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## A framing analysis of William A. Gamson on the news “The Death of Yahya Sinwar” in *France24* and *Al-Hurroh*

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### Abstract

This study aims to determine the framing patterns used by international media, especially *France24* and *Al-Hurroh*, in reporting the conflict related to the death of one of Hamas' main leaders, Yahya Sinwar, due to Israeli airstrikes in Gaza. This research used a qualitative content analysis approach based on the framing theory developed by William A. Gamson. The data were obtained from news articles that discussed the Sinwar death incident and Hamas' response to the event. The results of the analysis show that the framing devices in the reporting of Yahya Sinwar's death in both *France24* and *Al-Hurroh* media consist of metaphors, catchphrases, examples, depictions, and visual images. In contrast, the reasoning device consists of a root, appeal to principle and consequences. The use of these framing and reasoning devices shows that in the reporting of Yahya Sinwar's death, there are differences in framing patterns that affect how information is conveyed and perceived. *France24* frames events in a strategic and political context, while *Al-Hurroh* builds more fact-based narratives. The findings underscore the different framing approaches by the two media outlets that can influence readers' perceptions of the Hamas-Israel conflict and potentially shape public opinion and global policy on Middle East issues.

### Kata Kunci:

Analisis framing;  
konflik Hamas-Israel;  
Yahya Sinwar

### Abstrak

**Analisis framing William A. Gamson pada berita "Kematian Yahya Sinwar" di *France24* dan *Al-Hurroh***

Penelitian ini bertujuan untuk mengetahui pola pembingkai yang digunakan oleh media internasional, khususnya *France24* dan *Al-Hurroh*, dalam memberitakan konflik terkait tewasnya salah satu pemimpin utama Hamas, Yahya Sinwar, akibat serangan udara Israel di Gaza. Penelitian ini menggunakan pendekatan analisis isi kualitatif berdasarkan teori *framing* yang dikembangkan oleh William A. Gamson. Data diperoleh dari artikel-artikel berita yang membahas tentang insiden kematian Sinwar dan respons Hamas terhadap peristiwa tersebut. Hasil analisis menunjukkan bahwa perangkat-perangkat framing dalam pemberitaan kematian Yahya Sinwar pada kedua media baik *France24* maupun *Al-Hurroh* terdiri atas metafora, *catchphrase*, *examples*, *depiction*, *visual image*; sedangkan perangkat penalarannya terdiri atas *root*, *appeal to principle*, *consequences*. Penggunaan perangkat-perangkat *framing* dan perangkat penalarannya ini menunjukkan bahwa dalam pemberitaan kematian Yahya Sinwar terdapat perbedaan pola pembingkai memengaruhi cara informasi disampaikan dan dipersepsi. *France24* membingkai peristiwa dalam konteks strategis dan politik, sementara *Al-Hurroh* lebih membangun narasi berbasis fakta. Temuan ini menekankan perbedaan pendekatan pembingkai oleh kedua media tersebut yang dapat memengaruhi persepsi pembaca tentang konflik Hamas-Israel dan berpotensi membentuk opini publik dan kebijakan global terkait isu-isu Timur Tengah.

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## 1 Introduction

Mass media plays a crucial role in shaping public views and social perceptions of events. One of its main functions is to disseminate information to the public. However, in the process of delivery, the media is often not completely neutral but rather frames (framing) an event according to a certain perspective. This framing phenomenon affects the way readers understand an issue (Goffman, 1974). Therefore, framing analysis is essential because through this study, we can understand the biases, ideologies and hidden agendas contained in the news, which have the potential to influence public opinion and political policies.

Framing analysis is a crucial method in communication studies that examines how the media packages social issues to influence public understanding and perception. This concept was first explained by Erving Goffman, who described the concept of framing as a cognitive structure that helps individuals interpret events in social life (Goffman, 1974). Robert M. Entman also developed this concept by stating that framing involves the process of selecting and highlighting certain aspects of reality in order to identify a problem, determine its causes, provide moral judgment, and provide solutions (Entman, 1993). Meanwhile, William A. Gamson defines framing as the use of symbolic elements designed by the media to shape public opinion through the narrative presented. By framing an issue, the media indirectly guides readers in understanding events and building a point of view that is in line with certain interests (W. A. & A. M. Gamson, 1989).

In addition, David Snow and Robert Benford define framing as a way for social groups to demonstrate their identities and needs in the context of struggle (Benford, 1988). Framing is also defined by Todd Gitlin as the way the media selects and accentuates certain parts of an issue to attract readers' attention (Gitlin, 1980). However, according to Dietram A. Scheufele, framing consists of two categories: media framing, which is the way the media frames the issue, and audience framing, which is the way readers understand the information (Scheufele, 1999). From the perspectives of these various figures, we can understand that framing analysis helps us understand how the media create narratives that shape public perception of an issue by emphasising certain aspects that are considered important.

In the study of news coverage of an event, framing analysis theory is very relevant because it can help us understand how the media influences public perception of an issue. The media does not just convey facts but also selects, accentuates, and packages information in each news story, which has an impact on the meaning of the reader. Through framing, the media can find out which elements are highlighted, how they are presented, and the meaning they want to convey (Saifudin, 2024). This can affect public opinion, especially in sensitive matters such as politics or social conflict, where the media often portrays events as a "crisis" or "threat" that can shape public opinion. In line with Gamson's statement on framing that framing utilises symbolic elements in the news to construct certain meanings (W. A. Gamson, 1992), this allows the media to use certain symbols and stories to direct the public's interpretation of social issues.

