

A Critical Discourse Analysis of BBC News Headlines about Al-Aqsa Flood Operation against Israel

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Abstract:

This study aims to examine the portrayal of Hamas in the headlines of the BBC agency, to reveal the linguistic representation and any underlying ideology. This study will analyze (١١) headlines related to the Al-Aqsa Flood Operation against Israel. Leeuwen's model is used to analyze the headlines to answer the study's questions. This analysis concludes that Hamas is more frequently included rather than excluded. Hamas is represented as a negative entity by different strategies like "categories: generalization, assimilation, association, determination, identification, functionalization personalization, activation, and passivation." The BBC frequently uses negative vocabulary, such as "control, capture, seize, attack, fall, assault and kill" to portray Hamas forces as assailants, which is the source of this negative mindset. According to the investigation, the BBC agency showed Hamas as an active and dynamic social player on a negative level.

Keywords: Hamas, Exclusion. Inclusion Al-Aqsa Flood Operation, ideology, Social Actors Approach (SAA) and CDA.

تحليل نقدي لخطاب لعناوين الإخبارية في قناة بي بي سي حول عملية طوفان الأقصى ضد إسرائيل

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الملخص:

تهدف هذه الدراسة إلى تحليل صورة حماس في العناوين الرئيسية لووكالة بي بي سي من أجل اظهار التمثيل اللغوي بواسطة الكشف عن الأيديولوجيات الكامنة وراءها. يخضع ٢١ عنواناً مرتبطاً بعملية طوفان الأقصى ضد إسرائيل للتحليل بواسطة نموذج ليويين (٢٠٠٨) للإجابة عن تساؤلات الدراسة. ويخلص هذا التحليل إلى أن حماس يتم تضمينها في كثير من الأحيان بدلا من استبعادها. حماس يتم تمثيلها كيان سلبي. وتستخدم هيئة الإذاعة البريطانية في كثير من الأحيان أفعال السيطرة، والقبض، والاستيلاء، والهجوم، والسقوط، والاعتداء، والقتل، وغيرها من الكلمات المشابهة لتصوير قوات حماس كمهاجمين، وهو مصدر هذه العقلية السلبية. وبحسب التحقيق، أظهرت وكالة بي بي سي حماس لاعب اجتماعي نشيطاً وديناميكي على المستوى السلبي.

الكلمات المفتاحية: حماس، الإقصاء. الشمولية: عملية طوفان الأقصى، الأيديولوجيا، التمثيل، التحليل النقدي للخطاب

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1. Introduction

Critical Discourse Analysis (CDA) is an academic field that examines discourse within the framework of society. This text describes a language's structure and seeks to elucidate the interconnections among language, society, and ideology. Simpson (1993) characterizes these interactions as instances where words employed cannot be considered impartial, devoid of values, or completely free from subjective perspectives. Forming one's identity is influenced by personal experiences, cultural expectations, political views, and organizational procedures, commonly called ideology. Therefore, Critical Discourse Analysis CDA attempts to "investigate critically social inequality as it is expressed, signalled, constituted, legitimized and so on by language" (Wodak, 2001, p.2)

The current study utilizes CDA to explore how this method is used in headlines. Media typically offer news articles characterized by truthfulness, accuracy, and comprehensiveness. This approach empowers audiences to form independent opinions regarding the information presented. In practice, news stories published in media often undergo summarization, simplification, polarization, intensification, and personification. The target audience is provided with a modified version of the first narrative of the incident, which can influence their perception of the world (Nordlund, 2003). Hence, each headline article is composed and expressed based on a specific ideological standpoint, influenced by financial, political, and cultural variables.

Critical Discourse Analysis (CDA) encompasses various methodologies and approaches. Van Dijk (2003) clarifies that critical discourse is a methodological approach that examines social actions and their associated discourses., such as misuse of authority, domination, and injustice, perpetuated and portrayed through spoken or written expression within the political and societal sphere. According to Van Leeuwen (2008), Critical Discourse Analysis is a theoretical framework that employs a critical lens to analyze verbal communication, emphasizing power dynamics, ideological influences, and dominant discourses.



