# CORPUS- BASED METAPHORICAL FRAMING ANALYSIS OF WAR AND GENOCIDE METAPHORS IN THE ISRAELI-PALESTINIAN CONFLICT IN WESTERN MEDIA

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## ABSTRACT

*This research proposes an operational approach to a metaphorical framing analysis while using large-scale data of western media. This study employs both qualitative and quantitative methods to critically and discursively analyze the coverage of the Israeli-Palestinian conflict by two prominent Western media outlets, CNN and The Guardian, over a ten-month period from 7th October 2023 to 10th July 2024. Focusing specifically on the metaphors of "war" and "genocide," the research aims to uncover how these terms frame the conflict and shape public perception. The analysis reveals that the term "war" appears 443 times, constituting 0.45% of the corpus, while "genocide" occurs 377 times, or 0.38% of the corpus. These findings highlight the significant role of these terms in framing the conflict as a persistent state of military aggression and a moral crisis, respectively. Collocation analysis shows that "war" and "genocide" shares a narrative that evokes strong emotional responses and images of cruelty, victimization, and brutality. The concordance lines of "war" frequently depict the conflict as damaging and urgent, with negative semantic prosody emphasizing large-scale and long-term struggles. Similarly, "genocide" carries a negative semantic prosody, framing the conflict in terms of extreme moral and humanitarian crises, and evoking accusations of intentional acts of brutality. Additionally, thematic and content analysis reveals key themes associated with these metaphors, displaying their narratives. The study concludes that Western media frames the conflict through a wide range of perspectives, significantly influencing both regional and global interpretations.*

*Keywords*: Israeli-Palestinian conflict, Western media, war, genocide, metaphorical framing analysis, public perception, collocation, concordance, semantic prosody, thematic analysis.

# INTRODUCTION

## 1.1. Background

The conflict of Palestine and Israel has continued for decades now, it has been heating up and cooling down but never being truly resolved. The control of Gaza Strip is the root cause that both Israel and Palestine are at war currently. Gaza Strip was a part of Egypt but now Gaza Strip is far from the Palestinian populations and is separated from west bank and is closer to the east side of Israel. The Israeli took the ownership of Strip from Egypt in 1967 war and since then Strip is in the ownership of Israel (BBC, 2024). An international Islamic movement, Hamas conquered Gaza and they do not recognize Israel. Since 2005, wars have been going on between Palestinians and Israelis over the sovereignty of Gaza Strip. The west bank is governed by Palestinians but it is occupied by Israelis. The Israeli soldiers enforces their security measures on the activities and movements of Palestinian people. Despite the Israeli blockade, Gaza Strip is in the control of Hamas, although their forces are not present there. Recently, on 7th October, Hamas surprisingly attacked southern Israel and they claimed that it was the necessary step to challenge Israeli schemes and conspiracies against the Palestinian people and threats to Al-Aqsa Mosque.

### 1.5. Problem Statement

The purpose of this study is to see how two newspapers of Western media, CNN and The Guardian covered the Israeli-Palestinian conflict. With a focus on "war" and "genocide" metaphors, the study aims to do a corpus-based examination of metaphorical framing in Western media coverage of the conflict. A text-based corpus of approximately 100,000 words with 82 articles and average length of each article is approximately 1125 words has been constructed.

### 1.6. Research Aim

The aim of this research is to gain insights into how language is used to discuss and portray the Israeli-Palestinian conflict, specifically to identify and examine the patterns and prevalence of war and genocide metaphors in Western media, analyzing their framing effects and how they shape perception and understanding of the conflict and their potential impact on public understanding and attitudes.

### 1.7. Research Objectives

1. To quantify the frequency of "war" and "genocide" metaphors in Western media coverage of Israeli-Palestinian conflict.
2. To identify the usage and patterns of "war" and "genocide" metaphors in Western media to portray Israeli-Palestinian conflict.
3. To identify key themes constructed through the use of "war" and "genocide" metaphors in Western media coverage of Israeli-Palestinian conflict.

### 1.8. Research Questions

1. What is the frequency of "war" and "genocide" metaphors in Western media coverage of Israeli-Palestinian conflict?
2. How "war" and "genocide" are used in Western media to portray the Israeli-Palestinian conflict?
3. What key themes are constructed through the use of "war" and "genocide" metaphors in Western media coverage of Israeli-Palestinian conflict?

### 1.9. Significance of the Study

The significance of this study lies in its potential to improve our understanding and comprehension of powerful roles that metaphors play in defining and framing the conflict. It aims to significantly contribute to the fields of media studies, conflict resolution, and cognitive linguistics by giving insights into a thorough explanation of how metaphorical language affects public perception and understanding of the context surrounded by dispute.

## LITERATURE REVIEW

### 2.2. Introduction

The Israel-Hamas war, which started on 7th October, 2023, began when Hamas launched sea, air and land assault on Israel from the Gaza Strip. The attack took place on Shemini Atzeret, which is a Jewish holiday that closes the autumn thanksgiving festival of Sukkot. The Israeli media claimed lives of 1200, mostly Israeli nationals, making it a deadliest day for Israel since its independence. The following day, Israel declared itself on the war marking the first time since the Yom Kippur war in 1973. Around 10 months have gone and still there is no final decision and result while hundreds of people including men, women and innocent children are dying every day.

## 2.3. Framing Theory in Media Studies

The cognitive structures that shape the way individuals perceive and interpret information are called frames. Frames refer to particular contexts, angles and perspectives through which the information is portrayed to the audience in media studies. Goffman in 1974 begins the sociological tradition by stating that "to make sense of the world in every day situation, frames are useful devices for human beings". Framing was well defined by Robert M. Entman of North Western University and he stated: "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described (Zeng & Ahrens, 2023). Erving Goffman, a sociologist coined the term "Frame" in his book Framing Analysis in 1974. According to him, frame is the definition of reality that is culturally determined and these realities allow people to make sense of events and objects around them (Shaw, 2013).

Through the use of war and genocide metaphors, the current research explores how Israel and Palestinian conflict is framed in Western media. The investigation is based on framing theory and it emphasizes that how context, presentation and information can shape and influence public opinion. The study investigates the different angles and perspectives through which war and genocide metaphors can influence public interpretation and this aligns with sociological and psychological principles of framing theory.

