

Clashing Narratives: An Ideological Square Analysis of Daniel Hagari and Abu Obaida Speeches

Noureddine Derki¹, Ahmad Tawalbeh², Rula Abu-Elrob³, Drissi Otmane Abdlekader⁴, Boubaker Mohrem⁵

Abstract

This study investigates the use of positive self-representation and negative other-representation in the speeches of two spokespersons, Daniel Hagari of Israel and Abu Obaida of Hamas, during the conflict that escalated after Operation Al-Aqsa Flood on October 7th, 2023. Utilizing Van Dijk's framework for discursive strategies, the analysis focuses on micro-level strategies such as actor description, comparison, consensus, evidentiality, national self-glorification, presupposition, and victimization. Findings reveal that while both spokespersons employed similar strategies to shape public perception, Daniel Hagari heavily utilized the comparison strategy to highlight the moral superiority of the IDF over Hamas. In contrast, Abu Obaida frequently used national self-glorification to bolster the morale of his audience and emphasize the righteousness of Hamas's cause. The study underscores the role of strategic discourse in conflict situations and calls for greater awareness and research into the linguistic tools used to propagate ideologies during war.

Keywords: Ideological Discourse, Ideological Square Model, Political Speech, Daniel Hagari, Abu Obaida

INTRODUCTION

In the larger Israeli-Palestinian conflict, the Gaza conflict is perhaps one of the most unresolvable. This conflict dates back to the 1948 Arab-Israeli War, during which Israel seized territory and drove many Palestinians from their homes. Masalha (1992) Since the end of the battle to create Israel, thousands of Palestinians have been forced to flee their homes and settle in Gaza, a small Mediterranean coastal strip that they received by default. At first, Gaza was put in charge in Egypt. Israel also conquered Gaza in 1967 during another conflict. Israel maintained total military control over Gaza until 1994, when it withdrew from the territory following the Oslo Accords, which were peace accords between Israel and the Palestinians. Israeli settlements were often assaulted by militants.

On Saturday, October 7th, Hamas launched a huge, globally-shocking organized mass attack known as Operation Al-Aqsa Flood, which was followed by a full-scale conflict with Israel. In addition to the actual war, Hungary and Ukraine engaged in a virtual battle as their representatives used social media to educate the people about the fight. Under the magnifying glass, there are two main characters: Abu Obaida, the official spokesperson of Al-Qasam Brigades (Hamas' military wing), and Daniel Hagari, the official spokesperson of the Israeli Defense Forces (IDF). By combining both points of view, the current study aims to apply the ideological square model to the analysis of a corpus of speeches made by the two spokespersons.

Critical Discourse Analysis (CDA) has long provided us with a perspective on how text and discourse replicate the misuse and domination of social power through exploitation by virtue, status, or action (van Dijk, 1998, p. 352). Its main focus is on how language, politics, ideology, power, and society interact. Regarding the connection between politics, ideology, discourse, and cognition, Van Dijk developed a theoretical framework in CDA (1997, 1998, 2006). He emphasizes how language usage and social actions are cognitive in nature.

¹ Mustapha Stambouli University of Mascara, Algeria E-mail: Noureddine.derki@univ-mascara.dz

² Amman Arab University, Jordan E-mail: a.tawalbeh@aau.edu.jo

³ Al-Zaytoonah University, Jordan E-mail: rula_n1981@yahoo.com

⁴ University of Saida, Algeria E-mail: otmane.drissi@univ.saida.dz

⁵ University of Biskra, Algeria E-mail: boubaker.mohrem@univ-biskra.dz

For discourse readers, cognitive characteristics serve as a bridge between social behaviors and discourse, which people have in their thoughts as schemata or mental models that represent their ideological beliefs and attitudes. Such ideologically motivated mental abstractions control social activities and influence discursive creation. Then, via mental models that enact and practice (reproduce or question) beliefs, speech influences them. Ideological and social views are expressed and represented explicitly in discourse (Farahani & Wang, 2022).

Political speech Analysis (PSA), the main emphasis of Van Dijk's (1997) socio-cognitive method, looks at the "reproduction of political power, power abuse, or domination through political discourse" (p.1). Van Dijk (2006) suggests broad techniques that may be used to a variety of texts and conversations, including political speeches, in order to methodically examine political discourse. He contends that an overarching strategy called the "Ideological Square," which takes place at both the macro and micro levels, is frequently used in ideological discourse

For macro-level analysis, Van Dijk (2006) identifies four broad discursive strategies to legitimize the "self" and de-legitimize the "others" in a discourse:

- (I) De-emphasize positive things about "them"
- (II) Emphasize positive things about "us"
- (III) De-emphasize negative things about "us"
- (IV) Emphasize positive things about "them".

For the micro-analysis of the text, Van Dijk identified twenty-five discursive strategies including actor description, authority, burden, categorization, comparison, consensus, counterfactual, disclaimer, euphemism, evidentiality, argumentation, illustration/ example, generalization, hyperbole, implication, irony, lexicalization, metaphor, national self-glorification, norm expression, number game, polarization (self-other), populism, presupposition, vagueness and victimization.

