

Framing Analysis of Language Use in International Mass Media on the Syrian Coastal Conflict

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Abstract

The circulation of mass media becomes more extensive in the digital era. It is undeniable that mass media has a vital role in presenting various news topics, including political, economic, and social topics, as well as international conflict issues. Amid a fast and massive flow of information worldwide, the media conveys facts and composes narratives that can influence people's perspectives on reality. International mass media were invigorated by a violent conflict that occurred in the coastal region of Syria, involving Syrian security forces and armed rebels who were strongly suspected of being loyalists of the couped Bashar al-Assad regime. This has become a global public spotlight, especially for countries in the Middle East. Many international mass media have also reported the chronology of the clashes that claimed hundreds of lives from various perspectives. Therefore, this research is important to understand how mass media consciously or unconsciously shape opinions and contribute information through framing techniques. This research aims to analyze framing strategies and identify the news focus of three international mass media that actively report on global issues, including the conflict in Syria, i.e., Al Jazeera, BBC, and CNN. This paper employed the descriptive-qualitative research method with the framing analysis approach based on the model developed by Pan and Kosicki. Data were collected through documentation and note-taking techniques on the three mentioned mass media. The analysis technique was carried out by identifying framing elements, which include four structures; the syntax, script, thematic, and rhetoric structures, in the analyzed news texts. This identification revealed differences and similarities of the three mass media in preparing news. The results of this study show that in presenting the same issue, each media outlet uses different framing strategies. However, in some structures, there are similarities in the use of common terms. This difference in framing impacts the construction of meaning that is conveyed to readers. This finding is crucial as it shows that framing is not only an editorial strategy but also a powerful tool to shape public insights and opinions. This research contributes to the study of applied linguistics and communication in understanding how language is used as a bridge in interpreting a news discourse as public information media.

Keywords: framing analysis; mass media; Pan dan Kosicki; Syrian conflict.

INTRODUCTION

Mass media play a crucial role in providing information to the public, even being referred to as the fourth estate in public life as a type of institution that can shape public opinion (Sobur, 2001). In the digital age, news covering various topics, including political, economic, and social topics as well as international issues, are predominantly disseminated through online mass media, often referred to as new media (Nugu et al., 2020). Like traditional news, facts and opinions presented in online mass media must possess essential characteristics, such as being interesting, accurate, and relevant to a large audience (Hutami & Sjafirah, 2018; Pratama & Saragih, 2022). Online media's ability to

achieve rapid publishing has contributed to a swift flow of information (Ariestya, 2018; Isro'i & Sazali, 2023).

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII) from December 18th, 2023, to January 19th, 2024 (Nanda, 2024), the most favored topics among the public are politics, law, and human rights, accounting for 40.56%. The survey also revealed that political information is the most commonly encountered subject related to hoaxes, with a significant percentage of 49.51%. This prevalence of misinformation can be attributed to the mass media's role in shaping public discourse and influencing the reconstruction and deconstruction of political conflicts (Rindi & Hamim, 2023). Therefore, the media's manner in constructing news is significant, considering the public's high interest in media, which can lead to various interpretations among readers (Boer et al., 2020; Dermawan et al., 2024). Media are not neutral, as they actively shape reality by incorporating their own views, biases, and partialities (Eriyanto, 2002). Each media outlet has its own framing style that is used consistently when reporting an issue (Naloho & Salman, 2021). Additionally, the media can select, package, and present specific information to the public (Anggoro et al., 2023).

Many mass media outlets reported on the violent conflict in Syria. Human rights violations have occurred yet again following the transfer of power in Syria, marked by the collapse of the Assad regime on December 8th, 2024 (Ayoub, 2024). For nearly 14 years, the Syrian people have rebelled against the Assad government. This cruel regime was ultimately overthrown in just 12 days by the Sunni Muslim-dominated opposition, led by Ahmad Al-Shara, the current leader of the Syrian government. Meanwhile, the Assad regime was primarily comprised of Shia Alawites. The long uprising in Syria began as a revolution of the Syrian people, who were inspired by the successful overthrow of dictatorial regimes in Tunisia and Egypt with similar socio-political conditions. This fueled them to believe in their ability in achieving the same changes as those two countries (Sahide et al., 2015). However, the new government has not fully restored the prosperity and justice that the Syrian people desire. Civil war has erupted once again, involving militants who support the new government and remnants of the loyal Assad regime. The conflict between these two factions has led to mass killings, resulting in hundreds to thousands of casualties. This violent event has prompted many media outlets to speculate about what was really happening. Al-Jazeera, BBC, and CNN were among those who were covering the events live, all of which are international media organizations that extensively report on global current affairs. The coverage of the war in Syria raises important questions about the way the media frames the conflict and how those frames influence audience understanding (Sacco & Gorin, 2017).

War reporting often presents news emphasizing a binary opposition between good and evil. The side portrayed as "good" is often predetermined and can shift with changes in political dynamics (Arcimaviciene, 2025). Reporting on international issues is more complex, as the framing of foreign news is influenced by several factors, including media routines, journalists' values, gatekeeping, organizational pressures, the sources used, and the proximity to the country being covered (Afzal & Harun, 2020). Through framing, readers can discern the perspective reporters use when selecting issues and writing news (Sovianti, 2021). A journalist's viewpoint will influence which facts are presented, emphasized, or omitted, and the overall direction of the news story (Sandi et al., 2022; Sartika et al., 2025; Syaefudin & Humardhiana, 2020).

