

Global Solidarity on *كل_العيون_على_رفح* # News Based on Norman Fairclough's Critical Discourse Analysis

Solidatitas Global pada Pemberitaan *كل_العيون_على_رفح* # Berdasarkan Analisis Wacana Kritis Norman Fairclough

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Abstract

This research examines the discourse of global solidarity in the news surrounding the hashtag *كل_العيون_على_رفح* (#AllEyesOnRafah) on Aljazeera Arabic and CNN Arabic news media based on Norman Fairclough's critical discourse analysis. This research uses descriptive qualitative with data in the form of news texts from the official websites of the two media and related literature. The analysis is conducted through three dimensions: textual, discourse, and social practices. The results show that Aljazeera Arabic consistently builds a narrative of global solidarity with Palestine through emotional diction, intensive coverage, and active interactive on social media. This global solidarity is reinforced by the support of international actors and boycott campaigns as digital resistance to Israel. In contrast, CNN Arabic tends to present this phenomenon neutrally, focusing on the balance of information and the effects of the boycott critically. These findings show that global solidarity is not only represented in texts, but also has an impact on the public, social mobilisation, and pressure on global actors.

Key words: *all eyes on Rafah, Norman Fairclough, global solidarity, news discourse*

Abstrak

Penelitian ini mengkaji wacana solidaritas global dalam pemberitaan seputar tagar *كل_العيون_على_رفح* (#AllEyesOnRafah) pada media berita Aljazeera Arabic dan CNN Arabic berdasarkan analisis wacana kritis Norman Fairclough. Penelitian ini menggunakan kualitatif deskriptif dengan data berupa teks berita dari situs resmi kedua media tersebut dan literatur terkait. Analisis dilakukan melalui tiga dimensi: tekstual, diskursus, dan praktik sosial. Hasil penelitian menunjukkan bahwa Aljazeera Arabic secara konsisten membangun narasi solidaritas global terhadap Palestina melalui diksi yang emosional, peliputan intensif, dan interaktif aktif di media sosial. Solidaritas global ini diperkuat oleh dukungan aktor internasional serta kampanye boikot sebagai perlawanan digital terhadap Israel. Sebaliknya, CNN Arabic cenderung menyajikan fenomena ini secara netral, dengan fokus terhadap keseimbangan informasi dan efek boikot yang disampaikan secara kritis. Temuan ini menunjukkan bahwa solidaritas global tidak hanya direpresentasikan dalam teks, namun juga berdampak pada publik, mobilisasi sosial, dan tekanan terhadap aktor global.

Kata kunci: *all eyes on Rafah, Norman Fairclough, solidaritas global, wacana berita*

INTRODUCTION

The existence of hashtags on social media has always developed dynamically in socialising in cyberspace. This hashtag then becomes a discourse on how the role of using hashtags in social media, one of which is as a tool to spread discourse and movements to gather a wider range of participants in response to public issues (Arianto 2022; Setiamukti, Fadhilillah, and Nasvian 2023). In this regard, the hashtag functions not merely as a technological artifact but as a discursive practice that reflects collective identities, political positioning, and ideological struggles. The interplay between digital symbols and public sentiment contributes to the shaping of political narratives in contemporary media environments. One of the most popular hashtags is *كل_العيون_على_رفح* (#AllEyesOnRafah), which refers to the southern Gaza Strip town of Rafah, which is currently the main target of Israel's brutal aggression (Rds 2024). The hashtag originated with Richard Peepkorn, a World Health Organisation (WHO) representative, saying in a video recording to journalists in February that 'All

Eyes on Rafah.' Peeperkorn also admitted that he feared an unimaginable disaster if Israel carried out massive attacks on the city continuously (Davies 2024).

The phrase expressed by Peeperkorn became a slogan used in various demonstrations around the world, including on social media. Keywords with the hashtag All Eyes on Rafah became a hot topic on various platforms, such as Twitter with more than 900 thousand tweets and Instagram with AI images shared by more than 47 million Instagram users (Davies 2024; C. Indonesia 2024). This viral dissemination marks more than a digital trend; it reveals how language on social media functions as a discursive tool that articulates collective grief, political alignment, and calls for justice. In this sense, hashtags are not only channels of information but also sites of ideological struggle, where meanings are negotiated and power relations are symbolically contested. The use of this hashtag also attracted various news media on a global scale, as the majority of countries and the world population began to condemn Israel's attitude towards Palestine. The hashtag is constantly echoed as a response to the global issue of noticing that the indigenous Palestinian people now have no safe haven (Rds 2024).

UN Secretary-General Antonio Guterres and Qatari Prime Minister Sheikh Mohammad bin Abdulrahman bin Jassim Al Thani agreed that the military operation carried out by Israel in Rafah has catastrophic consequences that must be prevented (Nations 2024). UN Humanitarian Chief Martin Griffiths stated that the Israeli attack on Rafah was unacceptable and criticised it as a tragic mistake. In addition, Griffiths also emphasised as a representative of the UN that the military operation carried out in Rafah leads to mass killings (V. Indonesia 2024).

The discourse related to the hashtag #كل_العيون_على_رفح is not only echoed on social media, but also on various news sites globally. Researchers chose the hashtag as a keyword in the news article because in addition to the hashtag still being discussed until now, the hashtag is a form of movement that emerged to build awareness of the global community on the issue between Palestine and Israel that has not ended until now (Davies 2024). This awareness movement voices that Israel's attitude towards Palestine is increasingly raising many concerns, one of which is a massacre that can eliminate indigenous Palestinian ethnic communities, and Palestinian people also have the right to live in peace and justice like other people in general (AFP 2024). In addition, researchers also chose the online newspaper aljazeera.net as research material because Aljazeera is the first independent news channel in the Arab world. Aljazeera is also one of the largest and most influential international news networks in the world with more than 150 countries and regions available in more than 450 million homes (Aljazeera, n.d.). Researchers also chose CNN Arabic newspaper because the newspaper is a global news network that provides international news and various important events and issues that occur in the Middle East region in a current and actual manner (Arabic, n.d.).

To reveal the discourse of the hashtag #كل_العيون_على_رفح on the news in the newspaper, researchers use Norman Fairclough's critical discourse analysis theory to reveal the discourse and ideology of the news related to the hashtag in online media. Norman Fairclough's critical discourse analysis views discourse as not just text, but also a form of social practice (Jorgensen and Phillips 2002). The theory is used to expose practices of power, discrimination, and injustice (Wodak and Meyer 2008). The use of this theory is based on knowing the discourse and dismantling the ideology and practice of power (Fairclough 2018). Therefore, researchers use Norman Fairclough's critical discourse analysis to find out the discourse contained in the hashtag news #كل_العيون_على_رفح.