We can often find various objects that can be analysed with framing in daily activities, such as news, political issues, or the death of public figures and so on. In this study, the researchers chose news about Yahya Sinwar's death from the Middle Eastern mass media. As for this research, we took data from *France24* and *Al-Hurroh* as the object of research to see how framing was used on the event. Yahya Sinwar was an important member of Hamas who was well-known for his role in the conflict between Palestine and Israel. He was born in Khan Yunis, Gaza, and became one of the founders of Hamas' military wing. He also played an important role in Hamas' military operations. Sinwar was arrested by Israel in 1988 and sentenced to life imprisonment for his involvement in the murder of two Israeli soldiers. In prison, he became a stern leader and was respected by Palestinian



prisoners. In 2011, Sinwar was released as part of a prisoner swap for the release of Israeli soldier Gilad Shalit. After his release, he became a Hamas leader and was elected political leader of Hamas in Gaza in 2017. Sinwar is known for his assertive approach and his strong connections with Hamas' military wing. On 7 October 2023, he was considered the main inspirer of Hamas' attack on Israel, which led to many casualties and captivity. On 17 October 2024, it was reported that Yahya Sinwar was killed in an Israeli military operation in Gaza (Kelly, 2024). Yahya Sinwar's death triggered significant coverage in various Middle Eastern media, including *France24* and *Al-Hurroh*, both of which have different political and ideological viewpoints. Media outlets often frame the death of people like Sinwar, who are linked to political conflicts and security issues, differently depending on their agendas and affiliations. This can affect public perception and political dynamics in the region (Eriyanto, 2012).

The researchers found several studies that have examined Gamson's framing analysis, including the construction of communication information media (Efendi, 2020; Harun Arrosyid, 2021; Nabilah Adzhani, 2018; Pika Septian, Wahyu Widiastuti, 2023; Saiful Akmal, Abdul Rani Usman, 2023), Facebook (Jamil, 2018; López-Rabadán, 2021; Sadaba, 2022), Youtube (Abdul Muiz Amir, Fatira Wahidah, Muhammad Zakir, 2023), social media (Moch Fakhruroji, Ridwan Rustandi, 2020), film (Adelia Putri, Fitri Ramdhani Harahap, 2024; Resman Muharul Tambunan, 2021), and television (Hamed M. Dunan, 2016).

From some of the studies above, the researchers found similarities and differences with the research that researchers studied this time. The similarities are in the use of framing theory based on Gamson's perspective. The differences lie in the object and focus of study, among others, namely social movements (Jamil, 2018; Sadaba, 2022), disease outbreak (Efendi, 2020), broadcast television media (Hamed M. Dunan, 2016), political judgement competence (Mohammad Zamroni, Yanti Dwi Astuti, 2021; Nabilah Adzhani, 2018; Pika Septian, Wahyu Widiastuti, 2023; Saiful Akmal, Abdul Rani Usman, 2023), the reality of conflict (Harun Arrosyid, 2021), moral expression (López-Rabadán, 2021; Moch Fakhruroji, Ridwan Rustandi, 2020), cross-theological debates (Abdul Muiz Amir, Fatira Wahidah, Muhammad Zakir, 2023), election contestation (Resman Muharul Tambunan, 2021). Meanwhile, this research reveals how the Arab media framed the news about Yahya Sinwar's death using the same theory, namely William A Gamson's Framing. Therefore, the role of this research compared to previous research results are: (1) expanding the area of framing studies, such as adding the topic of murder in Arab media managed by the West; (2) adjusting to the current context considering that people consume more online media than print media; (3) providing a new perspective for those who will study news using framing theories such as William A. Gamson; (4) offering a new perspective in studying news structure based on a linguistic perspective on how framing affects social, political, economic, cultural situations, even acts of murder.

This research is based on framing analysis according to Gamson's framing analysis on the coverage of Yahya Sinwar's death in the Arabic media. This method was used to understand how the two media framed the same event in different ways. In this case, framing is used to show how the event is selected, displayed and presented so that the reader has a special understanding. According to William A. Gamson, framing influences a person's understanding of an issue and how symbolic news elements shape the meaning conveyed to the public (W. A. & A. M. Gamson, 1989). Using this theory, this study aims to identify how the two media outlets framed roles such as "perpetrator", "victim", and "conflict" in the reporting on Sinwar's death, as well as how these framings impacted public opinion and political dynamics in the region. Therefore, it is hoped that this research provides an overview of how Arab media in the Middle East broadcast a sensitive issue, namely the death of an important Hamas figure.

## 2 Methods

This type of research is qualitative research using a content analysis approach. The qualitative approach focuses on the process of collecting and analysing data in the form of words, images, or narratives to describe and interpret the phenomenon under study (Albi Anggito, 2018). A narrative analysis was conducted to understand how the narrative was constructed by each news source and the broader social and political context was considered to gain insight into public perceptions of the conflict (Entman, 1993). The use of this type of research and approach more focused on how to understand and reveal the framing structure of the news coverage of Yahya Sinwar's murder on *France24* and *Al-Hurroh* media using Gamson's theory, which consists of two elements, namely (1) framing devices consisting of metaphors, catchphrases, exemplars, depictions, and visual images; (2) reasoning devices consisting of root, catchphrase, example, depiction, and visual image. Gamson's theory consists of two elements, namely (1) framing devices consisting of metaphors, catchphrases, examples, depictions, and visual images; (2) reasoning devices consisting of roots, appeals to principle, and consequences. The data sources of this research were the obituary of Yahya Sinwar on *France24* published on 11 October 2024 and *Al-Hurroh* published on 19 October 2024 in Washington, DC.