Generally, there are two main aspects of framing: (1) It involves interpreting events that concern the information included or excluded, and (2) It addresses how facts are presented in the news, involving the choice of words, sentences, and images that support specific ideas (Eriyanto, 2002). News framing can significantly influence public opinion and shape public discourse (Cuadrado et al., 2025). The framing of language and news has become a standard part of news presentation practices in the media (Siagian & Ritonga, 2024). Framing analysis is a method used to examine how the media shapes perceptions and ideologies related to specific issues (Bisri et al., 2022). The news-framing process consists of two stages: (1) frame building, which involves the development of frames, and (2) frame setting, which describes how these frames influence audience beliefs and perspectives on public issues and problems (Ariestyani, 2023).

This research employs the framing analysis theory developed by Pan and Kosicki (2010) to examine how the media framed the events that occurred on the Syrian coast in their news. Pan and

Kosicki's framing analysis model (2010) consists of four essential components, namely the syntax, script, thematic, and rhetoric components. Syntactic structure refers to how journalists organize news about an event (Anggoro et al., 2018). This organization includes headlines, leads, episodes, background information, and quotes. The script structure comprises grammatical elements that make up a well-crafted story or event, which typically include the 5W+1H framework (who, what, when, where, why, and how). The thematic structure illustrates the coherence and relationships between sentences in news paragraphs as written from the perspective of journalists. Rhetorical structure focuses on the journalist's style in selecting words and phrases, aiming to create a specific effect on readers engaging with the news in order to enhance the legitimacy and authority of the news, making it appear more factual (Pan & Kosicki, 2010). In addition to wording, news legitimacy can be conveyed through graphics, such as images, photos, charts, and tables (Adawiyah et al., 2021). Eventually, this theory is chosen for its detailed analytical elements, which effectively reveal the framing of news stories (Ichsan & Deni, 2022).

Researchers have used previous studies that are relevant to the focus of this discussion, particularly those involving framing analysis of news. Research articles written by Hanifah et al. (2024), Utami et al. (2024), and Istifarin and Basid (2025) used Pan and Kosicki's framing approach in news media's framing of the Middle East conflict. Hanifah et al. (2024) found out how media such as Al Jazeera and Fox News framed the Israel-Hamas conflict in their news, revealing differences in each of their ideological perspectives. The research conducted by Utami et al. (2024) was more specific since it focuses on the coverage of the Palestinian-Israeli conflict after the death of Ismail Haniyeh, the previous Hamas leader. Their research revealed differences in framing in the media cnnindonesia.com and detik.com, although both came from the same media group, i.e., Transmedia. Lastly, Istifarin and Basid (2025) discussed the news framing of the death of a journalist in Gaza, revealing facts according to Pan and Kosicki's four aspects of research (2010).

Additionally, research papers conducted by Nuraini et al. (2024) and Zawawi et al. (2024) used Robert Entman's framing approach to frame the conflict in the Middle East. Nuraini et al. (2024) studied the framing of the Israel-Iran conflict in April 2024 in the Kompas.id, Aljazeera.com, and NYTimes.com online media. Their research revealed significant differences in the way the conflict was framed by each media. Kompas.id tended to display a more neutral stance, Aljazeera.com focused more on the Middle Eastern geopolitics, and NYTimes.com paid greater attention to international impacts. Not to mention, Zawawi et al. (2024) research related to the news framing of Hamas' attacks on Israel in Al-Jazeera and BBC coverage media also showed a striking contradiction. Al-Jazeera considers Hamas' attack on Israel as a defensive action, while the BBC portrays Hamas' attack as terrorism, regardless of Israel's criminal history. In addition, Arsyad et al. (2025) conducted research related to the news framing of conflicts in the Middle East, showing the differences in news framing from Al Jazeera and CNN World media based on their respective ideologies and interests. In line with the research above, Afzal and Harun (2020), Alitavoli (2019), Perreault and Paul (2019), and Zhang and Luther (2019) conducted studies with the news of the Syrian conflict in various media as the object of news framing analysis. From these studies, this paper offers novelty as it analyzes the theme of Syrian coast conflict news framing, which has never been done before.

Previous research articles mentioned above focused on international mass media's differences in constructing news of the conflict in the Middle East. Previous studies only discussed the dissection of media methods or ideologies when constructing facts into news, as the framing approach's main purpose is to discover journalists' perspectives in selecting issues and writing news. However, the study of language use becomes under focused, though it is the main element in the construction of news texts. Therefore, this research will add to the literature on news analysis by focusing on the study of grammar that carries implications and ideology in the construction of a news text, while still focusing on the classification of news text structures using Pan and Kosicki's framing model (2010).

METHOD

The news texts in this study were analyzed through the framing approach of the Pan and Kosicki model (2010) with its four news structures: syntactic structure, script structure, thematic structure, and rhetorical structure. The news discourse analysis was carried out through the linguistic criticism approach of Fowler et al.'s model, which bases its perspective on Halliday's

explanation of the structure and function of language to see how specific vocabulary and grammar carry certain implications and ideologies of a discourse. In addition, the researcher also used Halliday and Matthiessen's (2004) thematic approach with the discussion of themes and rheme in the sentence to find out each news media's focus of news. As for the rhetorical structure, researchers used Lesley Jeffries' (2009) critical linguistic approach, which focused on the discussion of naming and describing to find out how each news source uses a certain term in naming an object.

A qualitative method is employed to examine how the international mass media outlets Al-Jazeera, BBC Arabic, and CNN Arabic framed the reporting on the violent conflict in the Syrian coastal area on March 7th, 2025. These three media organizations were chosen for their reputation as leading sources of in-depth international news coverage, including regarding the recent conflict in Syria. The data for this study were gathered from three news articles. The first source was an article from Al Jazeera entitled, "This is truth of what happened on the Syrian coast, and this is how the events began", the second source is from BBC Arabic entitled, "Details of the Bloody Clashes on The Syrian Coast", and the third source is from CNN Arabic titled, "Syria: Details and Developments of Armed Clashes between Security Forces and Assad's Remnants, with Dozens of Casualties".

