



**Ideological Affinities within Antonymy Pairs and the Construction of Media Frames During
Media Coverage of Yahya Sinwar's Assassination:
“Al Jazeera Newspaper Articles as a Model”**

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Received: 08/04/2025

Accepted: 25/06/2025

Published: 30/06/2025

DOI: 10.53284/2120-012-002-009

Abstract:

Our current study aims to uncover the ideological function of the semantic contradiction and media frameworks within Al Jazeera's coverage of Sinwar's martyrdom by adopting content analysis as a descriptive approach. We chose eight articles that narrate the events of the death within the intentional sample. The study concluded with several results; the most important are: The coverage favors the Palestinian cause, focusing on "courage and resistance" and "victimhood and solidarity," highlighting Yahya Sinwar as a national hero. The sample varied in its use of antonyms, with one of them standing out through the intense mobilization of semantic oppositional within an ideological dimension, as they were deliberately employed to highlight the suffering of the Palestinians, promote the ideology of resistance, and glorify Sinwar.

Keywords: Ideology; Antonymy; Media Frames; Coverage; Yahya Sinwar.

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1.INTRODUCTION

The battlefield in the midst of wars and military conflicts extends beyond actual front lines and diplomatic discussions. Instead, a parallel and frequently just as intense conflict takes place across media channels, where narratives are disputed, meanings are created, and public opinion is influenced. In times of conflict, the media not only covers events but also takes on the role of an active participant, able to shape public opinion, elicit strong feelings, and justify behavior. Because of editorial practices, ideological inclinations, political connections, and target audiences, media coverage during conflicts is rarely unbiased or uniform but rather varies widely from one media organization to another.

This discrepancy is especially noticeable in the disparate tones, and implications used to report the same incident. For instance, a military attack could be described as a "defensive action" by one media outlet and as "aggression" or "massacre" by another. One political person may be referred to be a "terrorist" in one situation and a "resistance leader" in another. In addition to reflecting disparate facts, these disparate portrayals also result from various framing techniques and—above all—from the ideological underpinnings that shape each media organization's perspective.

In this situation, news writing becomes a crucial instrument for consolidating ideology when it is framed and terminology is chosen within an oppositional relationship. In the media, ideology includes not just what is reported but also how and why. Because media texts are rhetorical constructions full of meaning, force, and persuasion, they never lack ideological purity. They are rhetorical structures filled with meaning, power, and persuasion.

The continuing conflict in Palestine serves as the finest example of ideological division in media coverage. Significant differences have been seen in how different media outlets have covered the Palestinian issue, especially when military operations against Gaza were underway, as demonstrated by **Al-Aqsa flood**. At times, coverage may emphasize armed groups, self-defense, and security threats; at other times, it may emphasize civilian misery, occupation, and fatalities. Political and media objectives are served by these ideologically organized depictions, thus these variations are not coincidental. The coverage of certain political leaders that play a significant part in the resistance, such as Yahya Sinwar, a well-known Hamas leader and a key player in the most recent escalations.

Based on this proposal, our current study attempts to answer the following main question:

How did the uses of semantic oppositional pairs reflect ideological underpinnings in Al Jazeera's media framing of Yahya Sinwar's death in late 2024



2. Research Questions : The study questions are divided into two axes, as following :

2.1 Questions related to the ideological use of semantic binary oppositions:

- a) What are the recurring dichotomies of semantic opposition, and what are the most common ones in the media coverage of Sinwar's death?
- b) What is the ideological explanation for Al Jazeera's bias in favoring some frameworks over others, focusing on some and marginalizing others?
- c) How are dichotomies interpreted by specialists in the field?

2.2 Questions related to the use of frames in media coverage and their ideological dimensions:

- a) How were the types of media frames distributed across the eight newspaper articles (a selected sample) during Al Jazeera's coverage of Sinwar's killing?
- b) What were the most frequently occurring media frames within the sample?
- c) What is the ideological explanation for the direction of media coverage based on the distribution of dominant frames?
- d) How does Fairclough, within his critical perspective, explain the use of frames within the media?

3. Research Objectives: The importance and objectives of the current study are highlighted in the following points:

- Analyzing the recurring semantic binaries in media coverage of Yahya Sinwar's assassination, and identifying the most prominent ones from an ideological perspective.
- Explaining the ideological bias in Al Jazeera's media coverage, through its preference for some semantic antagonisms over others, and analyzing the motives for focusing on or marginalizing them.
- Monitoring and interpreting the interpretations of media and language specialists regarding the use of these binaries and how they contribute to shaping ideological bias.
- Analyzing the distribution of different media frames within the study sample to reveal the dominant coverage pattern.
- Identifying the most recurring and dominant frames in the media discourse surrounding Sinwar's assassination.
- Interpreting the general ideological trend of media coverage in light of the distribution of dominant frames, and analyzing the trends they reflect within media coverage.
- Applying Fairclough's critical perspective to interpret the use of media frames, by linking language, power, and ideology, and their role in strengthening or resisting authoritarian structures.



4. Research Methodology and Tools :

The current study is based on the descriptive dimension of a media phenomenon that media institutions are familiar with during their coverage of conflicts and wars. This is achieved by employing discourse analysis as a method based on units and categories of analysis for objective monitoring. Our use of the method was limited to the content level to monitor the recurrence of semantic contrasts and media frameworks within Al Jazeera's media coverage of Sinwar's death. Content analysis is defined as “ Content analysis is one of the stages of information processing, in which the content of communication is transformed into data that can be summarized and compared through objective and systematic application according to categorical classification.” (Badr, 1998, p. 32) .