Fairclough divides his concept of critical discourse analysis into three stages, which are as follows. First, the text dimension (micro-analysis) in which this dimension focuses on analysing the language in a text, such as word choice, sentence structure, metaphors, and various other linguistic devices used in the text. This dimension looks at how linguistic aspects are used to convey ideology and power (Fairclough 1989). Secondly, the discourse dimension (meso analysis) in which this dimension focuses on how texts are produced, distributed, and consumed in a particular social context. This dimension looks at how the text is connected to the discourse circulation process in society (Van Dijk 2015). Third, the social practice dimension (macro analysis) where micro and meso analyses are linked to the social, historical, and political context in a broader scope. This dimension looks at how discourse is involved in creating, maintaining, and changing social structures (Fairclough 2018).

Studies that discuss Norman Fairclough's critical discourse analysis have been studied through various aspects, including the following. The first aspect examines the construction of discourse in media coverage of the Middle East region (Hamid, Basid, and Aulia 2021; Dhiyah and Basid 2024; Umam and Basid 2025; Nurhidayah and Basid 2024; As'sa'idah and Basid 2023). The second aspect examines the discourse in policy regulations (Ali 2024; Phenwan et al. 2025). The third aspect examines political discourse through governor's letters, presidential speeches, and foreign minister's

speeches (Harun, Anisa Maulidiah Alam, and Jufri 2024; Haslina 2023; Lu and Zhou 2024; Sukarismanti et al. 2024). The fourth aspect examines critical discourse analysis in advertisements, films, and social media (Elika and Nurhayati 2024; Rarasati and Zawawi 2024; Suhartatik et al. 2024; Suriadi and Baharman 2024). The fifth aspect examines the slogan in the demonstration (Mudiawati, Hudiyono, and Suhatmady 2023). And the sixth aspect examines hoax text and ideology in the news (Shabrina, Zamzani, and Setiawan 2022).

Based on previous research, researchers found similarities and differences. The similarity is in the use of the same theory as analysis, namely Norman Fairclough's critical discourse analysis. While the difference lies in the object and focus of the study, as follows. Five studies examined discourse in media coverage of the Middle East region, such as the economic crisis in Syria (As'sa'idah and Basid 2023), Iranian president's death in BBC Arabic coverage (Dhihyah and Basid 2024), reconstructing the role of Arab women in the media (Hamid, Basid, and Aulia 2021), representations of military power between Lebanon and Israel (Umam and Basid 2025), and the famine crisis in Sudan (Nurhidayah and Basid 2024). Two studies examined discourse in policy regulations, such as the discourse of sexual violence in university policies in the United States (Ali 2024), and Scottish dementia policy influenced the initiation and revision of Advanced Care Planning (ACP) to protect the human rights of people with dementia (PwD) (Phenwan et al. 2025). Four studies examined political discourse through the governor's circular letter to prevent the transmission of Covid-19 (Sukarismanti et al. 2024), President Joko Widodo's 2022 speech (Harun, Anisa Maulidiah Alam, and Jufri 2024), Anies Baswedan's linguistic strategies in representing himself as a 2024 presidential candidate (Haslina 2023), and diplomatic discourse on China-United States relations through the speech of Chinese Foreign Minister Wang Yi (Lu and Zhou 2024). Four studies examined critical discourse analysis in advertisements, films, and social media, such as the meaning of women's bodies behind body lotion advertisements (Suhartatik et al. 2024), the ideology of racism in cosmetics and beauty adverts (Elika and Nurhayati 2024), Arab Spring representation through the film *Alephia 2053* (Rarasati and Zawawi 2024), and hate speech on Twitter (Suriadi and Baharman 2024). One study examined the slogans of teacher demonstrations in Samarinda (Mudiawati, Hudiyono, and Suhatmady 2023), and one study examined the ideology of Aljazeera news media and the social conditions that influence it (Yuhandra, Nugraha, and Lukman 2024).

While previous studies have applied Fairclough's Critical Discourse Analysis to various texts, limited attention has been paid to how Arabic news media discursively construct global solidarity in the context of humanitarian crises. This study aims to examine how Al-Jazeera Arabic and CNN Arabic construct the discourse of global solidarity through their reporting on the hashtag #AllEyesOnRafah. Using Fairclough's three-dimensional framework, this study specifically analyzes how both media represent participants, establish relationships, and construct identities in their coverage. Through this analysis, the study seeks to uncover the ideological stances embedded in each outlet's discursive strategies and how they align with or challenge dominant global narratives on Palestinian solidarity.

METHODS

This research uses a descriptive qualitative method because it focuses on analysing narratives in news texts and describing objects systematically and factually (Nasution 2023). Data sources consist of primary and secondary data. Primary data are news articles from the official websites of Aljazeera Arabic (<https://www.aljazeera.net/>) and CNN Arabic (<https://arabic.cnn.com/>) published during 2024 and containing the keyword كل العيون على رفح, which were purposively selected. Meanwhile, secondary data includes literature such as books and scientific articles related to critical discourse analysis theory and corpus linguistics. This literature is used to strengthen the understanding of the theory and help researchers analyse the data according to the research objectives. Thus, all the data collected supports the researcher's efforts in examining the representation of global solidarity in Arabic media discourse.

Data collection techniques were carried out through documentation, namely the collection of online news articles from both media that are relevant to the focus of the research (Zaim 2014), the news articles about the hashtag كل العيون على رفح uploaded and published online through Aljazeera and CNN Arabic websites in 2024. The data was recorded after an in-depth reading process and adjusted to Norman Fairclough's critical discourse analysis framework. In the data analysis technique, the data was analysed using Norman Fairclough's critical discourse analysis framework.

