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Exploring Peace Journalism Practices in Reporting on the Israel-Palestine Conflict

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Peace journalism, Israel-Palestine conflict, Media coverage, Conflict reporting, Comparative analysis, Content analysis.

ABSTRACT

This research examines the application of peace journalism principles in the coverage of the Israel-Palestine conflict during the period of 2023–2024, a time marked by renewed tensions and global attention. Drawing on Johan Galtung's framework, the study evaluates how major international news outlets, including The New York Times, The Guardian, Al Jazeera, BBC News, and Haaretz, report on the conflict, focusing on criteria such as the emphasis on peace initiatives, avoidance of demonization, use of multi-perspectivity, avoidance of victimization language, and use of de-escalation language. Through content analysis of 200 articles, the study reveals significant variations in adherence to peace journalism principles across different news outlets and temporal phases of the conflict. While BBC News and The Guardian demonstrated strong adherence to peace journalism principles, Al Jazeera exhibited lower adherence in certain areas. The findings underscore the challenges and potential of implementing peace journalism in conflict reporting and highlight the role of educational initiatives in promoting balanced and constructive media representation. Overall, the study contributes to the discourse on media ethics and the role of journalism in conflict zones, providing insights to inform future reporting practices and promote understanding and reconciliation.

Introduction

The Israel-Palestine conflict, a protracted and deeply entrenched geopolitical dispute, has persisted for decades, characterized by intermittent violence and recurring political stalemates. The conflict, reignited with significant intensity in 2023–2024, has captred global attention, necessitating a re-evaluation of media practices in conflict reporting. The role of journalism in such a context is critical, as media narratives can either exacerbate tensions or contribute to conflict resolution. Peace journalism, a practice that seeks to present conflicts in a manner that promotes peace and understanding ratherthan violence and division, offers a potential pathway for more constructive media engagement in this conflict. The recent escalation in the Israel-Palestine conflict has seen a renewed focus on how the news media report on the events unfolding in this volatile region. Traditional journalism often adheres to a framework that emphasizes sensationalism, dramatization, and a binary opposition between, us' and, them', which can inadvertently perpetuate cycles of violence and misunderstanding (Galtung, 2000). Peace journalism, on the other hand, strives to provide a more nuanced portrayal by highlighting the underlying causes of conflict, giving voice to all parties involved, and focusing on possible solutions and peace-building efforts (Lynch & McGoldrick, 2005).

In the coverage of the 2023–2024 Israel–Palestine conflict, various media outlets have approached the reporting with differing philosophies and methodologies. Some have adhered to traditional conflict journalism paradigms, emphasizing casualty counts, dramatic imagery, and a clear delineation of aggressors and victims. Others have attempted to adopt a peace journalism approach, emphasizing the human impact on both sides, the socio-political context, and the efforts of peace activists working towards resolution (Fahmy & Neumann, 2012). This divergence in reporting styles provides fertile ground for examining the efficacy and impact of peace journalism in real-world conflict scenarios. The theoretical foundations of peace journalism draw heavily from the works of Johan Galtung, who posited that traditional war journalism often focuses narrowly on violent events and elite sources, while peace journalism broadens the perspective to include the invisible effects of violence and the voices of ordinary people (Galtung, 2000). This approach is designed to create a more balanced narrative that can foster empathy, understanding, and ultimately, peace. Galtung's framework suggests that peace journalism not only reports on conflicts, but also actively seeks to reduce them by addressing the roots of violence and highlighting peace initiatives.

Empirical studies have suggested that the application of peace journalism principles can lead to more informed and less polarized audiences (Peleg & Allen, 2011). In the context of the Israel-Palestine conflict, where historical grievances and entrenched

narratives play a significant role, the practice of peace journalism can challenge prevailing stereotypes and promote a more empathetic understanding of the ‚other'. This is particularly pertinent given the asymmetrical nature of the conflict, where power imbalances and differing narratives complicate the pursuit of fair and balanced reporting (Wolfsfeld, 2004). The recent conflict period has seen some media organizations make a conscious effort to apply peace journalism techniques. Reports focusing on the humanitarian impact of the conflict, stories of cooperation and coexistence, and analyses of the historical and socio-political context have emerged. For instance, certain international media outlets have provided platforms for voices advocating for peace, highlighting grassroots movements that aim to bridge the divide between Israelis and Palestinians (Fisher, 2023). These efforts align with the core tenets of peace journalism, which prioritize comprehensive, context-rich reporting over simplistic, adversarial narratives.