In contemporary society, the media plays a crucial role and holds a prominent position due to its function as a means of disseminating information about various aspects of daily life. As Richardson (2007, p.7) says, "The media's purpose is to assist citizens to gain a deeper comprehension of their daily lives and their place in the world." This function efficiently conveys and comprehensively clarifies war actions for different local and global viewers rather than merely conveying facts on a surface-level basis. Fowler (1991) claims that the field of the media is not an accurate representation of reality but rather a distorted and evaluated one. Globally, the news media are responsible for covering conflicts and wars worldwide.

Matheson (2005) asserts that discourse analysis of the media examines the predominant representations of the social world and the types of interactions media texts established between people and the world. The analysis explores how meaning is constructed in various media texts, revealing the diverse perspectives and modes of interpretation.

Consequently, the foreign media assumed the responsibility of reporting on significant occurrences such as the "Operation Al-Aqsa Flood" aimed at countering the Israeli occupation. The BBC has provided coverage of the events that have transpired since the commencement of the Al-Aqsa Flood operation on October 7, 2023, as documented in its publications. The researcher posits that the linguistic portrayal of the perpetrators of the Attack (Hamas) in the headlines of BBC incorporates specific beliefs and extends beyond a mere depiction of the factual incident. Montgomery (2007) points out that employing negative terminology may successfully hold readers' focus, as negativity has been identified as a dominant element in the news. In addition, he states that sensational headlines include negatively charged terminology, verbs that indicate destructive or debilitating deeds, derogatory adjectives, word combinations, and negations that create negative meanings. These ideological frameworks can influence individuals' perspectives and reactions toward Hamas. Consequently, the study selected the BBC

channel, known for its worldwide influence, to examine its portrayal of Hamas through its headlines.

2. Research Questions

1. What ideologies do the BBC agency's headlines reflect toward Hamas?
2. What are the linguistic strategies that are used in the BBC's headlines toward Hamas in coverage of the Al-Aqsa Flood Operation against Israel?

3. van Leeuwen's approach

According to Van Leeuwen (2008), discourse is the framework for making sense of the world. His theoretical foundations in discourse investigation provide a means of reconstructing these dimensions. His model of discourse provides methodologies for the reconstruction of these forms via the application of textual criticism. The foundation of this framework is rooted in four essential concepts presented by four prominent philosophers. This framework draws upon Bernstein's notion of recontextualization, Halliday's transitivity concept, Foucault's discourse hypothesis, and Martin's activity theory system (Van Leeuwen, 2008). Social Actor Analysis (SAA) refers to the anthropological and critical analysis of social actors, focusing on their language awareness (van Leeuwen, 2008). Waugh et al. (2015) state that the SAA Approach relies on social classifications, such as agency, rather than linguistic characteristics, such as the passive construction of sentences.

Baker and Ellege (2011) argue that social actors refer to persons depicted as participants within sentences. These individuals can function as "agents" or "goals" in used phrases. According to Van Leeuwen (2008, p. 32), using both the active and the passive tense and transitivity structures serves a significant purpose in portraying social participants. Nevertheless, it is important to note that social actors and agency cannot be solely shown via syntactic categories. The approach proposed by Van Leeuwen (2008) proves significant in illustrating the function of social

actors inside a text through socio-semantic classifications instead of grammatical division.

At a linguistic level, "agent" refers to the entity responsible for acting, characterized by consciousness, intentionality, and the ability to produce observable effects. In an active sentence, the verb's subject is the clause's agent, while the clause's 'patient' is the person or thing affected by the action.

Regarding Van Leeuwen (2008), certain texts omit any mention of social actors regarding exclusion. In certain instances, the omission within the text does result in a lingering presence, prompting readers to inquire about the individuals and occurrences involved. Alternatively, readers can infer information or establish connections between pieces of information through deduction.