In the data analysis techniques, the data was analysed using Norman Fairclough's critical discourse analysis model which includes three dimensions (Fairclough 1995; Wodak and Meyer 2008). The first is the textual dimensions, which examines representations, relations, and identity through linguistic devices (Fairclough 2003; Darmayanti 2024). In this study, the linguistic devices analysed include vocabulary choices, sentence structures, metaphors, and other linguistic patterns that appear in the construction of the discourse. This stage focuses on how wording, framing, and syntactic patterns indicate ideological positioning in the reporting of **كل_العيون_على_رفح**. The second stage is the discourse dimensions, which analyses the production, distribution, and consumption of texts in social contexts (Marzuki 2021), The operational steps at this stage consist of: (1) analysing text production, including the institutional background of Aljazeera Arabic and CNN Arabic and the ideological tendencies reflected in how each outlet constructs and delivers the news; (2) examining text distribution, which in this research involves how the news is disseminated through the official websites and also reinforced through the platforms of both media on Instagram and X (Twitter); and (3) analysing text consumption, which observes audience responses through comments, engagements, and public interactions on posts related to the hashtag **كل_العيون_على_رفح**. The third stage is the social practice dimension, which examines situational, institutional, and social in power structures and ideologies (Karimi and Niazi 2023; Sukarismanti et al. 2024). The operational steps include mapping the socio-political background of the Rafah attack, identifying the political orientation of each media institution, and analysing how global power relations—such as international diplomacy, geopolitical tensions, and humanitarian narratives—influence the framing of solidarity in the news texts. By using this approach, researchers are able to interpret texts not only in terms of language, but also in relation to broader socio-political realities.

FINDING AND DISCUSSION

In this section of the results and discussion, researchers will explain the global solidarity discourse on the **كل_العيون_على_رفح** news between Aljazeera and CNN Arabic based on Norman Fairclough's critical discourse analysis which consists of three dimensions, namely 1) textual dimension analysis which includes representation, relations, and identity; 2) discourse dimension analysis that focuses on the production, distribution, and consumption of texts in a particular social context; and 3) social practice dimension analysis that links between textual dimension analysis and discourse dimension analysis based on social, political, and ideological contexts in a broader scope. The explanation is as follows.

1. Textual Dimension

Eriyanto said in Shabrina, Zamzani, and Setiawan (2022) that in Norman Fairclough's critical discourse analysis model, the textual dimension is divided into three elements, namely representation, relation, and identity. In this textual dimension analysis is related to linguistic analysis, which includes the use of vocabulary, sentence structure, metaphors, and other linguistic devices, which then compares the textual dimension analysis between Aljazeera Arabic and CNN Arabic.

Table 1. Textual dimension analysis and comparison between Aljazeera Arabic and CNN Arabic

Aspect	Aljazeera Arabic	CNN Arabic
Representation	Real movement through large numbers of hashtag spread	Questioning the clarity of images with scattered hashtags
	Hashtag spreading as a form of social movement and digital resistance	The existence of hashtags is just a social media trend and virality
	The spread of hashtags has an impact on public opinion against Israel	Two views that position the media as neutral
Relation	Victims (Palestinians) who gained international support	Neutral, not mentioning the perpetrators or victims
Identity	Global movement that supports the Palestinian cause	Ordinary social media users

a. Representation

Representation looks at how events, people, groups, situations, circumstances, or anything are presented and described in the text. In this representation section, the representation of global solidarity with the Palestinian people through **كل_العيون_على_رفح** is constructed differently between

Aljazeera Arabic and CNN Arabic. The differences are seen through the choice of vocabulary, sentence structure, and the way the media connects the phenomenon of the hashtag *#كل_العيون_على_رفح* with a wider context.

Representation of the Number of Spreads and Impact of Hashtags Globally

Aljazeera Arabic and CNN Arabic both emphasise the widespread spread of hashtags on social media, but they explain the phenomenon with different word choices. Aljazeera Arabic in writing its news strongly emphasises the widespread spread of hashtags through social media as a form of strong global solidarity.

(1) شارك رواد مواقع التواصل الاجتماعي صورة أنشئت بالذكاء الاصطناعي تحمل عبارة "كل العيون على رفح" أكثر من 44 مليون مرة على تطبيق إنستغرام منذ يوم الاثنين الماضي

An AI-generated image with the phrase 'All eyes on Rafah' has been shared more than 44 million times on Instagram since Monday.

Data (1) represents global solidarity in *#كل_العيون_على_رفح* news reporting, which is marked by the phrase *شارك أكثر من 44 مليون مرة على تطبيق إنستغرام* which refers to the spread of the hashtag through Instagram social media has been shared by almost all humans globally more than 44 million times. The mention of such a high number shows evidence of the very strong power of global solidarity. In addition, the sentence also emphasises the phrase *منذ يوم الاثنين الماضي* which indirectly shows that in less than a week, the hashtag has spread to all corners of the world through social media and has been shared tens of millions of times, and the spread of the hashtag in such a small period of time confirms that the movement has a huge impact on social media.

Meanwhile, CNN Arabic in writing news related to the *#كل_العيون_على_رفح* phenomenon also mentioned the widespread spread of the hashtag, but used a choice of words that tended to be neutral and sceptical.

(2) ومن غير الواضح ما هي الصورة بالفعل، لكنها تثير المشاعر

It is unclear what exactly the image is, but it evokes emotions.

In contrast to Aljazeera, which describes in detail the spread of the hashtag *#كل_العيون_على_رفح*, CNN Arabic in data (2) emphasises the existence of the hashtag with the phrase *ومن غير الواضح* or 'unclear', which indicates that CNN considers the image to have emerged through unclear origins. In addition, CNN Arabic also emphasises the emotional effect rather than the solidarity, with the phrase *لكنها تثير المشاعر* which explains that the existence of the photo with the hashtag on social media has stirred the emotions of the global community. It can be concluded that Aljazeera Arabic raised the discourse of global solidarity as a real movement in the form of large numbers, while CNN Arabic emphasised more on the emotional effects caused and questioned the clarity of the origin of the phenomenon.

Representation of Social Media's Role in Global Solidarity

Aljazeera Arabic actively mentions various social media such as Instagram, X, and Facebook as key tools in spreading global solidarity, as described in the quote below.

(3) كما تمت مشاركة الصورة على نطاق واسع في منصات التواصل الأخرى مثل إكس وفيسبوك، فيما نال الهاشتاغ (الوسم) الذي يحمل الجملة ذاتها في الصورة أكثر من مليون زيارة. وفي منصة إكس، حظي الهجوم الإسرائيلي على رفح خلال الأيام الثلاثة الأخيرة بأكثر من 27 مليون منشور تعبر عن الغضب من استمرار الهجوم على المدينة

The photo was also widely shared on other social media platforms such as X and Facebook, while the hashtag containing the same phrase in the photo received more than one million hits. On the X platform, the Israeli assault on Rafah over the past three days has resulted in more than 27 million posts expressing outrage over the ongoing assault on the city

Data (3) illustrates the representation of global solidarity discourse shown through the phrase which refers to the spread of the hashtag not only through Instagram, but also extends to other social media, such as X and Facebook which have been visited by more than one million visits by social media users. This is also clarified by the spread of the same hashtag on social media X as many as 27 million posts, which shows that the large number of posts reaching millions is a form of support or solidarity of the community globally, as well as a form of increasing awareness to the public that what happened in Rafah is not a trivial matter that can be left unattended.