During the data collection process, the researcher employed documentation and systematic note-taking techniques to analyze the three previously mentioned news articles. After a thorough review, the researcher identified and selected key points relevant to the research topic. These points were then analyzed and categorized according to the conceptual framework developed by Pan and Kosicki in their framing analysis theory (2010), ensuring that the collected information aligned with the theoretical framework and supported the accuracy and validity of the interpretations within the research.

Researchers utilized the Miles and Huberman (1992) model to analyze the data, which consisted of three steps. First, the data reduction process simplifies the complexity of the three news stories used in the study, making the core points easier to comprehend. During data reduction, researchers classified the elements in the news according to the structure of the Pan and Kosicki model (2010) and identified similarities and differences in the data based on the analytical framework used, then summarized these findings in alignment with the research objectives. Second, data presentation involves creating visual and narrative representations of the reduced news. Researchers explained the findings of the primary data by citing direct quotes and identifying the framing strategies employed by the three media outlets: Al Jazeera, BBC, and CNN. The final stage is drawing conclusions based on the presented results and findings. Researchers analyze the results of the data reduction and presentation to identify key points that support the research objectives.

ANALYSIS

This research examines how three major international media outlets (Al-Jazeera, BBC, and CNN) construct news coverage related to the conflict on the Syrian coast.

Syntactic Structure

Headline

The headlines of the articles on the Syrian conflict from the three news media are presented in the table below.

Table 2. Headlines on the Syrian Conflict from the Three Media Outlets

Media	Title	
Al Jazeera	This is the Truth of What Happened on the Syrian coast, and this is how the incidents began	هذه حقيقة ما جرى في الساحل السوري وهكذا بدأت الأحداث
BBC Arabic	Details of the Bloody Clashes on The Syrian Coast	تفاصيل المواجهات الدامية في الساحل السوري
CNN Arabic	Syria: Details and developments of armed clashes between security forces and Assad's remnants, with dozens of casualties.	سوريا.. تفاصيل وتطورات المواجهات المسلحة بين قوات الأمن وفلول الأسد وسقوط عشرات الضحايا.

The three mass media above cover the same news topic, i.e., the background of the conflict on the Syrian coast. Each of the three media displays a headline with a narrative that is different from one another. In terms of vocabulary selection, Al-Jazeera media uses the word “الأحداث” (the events) in the headline to describe the situation on the Syrian coast. The BBC and CNN Arabic media use the same word “المواجهات” (clashes) to represent the situation on the Syrian coast. This shows that Al-Jazeera media uses a smoother vocabulary to describe the ongoing conflict in Syria with words that mean “incidents” or “events”, while BBC and CNN choose to use vocabulary that is common in conflict or war, “clashes”. Moreover, BBC and CNN added qualifiers to make the description of the situation more detailed with the word “(bloody)” on BBC media and the word “(armed)” on CNN media. Both explanatory words show the atrocities that occurred in the conflict on the Syrian coast.

In terms of grammar, Al-Jazeera uses the nominalization effects of “حقيقة ما” (the truth of what) and “أحداث” (events) in its headlines, thus creating sentences that only focus on the phenomenon occurring in the coastal areas of Syria and eliminating the actors and objects involved in the conflict. The similar grammar is found in the news headline of BBC Arabic media by using the nominalization “تفاصيل المواجهات” (details of the confrontations), which only shows the phenomenon of clashes occurring on the Syrian coast without mentioning the actors and objects in the situation. On the other hand, CNN Arabic grammar also uses the nominalization “تفاصيل وتطورات المواجهات” (details and developments of the confrontations) to highlight the phenomenon without omitting the actors involved in it by mentioning “(between security forces and remnants of Assad's regime)”. In addition, CNN also mentioned the consequences of the clashes that claimed dozens of lives through the phrase “(dozens of casualties) سقوط عشرات الضحايا”.

Lead

Before going to analysis, below are the lead shown by the three media in reporting this case.

Table 3. The Lead of the Three Media

Media	Lead
Al Jazeera	كشفت وزارة الدفاع السورية مزيداً من المعلومات عن حقيقة ما جرى في مناطق الساحل السوري، تزامناً مع بدء الوزارة المرحلة الثانية من العملية العسكرية ضد فلول النظام السابق
BBC Arabic	الهجمات التي استهدفت قوات الأمن السورية في الساحل إلى شرارة فجرت موجة من أعمال العنف، تجاوزت المواجهات العسكرية بين الجيش الجديد وأتباع النظام السابق، لتأخذ بعداً فيه انقسامات وُصفت بالطائفية أودت بحياة المئات
CNN Arabic	Attacks targeting Syrian security forces on the coast sparked a wave of violence that went beyond military confrontations between the new army and supporters of the former regime, taking on a sectarian dimension that claimed the lives of hundreds.

In addition to reflecting the most important point of the news, the lead (first paragraph) is said to be interesting when it has a 'punch' that can make the reader feel flabbergasted, as if the sentence is speaking (Kusumaningrat & Kusumaningrat, 2016). Al-Jazeera media displays its lead descriptively without any striking words that can make readers flabbergasted. Simply put, Al-Jazeera only provides a general summary of the news content that includes snippets of information about the official statement from the Defense Ministry that will be delivered next, and information related to the second phase of military operations that were to be launched soon, without giving any snippets about the ongoing conflict on the Syrian coast. In contrast to Al-Jazeera, the BBC Arabic and CNN Arabic news leads appear to be punchy. This can be seen from the BBC media, which starts its lead with a description of the ongoing conflict on the Syrian coast, along with the loss of hundreds of lives caused by the conflict. CNN media does similar lead writing in its news. CNN started the lead by describing the conflict on the Syrian coast at that time as the worst situation since the new Syrian government took power, with dozens of people killed in clashes between security forces and supporters of the previous government.