Van Leeuwen (2008) argues that the issue of exclusion is crucial for CDA research to consider since it is a common strategy used by text creators to further their agendas and desires. He employs the terminology of "Exclusion" and "Inclusion" to denote social actors. Depending on the writer's intentions and ideological stance, social actors may either be incorporated or ignored.

- a. **Exclusion:** This subtype focuses on language systems that eliminate actors for multiple purposes. Suppression and backgrounding are subtypes of exclusion. Suppression eliminates social actors and their behaviors from texts. However, backgrounding indicates that social actors depart from a text.
- b. **Inclusion** The frequency of social actors being explicitly referred to and placed at the center of attention increases in certain texts. According to Van Leeuwen (2008), inclusion can be categorized into various types.
 - i. **Activation and Passivation:** *Functional agency* is the phenomenon in which a social actor is considered the primary agent charged with certain behaviors, hence recognized as a significant contributor and influencer

in a specific action. *Passivation* is a linguistic phenomenon in which the social actor is portrayed as the target of an action or as affected by it.

- ii. **Generalization and Specification:** it refers to generalized or particular representations that significantly describe social actors. Within this classification, Van Leeuwen emphasizes the distinctions that arise whenever social actors are portrayed as a collective group (genericized) or as distinct and recognizable individuality (specified).
- iii. **Assimilation:** Van Leeuwen (2008) highlights how press coverage intended for the middle-class audience portrays professionals distinctly while simultaneously representing "typical individuals." Generally, Social participants can be designated either as distinct people via a phenomenon known as individualization or as collectives via an approach known as Assimilation. (Van Leeuwen 2008). Assimilation can be aggregation or collectivization. Aggregation involves quantifying individuals into groups using statistical methods, whereas collectivization employs different techniques that refer to a group, such as "this society," the term "people" (van Leeuwen, 1996, p. 49).
- iv. **Association:** The term "association" refers to collectives established by social participants. However, the specific labels for these actors or groups are not included in the text, even though references may be made to the actors or a community comprising the association. Dissociation indicates the phenomenon of un-forming association, wherein a text establishes a connection between two entities and disestablishes this connection (Van Leeuwen, 2008).

- v. **Indetermination:** Indetermination arises when social participants are not explicitly identified or hidden, often denoted by generic terms like 'somebody.' On the contrary, determination refers to the explicit specification of the identity of these actors. Alternatively, social actors can be designated or portrayed based on their distinct individuality, identities, or roles in common with others (Van Leeuwen 2008).
- vi. **Functionalization/Identification:** Social agents can be functionalized or identified. Functionalization represents social actors depending on what they can do or perform. In contrast, identification represents them exactly as they are (Van Leeuwen 2008). Functionalization is commonly achieved by one of the subsequent methods. Firstly, a noun can be derived from a verb by appending suffixes, such as the addition of "-er" in the case of the word "announcer." Secondly, combining nouns indicates places or instruments that are connected to action and extremely generalized distinctions, such as the joining of "swords" and "man" in "swordsman," reflecting a noun implying a location or equipment tightly associated with an action. There are three sorts of identification: categorization, relational, and physical identification. Classifying involves representing individuals in society by class, maturity, sex, color, religious belief, and so on. Relational identification occurs when individuals are shown and categorized by their interpersonal connections or familial ties. van Leeuwen (2008). Mentions that possession can be realized through possessive pronouns, post-modifying phrases, or the genitive case. Physical identification

occurs when individuals are depicted or portrayed by their physical attributes.

- vii. **Personalization and Impersonalization:** Personalization occurs if people are recognized as unique individuals. Using abstract or concrete nouns without the term "human" element might impersonalize social participants (van Leeuwen, 2008). Social agents may appear personified or impersonalized. Social participants are represented as humans by particular pronouns, actual names, nouns, or other 'human' options (Van Leeuwen 2008). Textual personalization represents human beings' social actors using terms that lack the meaning attribute of 'people.' Many impersonalizations use abstract or concrete words for inhumane things.