The data collection technique used was documentation. This technique was used to collect online news from *France24* from the website address <https://www.France24.com/en/> and *Al-Hurroh* from the website address <https://www.alhurra.com/>. The reason for choosing this news was based on two considerations. First, in terms of topics, the murder of Yahya Sinwar has graced the headlines of the Media in the Middle East for the past few months. Second, in terms of media, *France24* is a major media in France, and one edition consists of 1285 words, while *Al-Hurroh* is a major media owned by the American Government, and one edition consists of 306 words.

In the following section, the researchers describe the framing devices and reasoning of Gamson along with a brief explanation in Table 1:

**Table 1: The Elements of Framing by Gamson**

No.	Aspects Analysed	Indicator	Instrument
1	Framing Device	Metaphors	Supposition or simile
		Catchphrases	Phrases that are interesting, contrasting, and prominent in a discourse. This is generally a jargon or slogan
		Exemplar	Associate the frame with examples, descriptions (can be comparative theory) that clarify the frame.
		Depiction	A connotative portrayal of an issue.
		Visual Image	Use of pictures, diagrams, graphics, tables, etc. to expand a story.
2	Reasoning Device	Root	Analyse the causality of cause and effect.
		Appeals to principle	An attempt to provide justification by claiming a truth.
		Consequences	The effect obtained from the frame

The data analysis technique in this study used the Miles and Huberman analysis technique, namely reducing data, presenting data, and drawing conclusions (Matthew B. Miles, A. Michael Huberman, 2014). In the data reduction stage, the researchers selected and sorted the data in accordance with the research objectives, namely device devices and reasoning devices; then, the researchers focused the data reduction on the elements of framing devices consisting of metaphors, catchphrases, examples, depiction, and visual images; and reasoning devices consisting of, appeals to principle, and consequences. At the stage of presenting the data, the researchers present the data according to the categories of framing devices and reasoning devices. Each of the two devices is then categorised according to the device's elements. Framing devices consist of metaphors, catchphrases,

examples, depictions, and visual images while reasoning devices consist of appeals to principle and consequences. After that, the researchers interpreted the data based on Gamson's framing analysis. To clarify it again, the researchers compared the interpretation results with the concept of Gamson's theory, compared it with the preliminary study, and added the researchers' own interpretation. In the conclusion stage, the researchers induced from the interpretation that has been done by focusing on the core of the research answer.

### 3 Findings

Framing is a process in which the media uses interpretations consisting of various elements, such as symbols, narratives, and values. These elements can shape how the public perceives an issue (W. A. & A. M. Gamson, 1989). Gamson also added that the media assembles these interpretation packages to help the public understand the problem and form views. According to Gamson, in shaping the audience's perspective on an issue, there are two elements that must be used, including Framing Device and Reasoning Device. Of these two elements, there are supporting and reinforcing elements (Eriyanto, 2012). The researchers have found some data related to Yahya's death from *France24* and *Al-Hurroh* media that fall into the second category of William's framing devices. The findings of the reduced data are shown in Table 2.

Table 2: Data Findings of Framing by Gamson

No.	Aspects Analysed	Indicator	Data Findings	
			<i>France24</i>	<i>Al-Hurroh</i>
1	Framing Device	Metaphors	القائد الوطني الكبير	ضربة قوية لحركة حماس
		Catchphrases	لن يزيد حركتنا ومقاومتنا إلا قوة وصلابة	عملية روتينية
		Exampler	كان على رأس القائمة السوداء للدولة العبرية ومدرجا ضمن لائحة المطالبين للولايات المتحدة	والذي كان هو العقل المدبر له
		Depiction	كان يجلس على كرسي مغطى بالغبار مع إصابة بالغة في يده اليمنى	وكان يعاني إصابة خطيرة في إحدى يديه
		Visual Image Root	Available العقل المدبر لهجوم 7 أكتوبر/تشرين الأول 2023	Available إثر الهجوم غير المسبوق لحماس على إسرائيل
2	Reasoning Device	Appeals to principle	أثبتت هويته بشكل لا لبس فيه	فحص حمض نووي إلى جانب فحص أسنان وتحقيقات جنائية أخرى
		Consequences	-	-

From the data presented in Table 2, the researcher analysed one by one from the framing data of Gamson's "Death of Yahya Sinwar" news on *France24* and *Al-Hurroh* media.

#### 3.1 Framing Device

Framing devices are directly related to the core ideas or main themes highlighted in the news text. This framing element can be seen in the use of certain words, sentences, graphics, images and



metaphors. All of these elements can be identified and directed to support and highlight the core ideas to be conveyed (Eriyanto, 2012). In the news about Yahya Sinwar's death in the Arab mass media, especially *France24* and *Al-Hurroh*, the researchers found the five types of framing devices and then presented them in the form of a narrative below. The following is a description of the types of framing devices along with the data obtained by the researchers in the Arabic mass media.

### 3.1.1 Metaphors

Metaphors are used to shape public perception of an issue by simplifying its complexity. With metaphors, media and social actors can change public perceptions and opinions, building a frame of mind that can support collective action (W. A. & A. M. Gamson, 1989).