To calculate the level of analytical validity, it refers to the validity of the measurement tools for what they were designed to measure, with the goal of achieving the study's objectives and increasing the level of confidence in the researcher's findings (Bin Marsili, 2017, p. 261). Accordingly, a questionnaire was designed to be presented to three referees for scrutiny and reconsideration of the tool, and to express agreement on the categories or changes in its content (its constituent analytical units), while monitoring changes in the tool, in a manner consistent with the subject and purpose of the measurement.

Analytical reliability (Fiability) is a measure of the degree of independence of the information obtained in the analysis from the measurement tools and methods (Bin Marsili, 2017, p. 115) .It is used to ensure agreement in the results because they express themselves and are provided under the same conditions and analytical units. Theoretically, reliability means achieving complete agreement in the results among researchers who use the same principles and methods on the same material. **Godelson and Kabelin considered** an agreement rate of 90% to be a high level of reliability, while 75% is a satisfactory and reliable rate (Abdul Hamid, 2009, p. 444). Therefore, we relied on the **Holsty** model to measure the degree of homogeneity among analysts, according to the following equation:

$$\frac{2M}{2N_1 + N} = \text{Reliability}$$

Hence, the reliability coefficient is 0,99% which is a high percentage in terms of the degree of reliability, which **Berelson** limited to between.0,78% and 0.99%.

5. Rules for selecting a purposive sample:

Purposive sample means that the researcher intentionally selects the sample from the units he designates, to provide special features in these units to make them a true representation of the original community (Bin Marsili, 2017, p. 166). The researcher may choose specific units that he sees as having statistical characteristics and advantages that represent the community. This is as its name indicates, as it represents the intended tendencies that the researcher produces in choosing

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the sample and its unit. He resorts to this when the research community is not clear in terms of its features, as it is difficult to define it and its characteristics. Accordingly, there is no standard or

method that the researcher can follow in choosing this type of sample. He can choose the individuals of his sample as he wishes and in the number that he deems appropriate to analyze the problem of his research.

The sample was arranged based on the most frequently appearing articles on Al Jazeera's website when searching for the issue of Sinwar's death when entering keywords, not according to the date of publication. The following table shows the data related to the selected articles.

Table 1. The Distribution of Purposive sample

N°	Newspaper Article Headlines	Publication date
01	Yahya Sinwar, head of the Islamic Resistance Movement (al-jazeera, 2024)	18/10/2024
02	The world's "brothers" as seen by Yahya Sinwar (al-jazeera, 2024)	06/05/2024
03	Al-Sinwar... the path of a resistance leader and a story of struggle until martyrdom" (al-jazeera, 2024)	19/10/2024
04	An Earthquake in his life and an Earthquake in his Death... the legend of Sinwar (a-ljazeera, 2024)	28/10/2024
05	Experts: Sinwar's manner of death represents a defeat for Israel despite its repercussions for the resistance. (al-jazeera, 2024)	17/10/2024
06	American newspapers: Does the killing of Sinwar represent a turning point in the conflict? (aljazeera, 2024)	18/10/2024
07	What after Sinwar's martyrdom?! (aljazeera, 2024)	18/10/2024
08	Resistance movements mourn Sinwar and affirm the continuation of the struggle against Israel. (aljazeera, 2014)	18/10/2024

6. Media Frames Theory as a Theoretical Approach:

6.1. Media Frames Theory : Batson, Giffma, and Robert Entman are credited with the concept of frames in 1972 and 1974 respectively. Frame theory is considered the second level of agenda-setting, focusing on the transfer and salience of features from the media to the audience's agenda. Entman's work in 1989, 1991, and 1993 linked frame analysis to the representation of information by individuals and audiences. He attributed his theory of "media framing" to Walter Lipman's ideas in "Public Opinion." Entman argues that political reality is not an actual reality, as it is



shaped by media content. Media frames are selective selections of events that create specific themes for the public. (Bouhella , 2018/2019, p. 78)

7. Definition of study terms:

7.1. Media Coverage:

a) **The Technical Definition:** Lule (2001) defines it as: “Media coverage is the activity that enables the media to collect events and present them to a wide audience, highlighting the various dimensions and analyses that may influence people’s perceptions (Lule, 2001, p. 56).” While David McQuail (2010) defines it as: “The process by which news and information are transmitted to the public, and it consists of providing an analysis of social and political events and phenomena through various media, with the aim of shaping public awareness and informing people about important issues.” (McQuail, 2010, p. 142).

b) **The Operational Definition:** Incorporating the technical definition, an operational definition can be adopted based on the variables contained therein: Media coverage is the process by which the media transmits and analyzes events and topics to the public, with a focus on highlighting various details to clarify the positions of the various parties related to the event or topic. This process includes transmitting news through various media (such as newspapers, television, the internet, and radio) while providing an accurate analysis of the facts, with the aim of shaping public opinion or influencing public perceptions of social and political issues. Coverage also includes framing events using language and images to enhance the media message in a manner consistent with the educational or influential goal.

7.2 Ideology:

a) **The technical definition :** Karl Mannheim defines it as: “A system of ideas that serves to justify or defend a particular social position, and reflects the interests of the group that adopts it”.(Mannheim, 1936, p. 49). And Terry Eagleton sees ideology as: “A set of ideas that are used either to support the existing power structure or to undermine it, and it is often associated with concepts of control, domination, and deception.” (Eagleton, 1991, p. . 5)

b) **The Operational Definition:** Ideology is a system of symbolic concepts and ideas produced by groups or social classes, used to interpret and represent reality, with the aim of directing collective behavior and justifying or undermining authority, through cultural, media, and institutional mechanisms that contribute to shaping collective consciousness and formulating public opinion.

7.3 Semantic Opposition/Antonymy :

a) **The technical definition :** When two lexical elements have meanings that are in some manner opposed, such as "life" and "death" or "victory" and "defeat," this is referred to as semantic opposition. Particularly in media discourse, these oppositions are essential for forming ideological frameworks and organizing meaning (Lyons, 1977, p. 270).



b) The Operational Definition: The binary relationship between two concepts that both have meanings that are opposing to one another is referred to in this research as semantic opposition. The terms "resistance/occupation," "martyr/killer," and "victory/defeat" are examples of how this connection is employed in media discourse and coverage to create ideological polarizations.