4. Previous Studies

Al-Badawi and Al-Najjar (2021) investigated the political discourse in news headlines about the mosque tragedy in Christchurch City in northern New Zealand by applying a critical discourse approach. They wanted to know exactly the effect of power and ideology in headlines. The analysis is based on (39) new headlines extracted from the online platforms of BBC and CNN. Fairclough's (2013) sociocultural approach was used to analyze the headlines. According to the study's findings, the news organisation frequently employed passive voice when characterizing the attacker in headlines, as New Zealand policy requires. However, they emphasized their reaction to the attack by using an active, vocal structure when discussing the victims, their relatives, and New Zealanders in general. Additionally, the utilization of metaphor as a rhetorical tactic suggests that terrorist activity is an infrequent occurrence in the country of New Zealand.

Kazemian and Hashemi (2014) analyzed the five discourses of Barack Obama in 2012. The study investigates many aspects of these discourses,

including repetitions, identifying functions, rhetorical techniques, passivation, and interpreting effective and dominating concepts and metaphors in political discourse. Fairclough's (2003) critical analysis of discourse approaches from a Halliday viewpoint is applied to illustrate the orator's employment of these techniques in speeches to achieve his overall political ambitions. The study additionally determined that the US president frequently utilizes rhetorical devices, particularly parallel metaphors and the unification strategy. The rhetorical tools examined in the study were employed as persuasive elements to effectively enhance discourse performance, coordination, and attractiveness to communicate ideologies to the intended audience.

In a study conducted by Klymava (2016), critical discourse analysis was employed to examine the utilization of language in shaping specific ideological perspectives within the international media coverage of the Ukrainian conflict preceding the launch of the 2022 war. The study relied on two disciplines: critical discourse analysis and systemic functional linguistics. The study aimed to demonstrate the role of political ideology in press coverage. The sample included 12 news reports covering three separate major crises. The study analyzed the rhetorical methods and linguistic devices employed by the producers of these mass-media discourses to convey similar actions but from differing ideological orientations. The study's findings illustrate the impact of media coverage on national decisions regarding politics and the economy by using media information. The investigation's findings reinforced the significance of discourse in shaping ideological perspectives regarding events.

5. Methodology

This study focuses on conducting a linguistic analysis of news headlines covering the Al-Aqsa operation against the Israeli entity, examining how Hamas is presented to the public. The study adapts Van Leeuwen (2008) Social Actors Approach (SAA). It will analyze (21) headlines using the Van Leeuwen model to answer the questions of the study.

5.1. Data Collection

The data for this study were gathered entirely from the official website of BBC channel on the internet. (<https://www.bbc.com/news>). Special (21) headlines in the media coverage of the Al-Aqsa Flood operation against Israel were collected, covering the period from 7th to 20 November.

5.2. Critical Discourse Analysis of BBC News Headlines

The present study thoroughly investigates the media coverage of the Al-Aqsa Flood operation; the study classifies this coverage into four fundamental headline classifications. The first description of victims. Second, a description of the event. Third, the reaction of Israel, and lastly, the reactions of other relevant parties. All data will be critically analyzed according to the above classifications. The BBC focused most of its news headlines at the beginning of Operation Al-Aqsa on describing the victims. As seen in the headlines (1,2)

- (1) *"More than 10 Britons feared dead or missing in Israel"*
- (2) *"More than 250 bodies found at site of Israeli Supernova festival – rescuers"*

On the level of Activation/Passivation, BBC uses passivation rather than the active form in the two headlines above to emphasize victims without mentioning social actors.

The previously mentioned discourse tactic can be considered one that deliberately obscures causality and agency, thereby portraying events such as "dead, missing, terror, killing, fled, bodies recovered, and massacre" without attributing responsibility to any specific individuals or groups. Since this media coverage does not involve agents, the media agency has highlighted the victims. The BBC deliberately refrained from explicitly identifying the perpetrator, instead focusing on the individuals who were victims of the attack.

Nordlund (2003) mentions that newspaper headlines may emphasize the participant's role, diminish it, or delete it entirely. BBC News's utilization of the passivation approach has an ideological purpose since it aims to draw attention to the significance of victims. Moreover, the magnitude of losses appears to be a significant sum of fatalities concerning previous attacks in Israel's contemporary history, as the total number of dead in the present event exceeds the levels of most prior attacks.

