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The Construal of Political Perspectives in News Reporting: A Critical Discourse Analysis of CNN and Al-Jazeera

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ABSTRACT

News reporting is a source of presenting the legitimacy and credibility of facts with a sense of liveliness and immediacy. The present study aims to explore the Construal of Political Perspectives through News Reporting in electronic media with the assumption that how lexical choices are made to portray a particular ideology by a particular group. Articles which highlight the shaping of updates by channels like CNN, BBC and Al-Jazeera have been analyzed for the foundation of the current study. In the present study, twenty news headlines of electronic media including CNN and Al-Jazeera have been selected from the period of October to December 2023. The headlines are analyzed by applying Tuen A. van Dijk's Social Cognition Model under the framework of Critical Discourse Analysis. It has been observed in the news that Construal of Political Perspectives is being made through biased news reporting. The research study culminates that use of specific adjectives for one state and not for the other at war delivers partial update, creating a bias in not only the attitudes of the states but also of the audience. The adjectives and particular lexical choices made by the news channels is what is keeping the discursive discourse alive, controlling the biased responses of the audience. It is concluded that media is playing a pivotal role in construing the Political Perspectives via reporting biased news and lexical choices. The results of the present research are a hallmark in comprehending the idea of language exploitation.

Introduction

The world has been gripped in different divides under the guise of Globalization where it is difficult to find out the manifestation of Globalization in true spirits. The current study is set to abridge the gap of "us" and "them" by not only diagnosing the fissures of "us" and "them" rather it is meted out to suggest concrete steps. 10 News headlines, each from CNN and Al-Jazeera have been singled out and analyzed under van Dijk's Model of Social-Cognition-an approach to critical discourse analysis, and are correlated to the prevailing Social and Political conditions. A comparative analysis has been conducted over the selected headlines from both the broadcast channels. The influences of certain words in the headlines are observed under the eye of the Socio-Cognitive Model and conclusions are drawn on how certain type of discourse is shaping the people's mental model of the prevailing Israel-Palestine conflict.

The analysis draws a conclusion based on the linguistic expressions exhibited by the news channels I.e., CNN and Al-Jazeera. Attempting to create partiality in audience, the broadcast channels aim at exploring the agendas I.e., West and East agenda delivered

by the respective channels. Al-Jazeera lacks the direct statements from a third party unlike CNN which lessens the polarity in its news coverage and induces in the audience, a sympathizing tone towards the people of Palestine thus invoke a sensation of advocacy to the victims in Palestine. The analysis conducted over the headlines from CNN and Al-Jazeera imply van Dijk's Model of Social-Cognition in revealing the demonstration of the West and East agendas. CNN involving the direct intervention of a third party like the statements by the president of the U.S. and the lack or absence of same in Al-Jazeera is what creates polarity in audience, persuading half of them in favor of Israel and others in the advocacy of the Palestinians. The analysis conducted over the content in the news headlines uncovers the ideologies wrapped already inside the linguistic expressions used by the news channels. CNN favors and talks more of Israel, depicting their position in a right and justified way under the notion of **Defense**. On the contrary, Al-Jazeera features what is not yet featured by CNN, portraying the victims in Palestinian more deserving of the justice yet undone to them. The bias is evident when the term **Hostages** is used for Israelis and not for the people of Palestine. The rationale of the study lies in the fact that language and its usage can articulate the positive as well as the negative aspects of political agendas.

The Socio-Cognitive approach by van Dijk mirrors the ideologies which are implicit in the linguistic choices, it brings to the attention of the audience that how the discursive discourse produced by the channels influences their thoughts, planning and interpretation of whatever the political or social situation is. It uncovers how the lack of truth and honesty in news develops a biased mental picture of the political or social circumstances in the minds of the audience. The semantics of linguistic choices reflect the pragmatics in which the stance is generated, leading the audience to a division which rests on a biased foundation. CNN pictures Israel as humble and assisting, making the audience think of Israel as the problem-solver and sincere in terms of humanity, however Al-Jazeera mirrors the plight of Palestinians making the audience highly aware of the miserable circumstances in Palestine. Socio-Cognitive model serves as an interface to view the Israel-Palestine conflict and to reflect on the stance that how such diffusive discourse shapes the attitude of the audience.