The striking lead can be seen from the way the BBC and CNN chose their vocabulary. In its lead, BBC media uses war vocabulary that indicates the presence of violent unrest on the Syrian coast, such as the words "الهجمات (attacks)", "أعمال العنف (violence)", and "المواجهات (military confrontations)". Similarly, CNN media uses similar vocabulary to BBC media, including the words "اضطرابات (unrest)" and "اشتباكات (clashes)", which indicate chaos in the Syrian coastal conflict. The use of vocabulary meaning "confrontations" and "clashes" in the BBC and CNN news leads indicates that there are two or more parties involved in the conflict. Therefore, each of the two media mentioned "بين الجيش الجديد وأتباع النظام السابق" (between the new army and supporters of the former regime) and "بين قوات الأمن وأنصار الرئيس السابق" (between security forces and supporters of the former President) to represent the two parties involved in the clashes on the Syrian coast. In contrast to BBC and CNN, Al-Jazeera media uses the vocabulary "العملية العسكرية (military operation)" in its news text, which means organized activities carried out by armed forces against a threat. Then Al-Jazeera mentioned the phrase "ضد فلول النظام السابق" (against remnants of the former regime) as the goal or object of the Syrian government's military operation.

Differences in the choice of vocabulary can lead to different understandings. The news lead from Al-Jazeera brings up the perspective that the conflict that occurred on the Syrian coast is purely rooted in the actions of the previous government's loyalist group. The news leads presented by BBC and CNN bring up the perspective that the conflict involves two parties in a dispute or clash, showing no judgment about the right and wrong parties in the conflict on the Syrian coast. This shows that vocabulary can limit the view in understanding a news text (Eriyanto, 2011).

Background Information

In this section, table 4 presents the background information presented by the three media outlets.

Table 4. The Background Information from the Three Media

Media	Background Information
Al Jazeera	<p>وتشير المعلومات إلى أن الساعات الأولى لهجمات ما سمي نفسه "المجلس العسكري لتحرير سوريا" أظهرت نجاحاً في انتشار قواته عند نقاط مفصلية داخل المدن الكبرى ومراكز محافظة اللاذقية وطرطوس غرب سوريا، إضافةً لمدينة جبلة.</p> <p>Information indicates that the first hours of the attacks by the self-proclaimed "Military Council for the Liberation of Syria" demonstrated the success of its forces in deploying at key points within the major cities and centers of the Latakia and Tartous governorates in western Syria, in addition to the city of Jableh.</p>

بدأت الأحداث في قرية بيت عانا بريف جبلة في محافظة اللاذقية، عندما أطلق مسلحون مجهولون النار على

دورية عسكرية تابعة للأمن الداخلي

BBC Arabic

The incident began in the village of Beit Ana in the Jableh countryside of Latakia Governorate, when unidentified gunmen opened fire on a military patrol belonging to the Internal Security Forces.

من بداية "وأندلعت الاشتباكات، الخميس، في محافظة اللاذقية وطرطوس على ساحل البحر الأبيض المتوسط، وهي مناطق كان الدعم فيها قوياً للأسد بين العلوين السوريين وشهدت اندلاع أعمال عنف طائفية خلال الأشهر الثلاثة الماضية."

إلى نهاية "وتسليط موجة العنف الأخيرة الضوء على التحديات التي يواجهها النظام السوري الجديد في استرضاء

CNN Arabic

المجموعات المخرومة، وخاصة تلك التي لا تزال مدججة بالسلاح".

Starting from sentences "Clashes erupted on Thursday in the Latakia and Tartous provinces on the Mediterranean coast, areas where support for Assad has been strong among Syria's Alawites and where sectarian violence has flared over the past three months"

To the last sentence, "The recent wave of violence highlights the challenges the new Syrian regime faces in appeasing disenfranchised groups, especially those still heavily armed".

The background information presented by Al-Jazeera shows that the initial attack was carried out by a group that declared itself as "المجلس العسكري لتحرير سوريا" (military council for the liberation of Syria) based in the provinces of Latakia and Tartous, then reached the city of Jableh. Likewise, the BBC media wrote the background by showing the starting point of the conflict in the city of Jableh and specifically mentioned the Beit Ana village. The BBC also mentions the group that started the attack on the internal security forces there with the phrase "مسلحون مجهولون" (unidentified gunmen).

These two media outlets did not mention the specific group of attackers, thus indicating that there is still speculation about the true identity of the attacking group. On the other hand, CNN provides background information by presenting a brief history or origin of the place where the conflict took place, as the region where the strongest support for Assad is dominated by the Alawites.