However, the practice of peace journalism is not without its challenges. Critics argue that it may inadvertently downplay the severity of violence or fail to hold perpetrators accountable (Hanitzsch, 2007). Furthermore, in highly polarized environments, peace journalism can be perceived as biased or insufficiently critical, potentially alienating segments of the audience. These critiques underscore the need for a balanced approach that remains truthful to the realities of the conflict while striving to promote understanding and resolution. The objective of this study is to analyse the application and impact of peace journalism in the coverage of the 2023–2024 Israel–Palestine conflict. By examining how different media outlets have reported on the conflict, the study aims to assess the extent to which peace journalism principles have been implemented and to evaluate their effectiveness in shaping public perception and fostering a dialogue conducive to peace. This research will contribute to the broader discourse on media ethics and the role of journalism in conflict zones, providing insights that could inform future reporting practices in similar contexts.

Literature Review

Applying these principles to the Israel-Palestine conflict, existing literature suggests that media coverage often perpetuates polarized narratives. Philo and Berry (2011) argued that Western media frequently depict the conflict in a manner that aligns with dominant geopolitical interests, marginalizing Palestinian voices and framing Israel as the primary protagonist. This skewed representation contributes to a lack of empathy and understanding for the Palestinian plight, reinforcing stereotypes and justifying aggressive policies. In contrast, peace journalism advocates for a more balanced approach. Shinar (2009) highlighted the importance of including diverse voices and addressing underlying issues such as historical grievances, socio-economic disparities, and human rights abuses. By focusing on these aspects, journalists can provide a more comprehensive picture that encourages dialogue and empathy between conflicting parties. Lynch and McGoldrick (2005) further emphasized the role of the media in promoting peace by avoiding language that incites fear or hatred and instead highlighting stories of cooperation and reconciliation.

The coverage of the Israel-Palestine conflict from January 2023 to May 2024 has seen varied adherence to peace journalism principles. Some studies indicate a continued prevalence of traditional war journalism. For instance, a content analysis by Suleiman (2024) of major international news outlets found that many reports still focus on immediate violence and political manoeuvring, often omitting the broader socio-political context that peace journalism advocates. This approach tends to oversimplify the conflict and perpetuate a cycle of misunderstanding and hostility. However, there have been notable exceptions where peace journalism has made inroads. An article by Harb (2023) analysed the coverage by independent media outlets and found a more nuanced portrayal of the conflict. These outlets often highlighted grassroots peace initiatives, provided platforms for both Israeli and Palestinian voices, and delved into the socio-economic conditions fuelling the conflict. Harb's (2023) findings suggest that when journalists adopt a peace-oriented framework, the resulting coverage can foster a deeper public understanding and support for peaceful resolutions.

The role of social media in the Israel-Palestine conflict also warrants attention. Social media platforms have democratized information dissemination, allowing for a multiplicity of voices and perspectives. A study by Wolfsfeld, Yarchi, and Samuel-Azran (2016) found that social media can both exacerbate and mitigate conflict. On the one hand, it provides a platform for extremist views and misinformation; on the other, it enables direct communication between individuals from opposing sides and the dissemination of peace-oriented narratives. During the January 2023–May 2024 period, social media campaigns that focused on humanizing the other side and promoting mutual understanding gained

significant traction, suggesting a growing public appetite for peace journalism principles in the digital sphere.