Unlike Aljazeera Arabic, CNN Arabic does not show accurate data on the number of hashtag posts on social media. CNN Arabic only explained that the hashtag was spread through images shared through one of Instagram's features, but did not associate this phenomenon as a particular form of social movement.

(4) تم تعقب أصل الصورة إلى فنان في ماليزيا، وقد يعود سبب مشاركتها على نطاق واسع إلى سهولة القيام بذلك، حيث قام المستخدم الأصلي عند نشرها باستخدام خاصية "Add Yours" على إنستغرام، مما يسهل على أي شخص مشاركة الصورة ببضع نقرات فقط وإضافة تعليقاته الخاصة.

The image has been traced to an artist in Malaysia, and may have been shared widely because it was so easy to do. The original user used Instagram's "Add Yours" feature when uploading it, which made it easy for anyone to share the image with just a few clicks and add their own comments.

CNN Arabic did not emphasise the large numbers like Aljazeera Arabic, but only emphasised how the hashtag #كل_العيون_على_رفح spread through social media, namely through the "Add Yours" feature on Instagram, making it easy for any Instagram user to spread the hashtag. In addition, the choice of words used by CNN Arabic in describing this phenomenon tends to be dismissive, as in the sentence which shows that the spread of the hashtag is just like any other hashtag, which is spread in the same way, and does not connect it with social movements. It can be concluded that Aljazeera Arabic tends to associate the spread of hashtags as a form of social movement and digital resistance, while CNN Arabic only mentions the virality of hashtags in general without associating them with anything.

Representation of the Effects of Global Solidarity with Palestine and Israel

One key difference that stands out in the coverage of the hashtag phenomenon is how this global solidarity has been linked to changes in politics and public opinion. Aljazeera Arabic emphasises that the effect of the #كل_العيون_على_رفح hashtag is a decrease in international support for Israel and an increase in global awareness of the Palestinian cause.

(5) ويقول محللون إن انتشار الصورة والمحتوى المؤيد لفلسطين عبر منصات التواصل الاجتماعي يعكس تراجع الدعم الدولي لإسرائيل وزيادة الوعي بالقضية الفلسطينية

Analysts say the spread of pro-Palestinian images and content across social media platforms reflects declining international support for Israel and growing awareness of the Palestinian cause.

The spread of #كل_العيون_على_رفح across various social media platforms and shared tens of millions of times clearly shows that international support for Palestine is increasing, while it is inversely proportional to support for Israel which is decreasing due to its arrogant and cruel attitude by bombing the Rafah camp, where Rafah is the only safe place for Palestinians. In this case, Aljazeera clearly connects the effect of the #كل_العيون_على_رفح hashtag to the larger political impact, namely the change in international support for Palestine.

In contrast, CNN Arabic did not mention the change in support for Israel, but instead described that not everyone considered the existence of the hashtag to be an accurate representation of the reality in Rafah, Gaza.

(6) ويزعم البعض أن نشر صورة غامضة لا تعكس الرعب المطلق بالطبع لما يحدث في غزة، بينما يقول آخرون إنه يمكن استخدامها كفرصة لرفع مستوى الوعي.

Some argue that posting a cryptic image does not necessarily depict the horrors taking place in Gaza, while others say the image can be used as an opportunity to raise awareness.

CNN Arabic presents two different perspectives. First, not everyone considers the existence of the hashtag as evidence of reality that represents the current state of Rafah, Gaza. Secondly, the existence of the hashtag spread through social media is a tool to raise global awareness of the Palestinian issue that is getting worse. It can be concluded that Aljazeera Arabic clearly explains that the global solidarity discourse in the form of hashtags spread through social media has an impact on international opinion towards Israel. Meanwhile, CNN Arabic highlights the different perspectives on the effectiveness of the hashtag in social media.

Both Aljazeera Arabic and CNN Arabic explain the hashtag #كل_العيون_على_رفح, but with different discourse constructions. Aljazeera Arabic represents global solidarity through the hashtag #كل_العيون_على_رفح as a form of real movement in the widespread spread of the hashtag, a form of digital resistance, and an impact on public opinion towards Israel. Meanwhile, CNN Arabic represented the hashtag #كل_العيون_على_رفح by questioning the origin of the image with the hashtag, explaining that the hashtag is just a social media trend and virality, and the media also presented two views that positioned the media as a neutral party.

The results of the analysis on the representation aspect in the textual dimension analysis illustrate how the existence of the hashtag #كل_العيون_على_رفح in social media. This is in line with Fairclough's concept of representation that the concept looks at how an event, situation, or state is depicted in the text (Fairclough 2018). The findings of the #كل_العيون_على_رفح hashtag representation can be compared with the research of Shabrina, Zamzani, and Setiawan (2022) where the research describes how hoax texts are presented in online news newspapers. In addition, it can also be compared with the research of Suhartatik et al. (2024) where the research reveals the representation of women through body lotion advertisements. In line with these findings, this study found that Aljazeera Arabic and CNN Arabic represent the hashtag #كل_العيون_على_رفح with different constructions, where Aljazeera Arabic represents the hashtag as a global movement of digital resistance, while CNN Arabic represents the hashtag as a regular social media trend that tends to be neutral.

b. Relation

Relations look at how the various parties involved in the text are constructed and described by the media through language. In the relations section, the discourse of global solidarity with the Palestinian people through #كل_العيون_على_رفح is constructed differently between Aljazeera Arabic and CNN Arabic which will be explained as follows.

(7) ويقول محللون إن انتشار الصورة والمحتوى المؤيد لفلسطين عبر منصات التواصل الاجتماعي يعكس تراجع الدعم الدولي لإسرائيل وزيادة الوعي بالقضية الفلسطينية

Analysts say the spread of pro-Palestinian images and content across social media platforms reflects declining international support for Israel and increasing awareness of the Palestinian cause.