This idea is utilized to analyze how these dichotomies, especially in coverage of Yahya Sinwar's martyrdom, help to shape media frameworks and steer the audience toward particular interpretations of events.

7.4. Media framework

a) **The technical definition :** The technique by which news organizations arrange and shape their information to support a specific interpretation or perception of events is known as media framing. It entails highlighting, elaborating, excluding, and selecting particular facets of a seen reality (Entman, 1993, p. 52) .

b) **The Operational Definition:** In this research, the media frame refers to the way a media outlet selects and reorganizes news elements to highlight certain aspects of an event and marginalize others, thus helping to guide the audience's interpretation. This concept is used to analyze how Al Jazeera handled the news of Yahya Sinwar's martyrdom, by selecting some dominant frames, such as: the Framework of Myth and Immortality, Conflict Framework and the Military Documentation, Framework for Emphasizing the Palestinian Narrative , Framework for Political Analysis and Regional Influence, Framework for Media Criticism Framework, the Framework of Courage and Resistance, Victim and Solidarity Framework, and Criticism and Accountability Framework, Specific vocabulary, repetition of contrasting semantic binaries, and the formulation of an ideologically oriented narrative.

8.The theoretical framework of the study:

8.1 Objectives of media coverage of wars and conflicts: Since it helps to shape public opinion and has a big impact on attitudes and perceptions of political events and armed conflicts, media coverage of wars and conflicts is one of the most important and complicated subjects in the media industry. The variety of sources and viewpoints from which events might be reported, together with the moral and professional difficulties that journalists have when reporting conflicts, all contribute to this complexity. The following is a summary of some of the goals of media coverage of wars and conflicts:

a) **Influencing public opinion:** Through Media coverage can shape public opinion about conflicts and wars through language, imagery, and framing. Researcher McQuail (2010) highlights media's role as a transmitter of information and a driver of public discourse, influencing public perceptions of the conflict. (McQuail, 2010, p. 101)

b) **Media framing :** It is a crucial tool in war coverage, directing journalists to highlight



specific aspects of an event, thereby reshaping the truth and influencing social and political attitudes (Lule, 2001, p. 124).

c) **Ethical and professional values:** The media faces significant ethical challenges while covering wars, such as verifying the accuracy of information and the credibility of sources. Said (2013) indicates that journalists in conflict zones may face pressure from governments or armed groups, which may affect the media's independence in conveying facts (Said, 2013, p. 55).

d) **Pressure on the parties involved:** Sometimes the goal of media coverage is to put pressure on the conflict's parties. This can be accomplished by highlighting the humanitarian harm caused by conflict or by publicizing pictures of the victims, which could spark diplomatic action or international involvement. International media coverage of civilian deaths during the Gaza War resulted in diplomatic pressure on Israel to cease its military actions (Roberts, 2016, p. 113).

8.2 Representing the enemy/victor dichotomy in media coverage during conflicts and wars:

8.4 Manifestations of ideology in media coverage: news as model:

During conflicts and wars, the "enemy versus victor" dichotomy is greatly influenced by media coverage, which helps to create mental pictures and sway public opinion in favor of one side and against the other. Several tactics are employed to do this, including:

a) **Demonizing the enemy and polishing the image of the victor:** The media uses moral simplicity in wartime to portray one side as a righteous winner and the other as an existential menace. Demonizing the opponent was a key tactic in creating a skewed picture of events, emphasizing the horrors carried out by one side over the other, according to an analysis of coverage by international news agencies (Ben Abbou, 2018, p. 68).

b) **Justifying the psychological and social consequences of this duality:** By strengthening emotional support for a certain side, it produces a psychological response that rationalizes violence against the "enemy" and creates a selective communal memory in which the winner is exalted and the adversary is criminalized or eliminated (Chouliaraki, 2006, p. 119).

9. The applied framework of the study:

9.1. The first level of analysis: monitoring the dominant semantic antagonisms during the coverage of Sinwar's killing and interpreting them within the ideological dimension:

Al Jazeera is a platform for disseminating media coverage of political events and armed conflicts. It occupies a central space in producing meanings and shaping the collective perceptions of its audience. Facts are not conveyed in isolation from the ideological frameworks that govern media discourse. Sinwar's death constitutes the most prominent issue in media coverage at the end of 2024. The duality of semantic opposition is an ideological tool that highlights bias in coverage, embodied within networks of vocabulary and descriptions that establish symbolic binaries such as

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(hero/enemy), (victim/executioner), (resistance/terrorism), and other binaries that reproduce the conflict within a symbolic dimension. The following table monitors these binaries with the aim of revealing their ideological function as mechanisms for shaping identity and consolidating mental images of the parties to the conflict.

This analysis is predicated on the idea that these semantic inconsistencies are ideologically charged semantic structures that support a specific political or moral viewpoint and help to build a particular narrative, rather than just rhetorical devices or linguistic errors. Additionally, this level

makes use of the ideas of critical discourse analysis (**Fairclough**), which maintains that discourse reorganizes symbolic power through language and creates reality as it describes it.

According to this viewpoint, the goal of this level of semantic analysis is to dissect the prevailing semantic linkages and understand them in the context of the political and value structures that control the media machinery that generates them. This makes it possible to comprehend semantic bias and the types of prejudice that contaminate language when reporting on a politically sensitive event like Sinwar's killing on a deeper level.

a) Quantitative analysis of the data in Table 1: The following table shows the most prominent frameworks within the selected sample. The results can be displayed as follows:

Table 2. Distribution of semantic contrasts included in the eight newspaper articles (the selected sample) at the headline and text levels during Al Jazeera's coverage of Sinwar's death.