The paper sets its significance in successfully presenting the role of linguistic expressions and their impressions on the audience in shaping their mindset of the conflict of which the media talks about. The current study is an expounded one featuring the role of language in inducing sympathy, hostility, advocacy and negation in the audience. How language can be used to bring in exploitation or kindness is what the study concentrates on while mirroring the headlines from CNN and Al-Jazeera under the eye of van Dijk's model of Social-Cognition. The paper follows its limitation by being restricted to the range of October 2023 to December 2023. Another limitation the paper seeks to qualify is that it consists of two channels for the selection of headlines to conduct the analysis.

Literature Review

Cultural and Political policies appear to be major triggers to the Israeli-Palestinian conflict. The conflict remaining prevalent throughout the 20th century is substantially influenced by the behavior of various nations towards the policies and the reaction of Israel and Palestine towards the foreign policies in the political operations. Keeping the interests and beliefs as the foundation, the conflict can be seen as a series of action and reaction as Israelis are after the land which is sacred to both Israel and Palestine and is currently occupied by the Palestinians. The land having prophetical ties with the nations serves as their right to fight for.

Former studies have highlighted the framing carried out by the CNN of the US media for the exploration of the conflict between Palestine and Israel. The textual analysis of the symbols and images is conducted keeping the channel of CNN under observation. The factors that shaping the media discourse of the US include: U.S. Foreign Policy Interests; Presidential agendas; Ideas of Patriotism; Government Media Management Techniques including those official press statements. The U.S. favors the state holding synchronized military interests. The political elites in rehearsing their power tend to structure the media coverage of peace and war as per their political interests. The influential government actors advocate their political agendas in the framework of war journalism by propagating the victory-oriented coverage. The factors overlap and the boundaries between the agendas, patriotism and government media management are fused together so the victory-oriented coverage polarizes the states into winners and losers. The practice of war journalism highlights the violence-oriented approach creating a prejudiced feeling of 'us and them'. Such frames of the media impact the perceptions and behaviour of the audience towards the solution of the problem at hand. As a replacement, proponents have highlighted a more responsible role for the framing of coverage with an adherence to the fundamental journalistic features. On the other hand, peace journalism is a practice where reporters present the historical background and the voices of the states involved in the conflict are treated equally. The practice depolarizes the states involved in the war. According to Galtang, peace journalism presents the scenario under equality whereas war journalism presents more of 'our' side. Taking the evidence from the research, the U.S. Media prefers painting Israel as an ally and Palestine as trouble-maker in the Palestine-Israel conflict. (Bhowmik & Fisher, 2023)

In May 2021, around 250 Palestinians, thirteen Israelis were killed in a 12-day conflict between the actor (CFR, 2021). The research involves the roles of new presidential agencies that contributes to the frames of war or peace in the ongoing conflict. Why Western broadcast channels display negative news is that it brings more audience to the page inducing sensations and reactions in them. Political elites practice their power in controlling what information should reach the audience and what should not. The U.S. Media serves a biased role in coverage as it reserves the states which sync with its political interests. Some practitioners report the news based on peace journalism inducing violence-free responses however, despite the objective truth, media reports prioritize their national notices and propaganda.(Bhowmik & Fisher, 2023; Iqbal, 2023)

The textual analysis of the coverage by CNN showed that violence-oriented or war journalism framework has been chosen to cover the conflict between Israel and Palestine. The priority is seen to be the interests of the U.S. maintaining their status by polarizing the actors in the conflict and the audience as well. The research paper shows the power of the political elites influencing the role of journalists and the responses within the audience however, the study limited to only one medium that is CNN. (Bhowmik & Fisher, 2023)

The undeniable role of media in covering the news in regard to the contemporary conflict of Israel and Palestine is reflected in the sources collected for the research i.e., RT News, Al-Jazeera, CNN and BBC News. The distinction can typically be traced that how culture is giving power to the media to portray the same Israeli-Palestinian Conflict in four various approaches where American media play the role of Pro-Israel, Arab media as Pro-Palestinian and British media appear to be in the middle. The cosy ties between the media coverage and interests of the corresponding nations is what creates the absence of certain pictures,voices and actions conveying a mixed and impure form of public announcements. The UK is recalled to provide a more absolute report and claims that American media take no notice of employment as the fuel behind the conflict however, English media promotes that disputes are taking place on the agitated territories. Where the American media

encourage the settlements of Israel as Jewish reasons, English media reports the immorality among the settlements and their role in the conflict at hand. The impure nature of the report is achieved by highlighting the Palestinians and eliminating the original culprit from the screen as in "Palestinian attackers shot dead". The channels of Ukka, Al-Jazeera, CNN and BBC News serve to be the agents of America, Arab and English media , alone with a conclusive impulse behind the examination reproduced in this study. (Shahzad et al., 2023)