Regarding determiner usage, BBC employs the word "More" in headlines. (1, 2) as a determiner with plural countable to emphasize increased victims. Employing the quantifier more to talk about additional quantities, amounts, and degrees refers To the attack's size and severity.

Concerning Nominalizations, in the headline (1) above, the verb "missing." is nominalized. The social actor loses its status as a subject of its actions. *Nominalizations* are a language process that can be utilized to achieve suppression. This phenomenon arises when a verb is transformed into a noun by omitting the agent of the action, resulting in verbs functioning as nouns. According to Halliday, this linguistic phenomenon is characterized as a mechanism for generating grammatical metaphors, wherein verbs and adjectives are transformed into nouns that do not operate as elements inside the clause. BBC tends to give the victims more impetus through a declarative mode. As seen in the headlines (3,4)

(3) ***"Judith and Natalie Raanan: Mother and daughter among Americans missing in Israel"***

(4) ***"Missing Irish-Israeli woman's relatives 'only have hope'"***

BBC mentions the participants (mother, daughter, and Irish-Israeli woman's relatives) as victims. In its headlines, BBC used a declarative mode to represent the participants as victims. The lexical choices employed in this context effectively convey the challenges and difficulties suffered by the victims, their friends, and their relatives.

The concept of activation in media can be expressed through various mechanisms. The circumstantial realization occurs when a social actor precedes via the prepositional circumstantial phrase "from." This

grammatical characteristic shows an uncommon expression, illustrated by the headline (5).

(5) ***"Israel attack: PM says Israel at war after 250 killed in attack from Gaza"***

By using the adverbial prepositional phrase "in attack from Gaza," the headline implies the assailant of the attack. This technique is linked ideologically by Referring to the source of the attack to represent Gaza City negatively.

The media description of the event is essential to media coverage. The BBC tends to use linguistic strategies to describe the Al-Aqsa Flood operation. As in headlines (6,7,8)

(6) ***"Panic and fear as Israeli festival-goers run from gunmen"***

(7) ***"Israeli music festival: Londoner's son fled militant attack"***

(8) ***"Hundreds of gunmen infiltrating communities near the Gaza Strip"***

In the headlines above, The BBC attempts to render Hamas more generically. This implies that the BBC avoids explicitly specifying the age, ethnic background, belief system, gender, occupation, and other relevant attributes of Hamas. Hamas is commonly portrayed in more general terms as a collective entity rather than as distinct and recognizable human beings. The BBC consistently employs the terms "militants" or "gunmen" when referring to this particular group. This phenomenon is commonly referred to as "assimilation." To clarify, Hamas is characterized by Assimilation rather than individualization since it is referred to as "Hundreds of gunmen." Assimilation is employed when the actor is shown as part of a collective entity.

Consequently, the process of genericization is occurring due to the perception of Hamas as an unfamiliar entity with hurtful and anti-Western sentiments. The process of genericizing Hamas holds significance in forming distinct social categories, delineating between 'we' and 'them.' The BBC presents Hamas as an external entity rather than as an inclusive part of our community. This is most evident in how BBC

headlines present Hamas, labeling its members with negative adjectives like "radical" and "extremist."

Regarding activation level, the headline (6) shows the agent's role using The conjunction "as." BBC uses this tool to describe one event that happens while another is in progress. The media uses the structure to focus on the actor's role. The case of escape " festival-goers run" was described concerning the cause.