Semantic contrast within articles	Articlethe Headlines		Article Texts		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Article N°01	2	1,26%	9	5,66%	11	6,92%
Article N°02	3	1,89%	58	36,48%	61	38,36%
Article N°03	3	1,89%	11	6,92%	14	8,81%
Article N°04	2	1,26%	20	12,58%	22	13,84%
Article N°05	1	0,63%	11	6,92%	12	7,55%
Article N°06	1	0,63%	11	6,92%	12	7,55%
Article N°07	2	1,26%	8	5,03%	10	6,29%
Article N°08	5	3,14%	12	7,55%	17	10,69%



Total	19	11,95%	140	88,05%	159	100,00%
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Table N° (02) above shows the numerical and relative distribution of the set of semantic antonyms in eight newspaper stories on the media coverage of Yahya Sinwar's martyrdom that were posted on the Al Jazeera website is displayed. In order to ascertain the direction of media coverage, this data attempts to identify the article that had the greatest number of antonyms. The following are some quantitative and qualitative ways to characterize it:

- **Analysis of the repetitions and the total percentage according to the repetition of the semantic contrast pairs within the sample:** The table above shows a total distribution of (159) pairs distributed over eight newspaper articles. It is noted that this distribution is not equal among the eight articles; as article N° (2) alone took up a percentage (38.36% corresponding to 61 pairs) of the total pairs, followed by article No. (4) with a percentage (13.84% corresponding to 22 pairs), then the remaining articles are arranged in a nearly equal and slight manner in terms of percentages and repetitions; Article (08), (03), (05), (06), (01), (07) with the following percentages (10.69% agree with 17 pairs), (8.81% agree with 14 pairs), (7.55% agree with 12), (7.55% agree with 12), (6.92% agree with 11) and finally (6.29% agree with 10) had low percentages.

- **Frequency and total percentage analysis according to the arrangement of semantic contrast pairs:**

The previous table reveals an unbalanced distribution of semantic contrasts among the eight articles that make up the study sample, with a total of (159) semantic pairs. It is clear from the distribution that Article No. (2) came in first place, as it included the largest proportion of pairs, which reflects a high semantic intensity in constructing the contrasting pairs within this text, which may be explained by the presence of a clear ideological tendency or an intentional narrative momentum in the discourse of this material. Article No. (4) repeated pairs at medium rates, indicating an attempt to create moderate semantic diversity without semantic load. The remaining proportions are distributed gradually and less sharply across the remaining articles, indicating a relative weakness in the interpretive/symbolic dimension compared to the previous two articles. They show a tendency towards an informative or reportive nature more than an interpretive or ideological one, reflecting differences in the editorial angle or the political context in which these media articles were produced.

Semantically, this disparity in the frequency of pairs indicates a difference in the strategy of constructing meaning across articles. The greater the number of contrasting pairs, the greater the indicators of ideological engagement. These contrasts are used not only for description, but also to define a position and guide public opinion within pairs. These pairs are used to establish a particular vision of Sinwar's death. This analysis poses a pivotal question regarding the extent to which journalistic coverage is subject to the logic of ideological representation through linguistic

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and semantic tools. Contradictions become a tool for producing bias, not just an innocent means of description. The following table identifies many frequent semantic contrasts binaries among the articles:

Table 3. Situational use of the most common semantic antonym pairs in the eight news articles

Nº	Frequent Semantic Contrasts	Situational uses
01	Freed prisoner / martyred	The contrast between liberation from captivity and returning to life (liberated prisoner) on the one hand, and death (martyrdom) on the other hand
02	Freedom/ Arrest	The contrast between confinement (imprisonment) and liberation (freedom) throughout his life.
03	Return to political activity / life sentence	The contrast between the final sentence of life imprisonment (slow death) and the resumption of political activity (resistance no matter the cost)
04	The Elected Leader" / The Prisoner	Contradiction between prison (prisoner like other Palestinians) and leadership position (elected leader).
05	The Violent Israeli Response/ Resistance Act	A contrast between resistance (legitimate action) and the destructive Israeli response (the inhumane violent response)
06	Persistence and Survival" / The Nakba	The contrast between forced migration (The Nakba) and remaining on the land despite the occupation
07	Obituary / continuity	Despite the mourning, the movements affirm the "continuation of the struggle," a contrast between mourning the loss and declaring the continuation of the resistance in a strong and effective manner.
08	Death / Life	Death here refers to resistance leader Yahya Sinwar, signifying the loss of his influential personality. In contrast, the life of the resistance is the continuity of work and struggle, reflecting the ongoing life of the struggle movement and its goals.
09	Death / Steadfastness:	The loss of Sinwar marks a turning point in the path of resistance, but it also signals a new phase of struggle and steadfastness in the face of occupation, reflecting that the movement will remain steadfast despite the losses.
10	Revenge/ Peace	Revenge: Some believe that Sinwar's killing will lead to an escalation of anger and popular uprisings, indicating the continuation of violence and