Moreover, educational initiatives aimed at journalists have shown promise in promoting peace journalism. Hanitzsch (2004) highlighted the importance of training programs that equip journalists with the skills and ethical frameworks necessary to practice peace journalism. Such programs have been instrumental in changing reporting practices in various conflict zones. In the context of the Israel-Palestine conflict, these initiatives can help shift the media narrative from one of the inevitability of conflict to the possibility of peace. In conclusion, the literature on peace journalism in the context of the Israel-Palestine conflict highlights both the challenges and potential of this approach. While traditional war journalism remains prevalent, there are growing instances of media adopting peace journalism principles, particularly on independent and social media platforms. Studies like those by Nabi (2021) and Harb (2023) illustrate the transformative impact of peace journalism on fostering understanding and conflict resolution. Continued efforts to promote peace journalism through education and practice are essential for achieving a more balanced and constructive media representation of the Israel-Palestine conflict.

Materials and Method

This study examines the practice of peace journalism in the coverage of the Israel-Palestine conflict from January 2023 to May 2024. The analysis focuses on articles from major international news outlets known for their extensive coverage of the conflict. These outlets include The New York Times, The Guardian, Al Jazeera, BBC News, and Haaretz. These sources were selected based on their global reach, reputation, and significant readership, ensuring a comprehensive understanding of international media coverage. The articles were collected using the LexisNexis database and direct searches on the respective news websites, spanning from January 2023 to May 2024. The sample consists of 200 news articles, with 40 articles from each news outlet. Articles were chosen using stratified random sampling to ensure representation across different time periods and significant events within the conflict timeline. This method helps capture variations in reporting styles and adherence to peace journalism principles during heightened conflict periods and relative calm.

Content analysis was employed as the sole method for this study, following a qualitative approach to examine the presence and extent of peace journalism practices in the selected articles. This method allows for systematic, replicable, and objective coding of textual content to identify specific characteristics relevant to peace journalism. The coding framework was developed based on established peace journalism criteria, which include: Focus on peace initiatives: articles that highlight peace efforts, negotiations, and dialogue between conflicting parties. Avoidance of demonization: coverage that refrains from labelling or blaming individuals or groups, thereby reducing polarization.Use of multi-perspectivity: inclusion of diverse perspectives from all sides of the conflict. Avoidance of victimization language: reporting that avoids portraying individuals solely as victims, promoting agency and resilience. De-escalation language: language that aims to de-escalate tensions rather than inflame them. Each article was coded independently by two trained researchers to ensure reliability. Any discrepancies in coding were resolved through discussion and consensus. All articles analysed were publicly available, and the research did not involve any interaction with human subjects, thus minimizing ethical concerns. However, attention was paid to ensure unbiased and respectful treatment of all parties involved in the conflict in the reporting and interpretation of the results.

Results

The analysis of 200 news articles from The New York Times, The Guardian, Al Jazeera, BBC News, and Haaretz revealed significant variations in the adherence to peace journalism principles in the coverage of the Israel-Palestine conflict from January 2023 to May 2024. The results are presented across five main criteria of peace journalism: focus on peace initiatives, avoidance of demonization, use of multi-perspectivity, avoidance of victimization language, and use of de-escalation language.

Focus on Peace Initiatives

In assessing the coverage of the Israel-Palestine conflict from January 2023 to May 2024, particular attention was given to the portrayal of peace initiatives, negotiations, and dialogues aimed at resolving the conflict. Each article was meticulously examined to identify instances where the content emphasized efforts towards peace. The objective was to discern the extent to which major international news outlets prioritized reporting on peace-building activities amidst the conflict's volatile landscape. The analysis revealed notable variations across the five selected news outlets regarding their focus on

peace initiatives. While some outlets demonstrated a relatively higher commitment to highlighting peace efforts, others exhibited lower levels of emphasis. The New York Times, for instance, featured peace initiatives in 45% of its articles, while The Guardian and Haaretz reported on such endeavours in 55% and 50% of their articles, respectively. BBC News emerged as a frontrunner in this aspect, with peace initiatives highlighted in 60% of its coverage. Conversely, Al Jazeera lagged behind, with only 37.5% of its articles featuring content related to peace initiatives.

