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**THE ISRAEL-PALESTINE WAR COVERAGE: A CONTENT ANALYSIS OF MORAL
FOUNDATIONS FOUND IN HUFFPOST.COM AND FOXNEWS.COM**

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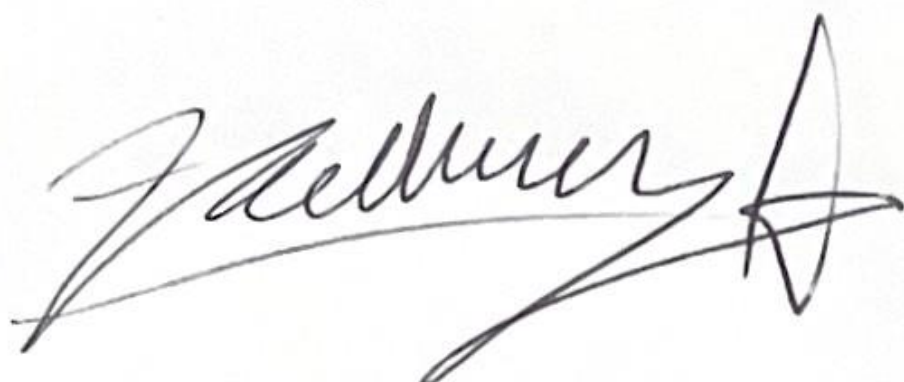


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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



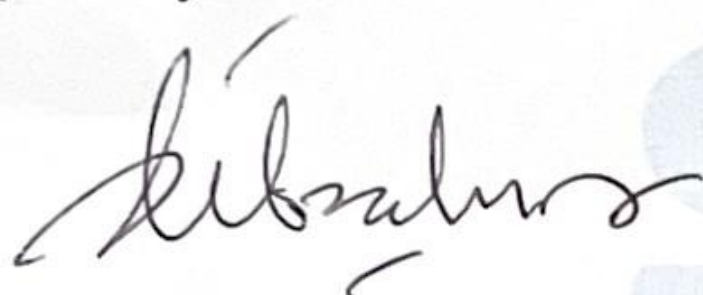
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ABSTRACT

THE ISRAEL-PALESTINE WAR COVERAGE: A CONTENT ANALYSIS OF MORAL FOUNDATIONS FOUND IN HUFFPOST.COM AND FOXNEWS.COM

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Public opinion is often shaped by the narratives and framing habits set by prominent news organisations. Narratives and framing habits of prominent news organisations are often shaped by the ideology and moral values each individual holds. This thesis examines how differing ideologies shape the same conflict. Leveraging quantitative content analysis through the lens of Moral Foundations Theory. The research quantifies the existence of generic news frames (Conflict, Responsibility, Economic Consequence, Human Interest, and Morality frames) and moral language (Care, Fairness, Loyalty, Authority, and Sanctity) in articles published from October 7 to October 31, 2023. The research finds that although HuffPost and Fox News have significant differences in their usage of generic frames, with HuffPost predominantly utilizing conflict and responsibility frames. At the same time, Fox News focuses on morality and economic consequence frames, it did not find any statistical significance in the differing usage of moral language. This research therefore, implies that although ideological orientation can shape framing habits, expression of moral language can be much more granular. These results suggest that while ideological orientation influences how media frame events, the expression of moral language may be more nuanced and context-dependent than previously theorized.

Key words: Moral Foundations Theory, Generic Frames Theory, Israel-Palestine Conflict, Content Analysis, Ideological Beliefs

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DEDICATION

I dedicate this thesis work to my family.



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First and foremost, I would like to humbly thank God Almighty for mercy and assistance in providing favourable circumstances in helping me to complete this paper and complete my current academic journey.

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