## 2.4. Metaphor Theory

An approach to metaphor was proposed by George Lakoff and Mark Johnson in 1980. They argue that metaphorical expressions in language express underlying conceptual metaphors, where metaphorical topic is experienced as vehicle. The ordinary conceptual system of humans, through which we think and act is basically metaphorical in nature (Lakoff & Johnson, 1980). A specific kind of framing that aims to influence decision-making by mapping the attributes of one notion over other is called metaphorical framing. The basis and foundation of metaphorical framing is the conceptual metaphor theory proposed by George Lakoff and Mark Johnson which states that human cognition is conceptualized metaphorically (Metaphorical Framing, 2024).

The current research is deeply rooted in the George Lakoff and Mark Johnson's conceptual metaphor theory. Ultimately, by examining how Western media coverage of conflict use metaphors of war and genocide in shaping public perception and understanding, the present study is directly connected to theoretical foundations of metaphorical framing.

## 2.6. Corpus-based Metaphor Analysis

A methodological approach, named corpus-based metaphor analysis utilized in corpus linguistics and cognitive sciences is used to study metaphors systematically from larger sets of data known as corpora, either spoken or written. Corpus linguistics use sophisticated corpus tools in order to identify and analyze the language patterns in a collection of naturally occurring spoken and written texts. Analyzing metaphors while using corpus linguistics approaches is a recent trend in this field (Abdul Malik et al., 2022).

A methodological approach, named corpus-based metaphorical analysis which is prominent in both cognitive sciences and corpus linguistics is employed systematically in the current research to study metaphors of war and genocide in a large corpus of news media.

### 2.7. War and Genocide Metaphors

To influence the narrative and shaping the public opinion, there is a pervasive use of war and genocide metaphors in Western media coverage of Israeli and Palestinian conflict. Terms that describe violence and confrontation such as warzones, front lines and battlefields are frequently used to describe the war. Moreover, references to "genocide", "ethnic cleansing" portray moral dilemmas and presents the conflict as an existential battle showcasing one side as a victim who deserves sympathy and the other side as aggressive by evoking strong emotional and moral judgements.

The current study explores the demonstration that the use of war and genocide metaphors in Western media shapes the public opinions and influences their perceptions.

### 2.8. Semantic Prosody

Connotative or evaluative meaning that words or phrases carry when they co-occur with particular sets of words consistently is called semantic prosody. It explains that how certain words, due to their frequent collocation with either positive or negative terms, develop an associated positive or negative connotation over time (Hu, 2015). In the context of this research, semantic prosody is crucial for understanding how the terms "war" and "genocide" are framed in Western media coverage of the conflict.

## RESEARCH METHODOLOGY

### 3.3. Research Method

A mixed-methods approach integrating both qualitative and quantitative methods is used to comprehensively understand that how the metaphors of "war" and "genocide" are used and interpreted in Western media coverage of Israeli-Palestinian conflict.

### 3.4. Research Design

A sequential mixed-methods research design is used in which research is carried out in discrete stages where the findings from one phase informs the next phase. The current research is primarily descriptive research because it aims at explaining the phenomena or a situation rather than testing a hypothesis or looking for any causality.

### 3.5. Theoretical Framework

Framing theory provides a powerful and substantial framework for this research. By showcasing certain aspects of the event and downplaying others, framing theory helps to understand that how media shapes public perception and opinions. In this study, the conflict is primarily framed through the use of "war" and "genocide" metaphors. Framing theory has already been explained in the literature review chapter of this research. It helped to determine their usage, context, semantic prosody, key themes and collocates.

### 3.6. Data Collection

A total of 82 news articles that include the keywords "war" and "genocide" were extracted from two major Western media outlets "CNN" and "The Guardian". So, a specialized corpus was created with approximately 100,000 words representing the Western media coverage of Israeli-Palestinian conflict. To ensure a comprehensive representation of the conflict coverage, the articles span over a period of 10 months from October to July. The articles added in the corpus were extracted manually and chosen based on their relevance to the ongoing conflict and a variety of themes related to the conflict were attempted to be part of corpus.

### 3.6.1. Population

The target population comprises of news articles from two prominent newspapers of Western media, "CNN" and "The Guardian". The goal is to provide a representative sample of Western media by selecting these two media outlets.

### 3.6.2. Sample

The sample comprises of selected news articles from the chosen Western media outlets, CNN and The Guardian that cover the Israeli-Palestinian conflict specifically. While focusing on the war and genocide metaphors, the articles were chosen based on their relevance to the current study.

### 3.6.3. Sample Size

A sample includes a total of 82 articles with approximately 100,000 words. The length of the individual articles may vary, but the goal is to ensure a thorough representation under the 100,000-word limit.

### 3.6.4. Sampling Techniques

The articles that are more relevant to the study's focus were selected by using non-probability sampling technique named purposive sampling or judgmental sampling. Articles related to key events, political developments and significant incident in Israeli-Palestinian conflict were chosen.

### 3.6.7. Instrument

LancsBox was used as an instrument for this study. It is a software tool used for the analysis of corpora or language datasets. A researcher at Lancaster University designed it and it is used widely in the field of corpus linguistics. It can handle both qualitative and quantitative analyses of large text corpora.

### 3.6.8. Tools

Sophisticated corpus tools of LancsBox such as frequency analysis, keyword analysis, collocation analysis and concordance analysis were used. In addition to this, visualization tools such as word clouds, frequency charts and collocation networks were also used for visually appealing analysis.

### 3.7. Data Analysis Techniques

Frequency tools were used to count the occurrences of war and genocide metaphors in the study corpus, helping in quantitative analysis. Collocation was used to identify patterns of certain co-occurring metaphorical expressions by using collocational tools of LancsBox. Similarly, concordance tools were used to create concordance lines of the key metaphorical terms, aiding in the qualitative analysis. Finally, coding scheme was developed based on the initial readings to identify key themes for the purpose of thematic and content analysis.