On the level of Indetermination, BBC uses "Nobody" as an indefinite pronoun to refer to the absence of a group of people. Indetermination happens when social actors are depicted as indeterminate or anonymous, while determination occurs when their identity is specified in some way. Indetermination is commonly expressed by indefinite pronouns (Caldas-Coulthard & Coulthard, 1996). "Anybody" as an indefinite pronoun replaces the subject or the object. as in:

(9) ***"Nobody could help us' - Shock and anger in Israel's Ashkelon"***

In this case, indetermination makes a social actor anonymous. The BBC tries to give social actors a sensation of inhuman legitimacy, a feeling of invisible but very real coercive force. BBC uses this technique To describe the magnitude and horror of the event. The modal (could) is employed to express possibility or make suggestions. Through this grammatical strategy, the channel attempts to sympathize with those affected and hint at the right to reply. Hence, in the headline (11), Hamas represents responsible agents by giving them animate roles. The using of the preposition "after" to show the actor. BBC uses this technique to reflect the structural pattern of activation. As in:

(10) ***" Israel faces 'long, difficult war' after Hamas attack from Gaza"***

In such circumstances, the representation of the agents emphasizes their accountability for acts. According to Al-badawi and Al Najjar (2021), activation as a discursive tactic is utilized in news headlines to show agents with complete control over and responsibility for their acts.

As seen in the headlines above (6, 7, 8) concerning functionalization and identification. The BBC regularly employs language that directly conveys notions of radicalism and extremism, including terms such as "gunmen," "militants," and "atrocities." As indicated in the headline (11)

(11) ***"Israeli community frozen as Hamas atrocities continue to emerge"***

The term "atrocities" carries a negative connotation when referring to Hamas as a social actor. The Oxford Dictionary contains equivalent definitions for most of these terms, describing them as a means of achieving ideological goals, especially those related to societal and political transformations. This implies that Hamas is portrayed as a force seeking extreme political and social transformation. Furthermore, the BBC headline uses the negative judgment of the superlative form "worst nightmare" (12).

(12) ***"Israel hostage crisis is every government's worst nightmare"***

The employment of such a strategy appears as a tool to augment and increase the gravity of the attack. The BBC used this tactic in headline producing to portray Israel as a peaceful country with no history of terrorism. The BBC covered the Israeli reaction; to focus on the actor's reaction, the BBC tends to active the social actor (Israel) to show the reaction to the Hamas attack. As in:

(13) ***"Israel vows 'terrible' response to Hamas attack"***

(14) ***"Israel launches air strikes in response to Hamas attack"***

Israel may also be portrayed as an active grammatical entity when performing the role of an agency, as exemplified by phrases such as "Israel launches" and "Israel vows a 'terrible' response." This phenomenon signifies an ongoing process. This implies that the BBC tends to attribute agency to Israel and presents it as the main actor. The term "In response to..." in the headline (14) may convey an attitude of defensiveness and is typically included when addressing an adverse

event. Furthermore, BBC uses the modal auxiliary technique to confirm that Israel can respond to the Hamas attacks. As seen in:

(15) ***"Israel says it will increase Gaza strikes, telling more people to flee south"***

The modal auxiliary "will" serves a symbolic function that conveys a sense of confidence. According to Crystal (2008, p. 309), the word "modality" is employed in semantic variables and grammatical analysis to describe the differences in attitude conveyed by the verb and related concepts. The BBC attempts to use cognitive effects by depicting Israel's military capability as a possible mission. Within the socio-political framework, this approach is also widely regarded as a long-term preventive strategy to safeguard the security of Israeli society. BBC agency employed the adverbs of time to describe the Israeli reaction.

(16) ***"Israel says retaliation against Hamas has only just begun"***

BBC uses "Just" as an adverb of time to indicate that something has happened now and to emphasize the quick reaction of Israel.

The BBC aims to convey to its audiences that Israel is currently engaged in a state of conflict due to the perceived threat to its national security, as shown by the inclusion in the following headline.

(17) ***"Israel declares war on Hamas after deadly attack"***

In the headline above, Israel played a significant role as an active participant by using the "declare" about their legitimate right to take revenge for the attack. The BBC aims to convince public opinion that Israel is currently experiencing a state of conflict as its national security is being jeopardized. The BBC highlighted the portrayal of Hamas, its leaders, and its military forces by depicting them as negative participants in current operations to shape readers' perceptions that Hamas is taking part in actions that harm and oppress Israel. This was achieved using the adjective "deadly" to characterize the attack operation. BBC increases Operation Al-Aqsa Flood coverage by highlighting other parties' reactions.