#### France 24

Datum (1)

القائد الوطني الكبير

*Great National Leader* (France24, 2024)

Datum 1 is an expression in *France24* delivered by Khalil Al Hayya - a member of Hamas' political bureau - for Yahya Sinwar when announcing his death to the public. This expression illustrates the deep respect for Sinwar as a figure who has a central role in the Palestinian national struggle, especially in resistance to Israeli occupation. The nickname emphasises that Sinwar was not just a military leader but an ideologically and strategically influential figure in the resistance movement. By portraying him as a national leader, Hamas seeks to build a narrative of pride among their supporters, suggesting that his sacrifice will be a motivation for a more persistent struggle.

#### Al-Hurroh

Datum (2)

ضربة قوية لحركة حماس

*A crushing blow to Hamas* (Al Hurroh, 2024)

Datum 2 in *Al-Hurroh* media shows that Yahya Sinwar's death had a significant and detrimental impact on the group. Sinwar's death was considered a heavy blow because he was one of the key figures in Hamas' leadership, who played an important role in planning the group's military and political strategies including the 7 October 2023 attack. His loss resulted in the loss of an important figure in the leadership, potentially weakening the planning and execution of Hamas' military strategy, given that he was a powerful symbol of resistance.

### 3.1.2 Catchphrases

Catchphrases play a crucial role in shaping symbolisation when framing an issue or event. Catchphrases summarise and emphasise the narrative that the editor wants to convey, making it easier to remember and able to convey specific meanings to the audience (W. A. Gamson, 1992).

#### France 24

Datum (3)

لن يزيد حركتنا ومقاومتنا إلا قوة وصلابة

*This will only make our movement and resistance stronger and more resilient* (France24, 2024)

The sentence in datum 3 from *France24* means "it will not add anything except strength and firmness to our movement and resistance". The sentence is used by Khalil Al Hayya to describe how Hamas responded to the death of Yahya Sinwar. This statement shows the belief that despite losing an important figure like Sinwar, the Hamas movement and resistance will actually become stronger. Sinwar, who has been considered a figure of determination and sacrifice, has led the Hamas movement with great determination and enthusiasm. Therefore, his departure will not stop and weaken the struggle. On the contrary, this statement emphasises that Sinwar's death will strengthen the spirit of his supporters who will continue the struggle even more persistently.

#### **Al-Hurroh**

Datum (4)

عملية روتينية

*Operasi rutin* (Al Hurroh, 2024)

Datum 4 in *Al-Hurroh's* report refers to a military operation carried out by Israeli forces in Gaza, which is described as a "routine operation". This suggests that the operation was not a planned action specifically targeting Yahya Sinwar, but rather part of the daily military activities of Israeli forces. In this operation, 828 (Bislah) brigade troops were travelling through Rafah city when they encountered three Palestinian gunmen. As Israeli forces pursued them, Sinwar became separated from the other two, leading to his shooting death. Although Sinwar was involved in the operation. The operation itself was not intended to hunt him down specifically, but rather a routine effort by Israeli forces to hunt down militants in Hamas.

### **3.1.3 Examples**

Examples are real examples or specific events that are used to present a broader issue. By presenting exemplars, abstract concepts can be presented more concretely and easily understood by readers while strengthening the framework of thinking constructed by the media (W. A. Gamson, 1992; Iacob, 2022).

#### **France 24**

Datum (5)

كان على رأس القائمة السوداء للدولة العبرية ومدرجا ضمن لائحة المطلوبين للولايات المتحدة

*He is at the top of the Hebrew state blacklist and on the most wanted list in the United States* (France24, 2024)

Datum 5 illustrates Yahya Sinwar's status as one of the most wanted figures by Israel and the US, including the 7 October 2023 attack that resulted in many casualties. His enormous influence in Hamas leadership, especially in devising resistance strategies and organising military operations, makes him a priority target in Israeli security policy. The United States has also included him on their wanted list, reflecting the understanding between the two countries in considering Sinwar as a global threat that contributes to regional tensions. This status confirms that Sinwar is not just seen as an ordinary military leader, but rather a key figure with a strategic role in the long-running conflict in the region.

#### **Al-Hurroh**

Datum (6)

والذي كان هو العقل المدبر له

*which he is the mastermind behind it* (Al Hurroh, 2024)

From Datum 6, *Al-Hurroh* media attempted to report that Yahya Sinwar was the main brain behind Hamas' attack on Israel on 7 October 2023. As the leader of Hamas, Sinwar designed and directed this major attack, which surprised Israel with its intensity and scale. This attack not only exacerbated existing tensions, but also demonstrated Sinwar's strategic ability to plan major military operations. Sinwar, known as a shrewd and calculating leader, played a crucial role in leading Hamas during this period of conflict. His death came as a severe blow to the group. He was not only a symbol of Hamas' strength, but also a figure who influenced the direction and dynamics of the conflict.

### 3.1.4 Depiction

Depiction refers to the portrayal of an issue through connotative language, using narratives that evoke emotional associations and implied meanings. This approach serves to reinforce the narrative being constructed and plays a key role in influencing public perception by highlighting the emotional or moral aspects of an event, thus strengthening the collective response (Eriyanto, 2012; W. A. & A. M. Gamson, 1989).

#### France 24

Datum (7)

كان يجلس على كرسي مغطى بالغبار مع إصابة بالغة في يده اليمنى  
*He sat on a dusty chair with severe injuries  
on his right hand (France24, 2024)*

In Datum 7, *France24* tries to describe the condition of Yahya Sinwar when he was found after the attack in Gaza. Sinwar looked badly injured with his body covered in dust. This shows the severe impact of the attack. The serious wound on his right hand indicates that he suffered significant injuries before being declared dead. This description not only sheds light on his physical condition, but also reinforces the narrative that Sinwar was in a helpless state as he neared the end of his life, money further confirmed through official identification with DNA tests and medical records. The visualisation is part of the media's attempt to vividly depict his final moments and highlight the details of the events that ended the life of one of Hamas' most important figures.