Aljazeera Arabic clearly explains through the quotation in data (7) that the relationship between Palestine and the international community is a relationship of resistance. This is shown through the phrase تراجع الدعم الدولي لإسرائيل وزيادة الوعي بالقضية الفلسطينية, where the phrase explains that the spread of hashtags supporting Palestine through social media illustrates the awareness of the global community to support the Palestinian cause. On the other hand, the increasing support for Palestine can also reduce support for Israel, because the international community is increasingly aware of Israel's arrogant and cruel attitude towards Palestine.

Meanwhile, CNN Arabic also directly mentions the relationship between global solidarity and the Palestinian cause, but then provides two perspectives as shown in the quote below.

(8) في أعقاب الغارة الإسرائيلية الأخيرة على رفح والتي أسفرت عن مقتل 45 فلسطينيًا، توجّد مستخدمو وسائل التواصل الاجتماعي خلف صورة تم إنشاؤها بواسطة الذكاء الاصطناعي تحمل عبارة "كل العيون على رفح". ومن غير الواضح ما هي الصورة بالفعل، لكنها تثير المشاعر. ويزعم البعض أن نشر صورة

غامضة لا تعكس الرعب المطلق بالطبع لما يحدث في غزة، بينما يقول آخرون إنه يمكن استخدامها كفرصة لرفع مستوى الوعي.

Following the recent Israeli airstrike on Rafah that killed 45 Palestinians, social media users rallied in favour of an AI-generated image with the caption 'All eyes on Rafah.' It's unclear what the image actually is, but it stirred emotions. Some argued that posting a vague image does not necessarily depict the horrors taking place in Gaza, while others said the image could be used as an opportunity to raise awareness.

At the beginning of the story, CNN Arabic explains that there is global solidarity with Palestine, shown through the word *توحد* or united in support of the AI image with the hashtag *#كل_العيون_على_رفح*. However, CNN Arabic then provides two points of view, which show that CNN Arabic positions itself as a neutral and cautious party in building relations between Palestine, Israel and the international community. It can be concluded that Aljazeera Arabic clearly describes the relationship of solidarity between Palestine and the international community as a relationship of resistance, where the international community supports Palestine and works together against Israel, while CNN Arabic does not clearly explain the relationship of global solidarity with Palestine, which is shown through two views that position CNN Arabic as a neutral party.

Aljazeera Arabic and CNN Arabic portray the relationship of the parties involved in the hashtag *#كل_العيون_على_رفح* with different constructions. Aljazeera Arabic portrays Palestine as a victim who gets international support through the hashtag *#كل_العيون_على_رفح*. In contrast, CNN Arabic positions itself as a neutral media by not mentioning any party as a perpetrator or victim.

The results of the analysis on the aspect of relations in this textual dimension reflect how the relationship between the parties involved in the hashtag *#كل_العيون_على_رفح* is presented through the text. This is in line with the concept of relation according to Fairclough that relation refers to how the construction of relationships between participants in the text (Fairclough 2018). The findings in this relation are in line with Ali (2024) and Nurhidayah and Basid's (2024) research in which the related parties in a particular discourse are often constructed differently, which then raises hierarchy and injustice. In the context of this study, Aljazeera Arabic constructs the relationship between Palestinians as victims and supporters of hashtags on social media as supporting parties, while CNN Arabic tends to be neutral and avoids explicit mention of the perpetrators and victims.

c. Identity

Identity looks at how the various parties in a text are organised and presented by the media. In the identity section, the representation of global solidarity with the Palestinian people through *#كل_العيون_على_رفح* is constructed differently between Aljazeera Arabic and CNN Arabic.

(9) وفي منصة إكس، حظي الهجوم الإسرائيلي على رفح خلال الأيام الثلاثة الأخيرة بأكثر من 27 مليون منشور تعبر عن الغضب من استمرار الهجوم على المدينة التي اضطرت أكثر من مليون نازح للنزوح منها مرة أخرى مع شن الاحتلال هجومه في السابع من مايو/أيار الجاري.

On platform X, the Israeli assault on Rafah between the past three days has generated more than 27 million posts expressing outrage at the ongoing assault on the city, which has caused more than one million people to be displaced once again since the occupation launched its offensive on 7 May.

Data (9) explains the identity of Israel as the perpetrator shown through the phrase *حظي* *الهجوم الإسرائيلي على رفح خلال الأيام الثلاثة الأخيرة*, the party that carried out the attack in Rafah for the past three consecutive days. Meanwhile, the Palestinians are portrayed as victims as shown through the phrase *التي اضطرت أكثر من مليون نازح للنزوح منها مرة أخرى*, where more than one million Palestinians are forced to flee again because of Israel's continuous attacks. Aljazeera Arabic also describes the international identity as a Palestinian support community through a dynamic global movement, which is shown through the phrase *27 مليون منشور تعبر عن الغضب من استمرار الهجوم على المدينة*, where the support is in the form of the hashtag *#كل_العيون_على_رفح* spread through social media.

Unlike Aljazeera Arabic, CNN Arabic explains that the spread of the hashtag *#كل_العيون_على_رفح* is just a common trend and virality on social media, as in the quote below.

(10) تم تعقب أصل الصورة إلى فنان في ماليزيا، وقد يعود سبب مشاركتها على نطاق واسع إلى سهولة القيام بذلك، حيث قام المستخدم الأصلي عند نشرها باستخدام خاصية "Add Yours" على إنستغرام، مما يسهل على أي شخص مشاركة الصورة بوضع نقرات فقط وإضافة تعليقاته الخاصة.

The image has been traced to an artist in Malaysia, and may have been shared widely because it was so easy to do. The original user used the 'Add Yours' feature on Instagram when uploading it, which made it easy for anyone to share the image with just a few clicks and add their own comments.

CNN Arabic establishes the identity that supporters of the hashtag [#كل_العيون_على_رفع](#) are regular social media users and not associated with the global activism movement. This is shown through the phrase ["Add Yours"](#) على إنستغرام، مما يسهل على أي شخص ["Add Yours"](#) قام المستخدم الأصلي عند نشرها باستخدام خاصية ["Add Yours"](#) على إنستغرام، مشاركة الصورة، where any social media user can spread the hashtag without any tendency. In addition, CNN Arabic positions itself as a neutral party, by not explaining the perpetrators or victims in the news text. It can be concluded that Aljazeera Arabic explains Palestine as a victim who received international support through the hashtag [#كل_العيون_على_رفع](#) on social media, and the hashtag is a form of global movement, while CNN Arabic explains that supporters of the hashtag are just ordinary social media users without any tendency, and positions itself as a neutral media.