Al-Jazeera is considered to be the highly watched news reporting channel even the Palestinians watch Al-Jazeera more often as compared to their own news reporting channel and see it as more free from the impartial stances as others like CNN. The channel is known for its high political eccentricity to control the Middle Easterner sphere. RT News by Russia aims at capturing the true and harmonious form of the actions subjected to the understanding "two- state structure". The research also traces the 11-day struggle gaining speed and the time frame of 10 days after the ceasefire. The findings of the research prove that Pro-Israel frame got the highest percentage while lowest percentage is allocated to the Pro-Palestinian frame by the channels like BBC and CNN. The biased coverage by both operations prove Palestinians as the cause for conflict while Israeli assaults as the acts of safeguarding the nation of Israel. On the other hand, RT and Al-Jazeera highlight the frame involving humanistic elements rather than the frame spotted by the channels of BBC and CNN. BBC and CNN view Israelis as sufferers and Palestinians as invaders. RT News follows a different approach whereas Al-Jazeera seems to capture Israel as the instigator. The research is limited to the digital media and the time frame which can be expanded by the future researcher so that advancing trends in the conflict can also be engaged (Shahzad et al., 2023)

The exploration of how BBC and Al-Jazeera portray the figures died while differentiating between the bombers and civilians. Content from two sampling newspapers: Al-Jazeera and BBC has been selected to conduct an analysis. Including both qualitative and quantitative approach for the analysis, the study focuses on 'Image of News', 'Number of Militants', 'Sources' and 'Number of Citizens'. The research forms a discussion on the picturing of the events occurring in the war, and how many citizens or militants have died. BBC claims the events in terms of order whereas Al-Jazeera works on featuring the people of Palestine as innocent. Results show that number of negative news was far greater than the number of neutral news delivered by BBC, however the number of neutral news was greater than that of positive news as conveyed by Al-Jazeera depicting partiality in the nature of BBC coverage towards Isrrael-Gaza War. News reporting by Al-Jazeera claims the death of 211 Palestinians in 2022 as an outcome of raid by Israeli military. On the other hand, BBC news airs the death of 173 Palestinians. The study remains a mixture of biases, and demands for a more refined and true account of the Israeli-Palestinian conflict.(Sarwar et al., 2023)

Teun A. van Dijk famous for his lectures on discourse analysis studied and mediated the relation between pragmatics and the discourse resulting through certain social circumstances. A **Socio-Cognitive Model** and a Critical Approach to Discourse Analysis proposed first in 2008 by Teun A. van Dijk- a Linguistic Scholar with notable contributions to text linguistics, discourse analysis and critical discourse analysis. Van Dijk's Model of Social-Cognition digs into the structure of a sentence, focus in a sentence, and topic of the sentence. The model studies the discourse whether written or spoken and then relates the discourse with the contemporary social or political stance. The theory works as a Cognitive Interface between discourse and society, providing a mental model for things to be understood in a better way. (*Van Dijk's Socio-Cognitive Model/Approach to CDA, Cognitive & Semantic Models & Representations*, n.d.)

Material and Methods

The research is a qualitative one in its type and highlights the content of news coverage by two of the prime news channels i.e., CNN and Al-Jazeera which apparently represent agendas of their own revealing and introducing a certain attitude in the broadcasting channels and the minds of the viewers respectively. The research affirms its qualitative version of study as it involves the content analysis of the coverage of news by CNN and Al-Jazeera. The qualitative study aims at exploring the agenda behind the linguistic choices in the broadcast, featuring certain words which aim at defending the manifestation of certain attitudes. The research is carried out through a lens of Socio-Cognitive Model proposed by Teun A. van Dijk which has been used as a critical approach to the analysis of the discourse produced by respective channels. The theory firstly proposed in 2008 by van Dijk explores various dimensions of the chosen discourse or particularly the news headlines from CNN and Al-Jazeera, studies the structure, topic and focus of the sentences highlighting the Metaphors or Cataphoric and Anaphoric references used (if any). The discourse in the news headlines is then, under the lens of the Socio-Cognitive Model, analyzed in connection with the Societal and Political stances as that of Israel-Palestine Conflict at hand. The paper embraces the headlines from the chosen channels i.e., CNN and Al-Jazeera and a comparative analysis is conducted over the data to predict the manifestation of Western and Eastern agenda in their targeted audience. For the sustainability and authenticity of the paper, three articles under the domain of coverage of Israel-Palestine War by agencies like CNN and Al-Jazeera have been studied to be incorporated in the literature review. Literature Review of the study explores the attitude exhibited by broadcast channels like BBC, CNN and Al-Jazeera in shaping the mindset of the audience towards the Israel-Hamas War.