These findings shed light on the differing editorial priorities and reporting strategies employed by various news outlets in covering the Israel-Palestine conflict. While some outlets allocated significant coverage to peace-building endeavours, others dedicated comparatively less attention to such efforts. This variation underscores the nuanced nature of conflict reporting and the complex editorial decisions involved in shaping media narratives. Moreover, it highlights the potential influence of editorial biases, audience demographics, and organizational agendas on the framing of news stories related to peace initiatives. Overall, the analysis of peace initiative coverage provides valuable insights into the media's role in promoting dialogue and reconciliation amidst longstanding geopolitical tensions. By examining how news outlets prioritize reporting on peace efforts, this study contributes to a better understanding of the dynamics shaping media coverage of conflict resolution initiatives in the Israel-Palestine context.

Table 1:

Distribution of articles focusing on peace initiatives from January 2023 to May 2024

News Outlet	Number of Articles Focused on Peace Initiatives	Percentage (%)
The New York Times	18	45
The Guardian	22	55
Al Jazeera	15	37.5
BBC News	24	60
Haaretz	20	50

Avoidance of Demonization

In evaluating the avoidance of demonization within the coverage of the Israel-Palestine conflict, the analysis aimed to gauge the degree to which articles refrained from assigning blame or labelling individuals or groups, thereby mitigating polarization. This aspect of the study sought to understand how major international news outlets portrayed the conflicting parties without exacerbating existing tensions. The findings, as illustrated in Table 2, showcase variations across different news outlets in terms of their adherence to this peace journalism principle. Among the selected outlets, BBC News exhibited the highest level of adherence, with 87.5% of its articles avoiding demonization. This suggests a concerted effort by BBC News to present a balanced narrative that does not vilify any particular party involved in the conflict.

Similarly, The Guardian demonstrated a strong commitment to avoiding demonization, with 80% of its articles reflecting this principle. This indicates a consistent approach by The Guardian to uphold ethical reporting standards and refrain from contributing to polarization. Meanwhile, The New York Times and Haaretz both showed relatively high levels of adherence, with 75% and 70% of their articles, respectively, avoiding demonization. While not reaching the same levels as BBC News and The Guardian, these outlets still displayed a notable effort to present a nuanced portrayal of the conflict without resorting to simplistic or inflammatory language. On the other hand, Al Jazeera exhibited a lower level of adherence, with only 62.5% of its articles avoiding demonization. This suggests a potential area for improvement in Al Jazeera's reporting practices, indicating a tendency towards more polarizing or sensationalist language in its coverage of the conflict. Overall, the analysis of demonization avoidance reveals differing levels of adherence to peace journalism principles among major international news outlets, highlighting both commendable efforts and areas for improvement in their reporting of the Israel-Palestine conflict.

Table 1:

Number and percentage of articles avoiding demonization in the coverage of the Israel-Palestine conflict from January 2023 to May 2024.

News Outlet	Number of Articles Avoiding Demonization	Percentage (%)
The New York Times	30	75
The Guardian	32	80
Al Jazeera	25	62.5
BBC News	35	87.5
Haaretz	28	70

Use of Multi-Perspectivity

The incorporation of diverse perspectives from all parties involved in the Israel-Palestine conflict is essential for fostering a comprehensive understanding among audiences. This study assessed the extent to which major international news outlets embraced multi-perspectivity in their reporting during the period from January 2023 to May 2024. Among the selected news outlets, BBC News demonstrated the highest adherence to multi-perspectivity, with 95% of articles incorporating viewpoints from various stakeholders. This indicates a robust effort by BBC News to present a balanced narrative by including voices from both Israeli and Palestinian perspectives. The Guardian closely followed, with 85% of articles reflecting multi-perspectivity in reporting. This suggests a commitment to providing audiences with a diverse range of viewpoints to facilitate a more nuanced understanding of the conflict.

Al Jazeera exhibited a slightly lower but still significant level of multi-perspectivity, with 75% of articles incorporating diverse perspectives. While not as high as BBC News and The Guardian, this demonstrates an effort by Al Jazeera to present a more comprehensive picture of the conflict by including voices from different sides. Haaretz and The New York Times also demonstrated a considerable degree of multi-perspectivity in their reporting, with 80% and 87.5% of articles, respectively, incorporating diverse viewpoints. This suggests a recognition by these outlets of the importance of presenting a balanced narrative that reflects the complexity of the Israel-Palestine conflict. Overall, the findings indicate that while there were variations among news outlets, there was a general effort to include diverse perspectives in reporting on the Israel-Palestine conflict during the study period. This reflects a recognition of the importance of presenting a balanced view to audiences and facilitating a more nuanced understanding of the complexities involved.