Aljazeera Arabic and CNN Arabic portray the identity of [#كل_العيون_على_رفع](#) hashtag supporters with different constructions. Aljazeera Arabic clearly explains that supporters of the hashtag are united to form a global movement to support the Palestinian cause through social media. However, CNN Arabic explained that supporters of the hashtag were just ordinary social media users, and did not associate it with social movements or forms of digital resistance.

The results of the analysis on the aspect of identity in the textual dimension are in line with Fairclough's concept where this aspect describes how the identity of the participants is depicted in the text (Fairclough 2018). This finding can be compared with Haslina's research where the research describes how Anies Baswedan framed his identity as a 2024 presidential candidate, while this research describes the identity of the parties involved in the [#كل_العيون_على_رفع](#) hashtag (Haslina 2023). In line with these findings, this study found that Aljazeera Arabic constructed the identity of the hashtag supporters as a global movement that supports the Palestinian cause, in contrast to CNN Arabic which constructed the identity of the hashtag supporters as ordinary social media users.

2. Discourse Dimension

The discourse dimension is an analysis within Fairclough's framework that relates to the production, distribution and consumption of texts. In this section, the text is analysed in terms of content and language which is then linked to the production process of the news article. In addition, the discourse dimension is a link between the textual dimension and the social practice dimension, not only describing discourse, but also interpreting and having a relationship with discourse in the order of discourse in the intertextual scope (Vania, Suaedi, and Citraningrum 2024).

a. Text Production

Text production looks at who produces the text and how the text is delivered. Text production is a collective process, where between one news letter and another has many differences in the production process which then affects the text that is disseminated to the public. In producing its news articles, Aljazeera Arabic cites through American Press news sources. In addition, in the news article on the issue of the hashtag [#كل_العيون_على_رفع](#), Aljazeera Arabic strengthens its data by displaying the number of posts of the hashtag on various social media, such as Instagram, X, and Facebook, where the three social media recorded more than 500 million users. In terms of content, Aljazeera Arabic tends to support Palestine. It is evidenced through research conducted by Aras & Al Ansari that Qatar, as the country where Aljazeera was first established, often acts as a mediator, problem solver, humanitarian aid provider, and assembly of the Palestinian issue at the UN. Qatar has consistently advocated for conflict resolution and emphasised the importance of peace, justice and a bi-national solution (Aras and Al Ansari 2024).

Meanwhile, CNN Arabic in writing news articles related to the [#كل_العيون_على_رفع](#) hashtag issue does not mention the source. In terms of content, CNN Arabic mostly positions its media as neutral by writing two points of view, but also tends to underestimate by stating that the hashtag phenomenon

is just an ordinary social media trend. It is proven through the CNN Press Room website that CNN Arabic offers a global perspective, which causes CNN Arabic to write two points of view in its news and position itself as a neutral media. Ningsih's research in 2022 related to CNN's strategy on the issue of Islamophobia and Anti-Americanism also shows that CNN presents a dual identity strategy which indirectly proves that CNN is a weak actor because it does not know who it is and the ambiguity of the main interests it wants to achieve.

Aljazeera Arabic and CNN Arabic found differences in producing texts, where Aljazeera Arabic in producing its text tends to support Palestine, seen through the large number of supporters of the hashtag *كل_العيون_على_رفح* displayed through the title of news articles, and the existence of diplomatic affiliation between Qatar and Palestine. Meanwhile, CNN Arabic in producing its text tends to question the existence of the hashtag. In addition, in producing the text, it also presents two points of view that show media neutrality as well as ambiguity.

The results of the analysis on the aspect of text production in the discourse dimension are in line with Fairclough's concept, where this aspect relates to how the text production process affects the spread of discourse in society (Fairclough 2018). The findings of this study are in line with the research of Lu and Zhou (2024); Mudiawati, Hudiyono, and Suhatmady (2023); Hamid, Basid, and Aulia (2021) where the text production process both internally and externally influences the discourse that is then spread in society. In the context of this study, Aljazeera Arabic's text production tends to support Palestine due to diplomatic relations, while CNN Arabic provides two viewpoints to show its neutrality.

b. Text Distribution

Text distribution looks at how news texts are distributed to readers (Vania, Suaedi, and Citraningrum 2024). In the text distribution of the *كل_العيون_على_رفح* hashtag phenomenon, Aljazeera Arabic found 9 news articles that discussed the *كل_العيون_على_رفح* hashtag, starting from the beginning of the hashtag's emergence, the increasing spread of the hashtag on social media, to support for Palestine from various parties such as international actors and world organisations. In addition, Aljazeera Arabic also spreads its news not only on the website, but also on social media through the official accounts @aljazeera on Instagram and @AJArabic on X. In social media, it was also found that there was interaction in posts related to the hashtag *كل_العيون_على_رفح*, indicated by the number of likes of more than a thousand, 40 tweets of interaction with the audience through comments, and 316 times reposted by X users.

Meanwhile, CNN Arabic found only one news article on the CNN Arabic website related to the phenomenon with a small number of news words and full of ambiguity. In addition, CNN Arabic also spreads its news on social media as well through the official @cnnarabic account on Instagram and X. The dissemination of news on social media related to the phenomenon was found to lack interaction with the audience, indicated by the number of comments from less than 20 social media users.

Aljazeera Arabic and CNN Arabic distributed news related to the hashtag *كل_العيون_على_رفح* through the same media, but achieved different results. Both of them spread news articles on their respective websites, but Aljazeera Arabic wrote nine news articles, while CNN Arabic only wrote one. News dissemination is also carried out in social media, but Aljazeera Arabic found more interactions and repeated posts than CNN Arabic.

The results of the analysis on the distribution aspect in this aspect of discourse are in line with Fairclough's concept where text distribution is related to the spread of text in society (Fairclough 2018). The findings of this study are in line with the research of Lu & Zhou and Mudiawati where the distribution of this text includes the spread of certain discourses in society in accordance with the intentions and objectives of the discourse maker (Lu and Zhou 2024; Mudiawati, Hudiyono, and Suhatmady 2023). In line with these findings, this study found that Aljazeera Arabic wrote nine news articles, shared them on social media, and there was a lot of interaction between social media users, while CNN Arabic only wrote one article, shared it on social media, but there was little interaction between social media users.

c. Text Consumption

Text consumption relates to how audiences respond to or consume a text (Vania, Suaedi, and Citraningrum 2024). The consumption of text on Aljazeera Arabic to lower public opinion against Israel shows that the digital resistance movement is dynamic, and a representation of global solidarity.