		resistance. Peace: The statement made by the Israeli Prime Minister referring to "an opportunity for peace" contradicts this expected escalation, as he views Sinwar's killing as an opportunity to stop the war, while others believe that Sinwar's killing will escalate the conflict.
11	Equality / Superiority	Equality: It appears that Sinwar's death will not end Hamas or its movement, but rather will lead to a change in leadership while continuing the resistance, reflecting the notion that the Palestinians are in a position of strength compared to the Israelis. Superiority: On the other hand, it has been suggested that Israeli leaders, such as Netanyahu, view Sinwar's death as a point in their favor, believing it represents military superiority.
12	Arrogance/ Self-control or wisdom	It consists of offering advice to Netanyahu to avoid arrogance and seize the opportunity to negotiate. / the refusing to exploit Sinwar's killing and rejected the call to make his killing a solution
13	Invisibility / Appearance	The Israelis did not discover Sinwar's identity until after his death, despite his public appearance among them.
14	Systematic assassination / coincidence	Sinwar's death was not the result of surveillance or penetration of the Palestinian forces, but rather a mere coincidence after a clash with the enemy.
15	Legendary Leader / Terrorist (in hostile discourse)	In the Western media, Sinwar is sometimes described as a "legend" and sometimes as a "terrorist."
16	Symbolic immortality / physical annihilation	Sinwar's martyrdom ended his physical life, but his image and glory were immortalized.
17	Flood Drought/Political Stalemate	Operation " Al-AqsaFlood" versus the stagnation of the settlement process and the useless negotiations.
18	Poverty /Pride	He grew up in poverty in a refugee camp but lived and died with his head held high.
19	Resistance / Normalization	Some societies raise slogans of resistance, in contrast to some regimes that open relations with the occupation and support normalization.
20	Biography of a person (السيرة) / His life path (المسيرة)	Although the two words appear similar, there is an implicit semantic contrast between "المسيرة," which suggests life, movement, and continuity, and "biography," (السيرة الذاتية) which is often used to refer to the past or a completed life that has ended, especially in the context of "biography until martyrdom."



The qualitative analysis in the table above shows Al Jazeera's ideological bias during its media coverage of Sinwar's death, as it chose to use semantic antagonisms over others, or to intensify the use of some antonyms and marginalize the rest. Two levels emerge in the direction of media treatment, and they can be identified as follows:

- **Interpreting the Ideological Selection and Semantic Contrasts:** Christopher Lee, in his book *Language Ideology*, discusses how ideology can influence language choices in media texts. Lee suggests that linguistic oppositions can be deliberately chosen to highlight or distort certain aspects of an issue or event (Lee, 2009, p. 135).

In this context, the opposition between "freedom" and "detention" may be deliberately chosen to highlight the suffering and injustice resulting from detention, which supports the ideology of the struggle against occupation. Opposition is used as a tool to create a powerful impression of injustice and assert political legitimacy.

- **Semantic opposition and its relationship to ideological bias in media coverage:** Ellen Monaghan, in her studies on "Language and Ideology," indicates that semantic opposition is not merely a linguistic phenomenon, but rather an ideological tool used in media discourse to present a specific image of events or figures (Monaghan, 2011, p. 122). In the same context, the opposition between "prisoner" and "elected leader" may be chosen and selected to represent Palestinian individuals in a manner appropriate to the resistance discourse, i.e., portraying the prisoner not as weak or defeated, but rather as a leader or political symbol. These selections constitute a specific ideology that focuses on the Palestinian struggle and solidarity.

In addition , **Todd O'Shea**, in his book "Ideological Concepts in the Media," discusses the role of semantic opposition in media discourse and asserts that oppositions are deliberately used to define "who is enemy and who is friend" within certain political discourses. The deliberate choice of oppositions in journalistic texts reflects a particular political stance or collective ideology (O'Shea, 2015, p. 88). In the context of coverage, the opposition between "seeking revenge" and "symbolic victory" was used to reflect an ideology of resistance against occupation, linking violence, resistance, and victory.

Based on the results of the table above, we can observe that the media coverage of Yahya Sinwar's killing was laden with a set of dominant semantic frames, clearly highlighting an ideological tendency consistent with what Teun A. van Dijk describes in his analysis of media discourse as a tool for producing and reproducing ideological structures, especially in political and conflictual contexts.

Through a qualitative analysis of the content, we find that the most prominent frames that



recurred include: "the mythological and immortalization frame," "the military documentation and conflict frame," "the victim and solidarity frame," and "the courage and resistance frame." These frames clearly demonstrate how a heroic image of Sinwar is being constructed, transforming him into an immortal symbol of struggle in the collective Palestinian and Arab consciousness. This is a discursive ideological practice par excellence, aiming to legitimize resistance and construct a counter narrative to the dominant Israeli and Western narrative (van Dijk , 1998, p. 45) .

Van Dijk points out that the media is not only a mirror that reflects reality, but rather an ideological actor that reshapes it. Through linguistic selection, visual representations, and thematic approaches, it contributes to the reproduction of the binary of good/evil, victim/executioner, and hero/terrorist, serving the interests of a particular group (van Dijk, Discourse and Manipulation. Discourse & Society, 2006, p. 115). This is evident in the glorification of Sinwar as a courageous leader and the documentation of his political and military struggle, while depicting the occupation as an aggressive entity that practices murder, assassination, and oppression. Furthermore, we find that the "framework of critique and accountability" and the "framework of media critique" reflect a critical analytical discourse of the Israeli and international media systems, in an attempt to expose hidden biases and dismantle the symbolic control mechanisms exercised by the media in the service of Western and Israeli policies.

This reinforces, according to Van Dijk, the function of media discourse in promoting or resisting hegemony through controlling knowledge, persuasion, and influencing public opinion . Thus, it can be argued that the examined media coverage adopted an ideological perspective supporting the Palestinian narrative, employing rhetorical tools to construct a heroic symbol and invest it politically and culturally within the collective consciousness. This intersects with Van Dijk's concepts of : ideological knowledge" and "the production of meaning in conflict contexts.