## DATA ANALYSIS

### 4.2. Frequency Count

Frequency count is the total number of a certain word that appears in the corpus. The frequency can reflect the importance of the searched words in the uploaded corpora.
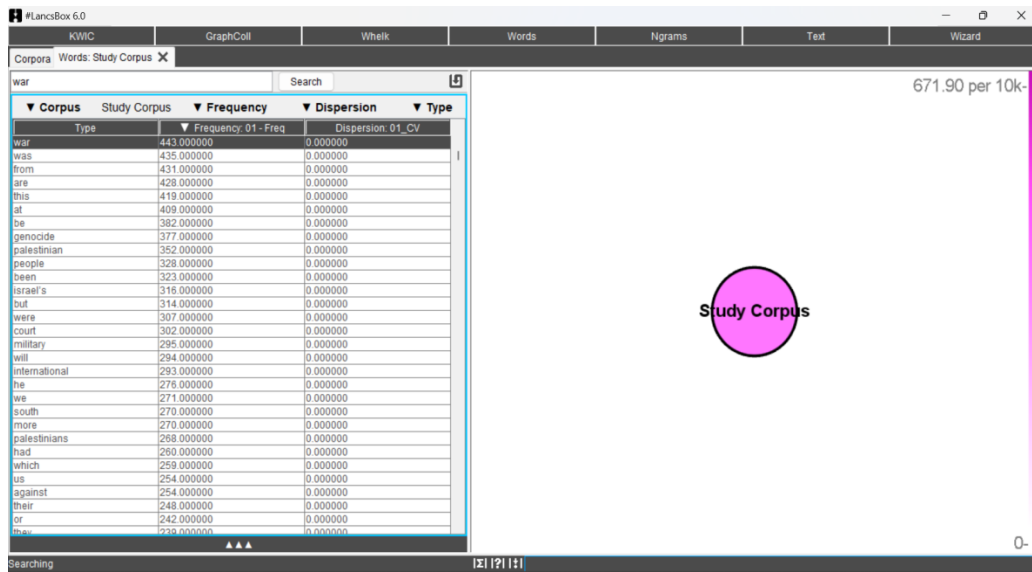
*Figure 4.1.* **Frequency count of "war"**

The total frequency of "war" is 443 which is 0.45% of the total number of words in the corpus. This term evokes notions of conflict, military confrontation and aggression because it carries a lot of semantic weight.

Similarly, the frequency of the word "genocide" in the study corpus is 377 which is 0.38% of the study corpus. The frequent use of such strong connotation can influence political discourse, heighten emotional responses and mobilize public opinion around the world.
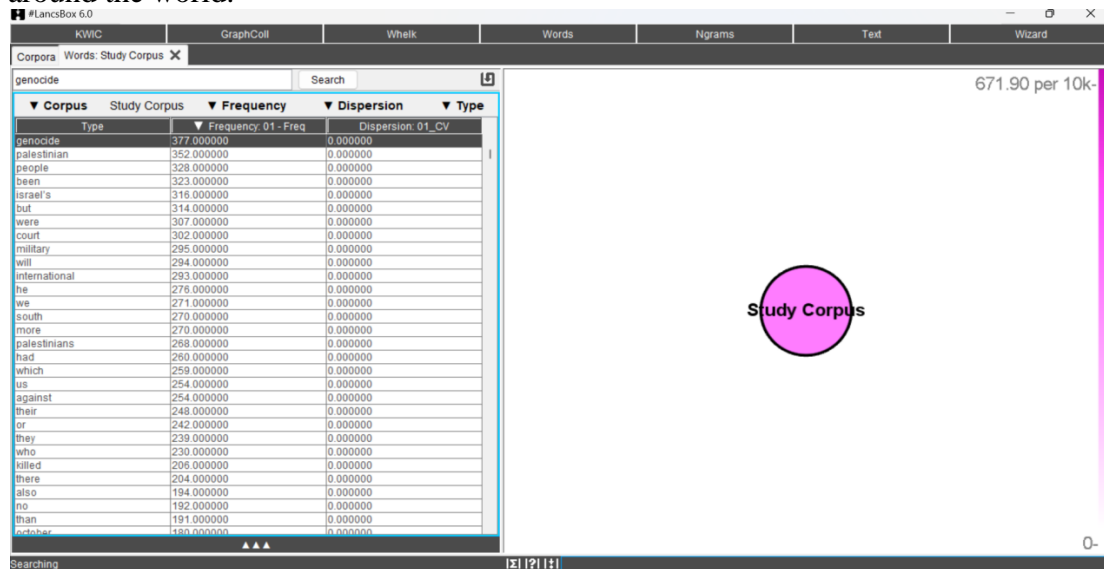


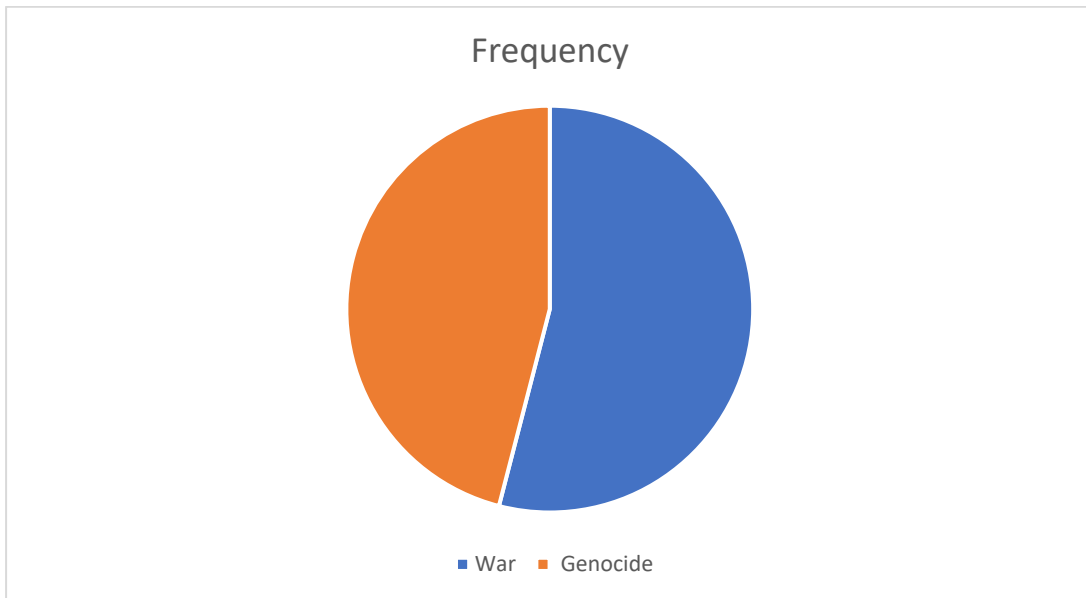*Figure 4.2.* **Frequency count of "genocide"**

