N = the total sum of coding decisions (N1) for the first coder and (N2) for the second coder.

$$C. R. = \frac{2(32)}{35+32} = 0.95$$

Through testing the Holsti equation, it was found that the reliability rate reached (0.95), which is a very high-reliability rate.

Results

In this section, we review the results of the analysis for the study categories as follows:

Queen Rania's social media accounts

The count and ratios of posts published by Queen Rania about the war on Gaza were extracted and distributed according to her social media accounts, as shown in the following table:

Table 2: Queen Rania's social media accounts

Media	Frequency	%
Instagram	20	54.1
Space X (Twitter)	6	16.2
Facebook	9	24.3
YouTube	2	5.4
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of posts by Queen Rania Al Abdullah on social media regarding the war on Gaza. These postings were subject to analysis within the designated study period. The data indicates that there are 37 posts, with Instagram 54.1%, Facebook 24.3%, Twitter-X 16.2%, and YouTube(Her interviews at CCN Network) 5.4%.

The subjects

The count and ratios of subjects included in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 3: The subjects of Queen Rania's social media content about the war in Gaza

Subject	Frequency	%
Human Rights	10	27.0
Peace	10	27.0
Health	8	21.65
Education	4	10.85
World Reaction	3	8.1
Relief	2	5.4
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the subjects of Queen Rania's social media content about the war in Gaza. The data indicates that the ratio of subjects of "Human Rights" and "Peace" is (27%) each. Then, the ratio of subjects of the "Health" is (21.65%). Followed by "Education" (10.85%), "World Reaction" (8.1), Relief (5.4).

The trends

The count and ratios of trends included in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 4: The trends of Queen Rania's social media content about the war in Gaza

Trend	Frequency	%
Condemnation	11	29.75
Mobilization and support	10	27.0
Call the world to get a situation.	10	27.0
Praise and thanks	6	16.25
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of Queen Rania's social media content trends about the war in Gaza. The data indicates that the ratio of the trend of "Condemnation" is (29.75%). Then, the ratio of trends of the "Mobilization and support" and "Call the world to get a situation" is (27%) for each. Followed by "Praise and thanks" (16.25%).

The argument patterns

The count and ratios of argument patterns included in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 5: The Argument pattern of Queen Rania's social media content about the war in Gaza

Argument pattern	Frequency	%
Mix Argument Pattern	15	40.5
Emotional Pattern	11	29.75
Logical Pattern	11	29.75
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the argument pattern of Queen Rania's social media content about the war in Gaza. The data indicates that the ratio of arguments of the "Mix Argument Pattern" is (40.5%). Then, the ratio of arguments of the "Emotional" and "Logical" is (29.75%) for each.

The frames

The count and ratios of frames included in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 6: The Frames of Queen Rania's social media content about the war in Gaza

Frames of Media	Frequency	%
Frame related an issue	14	37.8
Frames of Humanity	11	29.7
Frame of Responsibility	9	24.3
Frame of Ethics principles	3	8.1
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the Frames of Media of Queen Rania's social media content about the war in Gaza. The data indicates that the ratio of "Frame related an issue" is (37.8%). Then, the ratio of "Frames of Humanity" is (29.7%), followed by the "Frame of Responsibility" (24.3%) and finally, the "Frame of Ethics principles" (8.1%).

The components

The count and ratios of components included in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 7: The components of Queen Rania's social media content about the war in Gaza

Content components	Frequency	%
Text and video	13	35.1
Text and image	13	35.1
Video	7	18.9
Text only	4	10.8
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of Queen Rania's social media content components about the war in Gaza. The data indicates that the ratio of "Text and video" and "Text and image" is (35.1%) for each. Then, the ratio of "video" is (18.9%), and finally, "text only" (10.8%).

The Influencers (characters)

The count and ratios of Influencers (characters) mentioned in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 8: The Influencers (characters) of Queen Rania's social media content about the war in Gaza

Influencers	Frequency	%
Palestinian people	19	51.4
Local official figures	4	10.8
The world	3	8.1
Organizations	3	8.1
Supporting international figures	2	5.4
Palestinian Children	2	5.4

Influencers	Frequency	%
Multiple characters and parties	2	5.4
Hamas	1	2.7
Israeli occupation	1	2.7
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the influencers (or figures) of Queen Rania's social media content about the war in Gaza. The data indicates that the ratio of "Palestinian people" is (51.4%). Then, the ratio of "Local official figures" is (10.8%), followed by "The world" and "Organizations" (8.1%) for each. Then, "Supporting international figures," "Palestinian Children," and "Multiple characters and parties" are (5.4%) for each. Finally, "Hamas" and "Israeli occupation" (2.7%) for each.

The Interaction

The count and ratios of interaction at Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 9: The Interaction of Queen Rania's social media content about the war in Gaza

Interaction	Frequency	%
Most Highly	30	81.1
Middle	7	18.9
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the interaction of Queen Rania's social media content about the war in Gaza. The data indicates that the interaction is "Most Highly" at (81.1%), followed by "Middle" interaction at (18.9%).

