

ANALYZING HER MAJESTY QUEEN RANIA AL ABDULLAH'S SPEECH AMID THE CRITICAL TURNING POINT OF THE OCTOBER 7TH EVENTS

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Abstract

The study addresses Queen Rania Al Abdullah's speech regarding the October 7 events and analyzes the media approaches employed to influence public perceptions of Palestinian rights. Through critical discourse analysis, the researchers investigated how the Queen structured her rhetoric while analyzing how media systems influence audiences and which rhetorical devices confirmed the media message. The study analysis revealed that the speech primarily showcased descriptions of violence together with descriptions of placelessness. Queen Rania utilized emotionally resonant language and reiterated significant assertions while underscoring critical issues about the Israeli government's assaults and Palestinian human casualties. Queen Rania's speech exposed the unfair standards that exist when global communities portray humanitarian crises especially when Palestinians are compared to other Palestine-related conflicts in Western media reports. The study analysis confirmed that the speech delivered strong media influence on worldwide public perception by changing the misperceived Palestinian narrative to highlight its fundamentals of justice and human rights. The study supports developing objective media strategies combined with significant figures advocating justice to advance humanitarian discourse for international decision-making influence.

Keywords: Queen Rania Al Abdullah, Political Discourse, Critical Discourse Analysis, Media Frameworks, Palestinian Issue, Media Influence, International Public Opinion.

INTRODUCTION

In an era marked by immediate contact and the widespread impact of social media, the importance of media discourse has increased significantly. The capacity to transmit information swiftly enables leaders and public figures to engage extensive audiences, ultimately enhancing their messages and influencing collective narratives. Queen Rania's speech illustrates this tendency by addressing urgent humanitarian difficulties while simultaneously promoting a nuanced comprehension of intricate geopolitical matters. Her strategic rhetorical strategies combined with emotional appeals help her reach different audiences to drive empathy that leads them toward solving ongoing challenges.

Media discourse analysis shows how Queen Rania employs language as an advocacy tool to bring about transformation. The frameworks she chooses both expose the difficulties persecuted people face while exposing popular misconceptions about the Palestinian-Israeli conflict. Leaders need to develop their messaging with great attention since this complex technique demonstrates their responsibility to maintain both clarity and empathy when navigating through disinformation pathways. Understanding these

processes becomes the fundamental key to understanding how opinions shape our connected society.

Background of the Study

The Palestinian-Israeli conflict stands at the forefront of complex global issues because three distinct influence factors including political processes and religious beliefs meet with historical and human rights aspects. The changing makeup of media brings this topic to public attention which results in dual effects on public perception and social viewpoints. Queen Rania Al Abdullah and political and media actors in this environment lead the discourse regarding this topic.

Media functions as a strong mechanism to shape and advise public opinion through all types of media platforms: print, visual, and digital. According to Van Dijk (2001), the media produces classifications that organize political occurrences and public figures within their respective contexts. According to Entman (1993) media does not only transmit information since it acts as a fundamental interpretive and presentation mechanism through which the public receives information by placing events within specific framing contexts.

Queen Rania Al Abdullah, a distinguished personality in both the Arab and international arenas, is esteemed for her advocacy of human rights, education, and women's problems, as well as her unequivocal stance on the Palestinian cause. Queen Rania has prominently engaged in the media landscape by participating in several international conferences, media seminars, and interviews, where she has discussed humanitarian and political matters, particularly the Palestinian struggle. Through her media speech Queen Rania makes an appeal to international stakeholders for lasting solutions to the long-lasting conflict that must be fair for all involved. Numerous research studies demonstrate that media discourse successfully shapes how people understand particular issues.

According to Goffman (1974), entities that operate the media possess the power to construct narratives that influence how people perceive things. Consequently, Queen Rania's media discourse aligns with this overarching trend as she endeavors to convey humanitarian and political themes concerning the Palestinian plight through well-crafted media methods. Queen Rania may be unparalleled in the Arab world for her extensive media presence to articulate her views on the Palestinian issue on worldwide forums. Shakra (2020) such influential media figures including Queen Rania can extend worldwide knowledge about Palestinian issues while contributing positively to diplomatic and political developments.

The challenge for media organizations when reporting on Palestinian concerns reaches significant levels because of political factors and media contradictions among news outlets. The challenge of obtaining fair media coverage about the Palestinian problem arises from both outside media stipulations coupled with basic reporting biases, which shape news reporting according to Khamis (2017).