10 headlines each from CNN and Al-Jazeera news channels between the months of October 2023 to December 2023 have been selected and are explored if they are to be revealing biased attitudes for the war at hand. A comparative analysis is conducted on the headlines from both the channels, texts are analyzed under the lens of discourse analysis and then are correlated to the Social and Political conditions being viewed through the Socio-Cognitive Model given by Teun A. van Dijk. The influences of certain words in the headlines are observed under the eye of the Socio-Cognitive Model and conclusions are drawn on how certain type of discourse is shaping the people's mental model of the prevailing Israel-Palestine conflict.

The significance of this qualitative research involves the exploration of implicit agendas and attitudes behind the text in the selected discourse, shifting from what is shown to what is hidden inside the metaphors and adjectives used in the headlines. The paper intensifies the relation between the discourse and society showing how society produces discourse and the other way round. The chosen style of writing in the headlines from the channels of CNN and Al-Jazeera along with the impressions printed on the minds of the societal people as viewers of such discourse is what has been highly vocalized in this research. The research can be used as an assistance between the previous works on the analysis of news coverage of the Israel-Palestine conflict and can be used as a background for a future researcher's study however, the paper is limited to the analysis of news headlines from the first trimester of the war at hand ranging from the month of October 2023 to December 2023. The research can prove to be more informative, clearer and can provide with more of the purpose behind the attitudes exhibited by the channels if an extended time span is chosen for the sampling.

Results and Discussion

The research paper explores the comparisons and differences between CNN-the English Broadcast channel funded by The U.S. representing the Western agenda and Al-Jazeera featuring the East agenda implicit in the linguistic choices made in the coverage of Israel-Palestine War at hand. The paper uncovers the ideologies hidden inside the lexical choices, and how language reveals what has not been vocalized otherwise, is what makes the paper significant enough to imprint an attitude in the audience.

The research paper conducts an analysis of News Headlines from CNN and Al-Jazeera through the lens of Socio-Cognitive Model-an approach to Critical Discourse Analysis put forward by Teun A. van Dijk- a linguistic scholar with remarkable contributions to discourse analysis and critical discourse analysis. The analysis has been conducted over three levels: Textual Level-concerning the lexical choices made by the reporters; Contextual Level-featuring the linkage between the broadcast and the situation of conflict at hand; Cognitive Level-highlighting the impact of the discourse produced by the media on the mind state of the audience. The Socio-Cognitive Model by van Dijk features certain aspects like the focus of text or discourse and then correlates that discourse with the ongoing situations in society and politics. How certain types of discourses are produced and belonging to specific political affairs, what is the impact of those discourses on societal people. How such discourses perform social roles in shaping the mental picture of the viewers. Why news channels like CNN and Al-Jazeera exhibit certain attitudes towards the current Israel Palestine conflict. Such queries are studied and analyzed through the van Dijk's Socio-Cognitive Model.

News Headlines from the channel CNN (Cable News Network)

The broadcasting channel CNN was founded first by the US, now the channel is run by the US with its headquarters in Atlanta, Georgia. The channel appears to be representing the news with its funding in the hands of the US. Headline broadcast on **23th of October 2023** goes on as: **"Biden spoke with Netanyahu Monday, White House says"**. The meetings of between both the presidents are on stage and leave a clue of something concealed involving a direct contact with the president of the US. This, in an implicit way, shows the Western agenda with its manifestation in the ongoing war between Israel and Palestine. Another headline states: **"Israel wouldn't authorize fuel to Gaza due to potential of Hamas stealing it, Netanyahu senior advisor says"**. The headline places Israel at a position apparently threatened by the people of Palestine, the news indirectly calls Palestinians as thieves looking for a chance to get fuel from Israel so they can fire rockets and somehow add to the destruction of Israel. Israelis tend to have a fear from Palestine which, for the moment at hand, reverses the positions of the protagonist and antagonist. Another headline states: **"Biden calls on Hamas to release hostages before discussing potential ceasefire".** The headline shows how Biden-the president of the US acts a third but on board party contributing and supervising the hold of power over the conflict at hand. To some extent, this can be taken as tactics of Israel for having their 'hostages' released by Hamas one by one by keeping the Palestinians' requisites like ceasefire on hold.