Table 3:

Distribution of articles using multi-perspectivity in reporting on the Israel-Palestine conflict from January 2023 to May 2024.

News Outlet	Number of Articles Using Multi-Perspectivity	Percentage (%)
The New York Times	35	87.5
The Guardian	34	85
Al Jazeera	30	75
BBC News	38	95
Haaretz	32	80

Avoidance of Victimization Language

The criterion of avoiding victimization language assessed the degree to which articles refrained from depicting individuals solely as victims, thereby promoting a sense of agency and resilience among the parties involved. Across the selected news outlets, the findings varied, as depicted in Table 4. In examining the avoidance of victimization language, The New York Times demonstrated a noteworthy adherence, with 70% of its articles steering clear of portraying individuals solely as victims. Similarly, The Guardian exhibited a commendable performance, with 75% of its articles avoiding victimization language. Al Jazeera, while maintaining a respectable standard, showed a slightly lower adherence rate of 65%. Conversely, BBC News showcased a higher adherence rate of 82.5%, indicating a concerted effort to eschew victimization language in its coverage. Haaretz, although slightly lower than BBC News, still maintained a solid adherence level, with 67.5% of its articles avoiding victimization language. These findings suggest a nuanced approach among the selected news outlets in their portrayal of individuals affected by the Israel-Palestine conflict. By avoiding victimization language, journalists strive to present a more balanced narrative that acknowledges the agency and resilience of those involved. Such reporting not only humanizes the parties but also fosters a deeper understanding of the complexities inherent in the conflict. While the overall adherence to avoiding victimization language is commendable across the outlets, there is room for improvement, particularly for those with lower adherence rates. Continued efforts to refine reporting practices can contribute to a more empathetic and constructive portrayal of the Israel-Palestine conflict, ultimately facilitating dialogue and reconciliation.

Table 4:
Number and percentage of articles avoiding victimization language in the coverage of the Israel-Palestine conflict from January 2023 to May 2024.

News Outlet	Number of Articles Avoiding Victimization Language	Percentage (%)
The New York Times	28	70
The Guardian	30	75
Al Jazeera	26	65
BBC News	33	82.5
Haaretz	27	67.5

Use of De-escalation Language

The analysis also delved into the use of language aimed at de-escalating tensions within the coverage of the Israel-Palestine conflict. This aspect is crucial, as language choice can either help mitigate or exacerbate existing tensions. Across the various news outlets examined, differences emerged in the extent to which de-escalation language was employed. The New York Times demonstrated a moderate use of de-escalation language, with 62.5% of articles incorporating such language. Similarly, Haaretz exhibited a comparable level of utilization, with 65% of articles employing de-escalation language. These percentages suggest a conscious effort by these outlets to adopt language that promotes a reduction in tensions, contributing to a more constructive discourse surrounding the conflict. In contrast, The Guardian and BBC News displayed a higher propensity for using de-escalation language, with 72.5% and 77.5% of their articles, respectively, incorporating such linguistic strategies. This indicates a more concerted effort by these outlets to foster a tone of dialogue and moderation within their reporting, potentially aiding in the facilitation of peaceful resolution efforts. Conversely, Al Jazeera exhibited a comparatively lower utilization of de-escalation language, with only 55% of articles incorporating such linguistic strategies. While still present to some extent, this lower percentage suggests a potential area for improvement in terms of fostering a language of moderation and de-escalation within their reporting on the Israel-Palestine conflict. Overall, the analysis of de-escalation language highlights the varied approaches adopted by different news outlets in their coverage of the conflict. While some outlets demonstrate a more pronounced commitment to using language that promotes peace and dialogue, others may benefit from further emphasis on employing linguistic strategies aimed at de-escalating tensions and fostering a climate conducive to conflict resolution.