*Figure 4.3.* **Pie Graph of Frequency Count of "war" and "genocide"**

**4.3. Collocation Analysis**

The words that appear close to the selected keyword are called collocates. It is significant to analyze collocates because they identify the linguistic patterns in which the keyword is used. In order to find the collocation of word "war" in the study corpus, LancsBox is used. The GraphColl tool is used which shows the collocations of the search term with their frequencies as well. Figure 4.4 reflects 127 collocates of war with their frequencies via intensity parameter.
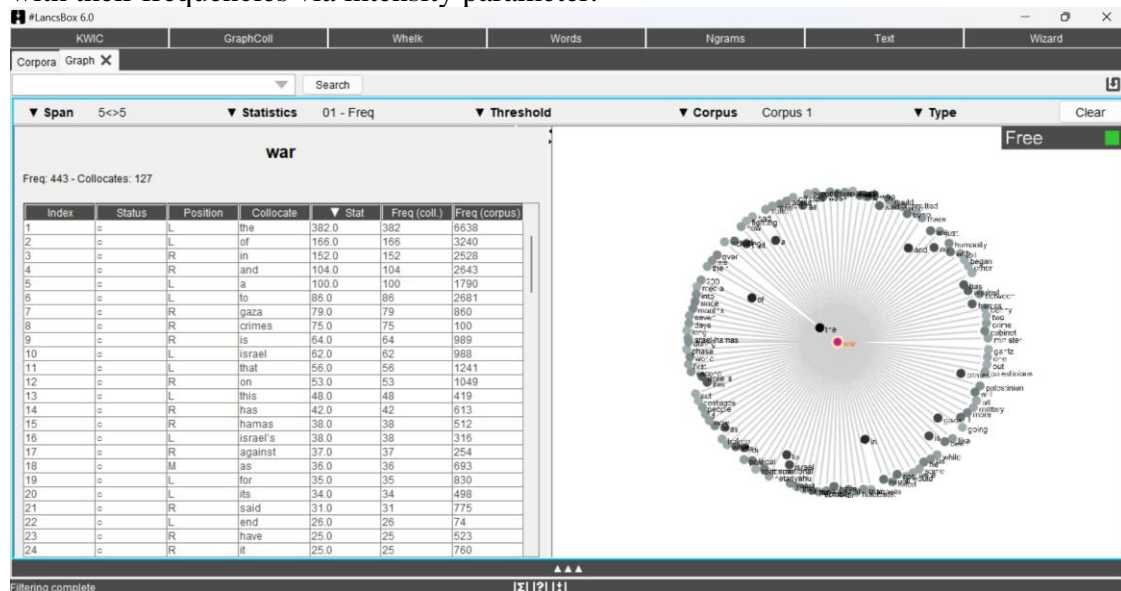


*Figure 4.4.* **GraphColl for "war"**

Similarly, in order to find the collocation of word "genocide" in the study corpus, GraphColl tool of LancsBox is used. Figure 4.5 reflects 127 collocates of genocide with their frequencies and intensity parameter.
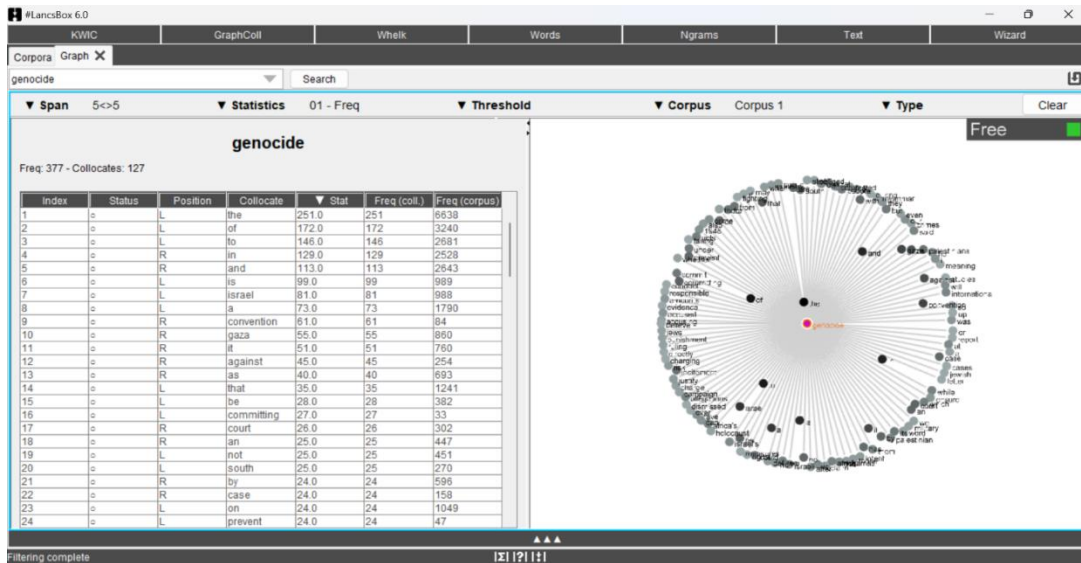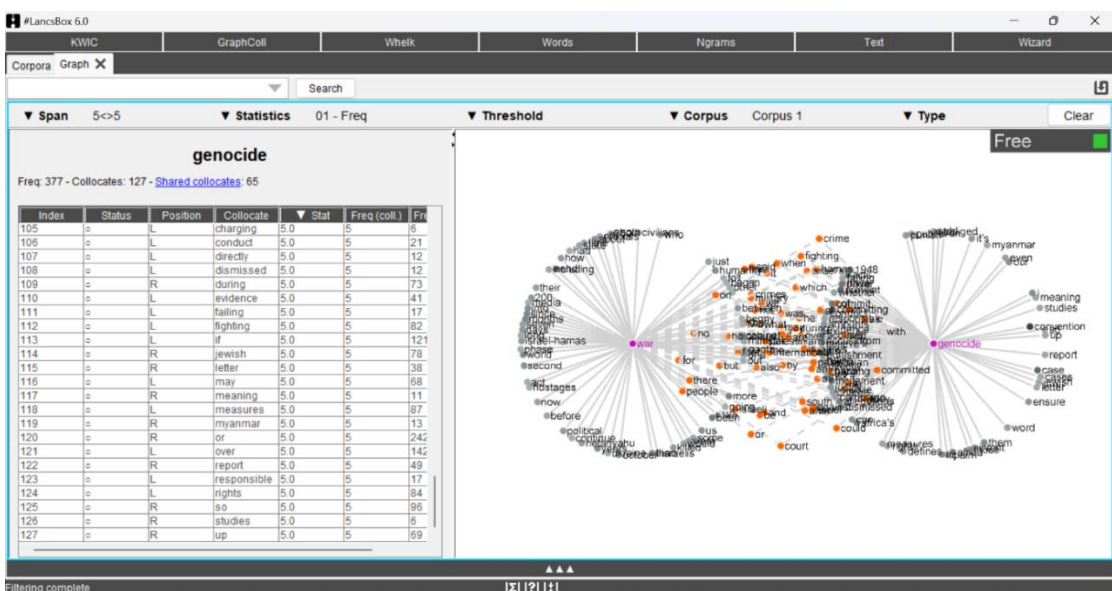
*Figure 4.5.* **GraphColl for "genocide"**