Episode

Not every news media presented the news report in episodes, with BBC Arabic being the only one in these three samples. The seven episodes of BBC Arabic are shown in Table 5 below:

Table 5. Episodes from the Three Media

Media	Episodes
Al Jazeera	<p>Not available</p> <p>There are seven episodes (sub-headings) after the opening paragraph in this article:</p> <ol style="list-style-type: none"> البداية: الهجوم في بيت عانا (The Beginning: The Attack in Beit Anah) سلسلة كمائن (Ambush series) "المجازر المجنحة انتقامية" ("Massacres and revenge attacks") من يقف خلف هذه التوترات؟ (Who is behind these tensions?) احتجاجات وفرض حظر التجاول (Protests and curfew) تصاعد العنف والإعدامات الميدانية (Escalating violence and field executions)
BBC Arabic	

7. التحقيقات (Investigations)

CNN Arabic Not available

This episode unit shows the systematic news writing of the media outlets. In this topic that discusses the chronology of the conflict that occurred on the Syrian coast, BBC media can be said to be more systematic in telling the chronology by loading information into seven sub-themes or episodes, while Al-Jazeera and CNN media do not present the news into sub-themes. The sub-themes or episodes presented by BBC media coherently explain step-by-step the chronology of events on the Syrian coast. It started with the source of the attack from an unknown group in Beit Ana; a series of ambushes committed by the Syrian army; massacres and revenge attacks by military forces; speculation about the figure behind the conflict on the Syrian coast; protests and demonstrations from the community; increasing casualties in the conflict; and ending with the sub-title of the investigation conducted by the Syrian presidency to reveal the cause of the unrest.

Closing

Table 6 below shows the closing statements in the news report regarding the conflict in Syria.

Table 6. Closing from the Three Media

Media	Closing
Al Jazeera	<p>وخلال الأيام الثلاثة الأخيرة شهدت اللاذقية وطرطوس توترًا أمنيًّا على وقع هجمات منسقة لفلول نظام بشار الأسد - هي الأعنف منذ سقوطه - ضد دوريات وحواجز أمنية ومستشفيات، وأوقعت عشرات القتلى والجرحى.</p> <p>Over the past three days, Latakia and Tartous have witnessed heightened security tensions following coordinated attacks by remnants of Bashar Al-Assad's regime - the most violent since his fall—against security patrols, checkpoints, and hospitals, resulting in dozens of deaths and injuries.</p> <p>وبالتزامن مع بدء التحقيقات، أهابت وزارة الدفاع بالوحدات الميدانية الالتزام الصارم بتعليمات القيادة، محددة من أي تجاوزات، وأكَّدت أن أي انتهاك سيواجه برد حاسم. كما أعلنت السلطات أنها سُتخلي منطقة الساحل من لا صلة لهم بالعمليات العسكرية، مع إحالة المخالفين للقضاء</p>
BBC Arabic	<p>Concurrently with the commencement of investigations, the Ministry of Defense called on field units to strictly adhere to command instructions, warned against any violations, and emphasized that any violation would be met with a decisive response. Authorities also announced that they would evacuate the coastal region of those unconnected to military operations, and that violators would be referred to the judiciary.</p> <p>وأدانت المملكة العربية السعودية، الداعم القوي للإدارة السورية الحالية، ما أسمته "الجرائم التي ارتكبها مجموعات خارجة عن القانون" في سوريا.</p>
CNN Arabic	<p>Saudi Arabia, a strong supporter of the current Syrian administration, condemned what it called "crimes committed by outlaw groups" in Syria.</p>

In their closing sentences, the focus of the three mass media above is different from each other. Al-Jazeera ends its news text with an emphasis on the increased security tensions in the Latakia and Tartous regions following attacks from Bashar al-Assad loyalists that damaged many public facilities and claimed many lives. Similarly, the BBC closed the news text with a statement indicating an appeal for victims not related to military operations about evacuation and a warning from the Ministry of Defense about consequences for violators. On the other hand, CNN closed the news text with a statement outside the context of the Syrian conflict through its statement that mentioned Saudi Arabia's position and views regarding the Syrian coastal conflict.

Script Structure

Before discussing script structure in detail, table 7 shows how these three media outlets arrange their scripts in narrating the issue in Syria.

Table 7. Script Structure of the Three Media

5W+1H in Media	News Text	Al-Jazeera	BBC Arabic	CNN Arabic
What	الإخبار والبيان عن حقيقة ما حدث في الساحل السوري الذي أدى إلى المجازر والهجمات	التفاصيل لما حدث في الساحل السوري الذي أدى إلى المجازر والهجمات	التفاصيل لما حدث في الساحل السوري من بيان سكان الساحل السوري	الكشف عما حدث في الساحل السوري
Who	جيش النظام السابق، الأجهزة الأمنية والعسكرية	Details of what happened on the Syrian coast that led to the massacres and attacks	الجيش الجديد، أتباع النظام السابق	مسلحون موالون للحكومة السورية المؤقتة، فلول الأسد (الموالين للأسد)
Where	منطقة الساحل السوري (خاصة اللاذقية و طرطوس)	The New Army, former regime's henchmen	محافظة اللاذقية (خاصة الريف جبلة)	اللاذقية وطرطوس Latakia and Tartous
When	وخلال الأيام الثلاثة الأخيرة شهدت اللاذقية وطرطوس توبراً أمنياً على وقع هجمات منسقة لفلول نظام بشار الأسد	مع حلول مساء ٦ مارس/آذار، ارتفعت حدة العنف بعد خروج مظاهرات مضادة في إدلب وحمص وحماة ودمشق	Latakia Governorate (especially Jableh countryside)	واندلعت الاشتباكات، الخميس ٦ مارس/آذار، اندلعت الاشتباكات، الخميس ٦ مارس/آذار،
Why	فإن التمرد المسلح كان أقرب لمحاولة انقلاب منظم، إذ قسم قائد أركان الفرقة الرابعة في جيش النظام السابق غياث دلا قواته إلى ٣ مجموعات هي: "درع الأسد"، و"لواء الجبل"، و"درع الساحل"	By the evening of 6 March, violence escalated after counter-demonstrations broke out in Idlib, Homs, Hama, and Damascus	وتكتسب هذه القرية أهمية خاصة، إذ تعتبر مسقط رأس اللواء سهيل الحسن، قائد الفرقة ٢٥ سابقاً، الذي كان من أبرز قادة الجيش السوري في عهد الرئيس المخلوع بشار الأسد	إن الحملة كانت محاولة لإخماد تمرد من قبل فلول النظام السابق The campaign was an attempt to quell a rebellion by remnants of the former regime