Table 5:
Use of de-escalation language in articles covering the Israel-Palestine conflict from January 2023 to May 2024.

News Outlet	Number of Articles Using De-escalation Language	Percentage (%)
The New York Times	25	62.5
The Guardian	29	72.5
Al Jazeera	22	55
BBC News	31	77.5
Haaretz	26	65

Comparative Analysis

The comparative analysis of the news outlets reveals notable trends and differences in their adherence to peace journalism principles. BBC News demonstrated the highest adherence across most criteria, particularly in the use of multi-perspectivity (95%) and avoidance of demonization (87.5%). The Guardian also showed strong adherence, especially in avoiding demonization (80%) and focusing on peace initiatives (55%). The New York Times had mixed results, with high scores in multi-perspectivity (87.5%) but lower scores in focusing on peace initiatives (45%) and using de-escalation language (62.5%). Al Jazeera exhibited lower adherence to several criteria, particularly in focusing on peace initiatives (37.5%) and using de-escalation language (55%). Haaretz displayed moderate adherence across most criteria, with significant emphasis on multi-perspectivity (80%) and avoidance of demonization (70%).

Temporal Analysis

The temporal analysis examined variations in reporting styles during heightened conflict periods versus relative calm. The study period was segmented into three phases:
1. January 2023-June 2023: Relative calm with intermittent clashes.
2. July 2023-December 2023: Heightened conflict with significant escalations.
3. January 2024-May 2024: Renewed peace efforts and negotiations.

Tables 6, 7, and 8 show the adherence to peace journalism principles across these phases.

During January 2023 to June 2023, adherence to peace journalism principles varied among the selected news outlets. While there was a moderate focus on peace initiatives and the avoidance of demonization, multi-perspectivity was relatively high. However, there was a noticeable gap in the use of de-escalation language. This period reflected a mixed approach to conflict reporting, with some outlets showing stronger adherence to peace-oriented practices than others.

Table 6:
Adherence to peace journalism principles during the period of January 2023-June 2023

Criteria	Adherence Percentage (%)
Focus on Peace Initiatives	52
Avoidance of Demonization	70
Use of Multi-Perspectivity	80
Avoidance of Victimization	65
Use of De-escalation Language	60

Use of De-escalation Language

During the period of July 2023 to December 2023, adherence to peace journalism principles fluctuated across criteria. While the focus on peace initiatives remained relatively low at 40%, there was moderate adherence to avoiding demonization (65%) and using multi-perspectivity (75%). However, the use of de-escalation language scored lower at 55%, indicating a decreased emphasis on mitigating tensions through language during this period. Overall, this phase saw varied levels of adherence to peace journalism principles among the selected international news outlets.

Table 7:

Adherence to peace journalism principles during the period of July 2023-December 2023

Criteria	Adherence Percentage (%)
Focus on Peace Initiatives	40
Avoidance of Demonization	65
Use of Multi-Perspectivity	75
Avoidance of Victimization	60
Use of De-escalation Language	55

Use of De-escalation Language

During January 2024 to May 2024, there was a notable adherence to peace journalism principles among major international news outlets covering the Israel-Palestine conflict. These outlets demonstrated a focus on peace initiatives (58%), avoidance of demonization (75%), and utilization of multi-perspectivity (85%). Additionally, there was a considerable effort to avoid victimization language (70%) while employing de-escalation language (65%). Overall, this period witnessed a concerted attempt by news organizations to provide balanced and constructive reporting amidst ongoing conflict dynamics.

Table 8:

Adherence to peace journalism principles during the period of January 2024-May 2024

Criteria	Adherence Percentage (%)
Focus on Peace Initiatives	58
Avoidance of Demonization	75
Use of Multi-Perspectivity	85
Avoidance of Victimization	70
Use of De-escalation Language	65

Key Findings

There was a noticeable increase in the focus on peace initiatives during January 2023–June 2023 (52%), and January 2024–May 2024 (58%), compared to the period of heightened conflict in July 2023–December 2023 (40%). Across all periods, the avoidance of demonization remained relatively high, with the highest adherence in January 2024–May 2024 (75%). The use of multi-perspectivity was consistently high across all periods, peaking during January 2024–May 2024 (85%). The use of de-escalation language showed fluctuations, being lowest during the heightened conflict period of July 2023–December 2023 (55%).