The languages

The count and ratios of languages used in Queen Rania's posts about the war on Gaza were extracted, as shown in the following table:

Table 10: The Language of Queen Rania's social media content about the war in Gaza

Language	Frequency	%
Both (Arabic + English)	21	56.8
Arabic	11	29.7
English	5	13.5
Total	37	100.0

Source: Spss results

The table above displays the count and ratio of the Languages used in Queen Rania's social media content about the war in Gaza. The data indicates that Queen Rania has used two languages, Arabic and English, "both" at (56.8%) of social media content, followed by "Arabic" alone at (29.7%), and then, "English" alone at (13.5%).

The Chi-Square

The Pearson Chi-Square Test of Variables has been proceeded as shown in the following table:

Table 11: Pearson Chi-Square Test of Variables

Variables		Chi-Square	Value	df	Asymp. Sig.
Independent	Dependent				
Media	Subject	10.514b	14.749a	5	0.06
	Trend	1.595a	15.656a	3	0.66
	Argument	0.865c	13.086a	2	0.64
	Frame	7.000a	16.802a	3	0.07
	Component	6.568a	36.995a	3	0.08
	Influencers	62.486d	56.933a	8	0.00
	Interaction	14.297e	31.205a	1	0.00
	Language	10.595c	39.723a	2	0.00

Source: Spss results

The Chi-square test showed that the variables (subject, trend, argument, and frame) were not related to each other as P-values were higher than 0.05, which means they are independent (that there is not a statistically significant correlation with the "media"). The values for the variables were (14.749a, 15.656a, 13.086a, and 16.802a, respectively). As for the variables (components, influencers, interaction, and language), they appeared to be non-independent, as their P-value was less than the significance level of 0.05, meaning there is a statistically significant correlation with the "media", and their values were (36.995a, 56.933a, 31.205a, and 39.723a, respectively).

Discussion

The results showed that Queen Rania published 37 posts during the study period, the majority of which were via Instagram (54.1%), Facebook (24.3%), Twitter-X 16.2%, and most recently, YouTube (5.4%). The most topics included in the posts were "Human Rights" and "Peace" (27%) each, followed by "Health" (21.65%), "Education" (10.85%), and the last one was "Global Reaction" (8.1). , Relief (5.4). The sequence of topics can be explained by saying that the war on Gaza witnessed its period major violations of Palestinian human rights, as civilians, were severely bombed, hospitals and schools were bombed, and thousands of children, women, and the elderly were killed in their homes, hospitals and even in places they fled to from the cruelty of war. The power cut and the interruption of aid, food, and drinking water led to the death of hundreds of civilians. That is why the topics of human rights, peace, and health were a priority in Queen Rania's posts.

This result explains the strong condemnation indicated by Queen Rania's statements, as the trend of "condemnation" was (29.75%). This was followed by the trends of "mobilization and support" (27%) each. It was clear from the content published by Queen Rania that she strongly condemned the war and its repercussions, especially targeting, killing, starving, and displacing defenseless civilians. Hence, posts were, to an equal or second degree, a call to the world to stand by Palestinian civilians and save them from the repercussions of the war. Accordingly, mixed appeals (emotional and logical simultaneously) occupied (40.5%), including logical or rational appeals in the content, especially in dealing with a crisis such as war, represents a spontaneous indicator of the direction of the content owner. In emotional appeals, the human side remains in the search because talking about logic in front of the life of a child or a woman is absurd, just as talking about emotion in front of silence. The world about upholding international law and protecting human rights is also absurd. In this case, the media is supposed to defend people's lives. However, the Western media, in comparison, went on to talk about Hamas, ignoring the innocent children, women, and defenseless men, and even described the Palestinians with bad descriptions(Tweissi, 2023).

queenrania ٧٠ عاماً منذ الإعلان العالمي لحقوق الإنسان ... ومع
 ... ذلك يستمر إنكار حقوق الإنسان الفلسطيني. لا يمكن
 View all 2,783 comments
 December 10, 2023 · See translation



Figure 1: Queen's post on Instagram

Rania Al Abdullah @... · 21 Dec 23
 My opinion piece in the Washington Post today



washingtonpost.com
 Opinion | Christmas is canceled in the
 land of Jesus' birth

282 221 462 65.8K

Figure 2: Queen's post on Space X

Regarding the media frameworks that shaped Queen Rania's posts, they were mainly "issue-related frameworks" with a percentage of (37.8%). Then "Frames of Humanity" (29.7%), followed by "Framework of Responsibility" (24.3%), and finally "Framework of Ethical Principles" (8.1%). The stereotyped content related to an issue is the most prominent, and this is undoubtedly what is expected in media content published by a queen like Queen Rania, especially since Palestine represents a central, fundamental issue for her from two aspects. Jordanian politics and Arab affiliation. Also, as we noticed through the analysis, the content had a humanitarian orientation. Therefore, most of the content was shaped by the framework of the issue from a largely humanitarian perspective. To express all this human momentum in the content, the text had to be accompanied by a picture or video so that the post would be more expressive of the situation that Queen Rania wanted to express. Thus, the percentage of "text and video" and "text and picture" was (35.1%) for each. Then, the percentage of "video" is (18.9%), and finally, "text only" (10.8%). This result agrees with El Damanhoury and Saleh (2017) in employing media such as images, videos, and text.