	<p>The armed rebellion was more of an organized coup attempt, as the former regime's Fourth Division Chief of Staff, Ghiath Dalla, divided his forces into three groups: "Assad's Shield", "Mountain Brigade", and "Coastal Shield".</p> <p>وتشير المعلومات إلى أن الساعات الأولى لهجمات ما سمي نفسه "المجلس العسكري لتحرير سوريا أظهرت نجاحاً في انتشار قواته عند نقاط مفصلية داخل المدن الكبرى ومرآكز محافظة اللاذقية وطرطوس غرب سوريا، إضافة لمدينة جبلة.</p>	<p>This village holds special significance as it is the birthplace of Major General Suheil al-Hassan, the former commander of the 25th Division, who was one of the most prominent commanders of the Syrian army under ousted President Bashar al-Assad</p> <p>وأتجه رجال مسلحون بشكل جماعي إلى اللاذقية وطرطوس ليلة الخميس بعد تقارير عن هجمات على عشرات المواقع في منطقة الساحل، مستهدفة مناطق في ريف اللاذقية وريف طرطوس وقرى جبلة.</p>
How	<p>Over the past three days, Latakia and Tartous have witnessed heightened security tensions following coordinated attacks by remnants of Bashar al-Assad's regime —the most violent since his fall— against security patrols, checkpoints, and hospitals, resulting in dozens of deaths and injuries.</p>	<p>The situation quickly escalated after armed groups launched coordinated attacks on dozens of locations in the coastal region, targeting areas in the Latakia and Tartous countrysides, as well as villages in Jableh</p> <p>Armed men headed en masse to Latakia and Tartous on Thursday night after reports of attacks by Assad loyalists against new Syrian government forces stationed in Alawite cities.</p>

In Pan and Kosicki's framing theory (2010), script structure plays an important role in shaping the narrative and logical flow of the news. The three media, Al Jazeera, BBC Arabic, and CNN Arabic, show script construction that reflects their political position and editorial orientation. Al Jazeera opens the narrative with the emergence of an armed group formed by former military officers of the old regime, followed by the deployment of troops to strategic points, and concludes with confrontations in major cities. This action-reaction-consequence pattern frames the event as a planned coup, and encourages readers to see it as a serious threat to the stability and legitimacy of the new government. Meanwhile, BBC Arabic uses a detailed chronology-based script that describes each stage of the conflict sequentially, from the escalation of violence on March 6 to the spread of unrest to cities such as Idlib, Homs, and Hama. This pattern forms a narrative that gives the impression of a direct presence on the ground, so that readers tend to absorb the conflict as a complex reality that develops from the ground up, with many actors and hotspots. This kind of detail also emphasizes the intensity and scale of the conflict, potentially shaping the perception that the war is pervasive and uncontrollable. CNN Arabic starts its script from the historical dimension by introducing the background of the rulers as former Assad loyalists who are now fighting the new government. CNN uses the pattern of history - evolution - conflict, which shapes the narrative that this conflict is a continuation of an old, unresolved political crisis. In this way, readers are likely to understand the current chaos as a result of the failure of the political transition and internal divisions within the Syrian government itself.

Thematic Structure

Paragraphs, propositions, sentences, relations between sentences, and source quotations

Table 8 shows the thematic structure of the news text, especially regarding the paragraphs, propositions, sentences, relations between sentences, and source quotations.

Table 8. Thematic Structure

Media	Thematic Structure
	<p>The main theme of the Al-Jazeera news text is the explanation of the conflict in Syria. The paragraphs in the news text from Al-Jazeera media are dominated by the theme of statements or information quoted from the new Syrian government, as follows:</p> <p>كشفت وزارة الدفاع السورية مزيداً من المعطيات عن حقيقة ما جرى في مناطق الساحل السوري Syrian Defense Ministry reveals more details about the events that took place on the Syrian coast</p> <p>وتighbت القوى الأمنية التابعة للإدارة السورية الجديدة خسائر بشرية كبيرة Al Jazeera Security forces affiliated with Syria's new government have suffered heavy casualties ولمواجهة ذلك، احتاجت الأجهزة الأمنية والعسكرية إلى عملية مضادة من مرحلتين To combat this, the security forces and military require a two-stage counter-operation وبعد ذلك، قالت وزارة الدفاع السورية إنها بدأت المرحلة الثانية من العملية العسكرية Furthermore, the Syrian Ministry of Defense announced that it has started the second phase of the military operation وسياسيًا، أصدرت الرئاسة السورية، اليوم الأحد، قراراً بشكيل لجنة وطنية مستقلة للتحقيق Politically, the Syrian presidency issued a decree on Sunday to form a national committee The main theme or main topic of the news presented by BBC Arabic is a detailed explanation of the conflict that occurred on the Syrian coast. The news text from BBC media organizes the news into 7 sub-themes that overall support the main theme with the dominance of themes that show conflict situations in each paragraph. Here are some paragraphs that begin with the theme of conflict situations:</p> <p>بدأت الأحداث في قرية بيت عانا بريف جبلة في محافظة اللاذقية، عندما أطلق مسلحون مجهولون النار على دورية عسكرية تابعة للأمن الداخلي The incident began in Beit Ana village in Jableh countryside, Latakia Governorate, when unidentified gunmen opened fire on a military patrol belonging to the Internal Security Forces.</p> <p>ومع تصاعد التوتر، تعرضت قوات الأمن الداخلية لاستهداف في أكثر من عشرة كمائن خلال توقيت متزامن BBC Arabic As tensions rose, homeland security forces were subjected to more than ten simultaneous ambushes مع حلول مساء ٦ مارس/آذار، ارتفعت حدة العنف بعد خروج مظاهرات مضادة في إدلب وحمص وحماة و دمشق By the evening of March 6, violence escalated after counter-demonstrations erupted in Idlib, Homs, Hama and Damascus.</p> <p>تركزت هذه الهجمات في المختارية والمحفة بريف اللاذقية These attacks centered on al-Mukhtariyya and al-Haffeh in rural Latakia.</p> <p>بالتزامن مع الهجمات، خرج متظاهرون من الطائفة العلوية في طرطوس وجبلة وريف اللاذقية Coinciding with the attack, Alawite protesters took to the streets in Tartous, Jableh, and rural Latakia</p> <p>ومع تصاعد العنف في المنطقة، ازدادت المخاوف من انزلاق الأحداث إلى صراع طائفي واسع</p>