Furthermore, the headlines gathered from the channel CNN, **dated November 29th, 2023** are analyzed on the basis of linguistic choices and then are explored in relation to the ongoing Israel-Palestine war at hand. **"Hamas blames Israel for impasse in ceasefire extension talks"**. The headline adds a word 'blames' which creates more of a negative connotation in viewer's mind for a moment. The sentence could be completed in a more neutral way if the word 'blame' had been replaced with 'holding accountable'. In terms of the structure, the sentence starts with first mentioning the name of 'Hamas' which makes

it dominant and gives a sense of aggressor. The name of Israel is placed at a position where it seems to be the oppressed one. **"14 Hostages released Wednesday evening have arrived at medical centre in Israel, Ministry of Health says".** The word 'hostages' has been used for the people of Israel who were kept in prisons of Palestine. The word of hostage for Israeli people induces some sort of humbleness in the audience as the word represents the people of Israel as victims and suppressed. Now, the sentence could be completed with just mentioning 'Israeli people' keeping it free from any kind of connotation instead of calling them 'hostages' which makes the people of Israel look more as some wounded persons. However, another news headline from the same channel is about the people of Palestine and does not contain any such word as 'Hostage' which could make the people of Palestine appear as the victims or innocents. The headline goes: **"30 Palestinians released from Israeli prisons, Israel prison service say"**. The representation of people of Palestine is mentioned as only Palestinians with no words like captives or hostages. The use of such ordinary words with no adjectives for the Palestinians in the headline make the headline look more normal tan the headline about Israeli hostages mentioned earlier. The use of ordinary language in the sentence makes the headline look normal and free of attention as that in the headline calling Israeli people the hostages.

Another headline from the channel of CNN is **"Israel is looking into "whether there is a possibility" to extend truce, senior Israeli official says".** There has been used a highlighted phrase "whether there is a possibility" showing the least of chances for the people of Palestine to get the truce extended. The phrase " whether there is a possibility" shows a hypothetical outcome which can or cannot be true, leaving the people of Palestine at the edge. Instead of writing 'looking into the possibilities', the phrase 'whether there is a possibility' creates more tension for the Palestinians making them appear as the sufferers for an uncommitted crime, as the chances for even the existence of possibility are near to zero. The sentence starts with "Israel is looking into" which makes Israel look as helping Palestine. The conflict named as 'Israel-Palestine War' finds the statement involving Israel looking for the possibilities quite controversial as the conflict is between the same two cities. Here, the headline makes Israel a helper of Palestine which cannot really true as both the cities are playing as protagonists and antagonists. A headline broadcast by CNN on **17ᵗʰ of December 2023** says: **"Al Jazeera accuses Israel of "systematically targeting" its journalists and their families".** The news locates Al-Jazeera blaming Israel openly for killing the journalists belonging to A-Jazeera. The phrase 'systemic targeting' confirms the manifestation of regulated strategies and goals of Israeli forces. The claim by Al-Jazeera that the killings of its journalists were systemic shows the intensity of contention between the states at war. The featured words like 'systemic' and 'targeting' reveals the grudge between the states which remains unvoiced by CNN but openly claimed by Al-Jazeera, as stated in the news broadcast.

Headline dated **28ᵗʰ of December 2023** says: **"IDF acknowledges "unintended harm" to civilians due to air strikes in central Gaza on December 24".** The words as 'intended harm' confirm the absence of any conspiracy from the side of Israel towards Palestine, portraying Israel as not the trouble-maker in the broadcast so that the targeted audience affirm their support with the sometimes culpable and sometimes guiltless actions of the Israeli forces creating room for ambiguity to the people of Palestine. Another headline goes on: **"Israel warns that if Lebanon doesn't push Hezbollah back from border, the IDF will do it".** The coverage by CNN in the above-stated headline shows the urge and longing of Israel for taking control in its own hands and warns the audience of the moment when he is able to do so. Israel shows its variance with Hezbollah-the supporter of Gaza, and warns him and the world of Israel's hands anticipating in major actions. Based on religious ties between Hezbollah and Hamas, Israel willingly presents threats to the border with Lebanon and Hezbollah.