9.2 The second level of analysis: monitoring the dominant media frameworks during the coverage of Sinwar's death and interpreting them within the ideological dimension:

Analyzing the media frames within the selected newspaper articles constitutes a central entry point for understanding how meanings are constructed during Al Jazeera's coverage of Sinwar's death, as it is one of the most important issues with a political and conflictual dimension in the Middle East and the world as a whole. While the first level of analysis revealed quantitative and qualitative variations in the use of semantic similarities as a factor of ideological bias in the coverage, this level monitors the quantitative and qualitative dimensions of the narrative patterns of the dominant frames, examining their implicit ideological connotations. Frames are an ideological tool that contributes to reshaping reality through the selection, emphasis, and marginalization of frames. From this perspective, it becomes necessary to deconstruct the symbolic backgrounds that govern the presence of some frames over others and to discover

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whether such coverage serves a particular political, national, or moral orientation, whether by glorifying Sinwar's symbolism, highlighting the military aspect, emphasizing the discourse of resistance and defiance, or even by narrowing the space for media criticism and accountability.

b) Quantitative analysis of the data in Table 1: The following table shows the most prominent frameworks within the selected sample. The results can be displayed as follows:

Table 4. Distribution of media frames types on the eight newspaper articles (selected sample) during Al Jazeera's coverage of Sinwar's death.

Types of dominant frames	The Framework of Myth and Immortality		Conflict Framework and Military Documentation		Framework for Emphasizing the Palestinian Narrative		Framework for Political Analysis and Regional Influence		Framework for Media Criticism Framework		Framework of Courage and Resistance		Victim and Solidarity Framework		Criticism and Accountability Framework		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Article N°01	3	1,27	4	1,69	4	1,69	5	2,11	2	0,84	5	2,11	6	2,53	1	0,42	30	12,66 %
Article N°02	7	2,95	15	6,33	13	5,49	13	5,49	6	2,53	16	6,75	14	5,91	7	2,95	91	38,40 %
Article N°03	2	0,84	3	1,27	4	1,69	3	1,27	2	0,84	5	2,11	3	1,27	3	1,27	25	10,55 %
Article N°04	1	0,42	1	0,42	1	0,42	1	0,42	1	0,42	1	0,42	1	0,42	1	0,42	8	3,38 %
Article N°05	1	0,42	1	0,42	1	0,42	1	0,42	1	0,42	2	0,84	2	0,84	2	0,84	11	4,64 %
Article N°06	1	0,42	1	0,42	2	0,84	3	1,27	1	0,42	2	0,84	2	0,84	1	0,42	13	5,49 %
Article N°07	4	1,69	3	1,27	5	2,11	4	1,69	3	1,27	6	2,53	4	1,69	5	2,11	34	14,35 %
Article N°08	4	1,69	4	1,69	2	0,84	1	0,42	3	1,27	5	2,11	3	1,27	3	1,27	25	10,55 %
Total	23	9,70 %	32	13,50 %	32	13,50	31	13,08	19	8,02 %	42	17,72 %	35	14,77	23	9,70	237	100,00

The above table N° (04) shows the numerical and relative distribution of a group of media frameworks within eight newspaper articles published on the Al Jazeera website that covered the media coverage of **Yahya Sinwar's** martyrdom. This data aims to reveal the dominant framework and determine the direction of media coverage, whether towards the humanitarian, resistance, analytical, media, or mythological dimensions. It can be described quantitatively and qualitatively as follows:

- **Frequency and total ratio analysis by article order:** The table reveals a total distribution of (237) media frames distributed across eight newspaper articles representing the study sample. It is noted that this distribution was not equal among the eight articles; Article No. (2) alone accounted for (38.4%), corresponding to (91) of the total frames, followed by Article (7) with 14.35%, corresponding to (34) frames, then Article No. 1 with (12.66%), corresponding to (34)



frames, and then Articles (1) and (8) with (10.55%), corresponding to (25) frames, respectively. Articles (4), (5), and (6) recorded weak percentages, respectively, of (3.38%), (4.64%), and (5.49%), corresponding to (8), (11), and (13) (3.38% and 4.64%), reflecting a disparity in the degree of frame condensation and analytical depth among the texts.

- **Frequency and total percentage analysis by dominant frame order:** Regarding the overall distribution of the frameworks, the “framework of courage and resistance” occupies the first place with a percentage of 17.72% corresponding to 42, followed by four frameworks with close percentages, which are the framework of victims and solidarity, the framework of conflict and military documentation, the emphasis on the Palestinian narrative, and the framework of political analysis and regional influence (within the successive percentages: (14.77 corresponding to 35), (13.50% corresponding to 32 frameworks), (13.50% corresponding to 32 frameworks), and (13.08 corresponding to 31), and finally we find the two frameworks: the framework of criticism and accountability and the framework of media criticism with a lower percentage, respectively (9.70 corresponding to 23 frameworks) and (8.02% corresponding to 19 frameworks).

c) Qualitative analysis of data in Table N°1:

- **The ideological interpretation of the direction of media coverage through the distribution of dominant frames :** The quantitative distribution of (237) frames across eight articles shows that the media coverage was not homogeneous in terms of quantity or the nature of the qualitative frame, which reveals the variance in the nature of the ideological treatment in constructing meaning and directing Arab and international public opinion on the subject of covering the martyrdom of Al-Sinwar. This variance can be read qualitatively within the following table:

Table 5. Qualitative description of the dominant framework within the prominent newspaper article N° 2 covering the martyrdom of Sinwar.