This can be seen through the various criticisms in the comments of posts related to the hashtag #كل_العيون_على_رفح on social media both on Instagram and X. In addition, strong interaction through the number of likes, comments, and reposts reaching hundreds to thousands shows global support for Palestine.

Meanwhile, the news audience on CNN Arabic in social media related to the hashtag #كل_العيون_على_رفح tends to have less interaction, characterised by the small number of comments on both Instagram and X. The title of the news article written by CNN Arabic regarding the hashtag, which tends to assume that supporters of the hashtag are just ordinary social media users, was criticised by social media users through comments, where many users became emotional and accused CNN Arabic of turning a blind eye to the bombing in Rafah. In addition, comments were found emphasising that the bombing in Rafah was not a mistake, but a cruel act of deliberate mass slaughter. This shows a decrease in public opinion towards Israel, as well as an increase in global support and solidarity with Palestine.

Aljazeera Arabic and CNN Arabic found similarities in the text consumption of the audience, where the audience showed their support for Palestine and criticised Israel's attitude towards the bombing in Rafah, and considered that the bombing in Rafah was not an accident, but a deliberate massacre. The difference is that Aljazeera Arabic found more interactions in likes, comments, and reposts than CNN Arabic. Even so, they both lowered public opinion towards Israel.

The results of the analysis on the aspect of text consumption in the discourse dimension are in line with Fairclough's concept where text consumption includes how the audience responds in consuming the text (Fairclough 2018). The findings of this study are in line with the research of Harun et al and Phenwan et al where the discourse then gives a response in the form of an effect on the audience of its readers (Harun, Alam, and Jufri 2024; Phenwan et al. 2025). In the context of this study, the audience response between Aljazeera Arabic and CNN Arabic was found to be equally able to reduce public opinion towards Israel, but Aljazeera Arabic was found to have more interactions between social media users than CNN Arabic.

3. Social Practice Dimension

The analysis of the social practice dimension links the analysis of the text dimension and the analysis of the discourse dimension based on a wider range of social, political and ideological contexts. In this dimension, researchers see how discourse is related to existing power structures and how it influences or reflects social order. This social practice dimension analysis looks at how discourse reflects certain ideologies, and how discourse is used to maintain or challenge power.

a. Situational

Situationism looks at how texts are formed based on unique conditions and situations, so news texts may differ from one another (Yuhandra, Nugraha, and Lukman 2024). Aljazeera Arabic describes an emergency meeting of the UN Security Council to discuss the massacre of residents in Rafah and the global community's condemnation of Israel's attacks in the region. Quoting from the statement of UN Secretary-General Antonio Guterres that the Israeli attack on Rafah killed dozens of innocent civilians, and there is no safe place for the Palestinian population in Gaza. However, the Israeli army stated that the target of their bombing was Hamas, and Israeli Prime Minister Netanyahu also added that what happened in Rafah was a big mistake and stated that the killing of civilians was an accident that would be investigated further. Aljazeera Arabic also emphasises that the massacre in Rafah triggered sharp international criticism of Israel on charges of defying international law, as well as calls for sanctions and pressure to end the assault on Rafah. By explaining these events in the context of global diplomatic decisions, it shows that global solidarity with Palestine has taken root in world institutions.

In contrast to Aljazeera Arabic, CNN Arabic presented UN officials' criticism of the Israeli Prime Minister that the Israeli airstrike on Rafah camp was a tragic mistake. In the news, CNN highlighted the statement of UN Under-Secretary-General for Humanitarian Affairs Martin Griffiths that what happened in Rafah was a new atrocity that might be the worst. Griffiths also mentioned that there is no safe place in Gaza, and the entire military operation in Rafah will be a cause of death. However, Israeli Prime Minister Netanyahu stated that the Rafah raid was a mistake and that the Israeli army made every effort not to harm uninvolved parties, and continued to investigate the matter. Although CNN Arabic mentions the UN's criticism of Israel, it places the criticism in a more personalised position, referring to Netanyahu (Arabic 2024b).

Both media outlets explained the UN's response to the Israeli massacre in Rafah, but highlighted different things. Aljazeera Arabic constructs the narrative that the UN collectively opposed Israeli aggression through an emergency meeting of the UN Security Council and a statement by the UN Secretary-General as evidence that international support for Palestine is strengthening, plus public condemnation of Israel for defying international law and calls for sanctions and a halt to the attack in Rafah show global solidarity with Palestine. In contrast, CNN Arabic took a more diplomatic approach, highlighting Martin Griffiths' individual criticism of Netanyahu directly without mentioning the UN's overall condemnation of Israel. In addition, CNN Arabic also mentions Netanyahu's quote regarding efforts not to involve uninvolved parties, showing that CNN Arabic provides two views on Netanyahu. It can be concluded that Aljazeera Arabic forms the opinion that the international community has united in support of Palestine, while CNN Arabic tends to be cautious by highlighting some related individuals and presenting two views.

The results of the analysis in this situational aspect show how the global solidarity discourse is produced based on the unique situations and conditions that occur based on the reality in Rafah. This is in line with the situational concept in the social practice dimension where discourse emerges as a response to a particular social context (Fairclough 2018). The findings of this study are in line with Elika & Nurhayati and Umam & Basid's research where cosmetic product manufacturers who initially described beauty as synonymous with white skin, then responded to the counter-ideology of racism that shiny skin is a new definition of beauty with any skin colour (Elika and Nurhayati 2024). In line with these findings, this study found that Aljazeera Arabic builds a narrative that the international world represented by international organisations supports Palestine, but CNN Arabic only highlights certain figures and still presents two points of view.

b. Institutional

Institutional looks at how discourse production is influenced by the institution or organisation that oversees it, which includes editorial policies or the historical and cultural background of the media (Yuhandra, Nugraha, and Lukman 2024). Aljazeera is a news media based in Qatar and the first media in the Middle East that tends to support Palestine. Diplomatic relations between Qatar and Palestine are well established, where it is proven through Aras & Al Ansari's research that Qatar actively acts as a mediator to assist Palestine in resolving conflicts by emphasising the importance of peace, justice, and a two-state solution, providing humanitarian assistance, and representing Palestinian issues at the United Nations (Aras and Al Ansari 2024). This commitment to the Palestinian cause is in line with the preferences of the state of Qatar with its aspirations to restore its role as a trusted international partner on the global platform.