#### Al-Hurroh

Datum (8)

وكان يعاني إصابة خطيرة في إحدى يديه  
*He suffered a serious injury to his  
one of his hands (Al Hurroh, 2024)*

Datum 8 refers to the condition of Yahya Sinwar, who sustained a severe injury to one of his hands before his death. This injury was reportedly caused by a projectile fragment, possibly from a small missile or tank fire. The wound caused serious bleeding which Sinwar tried to stop by using an electric cable as an emergency tourniquet. However, the attempt was not completely successful, resulting in his forearm being severely damaged. This condition illustrates that before finally dying, Sinwar was already in a physically weakened state due to the serious injuries he sustained.

### 3.1.5 Visual Image

Visual images have a role as a powerful framing tool, because they are able to present an issue symbolically, and influence public responses more quickly and deeply (Eriyanto, 2012; W. A. & A. M. Gamson, 1989).

In Figure 1, the editor of *France24* shows Yahya Sinwar delivering a speech in front of a podium



at an official event. He is seen wearing a black suit and blue shirt with a stern expression and his right hand raised to emphasise an important point in his statement. Behind him is a purple cloth background with Arabic writing, indicating a formal and serious atmosphere. The podium equipped with three microphones indicates that this speech was delivered in front of the media or a wide audience, reflecting an important moment where Sinwar delivered a strategic or symbolic message.

**Figure 1. Yahya Sinwar Giving a Speech in front of the Public**  
[Source: France24 Mass Media]



Figure 2 is a picture that was taken from the editor of *Al-Hurroh*. The figure shows Yahya Sinwar with a serious expression. He is wearing a dark blue suit and light blue shirt and is surrounded by several men who appear to be bodyguards or colleagues. The background of the image shows an outdoor setting with stage-like structures or lampposts that give the impression this moment is taking place in an official event or public statement. His stern expression reflects his position as a leading figure in Hamas and a symbol of Palestinian resistance.

**Figure 2. Yahya Sinwar Waving His Hand**  
[Source: Al-Hurroh Mass Media]



### 3.2 Reasoning Device

In Gamson's framing theory, a reasoning device is a means used to elaborate or rationalise an issue by presenting a deeper understanding (W. A. Gamson, 1992; Yan, 2020). The following is a description of the types of reasoning devices and data obtained by the researchers in *France24* and *Al-Hurroh*.

### 3.2.1 Root

The use of roots strengthens framing by linking new issues to contexts that are already familiar to the public, resulting in stronger resonance, or simply put, roots function as triggering factors that shape the way the public understands an issue (W. A. Gamson, 1992; Gawerc & Meyer, 2021).

#### France 24

Datum (9)

العقل المدبر لهجوم 7 أكتوبر/تشرين الأول 2023  
*Mastermind of the 7 October 2023 attack* (France24, 2024)

Datum 9 explains Yahya Sinwar's role as the main character who is considered to have designed and coordinated the major attack on Israel on that date. The attack by Hamas resulted in many casualties on the Israeli side and significantly escalated the conflict. As a senior Hamas leader, Sinwar is seen as responsible for planning complex military strategies, including the organisation of coordinated and large-scale attacks. The sentence in Datum 9 emphasises his direct involvement in strategic decision-making which is considered one of the most impactful events in the recent Israeli-Palestinian conflict. As a result of his role, Sinwar became a prime target on the wanted lists of Israel and the United States. And in the end, it led to an intensive pursuit until his death.

#### Al-Hurroh

Datum (10)

إثر الهجوم غير المسبوق لحماس على إسرائيل  
*Hamas' unprecedented attack  
against Israel* (Al Hurroh, 2024)

Datum 10 in *Al-Hurroh's* reporting refers to a major attack by Hamas against Israel on 7 October 2023. This attack is described as unprecedented in terms of its scale, intensity and impact. Hamas launched a surprise attack involving a large number of rocket fire as well as the infiltration of fighters into Israeli territory which caused many casualties and triggered a major escalation in the conflict between the two parties. The attack was considered a surprise to Israel as it involved careful planning and a high level of coordination with Yahya Sinwar named as the main mastermind behind the operation. This event was a direct trigger for the escalation of tensions that led to an intensive Israeli offensive in Gaza.

### 3.2.2 Appeals to Principle

Appeals to principle in this context refer to efforts to provide justification and claim a truth by framing the issue so that it aligns with the values and interests of the reader (Eriyanto, 2012; W. A. Gamson, 1992).

#### France 24

Datum (11)

أثبتت هويته بشكل لا لبس فيه  
*His identity has been firmly established* (France24, 2024)

Datum 11 was used to firmly confirm Yahya Sinwar's death after a thorough identification process by the Israelis. The examination involved various scientific methods, including matching dental records, fingerprints, and DNA (Deoxyribonucleic Acid) tests, the results of which showed a perfect match with Sinwar's identity. This rigorous verification step was intended to dispel public doubts and speculations about the authenticity of his identity, given Sinwar's position as a key figure in Hamas. The statement also emphasised that Israel wanted to ensure that claims of Sinwar's death had a strong evidential basis, especially since figures like him are often associated with acts of disguise and efforts to protect identities in conditions of armed conflict.