Study Problem

Research into political discourse becomes ever more important since it needs a full analytical examination of political leadership rhetoric which directs political decisions. This paper investigates the main issue by asking the following research question:

- In what ways does Her Majesty Queen Rania's address utilize media and linguistic strategies to shape public perception of the Palestinian issue?
- What are the primary messages articulated in the speech?

Study Objectives

- Analyze Queen Rania's rhetorical structure through critical discourse analysis methodology.
- Investigate the media frameworks that were used in the discourse alongside their effects on listeners.
- Evaluate verbal and rhetorical methods that enhance the media information that takes place.
- Assess the influence of the discourse on media in developing political stances.

Significance of the Study

This study is significant due to its capacity to enhance comprehension of the utilization of media discourse in addressing political and humanitarian concerns. It further enriches the scholarly literature on political discourse analysis, hence augmenting its applicability in assessing other internationally influential discourses. This study is a resource for journalists and scholars to comprehend how leaders employ language and discourse to attain political and media objectives.

LITERATURE REVIEW

Nabuca's study examines the most significant phraseological innovations in political media discourse in English and Ukrainian, revealing that social and political transformations drive new phraseological units, with prominent figures and digital platforms facilitating their formation and dissemination. The author Nabuca (2024) proposes that political communication development in the digital age has caused substantial changes to linguistic expression primarily through verbal innovations. A thorough investigation studies the development evolution and operational functions of neologisms and neologisms throughout modern political media discourse specifically in English and Ukrainian languages. The research adopts both theoretical evaluation and empirical studies to investigate different neologism understanding frameworks comprising stylistic, psycholinguistic, lexical, semantic, structural, and historical perspectives. The research investigates extensive media and political speeches and digital communications to detect standard patterns that shape novel phraseological units. The research demonstrates that political change together with social change economic shifts and changing international relations serve as the main factors that drive the development of

new phraseological units used in political discourse. Modern political media discourse uses verbal innovations as a means to express ideas effectively and sway public opinion based on the 'axis of evil' and 'unknown unknown' along with their related terms among others. Research demonstrates particular phases in which new political terms follow from their initial use by single speakers to their widespread usage in media platforms while pointing out significant political figures function as key producers of new verbal units. The analysis identifies five distinct theoretical frameworks of neologism formation: stylistic, psycholinguistic, lexical, semantic, and historical structuralism which offer separate understandings of verbal innovation. The research analyzes the ways digital communication networks accelerate both political term transmission and term variations across time. The research of Prayogo & Fikro (2024) employed CDA to study how CNN Indonesia portrayed the presidential club by analyzing news representations to show power dynamics and political control of information alongside resistance to these forces.

Nabuca (2024) argues that the rapid development of political communication in the digital age has led to significant shifts in linguistic expression, particularly in verbal innovations. This research focused on news published by cnnindonesia.com, which highlighted the pros and cons surrounding the idea of establishing a presidential club. This theme serves as a focal point for analysis using Van Dijk's critical discourse analysis theory. This research aims to provide a critical analysis of the discourse-related coverage surrounding the formation of the presidential club. Through a CDA approach, this study will delve deeper into how various narratives, representations, and political interests are reflected in the news coverage. The analysis will emphasize how power and control of knowledge are reproduced through the news text, as well as how resistance and opposition to the idea are reflected in the presented narratives. Through this approach, it is hoped that this research will provide deep insights into the political dynamics and power relations associated with the discourse surrounding the establishment of institutions such as the Presidential Club.

This study will employ critical discourse analysis (CDA) to examine language, rhetoric, and ideologies in Arab media, focusing on Trump's speech on the Grand Ethiopian Renaissance Dam (GERD), to investigate how politicians exercise social power through their discourse. A historical discourse analysis perspective served as the method for examining the discourse according to Jameil et al. (2024). The study addresses two core questions about Trump's speech-language effects on people. The information shared within the speech proves advantageous or detrimental to Egyptian citizens. Analysts need to identify the rhetorical devices used in his spoken discourse. The analysis model assumes that public speakers utilize different strategic methods supported by historical evidence when showcasing their philosophical views to gain audience backing. Jamil et al. (2024) addressed the above questions. Furthermore, it is hypothesized that the way English and Arabic speakers use these resources differs. The selected data were analyzed using the historical discourse approach of Wodak (1999). Therefore, the data for this study are drawn from the speech of the former President of the United States of America, Donald Trump, on October 23, 2020, regarding the Grand Ethiopian Renaissance Dam. The components of the historical approach, such as topology, context,