Meanwhile, CNN Arabic is a news media affiliated with CNN Commercial International under the Warner Bros. company. In presenting its news, CNN Arabic tends to offer a global perspective of both international and regional news. This is in accordance with CNN Arabic's statement in its profile that the media is a CNN global news network that focuses on presenting international news from an Arab perspective (Arabic, n.d.). In addition, the neutral presentation of news by mentioning two points of view shows that there is an influence of Western ideology, which is proven through Rahmawati's research that CNN is often used as a tool to support US policy, which then causes the presentation of news to try to present various points of view, both from the Palestinian and Israeli sides (Rahmawati 2017).

Both Aljazeera Arabic and CNN Arabic news media in producing their discourse are influenced by the institution that oversees them. Aljazeera Arabic, which is based in Qatar, tends to support Palestine in its news, it is also influenced by diplomatic relations between the two countries. In contrast to CNN Arabic, which in presenting its news tends to be neutral, because of the tendency of Western ideology that tends to support the United States, so that the news presentation looks neutral because it mentions various points of view from the parties involved.

The results of the analysis on institutional aspects in the social practice dimension are in line with the institutional concept that institutions, agencies, or organisations are influential in the production of discourse (Fairclough 2018). The findings of this study are in line with Sukarismanti et al and Suriadi & Baharman's research that institutions are very influential in producing discourse, where discourse produced through well-known institutions or organisations can have a considerable impact on society (Sukarismanti et al. 2024; Suriadi and Baharman 2024). In the context of this study, Aljazeera Arabic tends to support Palestine because of the diplomatic relations between Palestine and Qatar, while

CNN Arabic tends to be neutral because of the tendency of Western ideology to support the United States, which causes the news to look neutral through various points of view from the parties involved.

c. Social

Social influences the discourse that appears in the news. Fairclough argues that discourse emerges because of changes in societal attitudes, and discourse that exists in the media refers to changes in society. Aljazeera Arabic highlighted the increase in global solidarity with Palestine after the Israeli attack on Rafah. This media actively shows support through the hashtag #كل_العيون_على_رفح from various activists, public figures, and international organisations, such as the creation of an AI image with the hashtag #كل_العيون_على_رفح by a teacher in Malaysia (Aljazeera 2024c), the support of world football players (Aljazeera 2024b), to Arab and international celebrities also showing their support through the hashtag (Gouda 2024; Abdullah 2024; Kamal 2024), and the condemnation of the UN Security Council against the Israeli bombing in Rafah (Aljazeera 2024a). Aljazeera Arabic highlighted how activists, public figures and international organisations condemned Israel's immoral killing of civilians. In addition, it featured the impact of boycotts against companies affiliated with Israel as a tangible form of global resistance and condemnation of Israel (Aljazeera 2024d).

Meanwhile, CNN Arabic also raised global solidarity through the #كل_العيون_على_رفح hashtag on social media, but with a more neutral and balanced approach. CNN Arabic not only highlighted international support for Palestine through international organisations and the recognition of a Palestinian state (Arabic 2024a, 2024b), but also featured Netanyahu and the Israeli army's response to what happened in Rafah (Arabic 2024b). The media's balanced coverage of the killing of innocent Palestinian civilians by Israel, the rise of the #كل_العيون_على_رفح hashtag and its spread, criticism of Israel, and Israel's response to the events in Rafah show that CNN Arabic offers a global perspective. In addition, CNN Arabic also presents the boycott of products affiliated with Israel as a form of support for Palestine, but also provides another view that the boycott has an impact on the loss of jobs for the community (Arabic 2023).

While both media outlets discussed the increase in global solidarity with Palestine, they presented a different focus. Aljazeera Arabic specifically builds a narrative that public opinion is now in favour of Palestine and criticism of Israel is getting stronger. Meanwhile, CNN Arabic continues to present the phenomenon in a balanced and neutral manner by presenting two perspectives from both Palestinian supporters and Israeli responses to the phenomenon. This shows how discourse affects societal change, characterised by the boycott of products affiliated with Israel, where it significantly affects the economic sector.

The results of the analysis on this social aspect show how the discourse of global solidarity is not only manifested textually, but also has an impact on public opinion through the hashtag #كل_العيون_على_رفح on social media and real movements through boycotts of Israeli-affiliated products. This is in line with the social concept in Fairclough's social practice dimension which explains that discourse does not stand alone, but is built together with social practices that reflect the ideology and power relations of society (Fairclough 2018). This finding corroborates the research of Yuhandra et al where Aljazeera specifically shows support for Palestine (Yuhandra, Nugraha, and Lukman 2024). This finding can also be compared with the research of Rarasati & Zawawi and Dhiyah & Basid, where discourse in social aspects is part of broader social dynamics, such as the economy, politics, religion, and culture of a dynamic society (Rarasati and Zawawi 2024; Dhiyah and Basid 2024). In line with these findings, this study found that Aljazeera Arabic clearly explains international support for Palestine such as the boycott movement against products affiliated with Israel, while CNN Arabic tends to be neutral by presenting the perspective that the boycott has an impact on the economic sector in a wider range.

CONCLUSION

This study examined how Aljazeera Arabic and CNN Arabic discursively construct the global solidarity movement towards Palestine in their coverage of the hashtag #كل_العيون_على_رفح using Norman Fairclough's critical discourse analysis. The findings show that both media outlets construct different ideological orientations and political positions through their news texts. On the textual dimension, Aljazeera Arabic frames the hashtag as digital resistance and a global movement, whereas CNN Arabic presents it more neutrally as a social media trend. In the discourse practice dimension, Aljazeera Arabic produces more socially engaged content that stimulates public responses, while CNN

Arabic offers a limited and cautious framing through only one article. In the social practice dimension, Aljazeera Arabic aligns itself with international solidarity narratives that explicitly condemn Israel and advocate for boycott actions, while CNN Arabic takes a more balanced approach by avoiding partisan positioning. The use of Fairclough's framework proves effective in uncovering the role of media in shaping ideological discourse through textual choices and production processes. This theory does not merely serve to analyze linguistic elements, but enables a deeper understanding of the connection between discourse, media institutions, and broader power structures. The study also highlights the transformative role of critical discourse analysis in interpreting the political function of news texts. However, this research has limitations, especially in fully exploring the geopolitical context and international responses from actors such as the United Nations. Future studies are encouraged to expand the analysis by involving perspectives from regional and global stakeholders in the ongoing Israeli-Palestinian conflict.

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