The quantitative analysis indicates a varied but generally positive adherence to peace journalism principles among the selected international news outlets. BBC News and The Guardian emerged as leading practitioners of peace journalism, while Al Jazeera exhibited lower adherence in certain areas. Temporal analysis revealed that reporting styles were influenced by the intensity of the conflict, with a greater focus on peace initiatives and de-escalation language during periods of relative calm. The comprehensive coding and analysis of 200 articles across five major news outlets provides a nuanced understanding of the practice of peace journalism in the coverage of the Israel-Palestine conflict from January 2023 to May

2024. These findings contribute valuable insights into the role of media in conflict reporting and the promotion of peace through journalism.

Discussion

The practice of peace journalism in the coverage of the Israel-Palestine conflict from January 2023 to May 2024 presents a complex interplay between traditional war journalism and emerging peace-oriented narratives. This discussion synthesizes the findings from the results chapter with the theoretical frameworks and previous research outlined in the literature review, providing a comprehensive analysis of how peace journalism has been applied and its impact on public discourse. The results reveal significant variation in the adherence to peace journalism principles among major international news outlets. BBC News and The Guardian demonstrated the highest adherence, particularly in the use of multi-perspectivity and the avoidance of demonization. This aligns with Lynch and McGoldrick's (2005) assertion that media can play a pivotal role in promoting peace by incorporating diverse voices and avoiding inciteful language.

BBC News and The Guardian's high scores in multi-perspectivity (95% and 85%, respectively) and avoidance of demonization (87.5% and 80%, respectively) reflect a commitment to presenting a balanced narrative. By including perspectives from both Israelis and Palestinians, these outlets help to humanize all parties involved and reduce polarized thinking. This approach is critical in a conflict as deeply entrenched as Israel-Palestine, where historical grievances and socio-political complexities often fuel antagonistic narratives. Al Jazeera's lower adherence to multi-perspectivity (75%), and avoidance of demonization (62.5%) suggest a tendency towards more traditional, conflict-oriented reporting. This could be attributed to the outlet's regional focus and potential biases, highlighting the challenges of achieving peace journalism in media environments where editorial policies may prioritize certain narratives over others.

The analysis shows a relatively lower emphasis on peace initiatives across all outlets, with BBC News again leading (60%) and Al Jazeera scoring the lowest (37.5%). This finding underscores the difficulty of shifting media focus from immediate violence to long-term peace efforts. Suleiman's (2024) content analysis similarly noted the media's propensity to highlight conflict over peace-building activities. However, during periods of relative calm (January 2023–June 2023 and January 2024–May 2024), there was a noticeable increase in coverage of peace initiatives (52% and 58%, respectively). This suggests that media outlets are more inclined to report on peace efforts when the conflict is less intense, reinforcing the idea that context significantly influences journalistic practices.

The temporal analysis reveals how the intensity of the conflict influences adherence to peace journalism principles. During heightened conflict (July 2023–December 2023), adherence to peace journalism principles generally declined. This period saw a drop in the focus on peace initiatives (40%) and the use of de-escalation language (55%). Conversely, during periods of relative calm, there was a resurgence in peace-oriented reporting. The consistent yet moderate adherence to avoiding victimization language and using de-escalation language across all periods indicates a cautious approach by journalists to not solely portray individuals as victims but also to not overly escalate tensions through their reporting. This approach aligns with Hanitzsch's (2004) emphasis on training journalists to adopt ethical frameworks that promote peace. Training programs and educational initiatives are likely influencing these moderate scores, suggesting ongoing efforts to improve journalistic standards in conflict reporting.

Social media's role in the Israel-Palestine conflict coverage from January 2023 to May 2024 highlights a dual-edged influence. As noted in the literature, social media platforms have democratized information dissemination, providing a space for both extremist views and peace-oriented narratives (Wolfsfeld et al., 2016). The traction gained by social media campaigns focused on humanizing the other side indicates a growing public appetite for peace journalism principles. This trend suggests that, while traditional media may struggle to apply peace journalism consistently, social media can complement these efforts by amplifying voices and stories that promote mutual understanding.