historical framing, and strategies, are the primary focus. These components are used to analyze each speech. It also examines how politicians exercise and interact with social power through their speeches. The analysis highlights that many of the techniques used are related to meaning and argument. Critical discourse analysis (CDA) is a type of discourse analysis designed to explore the discursive manifestations of ideology and power. The study aimed to investigate how politicians exercise social power in their speeches. The research indicates that the majority of the methodologies used in CDA are relevant to political discourses. The research used the lens of critical discourse analysis (CDA) to dissect the language, rhetoric, and underlying ideologies in media coverage.

Cherikbaeva & Musaeva (2024) evaluated the substantial effects of political discourse on public opinion because it shapes beliefs and directs public discourse. The discourse adopts multiple situations and intentions such as persuasion alongside agenda-setting roles and identity-building while resolving conflicts. The authors investigate political discourse as a multifaceted phenomenon along with its specific vocabulary while outlining its distribution via traditional and social media outlets in Cherikbaeva & Musaeva (2024). Political discourse serves as a vital element of political life while being very effective in modifying public perceptions according to Cherikbaeva & Musaeva. The study focuses on political discourse analysis by identifying its fundamental nature alongside its effects on public opinion formation. The analysis includes an examination of political discourse together with its varied traits and its specific terminology while exploring its uses across rhetorical speeches and academic papers. The analysis explores multiple purposes that political discourse serves which include both the art of persuading people and establishing political agendas as well as building identities together with resolving conflicts. Multiple examples from economic matters and foreign policy alongside social concerns, environment protection, education, and the medical sector demonstrate political discourse extends across various domains. The research explains how media platforms together with social media platforms now distribute political content through their multiple impact methods on audience perception. The research utilizes existing academic works to expand comprehension of political discourse as both linguistic and non-linguistic phenomena.

According to Van Dijk (2006) the power of discourse emerged as a key variable in forming societal perspective while it directed public sentiment by employing deceptive methods. Through media discourse, the researcher explained that the public can be controlled since specific information is selected for presentation in a particular order to promote agendas. Through his theoretical framework, he demonstrated a connection between language and social perception and power and this helped researchers understand media message construction in addition to their effects on individual as well as societal consciousness.

In his research on political discourse Chilton (2004) examines the persuasive methods politicians use to sway people intellectually. Through detailed analysis, the researcher explained how metaphors together with figures of speech and linguistic organization help convey political ideologies. Political discourse contains information transmission for

knowledge dissemination but its main purpose is to reshape beliefs as well as manipulate audience attitudes.

Fairclough's (1995) study is considered one of the most prominent studies in the field of critical discourse analysis. It focused on how language is used to reinforce dominance and construct power relations within society. Fairclough demonstrated that media and political discourse cannot be analyzed in isolation from the social and cultural contexts in which they arise, as texts and discourses reproduce and consolidate ideologies. Critical discourse analysis stands as the main research model due to its three sequential levels between text discursive practice and social practice.

Media framing analysis gained important insight from Entman's (1993) work which explained how news gets framed to affect the audience's understanding of reported information. Entman identified four main elements of the framing process: identifying the problem, explaining its causes, making an ethical assessment of it, and proposing solutions. The study demonstrated that the media does not present news neutrally, but rather reshapes it through framing, making it a key tool in directing public opinion and influencing political and societal debates.

Limitations of Study

The limitations of this study revolve around the temporal, spatial, and thematic framework within which the research was conducted. These limitations include the following:

The research exclusively investigates the media discourse of Queen Rania together with her political and humanitarian activities concerning the Palestinian-Israeli context. Only media discourse about this figure and these problems is analyzed the media discourses around this figure on these problems, excluding any examination of the discourses of other political actors or other political matters.

METHODOLOGY

The frame analysis technique employed in this study demonstrates potential limitations because the data analysis depends on quantitative or qualitative methods to address sometimes restricted or theoretical data requirements.

Data Quality

The research accessed public media discourses available through newspapers and television interview materials. The analysis faces limitations because some political and media sensitivities prevent researchers from obtaining key discourses and material.