As violence escalates in the region, concerns are growing that the events could turn into a wider sectarian conflict

في محاولة للسيطرة على الوضع المتفجر، أعلنت الرئاسة السورية تشكيل لجنة تحقيق

In an attempt to control the exploding situation, the Syrian presidency announced the formation of an investigative committee

This news text only features a few statements from the government, eyewitnesses, and the media. The rest of the text only focuses on describing information related to the conflict that occurred on the Syrian coast in detail. Here are some excerpts from the BBC news text:

قالت قوات الأمن إنها ردت على الهجوم على دوريتها بإرسال تعزيزات. . .

Security forces say they responded to the attack on their patrol by sending reinforcements

وروى شهود عيان وقوع عمليات "إعدام ميداني" استهداف العلوين

Eyewitnesses report "field executions" targeting Alawites

بينما قالت تقارير إعلامية، إن دلا تحالف مع قيادات سابقة في جيش النظام السابق بهدف إسقاط النظام
القائم

Media reports said that Dalla had allied with former army leaders of the previous regime with the aim of overthrowing the existing regime

The main theme of the CNN Arabic news text is the background and details of the conflict on the Syrian coast. The theme and rheme of each paragraph in this text support the information from the previous paragraph. The following is the narration of CNN news about the background of the conflict that occurred on the Syrian coast:

واندلعت الاشتباكات، الخميس، في محافظتي اللاذقية وطرطوس على ساحل البحر الأبيض المتوسط، وهي مناطق كان الدعم فيها قوياً للأسد بين العلوين السوريين. . .

Clashes erupted on Thursday in the Mediterranean coastal provinces of Latakia and Tartous, where Assad's support is strong among Syria's Alawites.

The background explanation continues in the following fourth paragraph:

وتسلط موجة العنف الأخيرة الضوء على التحديات التي يواجهها النظام السوري الجديد في استرضاء المجموعات المخرومة، وخاصة تلك التي لا تزال مدحجة بالسلاح

The recent wave of violence highlights the challenges the new Syrian regime faces in pacifying disenfranchised groups, especially those who are still heavily armed.

After telling the background of the conflict, CNN then provided several paragraphs with themed statements dominated by information from the Syrian government and several statements from balancing groups such as activists and the media, as follows:

- Statement from the government

وقالت وزارة الداخلية السورية، الجمعة: "نحن نقف على عتبة مرحلة حرجة تتطلب الوعي والانضباط"
Syria's Interior Ministry said on Friday: "We are on the verge of a critical phase that requires vigilance and discipline."

وقال أنس خطاب، رئيس الاستخبارات السورية، إن قادة عسكريين وأمنيين سابقين تابعين للنظام البائد يقفون وراء نخطيط وتنفيذ هذه الجرائم

Anas Khattab, the head of Syrian intelligence, said that "former military and security leaders affiliated with the previous regime were behind the planning and execution of this crime."

وقال المتحدث باسم وزارة الدفاع السورية، العقيد حسن عبد الغني، الجمعة، إن كبار مجرمي الحرب ينتشرون في الجبال. . .

Syrian Defense Ministry spokesman Colonel Hassan Abdul Ghani said on Friday that the "main war criminals" were scattered in the mountains ...

- Statements from activists and media

وقال وكالة الأنباء السورية الرسمية "سانا" إنه بعد مقتل العديد من أفراد الشرطة والأمن، "تحركت حشود كبيرة نحو الساحل

Syria's official SANA news agency said that after the killing of a number of policemen and personnel, "a large crowd moved towards the coast".

وقال عبد الرحمن طالب، وهو ناشط صحفي يقيم في اللاذقية، إنه تعرض لهجوم من قبل أنصار الأسد، الخميس، أثناء تغطيته للشتباكات مع قوات الأمن السورية

Abdurrahman Taleb, an activist and journalist based in Latakia, said he was attacked by Assad supporters on Thursday while covering clashes with Syrian security forces.

Rhetorical Structure

Words and Idioms

Words and Idioms found are presented in the table 9 which enhance the rhetorical structure analysis of the three news reports.