#### Al-Hurroh

Datum (12)

فحص حمض نووي إلى جانب فحص أسنان وتحقيقات جنائية أخرى

*DNA testing along with dental examination  
and other forensic investigations (Al Hurroh, 2024)*

Datum 12 refers to the steps taken by Israel to confirm Yahya Sinwar's identity after his death. A thorough examination was carried out including DNA testing, dental examinations, and other forensic investigations to confirm that the body found really belonged to Sinwar. This verification step was carried out strictly considering the importance of ensuring the identity of a key figure like Sinwar.

## 4 Discussion

### 4.1 Framing Device

#### 4.1.1 Metaphors

Referring to William A Gamson's Framing Theory, both datum can be categorised as metaphors in the framing device because they use figurative language to shape readers' perceptions. In datum 1, the expression القائد الوطني الكبير (Great National leader) describes Yahya Sinnwar as a central figure with great influence in the Palestinian struggle. الكبير here is not used literally, but rather as a symbol of the greatness of his strategic role and capacity, framing Sinwar as a heroic leader revered by Hamas supporters. Whereas in Datum 2, the phrase ضربة قوية لحركة حماس (a hard blow to Hamas) are metaphors that illustrate the significant impact of Sinwar's death. The phrase ضربة قوية is used to symbolise the great loss Hamas suffered, both strategically and morally, framing the event as a weakness that could potentially undermine the group's cause. Both of these data utilise metaphors to convey emotionally charged messages and strengthen the narrative and influence the way the reader perceives the events in question (W. A. & A. M. Gamson, 1989).

There have been many studies related to the concept of metaphors in political and conflict reporting, one of which was conducted by Harun Ar Rosyid and Umi Halwati. In their study, they explore in depth how the media rebuilds the reality of conflict through the use of metaphors to shape public perception. This study shows that the coverage of the Palestinian-Israeli conflict does not only focus on factual narratives, but also uses metaphors to create an emotional framework that influences the way people understand the conflict.

Based on the metaphors in Datum 1 and Datum 2, *Al-Hurroh* portrays Sinwar's death as a heavy blow to Hamas by focusing on the strategic loss of one of its key leaders. Meanwhile, *France24* uses the above-mentioned expression to present Sinwar as a symbol of the wider Palestinian struggle, and emphasises his great respect and contribution to the resistance. Although the two media outlets raised different metaphors, both served to frame the event in a way that focused on shaping public perception. *France24* emphasised pride and respect for Sinwar. Whereas *Al-Hurroh* emphasised the losses



suffered by Hamas. From this we can learn that each media not only conveys facts, but also shapes the narrative according to their point of view to influence readers' understanding of certain events.

#### 4.1.2 Catchphrases

Words are often the most powerful weapon in shaping public perception, especially in the midst of political or military conflict. From Datum 3 and 4, it is clear that both phrases fall into the category of catchphrases that play a crucial role in shaping the symbolisation of an issue. Datum 3 is used to emphasise the statement that the death of a leader does not weaken the struggle, but rather strengthens it. With strong and emotional language, this statement instils a greater spirit of resistance among supporters, framing the event as a boost to solidarity and determination. Datum 4, on the other hand, gives the impression that the operation was not an extraordinary event. This narrative downplays the significance of the event, creating the view that the incident is commonplace and also presents the impression that the death of the character was just a coincidence in an ordinary patrol, not the result of a deliberate plan, creating emotional distance for the reader. These two datum are clear examples of how catchphrases can be used to frame events. They not only convey a message, but also create a strong, simple, and effective narrative in shaping the reader's perspective on the conflict at hand (W. A. Gamson, 1992).

In Datum 3 and Datum 4, it can be seen that *France24* and *Al-Hurroh* reported the events with different approaches. In Datum 3, *France24* emphasises the spirit of resistance by emphasising that the death of an important figure like Yahya Sinwar strengthens the struggle. This narrative builds solidarity and inspires readers to see the event as a trigger for a new spirit. On the other hand, in Datum 4 *Al-Hurroh* attempts to portray the incident as an ordinary Israeli military activity, downplaying the strategic significance of the incident. These different narrative methods reflect the efforts of *France24* and *Al-Hurroh* to shape readers' understanding. *France24* with its diction framed the event as a symbol of the steadfastness of resistance, while *Al-Hurroh* with its diction attempted to simplify the narrative as a military routine.

#### 4.1.3 Examples

The narratives in Datum 5 and Datum 6 in the news covered by *France24* and *Al-Hurroh* provide a concrete picture of global threats by using specific events to highlight broader issues. *France24* portrays the individual as part of the Jewish state's blacklist and the United States' wanted list, showing how threats to international security are recognised and responded to by major powers. Meanwhile, *Al-Hurroh* emphasised the individual's role as the brains behind a major operation. This emphasises his position as a strategic element in Israel's state terrorism network. This approach not only makes it easier for readers to understand the complexity of global threats but also provides a concrete framework that supports the international security narrative. By presenting facts like these, both media outlets effectively make abstract concepts such as extremism and transnational cooperation more tangible and relevant. This approach is in line with Iacob's concept of explication where concrete examples are used to present broader issues and reinforce the framework constructed by the media (W. A. Gamson, 1992; Iacob, 2022).

Based on Datum 5 and Datum 6, it can be formulated that Yahya Sinwar plays a strategic role in the dynamics of international geopolitics. He is considered a major threat by Israel and the United States as reported by *France24* that his position is at the top of the international black list because of the level of danger and global influence he has. In *Al-Hurroh*'s reporting, he is recognised not only as an executor, but also as the brains behind important operations, underlining his expertise in strategic planning and outstanding tactical abilities. The two media outlets provide different perspectives with one highlighting the global threat posed and the other emphasising his strategic



acumen. This difference reflects the diversity of perceptions of Sinwar, who is seen by some as a hero of the struggle and by others as a major threat.