Language Framework

The research examined discourse language yet problems in analyzing subtle distinctions or translation challenges could reduce the reliability of analysis results. The interpretation process using language has the potential to impact the retrieval of original messages.

DISCUSSION & ANALYSIS

Queen Rania's Speech Text

"Israel condemns peace to death. It is too late to convince it to do the right thing. We live in a world where the value of lives is determined by their affiliation, and this is morally and humanly unacceptable. The continued bombing and destruction in Gaza demonstrate to the entire world that Israel is not interested in peace, but rather continues to impose its policies of violence, starvation, and destruction.

We have repeatedly spoken about political solutions and the necessity of achieving peace, but we have received no response. How many times must innocent people be killed before the world acts? What more can be said? Violence will not bring security, and force will not create stability. We need a genuine international will to end this human tragedy."

Queen Rania delivered her critical statements about Israel and the international community through her appearance on CNN interview settings. The speech demonstrates strong disagreement about ineffective measures to stop the conflict due to media framing conventions. Political discourse framing studies identify how crises receive their specific representation (Entman, 1993; D'Angelo, 2002). Researchers who study political discourse about the Palestinian-Israeli conflict must assess particular speech elements that illustrate different elements of this conflict. The analytical units comprise Condemning Violence (VC) along with The Israeli Occupying State's Practices (IC) The Loss of Trust (TC) and International Responsibility (RC). The individual units within the text explore multiple conflict aspects starting from violence condemnation towards international engagement. Through examining these units' researchers gain knowledge about how political leaders use rhetorical strategies and which ideological factors influence their spoken statements.

Condemning Violence (VC)

Physical attacks are critical units in political addresses because they display the refusal of violent behavior and highlight this problem as vital. Political leaders reveal their opposition to violence through their choice of words during speech analysis. Political leaders studied by Syareen Izzaty Majelan exploit racial discourse to promote their positions by declaring opposition to violence as a key tool for advocating peace and mutual understanding (Majelan, 2014). The discussion by Aide Esu shows how violence naturalizes under occupation thus illustrating why it is essential to denounce violence in political speech. Soldiers from Israel give accounts that show violent acts have become the norm according to Esu (2021) so political leaders should condemn these practices to build a peaceful outcome.

The Israeli Occupying State's Practices (IC)

The Israeli Occupying State's Practices (IC) unit focuses on highlighting Israel's oppressive occupation policies. Jane Young's thesis examines the carceral tactics employed by Israel, which serve to entrench the occupation and disrupt Palestinian

society. This analysis aligns with the IC unit by showcasing the oppressive measures that are central to the occupation discourse (Young, 2012). The research by Shuki J. Cohen demonstrates through analysis of Israeli military stories that occupation policies lead troops to dehumanize Palestinians which strengthens their oppressive occupation conduct (Cohen, 2015).

Loss of Trust (TC)

The Loss of Trust unit manifests as a reaction against insufficient political remedies. The research by Amaal Kamal Al presents evidence of how discourse analysis works in this field. Farra analyzes political speeches to show how ethnic bias makes people distrust political institutions (Farra, 2020). According to Zoë H. Wool's media analysis, the depiction of Intifada events in mass media contributes to TC by portraying Palestinian forces as disorderly against military order therefore hurting trust in political solutions (Wool, 2008).

The International Responsibility (RC)

The International Responsibility (RC) unit demands that the international community establish firm action. The work by Antonio Reyes-Rodríguez focuses on sociolinguistic elements that affect political speech throughout discourse affecting international public opinions and duties. Leaders of distinct political factions utilize linguistic appeals to gain support and call for intervention from the international community (Reyes-Rodríguez, 2008). Amaal Kamal Al. Farra implements critical discourse analysis as her analytical framework. Political speeches can create international responsibility through community portrayal that establishes worldwide action requirements (Farra, 2020).

Although these assessment techniques ensure consistency in evaluating political speeches it is crucial to evaluate them within the complete conflict framework. Multiple ideological perspectives specifically influence the political rhetoric actively employed by leaders addressing the Palestinian-Israeli conflict. Through discourse analysis, we gain valuable insights into conflict processes that lead to resolution opportunities when connecting these units to their broader theoretical base. The success of these units in creating peace depends directly on political leadership engagement with meaningful dialogue combined with international community activism.