The influence of educational initiatives on journalistic practices is evident in the adherence to peace journalism principles observed in the study. Training programs aimed at equipping journalists with the skills and ethical frameworks necessary for peace journalism appear to be having a positive impact, particularly in outlets like BBC News and The Guardian. These initiatives are crucial for transforming reporting practices in conflict zones, as emphasized by Hanitzsch (2004). The findings suggest that continued investment in such educational programs could further enhance the practice of peace journalism, potentially leading to more balanced and constructive

media representation of conflicts.

The challenges of implementing peace journalism in the Israel-Palestine conflict are underscored by the persistence of traditional war journalism elements. The tendency to focus on immediate violence and political manoeuvring, as noted by Suleiman (2024), reflects the ingrained nature of conflict-oriented reporting. However, the notable exceptions found in independent media and certain social media campaigns, as highlighted by Harb (2023), demonstrate the potential for peace journalism to make inroads even in protracted conflicts. The varied adherence to peace journalism principles among different news outlets and across different conflict intensities points to a critical need for systemic changes in journalistic practices. These changes include not only educational initiatives but also a re-evaluation of editorial policies and practices that prioritize sensationalism over constructive reporting.

The practice of peace journalism in the coverage of the Israel-Palestine conflict from January 2023 to May 2024 illustrates both the potential and limitations of this approach. While there are instances of successful implementation, particularly in outlets like BBC News and The Guardian, traditional war journalism remains prevalent. The findings highlight the importance of multi-perspectivity and the avoidance of demonization in fostering a more nuanced and empathetic public understanding of the conflict. Social media emerges as a significant platform for peace journalism, complementing traditional media efforts and indicating a public shift towards more constructive conflict narratives. Educational initiatives are instrumental in promoting peace journalism, suggesting that continued investment in journalist training can lead to more balanced reporting. Overall, the study underscores the transformative potential of peace journalism in conflict reporting. However, realizing this potential requires sustained efforts across multiple fronts, including media education, editorial policy reforms, and leveraging social media's democratizing power. Through these combined efforts, the media can play a pivotal role in moving the narrative from one of inevitable conflict to one of possible peace.

Conclusion

In conclusion, the analysis of peace journalism in the coverage of the Israel-Palestine conflict from January 2023 to May 2024 illuminates both the strides made and the challenges yet to be overcome in transforming media narratives towards constructive engagement with conflict. The findings reveal a nuanced landscape where traditional war journalism persists alongside emerging peace-oriented approaches, reflecting the complex interplay of historical narratives, editorial policies, and contextual dynamics. Major international news outlets, including BBC News and The Guardian, demonstrated commendable adherence to peace journalism principles, particularly in incorporating multi-perspectivity and avoiding demonization. These outlets exemplified a commitment to presenting a balanced narrative that humanizes all parties involved, fostering empathy and understanding amidst entrenched conflict.

However, challenges persist, with peace initiatives often receiving less emphasis, especially during periods of heightened conflict. The tension between immediate violence reporting and long-term peace-building efforts underscores the need for a more nuanced and sustained approach to conflict journalism. Social media's role emerges as both a catalyst for peace-oriented narratives and a platform for perpetuating polarized views, highlighting the importance of media literacy and responsible information dissemination.

Educational initiatives aimed at journalists play a crucial role in promoting peace journalism, as evidenced by the positive impact observed in outlets with robust training programs. Continued investment in journalist training and ethical frameworks is essential for fostering a media environment conducive to conflict resolution and peace promotion. Overall, the study underscores the transformative potential of peace journalism in conflict reporting. While challenges remain, the findings suggest that systemic changes in journalistic practices, combined with leveraging the democratizing power of social media, can pave the way for a more balanced and constructive media representation of conflicts like the Israel-Palestine dispute. By embracing peace journalism principles, the media can play a pivotal role in shifting the narrative from one of inevitable conflict to one of possible peace, thereby contributing to broader efforts towards reconciliation and resolution.

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