N°	Types of dominant frames	Quotes from the newspaper article
01	The Framework of Myth and Immortality	1. It appears in the way Yahya Sinwar's character is presented in Palestinian culture and the media, where he becomes a legend in the collective memory, immortalizing his sacrifices and struggle in the context of resisting the occupation. 2. It appears several times when discussing Sinwar's martyrdom and the symbolic status he attained, in addition to describing him as a national hero. 3. It appears when affirming that Sinwar's legacy will remain immortal in Palestinian and Arab memory, and that he is considered a role model for future generations. 4. The symbolic role Sinwar's martyrdom will play in history is emphasized, and it is considered a form of commemoration of the event in political and media texts. 5. The framework for discussing Sinwar as a legendary figure and the significance

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		of his martyrdom in Palestinian and Arab history.
02	Conflict Framework and Military Documentation	1. It comes up when talking about Sinwar's command of military operate. It is embodied in the details of military operations and confrontations with the occupation, such as what happened in Khan," and how these events are documented within the context of the Palestinian-Israeli conflict. 2. It is frequently repeated in the military planning led by Sinwar, and the details of resistance operations. 3. Yahya Sinwar is seen as a representation of the Palestinian people's continuous struggle to the Israeli occupation, their sacrifices made while imprisoned, and their continued fight following their release. 4. Yahya Sinwar is seen as a representation of the Palestinian people's continuous struggle to the Israeli occupation, their sacrifices made while imprisoned, and their continued fight following their release. 5. It frequently comes up when talking about Sinwar's command of military operations and his bravery and tenacity in opposing the Israeli occupation. 6. It highlights aspects of Sinwar's leadership of the Hamas movement, particularly in the political and military fronts against Israel. 7. It also includes his attempts to lead special operations such as Operation " Al-Aqsa Flood," in addition to praise for his courage in confronting Israeli threats. 8. It refers to the complex situations Sinwar was exposed to before his death, as it touches on Sinwar's attempts to escape from Israeli prisons and his exposure to confrontation at times and to disappearance and arrest at other times, reflecting his courage under difficult circumstances.
03	Framework for Emphasizing the Palestinian Narrative	1. Sinwar's portrayal of him as a leader presents a different image than the one usually found in Western and Israeli media, emphasizing resistance in the context of challenging a long-term occupation, with a focus on Palestinian aspirations for a life of dignity. 2. Pointing out that the killing of Sinwar does not change the Palestinian narrative about the conflict with Israel.
04	Framework for Political Analysis and Regional Influence	1. This framework illustrates how Israeli policies and regional interactions have influenced Hamas's strategy under Sinwar's leadership, including the battle of minds and media with Israel and efforts to achieve a truce. 2. Sinwar's influence on regional politics is highlighted, including his relations with Egypt and Qatar, and his interaction with the international community. 3. Sinwar's leadership role within the movement: The article addresses his leadership position within Hamas and his international relations, such as attempts to improve relations with Egypt and Palestinian reconciliation. 4. The international resolution against Hamas: The article mentions the imposition of international sanctions on Sinwar and Hamas.
05	Framework	1. This framework demonstrates how the Israeli media presents a different



	for Media Criticism Framework	image of Hamas and its leaders, including Sinwar, and how it controls the media narrative and emphasizes interpretations that do not appear in the international media. 2. It appears in the context of media criticism of Sinwar's assassination coverage and his biased portrayal. 3. Israeli media portrayals: It also addresses Israeli media positions that pursue Sinwar and describe him as the mastermind behind the attack on Israel, allowing us to analyze how the Israeli media portrays Sinwar and his positions. 4. Media influence on the image of leaders: Al Jazeera's portrayal of the Israeli bombing of Sinwar's home is discussed, reflecting how the media is used to portray Palestinian figures and present them in a context of sacrifice and struggle. 5. The framework focuses on analyzing how the media itself can be part of the power machine, contributing to the promotion of certain positions or the advancement of power ideologies. It also highlights the importance of critical awareness and analyzing how the media operates within ideologies that seek to steer public opinion and expose the truth, contrary to what it promotes.
06	Framework of Courage and Resistance	1. It is evident in criticism of Israeli policies toward Gaza and how it dealt with Yahya Sinwar, both in presenting him as a leader and in dealing with his strategies. It also appears in the assessment of Hamas's role and how it presents itself in the international media. 2. It appears in the context of analysis and commentary on the occupation's practices, and criticism of military operations against Palestinian leaders. 3. Israel's persecution of Sinwar: It discusses Israel's ongoing assassinations of Hamas leaders, such as the attempted assassination of Sinwar, as well as international legal prosecutions such as the International Criminal Court's warrant. These events include criteria for criticism and accountability for military and political actions that affect civilians.
07	Victim and Solidarity Framework	1. This framework is highlighted by portraying Palestinians as victims of the occupation, particularly in the portrayal of daily life in Gaza and the lives of Palestinian prisoners, as well as in the emphasis on Palestinian solidarity in the face of the occupying forces. 2. This framework is embodied in the discussion of Palestinian suffering in general, particularly in the context of Sinwar's suffering in prisons and the lives of Hamas prisoners. 3. It highlights Sinwar's upbringing in refugee camps. It highlights his upbringing in the Khan Yunis refugee camp, which reflects the embodiment of Palestinian suffering under the occupation. The newspaper article also addresses solidarity with Sinwar as a symbol of struggle in the context of the suffering of his people. 4. The article also refers to prisoners' strikes by highlighting Sinwar's prominent role during his imprisonment in coordinating collective strikes, in line with this

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		framework, which links the suffering of Palestinian prisoners in Israeli prisons to national and international solidarity.
08	Criticism and Accountability Framework	1. It is evident in criticism of Israeli policies toward Gaza and how it dealt with Yahya Sinwar, both in presenting him as a leader and in dealing with his strategies. 2. It also appears in the assessment of Hamas's role and how it presents itself in the international media. 3. It appears in the context of analysis and commentary on the occupation's practices, and criticism of military operations against Palestinian leaders. 4. The persecution of Sinwar by Israel: it discusses Israel's ongoing assassinations of Hamas leaders, such as the attempted assassination of Sinwar, as well as international legal prosecutions such as the International Criminal Court warrant. These events include criteria for criticism and accountability for military and political actions that affect civilians.