The Queen's Speech combines various elements from different academic viewpoints to organize multiple main themes that fulfill unique rhetorical objectives. This strategic document examines world affairs by placing strong emphasis on the situation between Israelis and Palestinians. paragraph themes present condemnation and criticism while expressing frustration and demanding action which follows both speaker attitudes together with wider political conditions. This analysis examines every theme found in the speech by understanding both their development process and their specific content contributions.

Condemnation of Israeli Violence (VC)

The message devotes its sentence structure to exposing Israeli violence while claiming Israel does not possess genuine interests in discovering peace. Through critical rhetoric, the speech shows Israel taking aggressive actions which exposes the country's failure to find peaceful solutions (Fara, 2020). From a larger perspective, the condemnation demonstrates Israel's untruthful dedication to peace-making exactly as Chilton explains in political rhetoric through Cimino and Basuki's research about opposing entities' intentions (Cimino and Basuki, 2017).

Criticism of the Israeli Occupying State's Practices (IC)

Discourse evaluates the oppressive nature of Israeli occupation policies against Palestinians as it exhibits the challenging conditions that Palestinian society currently experiences (Fara, 2020). This critique supports Fairclough's framework, which examines how the language of political discourses can reveal underlying ideologies and power dynamics. Discourse uses linguistic strategies to highlight the injustices and human rights violations occurring under the Israeli occupation (Cimino and Basuki, 2017).

Expressing Frustration (TC)

The discourse demonstrates frustration about the international community because participants perceive their ineffective response as well as inaction (Perry, 1996). Van Dijk's political discourse analysis shows that such expressions of frustration serve both to gain support and to prompt a review of international policies and alliances according to Cimino and Basuki (2017).

Call for a More Resolute International Position (RC)

The speech makes a commencement for world leaders to take aggressive measures that will end the crisis (Chernich et al., 2023). Through moral appeals, the speech demands complete engagement from the international community by asking them to transform verbal pledges into tangible intervention programs (Perry, 1996). These themes appear in the Queen's Speech yet the speech adheres to standard rhetorical techniques which politicians use in their public addresses.

The speech masterfully arranges its content through various structural methods alongside thematic organization to create audience engagement and emotional responses while driving the audience toward agreeing with the speaker. Several studies of political speeches confirm that a structured platform with clear themes proves crucial for delivering complex political content effectively according to Sari and Al-Yousef (2024) and Chernich et al (2023).

Queen Rania Al Abdullah investigates media discourse related to the Israeli-Palestinian conflict through an examination that shows how emotional language functions with repetition effects and moral comparisons attached to direct rhetorical tools. These mechanisms exist to create public understanding and direct international reception of information. Emotional language stands out as a dominant element that generates empathy toward humanitarian aspects of the conflict between Israel and Palestine.

The repeated statements together with accentuation of essential information create stronger primary points which join together with worldwide comparison to demonstrate emergency levels. The use of direct rhetorical tools shows dissatisfaction and requires both transparency and morality from responsible entities.

The rhetoric combines various devices with specific framings that show Palestinians as innocent victims while demonstrating Israeli occupation practices and expressing despondency while demanding global accountability.

Emotional Language in Media Discourse

Emotional language is used to evoke strong emotions and influence perceptions, as evidenced by the speeches of Indonesian Foreign Minister Retno Marsudi, who uses emotive rhetoric to highlight humanitarian issues in Palestine (Pratama, 2025).

The BBC's portrayal of the humanitarian crisis in Gaza focuses on the emotional impact on innocent women and children, using linguistic techniques to create a compelling narrative (Matroud, 2025). Emotional appeals in advertising texts demonstrate the effectiveness of emotional stimuli in engaging audiences, comparable to political media discourse (Saturoff, 2024).

Repetition and Emphasis

Media discourse makes extensive use of repetition as a cornerstone approach to strengthen messages and guarantee their proper delivery to target audiences. Coverage of the Israeli-Palestinian conflict utilizes repeating phrases to demonstrate the sustained nature of the crisis (Damanhour et al., 2025).

The use of repetition in Netanyahu's speech to the UN General Assembly contributes to cementing his views and influencing international perceptions (Al-Astal, 2024).

Moral Comparisons

Moral comparisons are used to highlight the contradictions in global responses to crises, as seen in the framing of the Israeli occupation's practices against Palestinians (Gabsi, 2024). The BBC's coverage of the Gaza War compares the humanitarian crisis to other global events, highlighting the need for international intervention (Matroud, 2025).