Figure 3: Queen's post (text and video) on Instagram

What draws attention is that the word "Palestinian people" is the word used mostly in Queen Rania's posts at a rate of

(51.4%), followed by other personalities and titles. Even the words “ Hamas” and the word “Israeli occupation” were the lowest possible at a rate of (2.7%) for each. This is a great indication that Queen Rania was primarily concerned with the humanitarian aspect and that the world must have a supportive position for the Palestinian people and the protection of the children of Palestine, and was not concerned with other names. This result is contrary to the opinion of the Western media, which is biased towards Israel in every case, and this is what Qutaishat (2023) demonstrated, stressing that the occupation was more concerned with the identity of the victim being Palestinian than it was with the right to life for the human being. Rather, it can be said that Israel, through its media, statements, and behavior, was very similar to ISIS’s method of declaring everyone to be an infidel, without distinguishing between armed and unarmed, old or young, man or child, and this method is rejected internationally and humanitarian (Amer, 2022).

I believe that, accordingly, the level of interaction with Queen Rania’s posts was very high, not only because she is a famous queen but also because she is involved in a major humanitarian cause, the level of interaction with her posts in terms of likes, shares, and comments was “the highest” at (81.1%). The interaction was from followers from different countries, and Queen Rania took her followers into account using the Arabic and English languages in writing content. She used both languages for each post at a rate of (56.8%), followed by “Arabic” alone at a rate of (29.7%), then “English” alone at a rate (13.5%).

In a concise overview, the authors conclude that Queen Rania Al Abdullah’s media content, what she published through her accounts, and what was included in her television interview on CNN included a set of trends and significances. Queen Rania Al Abdullah was constantly and intensively keeping up with the events of the war in Gaza, so she used all of her social media and press interviews to advocate for the Palestinian Issue as it is her first Issue. Also, “the Palestinian people” was the phrase that appeared in the context of the Queen’s speech, framed by the humanitarian aspect. So, Al-Abdullah included a clear humanitarian trend in all her posts, especially since she is known for her solidarity with every humanitarian situation related to children, women, and the elderly. This is an indication of her adoption of the Palestinian issue from a humanitarian aspect as well as from a national one. Moreover, Al-Abdullah, through her media content, appealed to the whole world to look fairly at the Palestine issue and to stop supporting Israel in its aggression against Palestine and forbade them that the most victims are children and women, and the destruction of schools and hospitals.

In her interview with CCN, Queen Rania’s speech was characterized by consistency and great awareness. She expressed her situation and Jordan’s with clarity and courage. She addressed the world that Jordan rejects the Israeli aggression against the Palestinian people under any pretext. She drew the world’s attention to the fact that the conflict with Israel did not begin with Hamas. Rather, it is a conflict that began with Israel's occupation of the Palestinian lands and their displacement.



Figure 4: Queen’s video on Youtube



Figure 5: Queen’s video on Facebook

Among the most prominent significances contained in the Queen’s words are the rejection of Israeli violations,

condemnation of the war, and demand from the world for a humanitarian stance in support of the Palestinian people. Therefore, in most of what she published during that period, the Queen expressed her condemnation of the world's silence regarding what was happening in Palestine. Finally, The Queen has made responsible use of social media platforms in defending Palestine.

Conclusion

The article revealed the trends and implications of Queen Rania's media content about the war in Gaza that occurred on October 7, 2023. The number of posts via social media is 37 posts. The "Human Rights" and "Peace" were the most subject included in, followed by subjects of the "Health and "Education". Queen Rania condemned the aggressive attacks on civilians as well as condemned the silence of the world. Queen Rania's social media content included a highly emotional and logical speech. Queen Rania framed her media content within the frame of the central issue, Palestine. She made impressive use of multimedia, so most of the media content was text with an image or video. The media content was dominated by the expression "the Palestinian people" to confirm that the people are the issue and that it is incompatible with genocide. The level of interaction with the posts was very high. Most of Queen Rania's posts about Palestine were in Arabic and English to make her voice heard by the entire world. There are correlations between the variables and categories of the study, meaning that they are not independent, such as components, influences, interaction, and language, unlike other topics that were independent (subject, trend, argument, and frame).

Recommendations

Based on the article's results, the authors recommend conducting further analytical studies of official Arab positions through traditional and digital media, revealing the effective use of content to strengthen the humanitarian aspect and condemn the violations against civilians worldwide.

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