The qualitative analysis in the table above explains Al Jazeera’s ideological bias during the media coverage of Sinwar’s death in the frameworks, where two levels emerge in the direction of media treatment, which can be identified as follows:

- **Media Coverage Trend:** From Support to Neutrality: The coverage adopted in newspaper article N° (2), which accounted for the highest percentage of all media frames, is an example of coverage with a mobilization or justification orientation. Frames such as "courage and resistance," "Victimhood and Solidarity," "The Palestinian narrative," and "Political Analysis" were employed, indicating a news orientation that supports the Palestinian cause, while deliberately highlighting the heroic, combative, and legitimate context of the resistance. This reflects a rhetorical direction that supports and aligns with the narratives of the resistance.
- **Ideological Analysis:** From Heroic Historiography to Critical Deconstruction: The prominent presence of frameworks such as myth and immortalization, conflict, military documentation, and the Palestinian narrative, reflects an ideological orientation that seeks to construct a heroic symbolic figure who represents a model of resistance and sacrifice. This rhetorical style is typically associated with nationalist or resistance media outlets that employ grand narratives to craft political symbols, such as the leader Yahya Sinwar. Less frequent references to frameworks such as media criticism, criticism, and accountability, indicate a limited space for internal review or evaluation, which may indicate either the media's subordination to a unified rhetorical system, or the prevalence of apologetics at the expense of accountability.

Considering the critical interpretation of this bias in choosing media frameworks on the one hand and the dominance of some over others on the other hand during the media coverage of Sinwar’s death via the Al-Jazeera website, we find a different point of view among researchers, including: (Herman, E. S. & Chomsky),(Entman, R. M) ,and (Carter, M. J) as follows:



- The disparity in the employment of media frames during coverage reflects an ideological function that contributes to the "reproduction of the dominant discourse" in the service of certain political or national orientations. **Herman and Chomsky** pointed out that the mass media "carry out a propaganda function in support of the existing order by relying on market forces and internal assumptions" (Herman & Chomsky, 1988, p. 2).
- Media coverage is not devoid of selective choices that reflect an ideological tendency to promote one narrative over another. **Entman** (2007, p. 164) asserts that "framing bias enhances the influence of certain parties in a political conflict, thereby affecting the distribution of symbolic power." (Entman R. , 2007, p. 164)
- The disparity in the number of frames between articles may also indicate a disparity in the construction of media reality, as **Carter** (2013) argues that "the media contribute to the construction of social reality by selecting news and highlighting some parts of it over others.". (Carter, 2013, p. 6)

d) Discussion of the results in light of Fairclough 's critical view:

The distribution of the dominant media frames in Al Jazeera's coverage of Yahya Sinwar's death reveals that the general trend of media coverage is toward a glorifying and solidarity-based discourse, consecrating Yahya Sinwar as a symbol of resistance, sacrifice, and national heroism, rather than merely a political or military figure. Frames such as "myth and immortalization," "courage and resistance," and "victimhood and solidarity" topped the frequency list within the sample, reflecting an ideological orientation biased in favor of the Palestinian narrative in the face of the Israeli occupation. According to Fairclough 's model of critical discourse analysis, this type of media discourse is not neutral; rather, it contributes to the reproduction of the ideological structure that frames resistance as a supreme moral and social value and reshapes the symbolic reality of the conflict (Fairclough, 1995, p. 73). Fairclough points out that media discourse performs a dual ideological function: on the one hand, it reflects existing social and political balances and representations, and on the other, it reproduces them through linguistic and substantive mechanisms that contribute to the consolidation of symbolic hegemony (Fairclough, 1992, p. 87) .

Accordingly, the clear dominance of frameworks of resistance and heroism demonstrates how language is used in these coverages to create a "symbolic heroism" that embodies Sinwar not only as a person, but as an idea that embodies the aspirations of an entire people

10. CONCLUSION

An analysis of media coverage of Yahya Sinwar's death reveals how the media can be an effective tool in shaping and directing collective consciousness, whether through linguistic selections and semantic vocabulary that serve specific ideologies or through ideological bias in



the choice of media frameworks. Our study concluded with a number of findings, the following are the most significant:

- **Emphasis on Heroic Symbolism:** Yahya Sinwar's image as a national hero and an opponent of the Israeli occupation is strengthened by the coverage's main frame, which enshrines him as a symbol of sacrifice and resistance.
- **With few critical or analytical frameworks** that may provide a review or responsibility for political and military operations, the coverage exhibits a media orientation that upholds the Palestinian narrative and exalts resistance.
- **Media Ideology:** Coverage helps to create a symbolic reality that reflects the aspirations of the Palestinian people by reproducing an ideological discourse that upholds the symbolism of resistance and heroism.

Media Ideology: Coverage helps to create a symbolic reality that reflects the aspirations of the Palestinian people by reproducing an ideological discourse that upholds the symbolism of resistance and heroism.

Critical Analysis: The employment of media frames shows a conscious selection that supports Palestinian ideology and limits room for introspective critique or assessment of political acts, according to a critical discourse analysis.

Prevailing frames: The most frequently repeated frames are: "myth and immortality," "military documentation and conflict," "victimhood and solidarity," and "resistance and courage." This demonstrates how Sinwar is embodied as a symbol of resistance in the collective Palestinian and Arab memory.

Semantic contrast: Semantic contrasts between terms such as "liberated prisoner/martyr," "freedom/arrest," "elected leader/prisoner," "resistance/violent Israeli response," and "death/life" were used to highlight particular viewpoints in media coverage. These contrasts reinforce Yahya Sinwar's image as a symbol of resistance and a Palestinian hero.

Habitually constructing meaning: Media coverage reconstructs meanings using these contrasts to reinforce Sinwar's image as an immortal hero, contrasting it with the image of the occupation as an oppressive force. This forms part of constructing a narrative that opposes Israeli and Western narratives.

The role of the media in shaping public opinion: According to Tony van Dijk, the media is not just a mirror of reality but a tool for shaping and building ideological hegemony through the choice of language and perceptions, which helps direct the public towards a particular narrative in favor of a particular party.



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