Direct Rhetorical Style

Direct rhetorical styles reflect a loss of trust and firmly call for accountability, as seen in the discourse surrounding the Israeli-Palestinian conflict (Widyastuti et al., 2024). The assertive language used in media headlines about Operation Protective Edge against Israel highlights the urgency and severity of the situation (Ali, 2024).

Victim Frame

The victim frame is prevalent in media discourse, portraying Palestinians as victims of Israeli violence. This is evident in the linguistic representation of BBC headlines and other media outlets (Ali, 2024).

The portrayal of Palestinians as victims is reinforced by emotional language and the presentation of strategic realities in international forums (Pratama, 2025).

Israeli Occupation Practices Frame

The Israeli occupation state's practices frame highlights its oppressive policies against Palestinians, drawing attention to the humanitarian impact and the need for international action (Gabsi, 2024). This framework is supported by critical discourse analysis, which uncovers the ideological underpinnings of media representations (Chu and Liu, 2024).

Despair Frame

The despair frame expresses frustration with the lack of solutions and the persistence of conflict, as seen in media coverage and political discourse (Kostromin and Zheltukhina, 2024). This frame is often accompanied by emotional language that highlights the dire situation and the need for change (Matroud, 2025).

Responsibility Frame

The responsibility frame calls on the international community to take action, urging world leaders to address the humanitarian crisis and implement resolutions (Pratama, 2025). This frame is reinforced by moral comparisons and direct rhetorical devices that emphasize accountability (Widyastuti et al., 2024). While these rhetorical devices and devices effectively convey the complexities of the Israeli-Palestinian conflict, it is important to consider the broader implications of media representations.

The use of emotional language and specific frames can shape public perception and influence political decisions, highlighting the power of the media in constructing political facts. However, the effectiveness of these strategies depends on the audience's reception and critical engagement with the content. Understanding the role of the media in international relations is crucial to promoting informed and balanced discourse.

Scientific evidence and credibility

The analysis relied on critical discourse analysis (CDA) approaches (Fairclough, 1995) and news framing (Entman, 1993). It also drew on media discourse analysis literature that examines the impact of political language on shaping public opinion (Van Dijk, 2006; Goffman, 1974).

Queen Rania's speech reignited discussions about double standards in addressing the Palestinian issue, highlighting the role of political discourse in shaping international views of the conflict.

Media portrayals of the Israeli-Palestinian conflict significantly influence public opinion and international politics, often reflecting biases and power dynamics that may perpetuate rather than resolve the conflict.

This discourse is crucial to understanding how narratives are constructed and disseminated, influencing global politics and prompting a reassessment of international positions on the conflict.

Media Framing and Bias

Media outlets often frame the Israeli-Palestinian conflict in ways that reflect their biases and geopolitical interests. For example, Al Jazeera and The Washington Post have been shown to use evaluative language that reflects specific emotional and moral perspectives, with Al Jazeera criticizing American double standards, while The Washington Post emphasizes American geopolitical interests (Warshgah et al., 2024).

Western media outlets have been criticized for their biased portrayal of the conflict, often portraying Palestinians negatively and framing Israeli actions as defensive. This bias in reporting can distort public perception and influence international policy decisions (Karim and Najm, 2024).

Discourse Analysis and Power Dynamics

Discourse analysis reveals how language is used to justify and perpetuate power dynamics within a conflict. Political discourses and media reports often employ racist and ideological rhetoric to justify biases and maintain existing power structures (Magellan, 2014). The use of religious and nationalist discourses has been a significant factor in the conflict, with religious Zionism often obscuring geopolitical interests. This highlights the complexity of the narratives shaping international understanding of the conflict (Moncada and Alexander, 2011).

The Impact of Political Communication

Political discourse and media frames play a crucial role in shaping societal dynamics, influencing public opinion, and mobilizing political action. Simplistic political discourse and emotional narratives can foster social mobilization, but they also contribute to societal polarization (Kulishkin et al., 2024).

The strategic use of language in media and political discourse can promote peace or exacerbate conflict, depending on how narratives are constructed and disseminated ("Discourse, Media, and Conflict," 2022).