The BBC wants to relate the Al-Aqsa flood effort to regional and worldwide parties. On the level of association, The social actor is associated with an external entity that is not required to be explicitly referenced in media coverage. The BBC described Hamas and Israel's regional and international connections differently. In other words, the social actor must be associated with a single activity and not need to be an integral part of a certain group. as in the headline (18)

(18) ***"Israel-Hamas War: Egypt's reaction and relationship"***

Regarding political Association, in the headline above, The BBC is trying to link the attack to regional relations by referring to "Egypt's reaction" to Hamas' political support; this is clear through the use of the conjunction "and" to connect the noun "relationship. The BBC uses this technique because of the power gained by Hamas after carrying out an operation on large areas within the occupied territories. BBC associates Hamas with other groups activated in countries like Iran.

(19) ***" US \$6bn deal with Iran under scrutiny in wake of Hamas attack on Israel"***

The linguistic appearance of association can occur through the coordination of nominal groups. The BBC presents Hamas as having gained increased influence and control operations.

Concerning the Appraisalment, Hamas is represented negatively using nouns that Determine whether to view a social actor as bad, positive, adored, despised, or pitied. As in:

(20) ***"Vigil for victims of Hamas attack held in London"***

The term "victims of Hamas" serves as an indication of the group's ruthlessness. Nevertheless, the BBC uses this framework to draw attention to the impact wielded by Hamas. However, the portrayal of this power remains predominantly negative. The preposition "for" was added to show the reason behind the " Vigil ."Through this structure in the headline above, the BBC is trying to show the sympathy and feelings of society and public opinion with the victims. Appraisalment is usually

conducted using a collection of nouns and idiomatic expressions denoting the appraisal process. According to Molek-Kozakowska (2013), focusing on emotions in writing can influence how individuals perceive and feel, shifting the reader's focus. This makes it an effective tool for creating spectacular headlines by media professionals.

Regarding active and dynamic actors, This strategy is used in the BBC's media to support Israel and present Israel's allies.

(21) *"US moves warships closer to Israel after Hamas attack"*

The United States is generally seen as an active and dynamic entity that plays a significant role in decision-making within the community. *Participation* is the primary mechanism by which social actors acquire the dynamic force within texts. The portrayal of an active representation to the audience demonstrates the significant role attributed to the actor. Hence, this activation is driven by political considerations. The United States is depicted as an operated social actor.

6. Conclusion

This study shows that Hamas is included rather than excluded. The BBC attempts to demonstrate that Hamas is responsible for terrorism. However, Hamas is portrayed as a participating social actor; BBC uses this linguistic method for ideological reasons. This activation is due to Hamas' dynamic power. Representations of Hamas militants in action suggest that they are entirely to blame for the displacement, suffering, and tragedy as a result of the Al-Aqsa Flood Operation against Israel. BBC frequently shows Hamas as a negatively active social actor.

Despite the negative linguistic representation of Hamas, the BBC identifies the strengths of Hamas through the following categories: generalization, assimilation, association, determination, identification, and personalization. This has ideological significance because Hamas is seen as a strong social actor. The BBC often portrays Hamas as being more strong and dominant than it ever was. Although the BBC acknowledges Hamas' power and ability, it does not portray Hamas

positively. That is, Hamas uses negative power in their attacks, often known as "negative force." Furthermore, giving Hamas agent roles highlights how negatively this social actor is portrayed.

Moreover, the BBC regards Hamas as an "out-group" rather than an "in-group." Using van Leeuwen's categorization, appraisal, and functionalization, Hamas is portrayed negatively through the use of common words or phrases that show the group's aggression and create it as a negative other. This negative attitude stems from the BBC's frequent use of the terms control, capture, seize, attack, fall, assault, kill, and so on, which portray Hamas fighters primarily as attackers. Thus, it follows that Hamas fighters are viewed as invaders and criminals.

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