*Figure 4.6.* **Overlapping Collocations of "war" and "genocide"**

### 4.4. Concordance Lines Analysis and Semantic Prosody

The analysis of concordance lines can provide the placement and attitude of the keyword in the relevant context. For this purpose, KWIC tool is used. This helped in examining that how these words are used in different contexts, whether they describe any specific event, general situations or give metaphorical expression.

After searching the word "war" in the KWIC tool, the framing of the war is analyzed by using framing theory that whether war is portrayed as justified, unjustified, a backdrop of certain events or as a consequence.

*Figure 4.7.* **KWIC of word "war"**

Similarly, after searching the word "genocide" in the KWIC tool, the concordance lines are examined that how genocide is used in this corpus. This analysis provides an insight into the framing and rhetorical strategies by analyzing that who is using the term "genocide" and what are their perspectives.



*Figure 4.8.* **KWIC of word "genocide"**

As the current study relates to the analysis the metaphorical framing of "war" and "genocide" metaphors in the Israeli-Palestinian conflict in Western media, so for this only those concordance lines will be considered in which "war" and "genocide" serves as metaphorical expressions.

| Example | Analysis of "war" Metaphor | Metaphorical Framing | Semantic Prosody |
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| **"Netanyahu declares <u>war</u> as at least 250 Israelis** | The war metaphor serves as a powerful tool to | It serves various purposes such as political | Negative semantic prosody reinforces loss of lives on |

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| are killed; more than 230 Palestinians die in airstrikes launched in response." | covey the gravity and intensity of conflict. | justification, moral clarity, emotional resonance and shaping media and public discourse. | both sides, violence and retaliation. |
| **"My father says it is like the Yom Kippur <u>war</u> in 1973."** | It connects the ongoing conflict with the Yom Kippur war. This war was a surprise attack on Israel by Arab states led by Egypt and Syria. | It accomplishes several framings such as; historical resonance by comparing the past with present, urgency and gravity of the conflict, appealing to the sense of national solidarity, identity and unity. | Negative semantic prosody implies destruction, devastation, loss and suffering. |
| **Netanyahu offered a unity government following the declaration of a state of <u>war</u>, a move that would bring the scandal-plagued leader and Yair Lapid, the leader of the opposition, together during the national emergency.** | It evokes images of conflict, battle and fear. | It shows the necessity of collaboration between Netanyahu and Yair Lapid despite their political differences and enmities. | Negative Sematic prosody conveys a sense of urgency, threat and crisis. |
| **While 1973 was a <u>war</u> between conventional militaries, this time, the consequences for civilians on both sides are likely to be horrific.** | The metaphor displays the conflict in human terms, drawing attention from traditional battlefield towards the modern realities of warfare. | It frames that unlike past, today's wars are more devastating and impact the ordinary people as well. | Negative semantic prosody shows the comparison with past and impact on the lives of civilians, |
| **Even as the Israeli prime minister Benjamin Netanyahu announced that was at <u>war</u>** | It displays the intensity and severity of the conflict. It also shows the formal | It shows the urgency and severity of the conflict, thus shapes public perception and | War carries connotations of urgency, seriousness, conflict, hostility and destruction. |

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| **with Hamas and the other Gaza factions, it is important to understand what Hamas's military aims did not include.** | declaration of war by Israel. | policies accordingly. | |
| **Buildings facing the sea, vulnerable to shelling from the Israeli <u>war</u> ships just visible on the horizon, were also to be avoided, along with the tallest buildings – often thought by Israel to be used by for observation points.** | It shows the military dimensions and violent engagement between armed forces. | It portrays the immediate danger, strategic considerations and the broader context in which the infrastructure is being utilized by military and civilians are suffering. | War has negative semantic prosody because of its negative connotations such as vulnerability, destruction, aggression, threat, fear, distrust and danger. |
| **The Israeli death toll after the surprise attack by the militant group Hamas on communities in the country's south has risen to at least 700, including 44 soldiers, as the prime minister, said Israel was embarking on a "long and difficult <u>war</u>".** | The metaphor conveys a sense of long-term struggles and hardships. It shows that the ongoing conflict is not short and easy to resolve. | The metaphorical framing implies the seriousness of the situation, thus shaping the public perception by influencing the way it is discussed in national and international contexts. | It also has negative semantic prosody as it frames the severity, seriousness and urgency of the conflict. |
| **Israel's <u>war</u> aims, including whether it would seek to remove Hamas from power in Gaza, and how long any operation might last.** | The war metaphor implies that the conflict is going to be a long and strategic military campaign. | The term war frames the conflict as a series of long-term military campaigns and the potential thought of removing Hamas from power. | It has a nuanced set of connotations such as long-term commitment, goal-oriented approach, seriousness, and implications of conflict's complexity. |
| **Yohanan Plesner, the head of the Israel Democracy Institute, said the** | The term "war" is not only used to reflect the physical conflict | Its metaphorical framing shows that it questions the actual | Here the semantic prosody shows a skeptical tone by showcasing |