News Headlines from the channel Al-Jazeera

Al-Jazeera is an English broadcasting channel finding its roots under the Arabic region. The highly-watched news channel has its headquarters set up in Doha, Qatar. A headline from **October 28th 2023** says: **Israel-Hamas war updates: " 'Long and difficult' fight as Israel pummels Gaza".** The focus on graphology is evident while marking the words I.e., long and difficult within inverted commas portraying the misery of Palestine as worth being taken into account. The word **Pummel** here suggests a fight fought with confidence and weapons. Israel, through the coverage, tends to appear as the aggressor fueling the war against Hamas. Another headline: **"MSF decries 'weak' actions of world leaders on humanitarian aid".** The word **weak** within the commas features no the actions but the adjectives attached to them as well, showing the 'how' behind the actions carried out by certain authorities while supporting one pole of the conflict. The headline, criticizing the current efforts, tends to be voting for a more powerful action in terms of humanitarian aid to Gaza as the city does not the find the already accomplished actions enough and the situation certainly demands more than enough. Another headline from Al-Jazeera goes on as: **" 'We do what we have to': Israeli military pledges to protect forces".** Israeli Military confirms its commitment to the preservation of its forces and, in a way of not holding itself accountable to anyone, confirms its impulse at doing whatever can be done to safeguard its forces leaving the misery of the Palestinians (including the blackout of electricity) to an open end.

Headlines gathered from the channel Al-Jazeera **dated November 29th, 2023** are analyzed keeping under observation the linguistic choices, and are explored in relation to the ongoing Israel's war on Gaza. **"More than 3365 Palestinians were arrested since October 7, prisoner society says".** The headline involves statistical data making itself more reliable and solid in presenting the people of Palestine as victims while those of Israel as the aggressors. The channel seems to be watched by the Palestinians more than their own channel for their reliance on the valid realities which is presented by Al-Jazeera. Here, the headline does not talk about how many of Palestinian people have been released by Israelis but how many have been arrested since the start of October. The figure of 3365 mentioned in the headline is enough to tempt the viewers of the news to decide and sympathize in favor of the Palestinian people. **"Palestinian released from Israeli prison recounts abuse and humiliation".** The news here not just makes the audience aware of the Palestinian's release from Israeli prison but also highlights what CNN does not I.e., the torturous actions of abuse and humiliation which the Palestinians have faced inside the silenced walls of those Israeli prisons. Now, the silence in the news delivered by the CNN has been vocalized in the news delivered by Al-Jazeera digging up the surface knowledge providing the audience with more in depth information of what is actually going on. Al-Jazeera appears to be aiming at the silences and vocalizing what CNN cannot or is not. Statements like 'she's starving in prison' are what have been recorded by Al-Jazeera and not by CNN which clearly distinguish between the priorities of both the channels.

 " "Frustration" in Gaza as end of truce nears". The news headline starts with the word 'frustration' creating a tension within the minds of the audience. The words at the start of headline induces in the minds of the audience something to ponder upon for a moment. Frustration in Gaza puts focus on the reaction of people of Gaza for not being granted the extension of the truce. People of Gaza here are shown to be reacting to the actions taken by Israelis which has been recorded by Al-Jazeera and not CNN. **"Netanyahu tells Biden Israeli public won't accept end to war on Gaza: Report".** The headline engages the audience in such a way that they begin to think of Israel as the troublemaker and Palestine, whose name has not been mentioned explicitly, as the sufferers. The Israeli public not accepting the act of ending war on Gaza can help the audience think deeper in

exploring the agenda behind the war Israeli has started on Gaza. Now, the focus is on what the public of Israel will not accept that is the end of war on Gaza, however, no such headline has been displayed on what Palestinian public will not accept which is the assault on their order, harmony and heritage. The complete absence of Palestinian public in the headline makes the Palestinians the marginalized ones for sure. The priority of Israeli public matters but those of Palestinians does not is what entitles the people of Israel as the troublemakers in the mental images of the audience. The notions like 'achieving Israel's goal of destroying Hamas' are what have made the audience biased leaving the Israelis proud while Palestinians prejudiced. **"Jailed without charge: how Israel holds thousands of Palestinian prisoners".** The news headline covered by Al-Jazeera openly entitles the people of Israel as the oppressor while the Palestinians as innocents. The phrase "Jailed without charge" makes it concrete that Palestinians carry no charge for which they have to be arrested and how Israeli people are realizing nothing but their grudges against the innocents. Jailed without charge shows Israelis free of any right to attack the public of Palestine in the name of defending themselves. The headline portrays Israelis as the power-practitioners over the above suspicion public of Palestine.