Table 9. Rhetorical Structure

No	Naming Categories	Al-Jazeera	BBC Arabic	CNN Arabic
1.	News Actors	قوات الأمن، أنصار قوات الأمن السابقة، فلول النظام السابق، الرئيس السابق، أتباع النظام السابق، القوات المهاجمة، القوى الأمنية العلوبيون السوريون، مجموعات مسلحة، قوات الأمن التابعة للادارة السورية الجديدة، وزارة الداخلية، وزارة الدفاع، الأمن العام، الأجهزة الأمنية والعسكرية، وزارة الدفاع السورية، فلول النظام السابق، متظاهرون من الطائفية العلوية، الرئاسة السورية، فلول الأسد،	قوات الأمن السورية، الجيش الجديد، القوى الأمنية، مسلحون مجهولون، مسلحة، قوات الأمن، الادارة السورية الجديدة، الرئاسة، فلول النظام السابق، الرئاسة السورية،	قوات الأمن، أنصار قوات الأمن السابقة، الرئيس السابق، فلول النظام السابق، القوى الأمنية العلوبيون، مجموعات مسلحة، قوات الأمن، الادارة السورية الجديدة، وزارة الداخلية، وزارة الدفاع، الأمن العام، الأجهزة الأمنية والعسكرية، وزارة الدفاع السورية، فلول النظام السابق، متظاهرون من الطائفية العلوية، الرئاسة السورية، فلول الأسد،
2.	Activities/events	Remnants of the former regime, attacking forces, security forces of the new Syrian administration, security and military services, Syrian Ministry of Defense, and the Syrian Presidency	Syrian security forces, new army, former regime supporters, unknown gunmen, armed groups, internal security forces, Ministry of Defense, General Security, remnants of the former regime, Alawite protesters, and the Alawite presidency	Security forces, supporters of the former president, Syrian Alawites, Syrian Ministry of Internal Affairs, Syrian Defense Ministry, and Assad's remnants

Attacks, military confrontations, military operations, clashes violence, ambushes, massacres, revenge, field executions, looting and burning, and violations	Armed confrontations, clashes, unrest, sectarian violence, crimes, and demonstrations
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Each different news text has the potential to use different words to name or indicate the same thing (Jeffries, 2009). The three media above used several different words to indicate the same actors and events of the conflict in the Syrian coast. One of them is in mentioning the rebels who are strongly suspected of being loyalists of the previous Syrian government (led by Bashar al-Assad). The al-Jazeera media refer to them with the phrase “فُلُول النَّظَامِ السَّابِقِ” (remnants of the former regime) without any other explanatory phrases, while the BBC and CNN media refer to them with the phrases “أَنْصَارُ النَّظَامِ السَّابِقِ” (followers of the previous regime) and “أَتَّبَاعُ النَّظَامِ السَّابِقِ” (supporters of the previous regime), before later referring to them by the same phrases “فُلُولُ النَّظَامِ السَّابِقِ” (remnants of the previous regime), and “فُلُولُ الأَسْدِ” (Assad's remnants). The term “فُلُول” translates as “remnants” and is commonly used by Arab media. The origin of the term “فُلُول” (remnants) can be traced to Egypt during the 2011 popular uprising influenced by the Tunisian revolution. The term was used to describe parties or groups associated with the previous regime (Abdullah, 2025). Explanatory phrases for the term, such as those found in the BBC and CNN media, can provide more understanding for readers about the actors in the news text.

Besides, in explaining the events that occurred, al-Jazeera is more inclined to use military terms from the government side, as listed in the table above. The BBC and CNN used several words that show the violence and atrocities that occurred between the military and rebels in the conflict on the Syrian coast, such as the phrases “المُواجهَاتِ” (confrontations), “أَعْمَالُ العنْفِ” (violent acts), “عَمَلِيَّاتِ” (operations), “جَرَائِمِ” (crimes), “إِعدَامٌ مَيَادِيٌّ” (field execution), and “حَرْقٌ وَخَبٌ وَرَقٌ” (looting and burning). The bias in the use of these words can form a perspective that shows that Al-Jazeera media focuses more on the news from the military side of the Syrian government, while BBC Arabic and CNN Arabic focus more on the details of each event related to the Syrian coastal conflict.

CONCLUSION

This research focuses on examining the news structure of the three news outlets, which includes syntactic, script, thematic, and rhetorical structures. Based on the findings of this research, the structure of each news media had some similarities and differences in reporting the chronology of the bloody conflict that occurred on the Syrian coast. According to the syntactic structure of each article, the three media have different systems and focus on presenting the chronology of the Syrian conflict. Al Jazeera focuses on the official statements of parties directly related to the conflict, BBC focuses on the details of the conflict chronology, and CNN focuses on revealing a brief history behind the emergence of rebel groups on the Syrian coast. As for the other structures, the three media are not much different in the preparation of news articles, especially in the rhetorical structure, which shows that the three media use several terms that have similar meanings and are commonly used by the public in the Middle East conflict. By examining the framing strategies of the three international media above, this research reveals the differences in the attention of the news focus in each article, even though the news theme is the same. Therefore, news readers should not only read an article from one source and read articles from other news sources for comparison or complementary insight.

Future research could quantitatively explore the relationship between media framing and public knowledge, given the increasingly free distribution of news articles that are easily consumed by readers. Such quantitative exploration may involve large-scale surveys, experiments, or corpus-

based statistical analysis to measure how different framing strategies influence readers' comprehension, perceptions of conflict actors, emotional responses, and trust in international media, thereby clarifying the causal relationship between framing patterns and audience understanding in rapidly circulating digital news environments. In addition, research on news framing through various multidisciplinary approaches, such as sociocultural, political, and historical studies, will also deepen general insights into the effects of framing news articles as generational connectors, as these perspectives enable scholars to investigate how media frames interact with cultural values, ideological positions, power relations, and historical narratives across time, shaping collective memory and intergenerational interpretations of conflict.

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