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| **declaration of <u>war</u> was largely symbolic.** | but it represents abstract conflicts such as political and ideological contentions. | significance and practical outcomes of declaration and it contrasts with its potentially limited effect. | diminished seriousness, political and diplomatic implications. |
| **He added that the court's ruling "should have only one answer – the occupation of Rafah, the increase of military pressure and the crushing of Hamas, until the complete victory in the <u>war</u> is achieved".** | This sentence uses a powerful war metaphor to show the conflict as an all-encompassing military campaign. | The metaphorical framing shows that there is strategic struggle to achieve absolute success. | The war metaphor has strong negative semantic prosody because it shows aggression, dominance, intensity of conflict, absoluteness of success, moral and strategic justification. |
| **A new abyss': Gaza and the hundred years' <u>war</u> on Palestine.** | Here, the term "war" shows a prolonged and deep conflict. It shows the enduring nature of the conflict and its long-term impact on Palestine. | The framing shows restlessness and a series of struggles from which the generations of Palestinian people will suffer. | It is charged with negative and dramatic semantic prosody because it displays crisis, historical continuity, never-ending sufferings and hopelessness. |
| **This <u>war</u> hangs over us like a motionless black cloud that gets darker and more ominous with the passage of endless weeks of horror unspooling before our eyes.** | The metaphor uses a clear imagery to show the never-ending struggles for conflict. | It frames the war as dark force, intensifying the feelings of despair and hopelessness. | It conveys deeply negative connotations of escalation of fear, pervasive darkness, endless horror and emotional burden. |
| **In this <u>war</u> between coloniser and colonised, oppressor and oppressed, there has been nothing remotely approaching equivalence between the two** | The metaphor shows the asymmetrical struggle between both sides. Rather than literal military engagement, it represents the ongoing conflict. | The framing highlights the imbalance of power between opposing forces. It also connects the conflict with the themes of historical and political struggle. | It conveys negative semantic prosody due to negative connotations such as inequality, moral degradation and power imbalance. |

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| **sides, but instead a vast imbalance in favour of Zionism and Israel.** | | | |
| **However, this episode in the long war on Palestine ends, it has clearly had a profound traumatic impact on both Palestinians and Israelis.** | The war metaphor gives insights into the persistent nature of ongoing conflict, implying that it is not an isolated event but it is a series of struggle with its historical roots. | It frames the situation that it is a series of violent episodes and it has ever-lasting and profound impacts on communities and individual and humans have to pay the cost of the conflict. | The semantic prosody conveys several connotations such as continuity of sufferings, traumatization and devastating impacts on both sides. |
| **Israeli leaders seem to have forgotten Clausewitz's dictum that war is a continuation of politics by other means.** | It implies that the ongoing conflict is not a literal armed conflict but it is a continuation of political disputes. | It frames that there is an implementation of a strategy that balances both political and military goals. | By conveying several connotations of criticism, disapproval, desired outcomes and the connection between war and politics, it provides negative and critical semantic prosody. |
| **In the words of the Israeli political sociologist, in its war on Gaza, Israel's "political framework is a military framework.** | It metaphorically describes that the political strategies are heavily influenced by their military actions. | The framing suggests that the military concerns are often prioritized over the humanitarian and diplomatic concerns. | It has predominantly negative semantic prosody because it shows the military dominance. |
| **There is no political exit strategy and no political vision, which are the ABCs of any war.** | It shows that there are fundamental requirements in order to manage and conclude the conflict. | This frames that the current plans and strategies are inadequate and it requires a successful management. | Negative semantic prosody implies the inadequacy and criticism on the current plan, seriousness and urgency of the ongoing conflict. |
| **One constant in the 100 years of this war is that Palestinians have** | It represents the long-term struggle faced by Palestinians and | It frames the long-term issue faced by Palestinians of not allowing them | Its negative semantic prosody reflects, historical injustice, denial of |

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| **not been allowed to choose who represents them** | connects it with the historical events. | to choose a representative for them. | agency and critique on the systematic failures. |
| **American deliveries of arms and ammunition bypassing congressional safeguards, diplomatic protection of Israel at the UN, rote repetition of Israeli talking points and the callousness of Biden and his officials regarding Palestinian suffering are seen as constituting active participation in the commission of <u>war</u> crimes and genocide, earning Biden the epithet of "Genocide Joe".** | Here, the war metaphorically represents the intense political nature and criticisms rather than the actual ongoing war. | It frames that Biden is not only providing support but they are actively violating human rights. | Its semantic prosody is overwhelmingly negative, highlighting moral and ethical condemnation, critical allegations on American support and heightened moral stakes. |
| **Reuters reports that Israel has told the ICJ hearing that it did not want a <u>war</u> with Gaza but is "under attack and fighting to defend itself and its citizens"** | The war metaphor depicts the situation as the structured and significant confrontation that Israel is under attack. | It frames the conflict from a defensive approach. Israel is portraying itself that it is defending its citizens and influencing the audience to view the conflict as a self-defense approach. | The semantic prosody conveys a justified and self-defense stance by giving justifications and victimization of Israel. |
| **Gaza being made "a place that is temporarily or permanently impossible to live in", women were not innocent because "they are all the mothers,** | In order to achieve the military objectives, living conditions are deliberately made untenable in Gaza. | It frames that Israel is creating hardships and sufferings for the people of Gaza to achieve their military aims. | Its semantic prosody is deeply negative and hostile because it frames the conflict in a way that emphasizes guilt, harshness, widespread |

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| **sisters or wives of Hamas murderers",** **and "humanitarian disaster" and "severe epidemics" to achieve <u>war</u> aims: the finance minister, he agreed "with every word".** | | | disaster and normalization of extreme measures. |
| **Have <u>war</u> crimes been committed in Israel and Gaza and what international laws apply?** | This metaphor emphasizes the seriousness of the conflict and it goes beyond military engagement and encompass legal and ethical concerns. | It frames the conflict not just as a series of military events but also encompass legal concerns under international law. | It has negative semantic prosody because of its connotations such as legal implications, accountability and justice |
| **The powerful at the international court of justice under the genocide convention is a wake-up call for many Western governments and media outlets that uncritically supported Israel's savage <u>war</u>.** | It suggests that this war is not only the military engagement but it is marked by moral and ethical failure. | It frames the war as excessively brutal, ruthless and highlights the extreme nature of the conflict. | It highlights the negative view of war and West supporting it by emphasizing the significance of accountability and wake-up call. |
| **Petro had previously come out in support of Brazil's president, who also provoked the ire of Israel for saying its Gaza campaign "isn't a <u>war</u>, it's a genocide".** | Due to the comparison with genocide, war serves as a metaphor for broader military and political concerns. | It serves to emphasize moral and humanitarian perspectives, framing the public perception accordingly. | It has negative semantic prosody because it shows controversy and highlights the intense actions of Israel. |
| **In 1982, for instance, in the context of Israel's attack on Lebanon, the Israeli PM, Menachem** | War imagery is metaphorically used to convey a particular message by comparing Yasser | This metaphorical comparison frames Arafat and Palestinian's cause in a way that evoke fears of Holocaust | It has a highly negative semantic prosody provoking historical and moral connotations, |