The headline dated **26th of December 2023** goes on: **"Israeli army chief echoes PM, says war to take 'many more months' "** . Now, the headline from Al-Jazeera reports the striking intentions of the Israeli Army to extend the war for months and months. The phrase 'many more months' substantiate the intentions of extending the battle of Israel with Palestine. The language used somehow aims at bottling up the goals and ambitions set up by Israeli forces in an unspoken way. The headline appears to be covering two aspects: 1. Surety for the augmentation of the war without giving any hint regarding the limit of war. 2. Not providing any limit to the duration of war as a chance to accomplish the unstated ambitions. The headline can be taken into serious account as a projection of the concealed intentions of Israel towards achieving their regulated goals. Another same dated headline says: **"Gaza war source of 2023's 'immense and avoidable suffering': WHO chief".** According to the broadcast by Al-Jazeera, the invasions and overuse of military by Israel towards Palestine is unnecessary and can be avoided by certain actions. The words like 'immense and avoidable' leave Palestine with a leverage in being sentenced to death at the hands Israeli weapons. The word' avoidable', if dug deeper, can make Palestine's misery recompensed under certain actions by the authorities including the forces of Israel. 'immense' and 'avoidable', both the words heighten the longing of Palestinians for a reduction in the unusual as well as grand harshness inflicted upon them.

The news headlines from the channels CNN and Al-Jazeera are viewed under the lens of Socio-Cognitive Model by Teun van Dijk. The theory provides a **Cognitive Interface** that views the structure, focus and topic of the sentence and then analyze the discourse according to the social and public circumstances. Apparently, the news headlines from the selected channels hold certain agendas which shape the interpretation of the news in the minds of the audience. Both the channels have a targeted audience. CNN channel uses words like 'hostages' for the people of Israel and simply 'Palestinians' for the people of Palestine showing its partiality favoring **West agenda**, hence shapes the mental image of the audience in such a way that they sympathize with Israel considering the public of Palestine the trouble-maker. On the other hand, headlines from the channel Al-Jazeera includes more of statistical data in comparison with CNN. Broadcast by CNN involves a direct involvement of the president of the US-Biden and states his sayings in the headlines as well which, most of the times, has been avoided by the channel Al-Jazeera. Al-Jazeera appears to be portraying the **Eastern agenda,** broadcasting the news in a such a way that the audience feel the people of Palestine being the victims to the defence action planned and executed by the Israeli forces. The broadcast of the headlines from the channels of CNN and Al-Jazeera develops a certain mental image of the Israel-Palestine conflict in the

minds of the audience thus polarizing the audience. CNN tends to be providing the shallow or surface knowledge not making the audience aware of what is actually going on in the wrecked streets of both the cities at war, however Al-Jazeera attempts at giving the viewers in depth knowledge providing more solid stats than CNN. Al-Jazeera not just delivers the update, it rather tells how the action is carried out, for instance, not just telling how many people from the Israeli prisons have been released but also how they have been treated earlier behind those silver grills of Israeli prisons. The channel makes the stance more effective by casting the words of the prisoners like **'she's starving in prison'**. Al-Jazeera, showing the Eastern agenda attempts at preserving the situation and reality of the Palestinians keeping it free from any manipulation.

What CNN does not vocalize is what Al-Jazeera portrays in the news headlines. The silence in CNN is featured, **vocalized** and interpreted by Al-Jazeera which in turn shapes in its targeted audience, a mental image of the conflict at hand portraying Palestinians as the **sufferers** while Israelis as the **aggressors**. The Socio-Cognitive Model proposed by Teun A. van Dijk highlights the structure and linguistic choices in the news headlines by CNN and Al-Jazeera, and conducts an analysis on how the news headlines from both the channels highlight the Western and Eastern agendas concealed behind such linguistic choices. The sequence of putting words like Israel or Hamas at the beginning or end of sentences switch the focus between the cities at war. Using adjectives for the people of Israel and Palestine at intervals is what makes the news biased and partial. Relying on the linguistic choices used by the channels, the audience decide what is and what is not appropriate and sympathize with the situation accordingly. Apparently, the interpretation from the broadcast by CNN speaks more about Israel and its forces while Al-Jazeera brings to focus, more of the Palestinian situation.