#### 4.1.4 Depiction

The two data above, although different in emphasis, can both be understood as portraying the issue through connotative language. Datum 7 from *France24* provides a more complete picture of the individual's situation, emphasising the physical condition and bleak environment. The use of the word *مغطى بالغبار* not only describes the physical situation, but also hints at greater helplessness and suffering. This reinforces the implied meaning of a difficult situation. On the other hand, in Datum 8 from *Al-Hurroh* which states *وكان يعاني إصابة خطيرة في إحدى يديه* is more focused on the injury itself. Although it does not include environmental elements as in Datum 7, the use of the word *إصابة خطيرة* still emphasises the severity and potential danger which evokes feelings of concern and empathy from the reader. These two data play a role in strengthening the narrative being constructed by each evoking different emotional associations. Through the use of language that evokes implied meanings and creates a strong image of a difficult situation, and reinforces the collective response that emerges among the readers. This is in line with purposeful depiction that influences public perception by highlighting the emotional and moral dimensions of an event (Eriyanto, 2012).

From the analysis of Datum 7 and Datum 8, both describe Sinwar's condition as having a serious injury to one of his hands, although there are differences in the level of detail presented. *France24* describes Sinwar with the narration *كان يجلس على كرسي مغطى بالغبار مع إصابة بالغة في يده اليمنى*, providing specific descriptions of the location of the injury, the physical condition, and the impressive atmosphere of the drama of the situation. In contrast, *Al-Hurroh* states with his narration that Sinwar suffered a severe injury to one of his hands. In this context, *Al-Hurroh* described more generally without mentioning additional details such as the location or surrounding conditions. This difference shows how each media outlet chooses a different approach in conveying information, with *France24* emphasising more dramatic visual elements while *Al-Hurroh* tends to be more simple and informative. Both data show these serious injuries as a result of the conflict situation while also reflecting how the media's presentation of details can shape readers' perceptions of the reported incident (W. A. & A. M. Gamson, 1989).

#### 4.1.5 Visual Image

Images 1 and 2 depict Yahya Sinwar in two different moments. Both images emphasise his story as a strategic leader and symbol of resistance. In the context of official speeches and outdoor public events, Sinwar appears with gestures and expressions that emphasise his position as a leading figure of Hamas. This shows how visual images function not only as interpretation, but also as an effective framing tool to direct public understanding (W. A. & A. M. Gamson, 1989). Through such symbolic depictions, perceptions of assertive and influential leadership can be formed quickly and deeply. With that, the visual image reinforces the message to be conveyed to a wide audience (Eriyanto, 2012).

### 4.2 Reasoning Device

#### 4.2.1 Root

Data 9 and 10 show the application of root framing that strengthens the resonance of the issue by linking the 7 October 2023 Hamas attack to a familiar framework. *France24* through the term *العقل المدبر* (mastermind), frames Hamas as a global terrorism threat, linking the attack to the old -9/10 narrative, thus creating the impression that the event was a systematic and planned threat. *Al-Hurroh* used the description *غير المسبوق* (unprecedented) to emphasise the large scale of the attack which



reinforced the perception of an escalation of the already chronic Palestinian-Israeli conflict. Both framings work in line with Gamson's theory where root framing functions as a resonance trigger that links new issues with familiar contexts, shaping the way people understand the event in a stronger and deeper way (Gawerc & Meyer, 2021).

Based on the review of the two data above, both provide a description of the major attack on 7 October 2023 that came into the international spotlight but with a different focus. *France24* named the individual as the brains behind the attack, thus personifying the event through a key figure. While *Al-Hurroh* described the event as an unprecedented attack by Hamas against Israel. This emphasised the scale of the attack as an unprecedented event. These two narratives reflect the different media perspectives with one focussing more on the individuals behind the event and the other on the nature of the attack itself while demonstrating how the media's mode of delivery can influence public perception of geopolitical events (W. A. Gamson, 1992).

#### 4.2.2 Appeals To Principle

Data 11 and 12 show how certain values are used to strengthen claims and build reader trust. In Datum 11 from *France24*, the statement *اثبتت هويته بشكل لا لبس فيه* asserts the certainty of an identity that has been confirmed beyond doubt, drawing on the principles of clarity and authority in investigation. While Datum 12 from *Al-Hurroh* explains the scientific process used such as the narrative *فحص حمض نووي إلى جانب فحص أسنان وتحقيقات جنائية أخرى* which highlights the value of objectivity and accuracy through measurable and credible methods. Both data above link claims to principles such as scientific clarity and validity that fit the appeals to principle framework to provide strong justification for the information conveyed (Eriyanto, 2012).

The researcher assumes that Data 11 and 12 discuss the identification process carried out to confirm identity accurately even though they are presented in different reporting styles. *France24* emphasises the absolute and unquestionable final result. While *Al-Hurroh* explains in detail the methods used, as in the narration *فحص حمض نووي إلى جانب فحص أسنان وتحقيقات جنائية أخرى*. This narrative shows that the certainty was obtained through an integrated scientific series. This style of reporting shows how *France24* focuses more on the certainty of the results while *Al-Hurroh* emphasises the complexity of the process. Both perspectives emphasise the importance of applying the scientific method in confirming identity and show how the media shapes the narrative according to the purpose of conveying the information (W. A. Gamson, 1992).