The Role of Arab Media

Arab media, like other regional media outlets, plays a significant role in shaping narratives related to conflict. The language used in Arab media often reflects ideological positions and can influence regional and international perceptions of the conflict (Bazi, 2009). While Queen Rania's speech highlights the need to reassess international positions on the Palestinian issue, it is essential to consider the broader context of the influence of media and political discourse.

The role of media in framing conflict and the power dynamics inherent in political communication are crucial factors in understanding and addressing the double standards in international responses to conflict. This discourse not only shapes public opinion but also has the potential to influence policy decisions and conflict resolution efforts.

Findings' Analysis

Through analyzing Her Majesty Queen Rania's speech, there is a clear emphasis on violence and the absence of peace. Queen Rania was able to use media discourse to send a strong message against the ongoing violence in Gaza, emphasizing that Israel does not seek peace. This clear examination of Israeli policies toward the Palestinians, which are central to shaping the Queen's media message, demonstrates a representation of the human suffering experienced by Palestinians.

The main conclusion that can be drawn from this analysis is that the speech works to deconstruct the stereotype adopted by Western media, in which Palestinian issues are presented in a disparate manner compared to other international conflicts. Queen Rania's speech clearly emphasized the need for more assertive positions regarding crises in the region.

The media framing and call for international responsibility are also evident. Through the Queen's use of emotional language, repetition, and emphasis, she emphasized the need for serious international action to end the conflict and achieve justice. This repetition reflects the urgent need for change and demonstrates how the discourse can stimulate influence on international political positions. The use of the "responsibility frame" indicates a critical analysis of the international community's positions, highlighting the lack of political will to end the conflict. The findings indicate that the speech reflects a deep concern about the negative role the international community plays in resolving the Palestinian issue.

Referring to double standards in international positions, an analysis of the Queen's use of the concept of "double standards" reveals the significant gap in the international community's response to humanitarian crises. This contradiction is explicitly highlighted in the speech, showing how conditional responses are offered depending on the parties involved, reinforcing the implicit message that there is unfair discrimination in how human tragedies are dealt with based on national and political affiliations.

Based on an analysis of the media frames and language used by the Queen, we find that the speech achieved a significant media impact in addressing international public opinion. The speech presented Palestinians as victims of oppression, at a time when Western media outlets were focused on presenting matters from a perspective largely biased in favor of Israeli policies. The use of rhetorical strategies such as emphasizing human suffering, rejecting violence, and invoking international justice made the speech more influential and successful in sparking international dialogue on the Palestinian issue.

CONCLUSION

Queen Rania's speech reflects the ability of media discourse to effectively steer international public opinion, especially on major humanitarian and political issues such as the Palestinian issue. Media frames are used in a subtle way to create a comprehensive vision of the Palestinian-Israeli conflict, making the speech a powerful tool for influencing public policy. The use of emotional language that focuses on human suffering was a key

factor in enhancing the speech's impact. Thus, it appears that discourse that embraces emotion and appeals to the public's feelings can have a greater impact in pushing for policy change and pressuring the international community.

The research findings point to the need to develop neutral media frameworks that avoid justifying violence or manipulating issues from a single perspective. Global media outlets need to adopt these frameworks to avoid excessive biases that harm issues of justice and human rights. Through Queen Rania's speech, the need for honest and effective international positions to end humanitarian crises is emphasized. This points to the vital role leaders can play in pressuring the international community to achieve justice on the ground.

Recommendations

- Develop media strategies based on standards of neutrality and objectivity when covering international conflicts, so that events are not presented from a biased perspective that would influence public perception of the Palestinian cause.
- Raise international awareness through influential figures.
- Employ influential public figures, such as Queen Rania, to highlight issues of justice and human rights, contributing to motivating international public opinion to adopt more equitable positions regarding humanitarian crises.
- Promote the use of emotional and humanitarian discourse.
- The analysis results showed that emotional language and emphasizing human suffering contribute to achieving a broader impact. Therefore, it is recommended to use these strategies thoughtfully in media campaigns related to the Palestinian cause.
- Work must be done to expose the contradictions in the international community's handling of various crises and highlight the need to adopt more just and equitable policies regarding all humanitarian issues.
- Encourage international media outlets to reevaluate their coverage of political and humanitarian issues and move away from agendas that lead to distorting facts.
- It is recommended to employ social media as a tool to promote fair media discourse and exploit its significant impact in raising awareness among the global public about the Palestinian cause, away from media misinformation.

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