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| **Begin, the Palestinian leader Yasser Arafat in Beirut to Adolf Hitler in his bunker in Berlin at the end of the <u>war</u>.** | Arafat to Adolf Hitler. | and related it to the threats and fears associated with Hitler. | intense criticism and strong reactions. |
| **The language of genocide risks influencing how Israel wages <u>war</u>, the letter says. "Normalised discourse which calls for annihilation, erasure, devastation and the like is liable to impact the manner by which soldiers conduct themselves."** | Potential impact of language suggests that such language can shape military actions and decision-making. | It frames the conflict as an extreme and total destructive event. | It highlights extreme and negative impact of rhetoric in describing the conflict. |
| **"We are in a religious <u>war</u> here. I'm with Israel. Do whatever the hell you have to do to defend yourself. Level the place,"** | It describes the conflict in existential terms. It suggests that it has political, religious and cultural roots. | It is framed as an ideological war by using the term "religious war". | Negative semantic prosody implies extreme conditions, unrestrained aggression and uncontrolled support. |
| **Words matter in <u>war</u>, and when a vocal third party to a <u>war</u> operates from the campuses of Western universities, where words go off like hand grenades, we must be careful which we choose** | It describes the extreme nature of debates, particularly in academic contexts. Here, the war is representing a war of arguments and opinions, | It frames that in order to avoid unintending harms and increasing tensions, it is necessary to consider the language use carefully. | It has negative connotation because it is showing the power of language, seriousness, danger and influence of third parties. |
| **Israel would continue its "just and necessary" <u>war</u> against Hamas to return its hostages and ensure its** | By using the "just and necessary" war, Israel is justifying its actions against Palestinians. | It is framing the war as righteous, thus influencing the perception of audience accordingly. | semantic prosody is positive because it is provoking moral justifications and |

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| **security after the ICJ ordered it to halt its operation in Rafah.** | | | purposeful actions that are justified. |
| **And to be clear, we are not at <u>war</u> with the Palestinian people in Gaza, our <u>war</u> is with Hamas.** | Two war metaphors have been used to delineate the broader population and the smaller group | It frames that they are targeting a selective population even though they are harming the whole population. | They have used war in a positive manner by providing justification and clarity and by demonstrating humanitarian concerns. |
| **How likely is this <u>war</u> to escalate into a regional conflict?** | War is metaphorically describing broader concerns such as political, cultural, religious and regional aspects. | It is framing the war as an intense and strategic struggle beyond military concerns. | It has negative semantic prosody because it is displaying the seriousness and urgency of the conflict. |
| **Israel has framed the <u>war</u> in Gaza as a clash of civilizations where it is acting as the guardian of Western values that it says are facing an existential threat.** | Metaphorical comparison between civilization and values is displayed because it is a clash of two different ideologies. | It is framing the notion to develop fundamental values against this existential threat. | Negative semantic prosody displays the seriousness and severity of the conflict because of its existential threat. |
| **This <u>war</u> is a <u>war</u> that is not only between Israel and Hamas," Israeli President Isaac in December. "It's a <u>war</u> that is intended – really, truly – to save Western civilization, to save the values of Western civilization."** | The war metaphor is pictured beyond its literal meaning and symbolizes a fight that is for ideological and cultural preservation of Western civilization. | It implies that the struggle is not just about the ongoing conflict but between Hamas and Israel but it is framed as a battle to save the Western civilization. | It is referring to certain negative connotations such as defensive nature, alarming situation. |
| **"We have completely lost control of the city, and the streets are** | The phrase "civil war" serves as a metaphor because it is symbolizing | It is framing the internal nature of conflict, where a picture of a | Semantic prosody is negative because of significant loss of life and |

| witnessing a civil war between Arabs and Jews," | an intense and violent conflict in the city. It is symbolizing a broader conflict between Jews and Arabs. | community being torn apart is painted. | property, prolonged and devastating conflict, loss of humanity. |

The multiple use of "war" metaphor displays its power in shaping narratives and perceptions about the conflict. Similarly, after analyzing the concordance lines of "genocide" below are some instances of "genocide" as metaphorical expression and their framing with sematic prosody as well.

| Example | Analysis of "genocide" Metaphor | Metaphorical Framing | Semantic Prosody |
|---|---|---|---|
| **The Labour senator has accused Israel of committing genocide against Palestinians in Gaza and has questioned how many deaths would prompt the prime minister, Anthony Albanese, to declare "enough".** | The "genocide" here serves as a provocative and powerful metaphor. The senator has used this metaphor to not only show the Israeli actions of war but a deliberate effort to annihilate population of Palestine. | It frames the conflict as a series of struggles by comparing it with the atrocities in human history, such as Rwandan genocide and holocaust. | Semantic prosody serves various negative connotations such as cruelty and evoke strong emotional responses, |
| **Thereby end what the ICJ has to be a plausible genocide in Gaza.** | Here, the metaphor serves to explain the intentional and systematic ethnic-cleansing of a particular group. | It frames the conflict according to the back and white scenario of victim and oppressor. | Negative semantic prosody evokes feelings of horror, fear, moral, urgency and outrage. |
| **The language of genocide risks influencing how Israel wages war.** | It suggests that these are not merely military actions but intentional eradication of Palestinian people. | It frames the actions of Israel's military in morally loaded and highly charged contexts. It frames the conflict in a way to highlight outrage and victimhood. | The term "genocide" carries negative semantic prosody by evoking emotions of horror, fear, condemnation and the urgency to stop it. |
| **Charging Jews with genocide is a sophistication on** | This metaphor charges Jews of committing | It frames the conflict by comparing the | Genocide carries negative semantic prosody because it |

| **that theme, painting them as perpetrators of the very crime that killed them in their millions, as a consequence of which that crime is abrogated.** | genocide and carries strong emotional and historical significance. Even though, they were the victims of genocide in holocaust, this metaphor portrays them as criminals responsible for the ongoing genocide. | genocide with their history. Thus, challenging their current behaviors and influencing the public perception by portraying a picture of Jews committing the same crime. | highlights connotations of brutality, horror, profound moral corruption and inhumanity. |
|---|---|---|---|

By analyzing the concordance lines of "war" and "genocide", it is evident that the Western media is supporting the Israel's perspective of war on Palestine. But, in reality it is a genocide intentionally committed by Israelis in order to wipe off Palestinian people.