#### 4.2.3 Consequences

Consequence is the impact or result of an event highlighted in the media frame, which influences the way readers interpret and respond to an issue. (Eriyanto, 2012; W. A. & A. M. Gamson, 1989). After examining some of the data available in various Arab media, especially *France24* and *Al-Hurroh* regarding the death of Yahya Sinwar, a senior Hamas leader, it appears that this event has major consequences in the dynamics of the Israeli-Palestinian conflict. As a central figure in Hamas, Sinwar's departure is not only a strategic event but also an issue that is framed by the media differently, which can affect global perceptions. The researcher specifically addresses two main aspects; the strategic impact for Hamas & Israel and the media framing that coloured the news coverage of this event.

##### 1. The strategic impact of Yahya Sinwar's death

From Hamas' perspective, as a strategically important leader, Sinwar leaves a significant legacy. His loss has repercussions. For example, firstly, the strategic leadership vacuum became one of Hamas' main challenges. Sinwar is known as the main architect of Hamas' major offensives including Operation 7 October 2023. His loss created a huge gap in Hamas' leadership structure. Research



shows that the killing of a key figure can weaken the organisation structurally although it can increase the spirit of resistance at the grassroots level. Secondly, the Martyr Effect is also an important element. Hamas capitalised on Sinwar's death as a symbol of the struggle. The martyr effect theory explains how the death of a leader can increase solidarity and support from their supporters both locally and internationally (Price, 2019).

From the Israeli perspective, the killing of Yahya Sinwar was a tactical and symbolic success that had certain repercussions. Firstly, from a tactical point of view, Sinwar's elimination demonstrates the sophistication of Israeli intelligence and military capabilities in scrambling and overcoming strategic threats. One study explains that the assassination of strategic figures is often used to demoralise the enemy. Secondly, the success of this operation improved Israel's image in the eyes of its allies, especially Western countries that support a tough approach to Hamas, but this effect could be short-term due to the risk of conflict escalation (Cronin, 2020).

## 2. Media Framing of Sinwar's Death

The media played an important role in framing the events of Sinwar's death, creating different narratives based on political interests. Two examples of media framing can be seen from *France24* and *Al-Hurroh*. Judging from the way *France24* framed the news of Yahya Sinwar's death, it appears that this media is more likely to be pro-Israel. *France24* framed Sinwar's death as an Israeli military success achieved through sophisticated operations. The report focuses on technical aspects such as the use of drones and DNA analysis to confirm the identity of the target. This approach is in line with Gamson's framing theory, which states that the media can highlight certain aspects to emphasise the legitimacy of certain parties' actions.

In contrast, *Al-Hurroh* provided a more neutral narrative, highlighting Sinwar's role as a key figure in the Palestinian cause. It also emphasised the symbolic impact of his death and questioned Israel's surgical methods. This approach underlines how media framing can shape public opinion that is more sympathetic to the Palestinian cause. (Eriyanto, 2012).

The media framing of Yahya Sinwar's death created conflicting perceptions. In the pro-Israeli narrative, the event is perceived as a strategic and moral victory, highlighting the success of a precision military operation and weakening the Hamas leadership as a security threat. In contrast, the pro-Palestinian framing views it as a cruel act that reflects structural injustice with Sinwar seen as a symbol of resistance to colonisation. The death of this figure is perceived not as the end of the struggle but rather a trigger for the collective spirit to continue the resistance. These two narratives show the significant role of the media in shaping public opinion towards the conflict.

## 5 Conclusion

The framing of the news about "Yahya Sinwar's Death" in *France24* and *Al Hurroh* media can be analysed through William A Gamson's perspective, which is divided into two main aspects: (1) framing devices consisting of metaphors (suppositions or parables), catchphrase (phrases that are interesting, contrasting, prominent in a discourse), examples (linking the frame with examples, descriptions that clarify the frame), depiction (portrayal of an issue with connotative meaning), visual image (use of pictures), images, diagrams, graphics, tables etc. to expand a news story) and (2) the reasoning devices consisting of root (causal causality analysis), appeal to principle (an attempt to provide justification by claiming a truth), and consequences (the effect obtained from the frame).

The findings regarding the framing elements present in the news support previous theories stating that the media has an important role in shaping public perceptions through their choice of narratives. In addition, this study also reveal a more specific difference in framing focus between the Arabic-language media, *France24* and *Al-Hurroh*. *France24* highlights the political impact and security



implications arising from Sinwar's death by focusing on its influence on the global geopolitical situation, which was confirmed by its data in the categories of metaphors, catchphrases, examples and roots. While *Al-Hurroh* directs attention to the ideological side and the Palestinian struggle, emphasising narratives related to the struggle of the Palestinian people, especially Hamas, Sinwar's role in this context and is more oriented towards factual reconstruction of events, this can be proven by the data included in the categories of metaphors, catchphrases, examples, roots, and appeals to principle. This difference shows how each media frames events in different ways according to their perspectives and goals.

This research is limited to the theme of the news coverage of "Yahya Sinwar's death" raised by *France24* and *Al-Hurroh* which was studied using Gamson's framing theory by emphasising on the elements of framing devices and reasoning devices. Therefore, future researchers can expand this analysis by including more media from various backgrounds as well as exploring broader issues such as climate change, human rights or economics and using diverse framing theories. Thus, the understanding of how framing plays a role in influencing public opinion will be richer and can be applied to a wider range of contexts and topics.

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