The Socio-Cognitive approach by van Dijk reflects the ideologies covered deep in the linguistic choices, it brings to the attention of the audience how the discourse produced by the channels influence their thoughts, planning and interpretation of whatever the political or social situation is. It uncovers how the lack of truth and honesty in news develops a biased mental picture of the political or social circumstances in the minds of the audience. The semantics of linguistic choices reflect the pragmatics in which the stance is generated, leading the audience to a division which rests on a biased foundation. CNN portrays Israel as humble and assisting, making the audience think of Israel as the problem-solver and sincere in terms of humanity, however Al-Jazeera provides a coverage of Israel but more of Palestine making the audience highly aware of the miserable circumstances in Palestine. The headlines dated November 29, 2023 undergo the analysis where Al-Jazeera states the killing of 70 journalists since 7 of October which is hardly or vaguely mentioned by the press of Israel. The release of Palestinians is mentioned by the CNN but the torturous treatments conducted in the insides of Israeli prisons does not occupy the same position in press as it does in the news coverage by Al-Jazeera. Under the lens of Socio-Cognitive Model by Teun A. van Dijk, CNN has a targeted audience and wants its public, more precisely, the proponents of Israel feel confident of their hideous act of defence while Al-Jazeera features not only 'what' but 'how' to reach its targeted audience and make them aware of their harsh and lifeless lives. Broadcast from CNN involves direct statements from the president of the U.S. acting a third party in Israel-Hamas War, the aspect aims at influencing the targeted audience, inducing in them a feeling of superiority belonging to Israel. The defensive act by Israel is what is seen as justice by its proponents whereas, the misery and suffering of Palestinians as portrayed by Al-Jazeera is what induces in its targeted audience a moment to sympathize with the victims in Palestine.

Under the lens of Teun A. van Dijk's Model of Social-Cognition, the research study investigates the attitude brought into the audience by the certain broadcast channels. CNN

talks more of what is done by Israel whereas Al-Jazeera aims at featuring more of what Palestine suffers. Due to its high profiled validation, Al-Jazeera appears as the highly watched Broadcast channel, even by the Palestinians. Van Dijk's model of Social-Cognition tours the headlines by CNN and Al-Jazeera, marking the manifestation of the West and East agenda in the lexical choices made by the respective broadcast channels. The research attempts at how language reveals what has not been vocalized otherwise and represents how such news, simultaneously, has made the conflict look less like a conflict and more like a war between the protagonists and antagonists.

Conclusion

The research scrutinizes the discourse produced by the media like CNN and Al-Jazeera along with featuring its impact on the targeted audience. With the aim to critically analyze the lexical choices in the discourse, the research adopts a qualitative approach under the Social-Cognition Model of Teun A. van Dijk. News headlines have been singled out, explored and analyzed on textual, contextual and cognitive level to decipher how the discourse operates in the socio-political circumstances. The keywords and certain linguistic expressions have been highlighted and analyzed under the Model of Social Cognition proposed by Teun A. van Dijk. CNN reports more about the efforts of Israel portraying the people of Palestine as the trouble-makers. Featuring the focal point of the headlines, the targeted audience of CNN tends to sympathize with the Israelis viewing their defence actions as right and beyond criticism. The expression of Hostages for the people of Israel is maintained by the channel CNN while the same channel simply addresses the victims in Palestine as Palestinians. The unequal usage of adjectives for the cities at war is what creates polarity and biases in the audience. The Socio-Cognitive Model by Teun A. van Dijk has been decidedly used in analyzing the linguistic choices assembled by the selected news channels. Al-Jazeera vocalizes what CNN does not talk about. If CNN talks about 'what' then Al-Jazeera talks about 'what' and 'how'. Al-Jazeera being the highly watched broadcast channel aims at portraying the **Eastern** agenda unlike CNN which endeavors the **West** Agenda. Al-Jazeera in its targeted audience induces a sympathy for Palestinians. The conflict at hand is explored under van Dijk's Model of Social Cognition which furnishes an interface where the media discourse relates with the socio-political circumstances.

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