## 4.5. Thematic and Content Analysis

In order to identify the key themes and code, corpus is read carefully and a list of key themes is generated. Manual content-analysis technique is used to find the recurrent themes related to war and genocide metaphors.

| **Key Themes Identified from Manual Content-Analysis Technique** | | | | |
|---|---|---|---|---|
| | **Code** | **Frequency** | **Themes** | **Examples** |
| Militarization and Strategy | MIL-STRAT | 6 | • Israel's military strategy and tactics<br>• Hamas's military aims and actions<br>• Impact of military operations on Gaza | "Israel would continue its 'just and necessary' war against Hamas to return its hostages." |
| Civilian Impact | CIV_IMP | 5 | • Civilian casualties and trauma<br>• Displacement and migration<br>• Humanitarian crises and epidemics | "The consequences for civilians on both sides are likely to be horrific." |
| Political Dynamics | POL_DYN | 4 | • Netanyahu's unity | "Netanyahu offered a unity |

| | | | government proposal<br>• Political and military frameworks<br>• International diplomatic reactions (e.g., US support, ICJ rulings) | government following the declaration of a state of war." |
|---|---|---|---|---|
| Ethical and Legal Considerations | ETH_LEG | 4 | • Allegations of war crimes and genocide<br>• International law and ICJ involvement<br>• Ethical implications of war rhetoric | "Have war crimes been committed in Israel and Gaza and what international laws apply?" |
| Media and Public Discourse | MED_PUB | 3 | • Influence of language on war conduct<br>• Public perceptions and media framing<br>• Western university campuses' role in discourse | "Words matter in war, and when a vocal third party to a war operates from the campuses of Western universities, where words go off like hand grenades." |
| Comparative Suffering and Justification | COMP_SUFF | 3 | • Imbalance between oppressor and oppressed<br>• Justifications for military actions<br>• Use of historical atrocities for comparison | "In this war between colonizer and colonized, oppressor and oppressed, there has been nothing remotely approaching equivalence between the two sides." |

| Historical Parallels | HIST_PAR | 2 | • Comparison to Yom Kippur War <br> • Clausewitz's dictum: "War is continuation of politics" | "My father says it is like the Yom Kippur war in 1973". |
|---|---|---|---|---|

The repetition of the themes in corpus shows that "war" and "genocide" has set a significant agenda for framing the conflict, not only for the region but also for the whole world through Western media coverage.
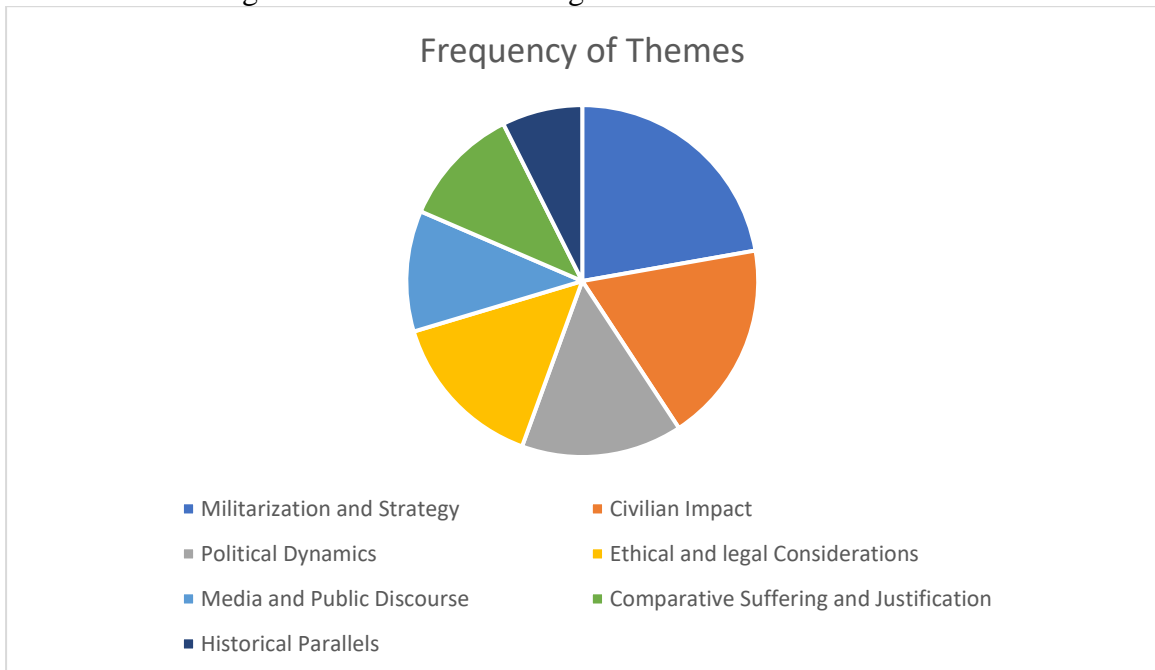


*Figure 4.9.* **Pie Graph of Frequency Count of Key Themes of "war" and "genocide**
**4.6. Findings and Results**

This study has combined both qualitative and quantitative methods to critically and discursively analyze "CNN" and "The Guardian" coverage of Israeli-Palestinian conflict between 7th October, 2023-10th July, 2024. After a detailed analysis, the main findings based on three research questions are as follows.

443 frequencies of war, constituting 0.45% of the corpus highlights its significant role in framing the conflict as a consistent state of military aggression. In contrast, the frequency of genocide is 377, or 0.38% of the corpus, emphasizes the moral urgency and seriousness of the conflict.

Collocational analysis reveals significant patterns in the usage of "war" and "genocide" in the Western media corpus. Concordance lines analysis of "war" and "genocide" reveals several key findings. The term "war" is frequently used with negative semantic prosody picturing the conflict as destructive, urgent and violent. Conversely, "genocide" also carries negative semantic prosody and frames the conflict in terms of humanitarian and extreme moral crises.

Furthermore, the thematic and content-analysis of the corpus shows multiple key themes associated with metaphors of "war" and "genocide". This analysis reveals

that conflict is framed through a wide range of perspectives by Western media and it shapes both regional and global interpretations.

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