Since the two spokespersons are trying to represent the people within their group positively and negatively represent those who do not belong to their group, this study uses van Dijk's (2006) 'Ideological Square model' to analyze the discursive strategies used by Daniel Hagari and Abu Obaida in presenting an "us vs. others" narrative, more specifically to answer the following questions:

What are the discursive strategies used in constructing "us" and "them" in the remarks delivered by Daniel Hagari and Abu Obaida?

Are there any similarities and differences between the two spokespersons regarding their use of such discursive strategies?

LITERATURE REVIEW

The connections between language, politics, power, and ideology in political speeches have been extensively studied in the CDA literature. Political speeches in various settings were the subject of this research. Some have examined the US presidential speeches in the context of the "War on Terror" narrative (Rashidi and Souzandehfar 2010; Sarfo and Krampa, 2012; Morgan, 2018) and the US election campaign speeches (Rahimi et al., 2010; Wang, 2010). Other studies have examined political speeches in Pakistan (Memon et al. 2014; Iqbal, 2013) and Africa (Alo, 2012).

Khan et al. (2019), for instance, used the Ideological Square Model to examine the anti-Islamic rhetoric of former US President Donald Trump since he declared his candidacy. The results demonstrated that he consistently used the self-other dichotomy in his remarks while employing certain rhetorical devices that are characteristic of the conservative party, such as victimhood and populism. They noted that, although portraying himself as a patriotic leader, he frequently portrayed Islam as a violent faith.

According to some research (Apirakvanalee and Zhai, 2022; Hussein, 2017; Khan et al., 2019; Mahdavi-rad and Mokhtari, 2019), Western media outlets like the BBC and the New York Times have a tendency to categorize their opponents as "them/other" and portray them in a negative light, highlighting their flaws and downplaying

their positive traits. The Occidental media all use the same discourse techniques, including divisiveness, disclaimer, and national self-glorification. The orthodox tendency in Western discourse, whether at the level of politicians or the media, is to represent the Other while positively representing the Self negatively. This is evident from the majority of studies conducted using the Ideological Square Model.

Bilal et al. (2012) examined political conversation shows on private TV channels to learn more about the connections between language and ideology. According to the study, certain strategies enable speakers to alter viewers' perceptions of authority and power in intervention representations in order to produce meanings that aren't always clear.

Nevertheless, there isn't much CDA research on political speeches about Middle Eastern topics. Political statements about the Israeli-Palestinian conflict have not received much attention in these studies. Because they concentrate their study on the utterances of a single speaker, pertinent studies are predicated on a particular orientation of power and ideology (Ashale, 2013; Nejad et al., 2013; Alnwihe and Al-Abbas, 2023). They offer a unified, ideologically motivated perspective on the struggle in this way. The results of the comparative studies are questionable since they are pretty low in number, and the corpus they utilized included a small number of talks. These studies all take a descriptive/qualitative approach, which is their flaw.

Similarly, Baidoun (2014) investigated the process of two Israeli and two Palestinian media outlets covering the increase in violence in Gaza in 2013. The primary goal of this study was to see how ideologies influence media coverage of the Palestinian-Israeli conflict. The study found that there are discrepancies between Palestinian and Israeli media reportage.

In a similar vein, Amer (2017) studied how political and social dynamics were portrayed in media coverage of the 2008–2009 war in Gaza. The findings showed that news coverage of the Gaza crisis in 2008–2009 was influenced by the liberal and conservative ideological stances of newspapers as well as their social orientations. Hamas members are the Palestinian entertainers, whereas Israeli government figures are often the most well-represented actors.

Hamood (2019) looked at the political rhetoric used by US President Donald Trump in November 2017 about the relocation of the US Ambassador from Tel Aviv to Jerusalem. The political discourse was examined, described, and all relevant information was gathered using the analytical-qualitative method. The result showed how Donald Trump's choices are based on freedom, how the world's most powerful man was so contradictory in his writings, especially to the Palestinian side, and how his decision mirrored his domestic political worries about a practical and reasonable approach to governing.

The speeches given by Palestinian President Mahmoud Abbas and Israeli Prime Minister Binyamin Netanyahu to the UN General Assembly on the Gaza War (2014) were also examined and contrasted by Rababah and Hamdan (2019). The 'us' vs 'them' dichotomy's group stratification is examined using Van Dijk's 'Ideological Rectangle' hypothesis. Additionally, the polarity of "Self" and "Other" is examined in relation to certain grammatical transitivity alternatives using Halliday's aims of development grammar. The results showed that the representations of "Self" and "Other" in the statements reflect two opposing ideologically driven perspectives on the war in Gaza.

Numerous studies have examined political speeches in general and those about the conflicts in Gaza, but none have examined the official statements made by Abu Obaida, the spokesperson for Hams. Furthermore, to the best of the researcher's knowledge, no qualitative comparison has ever been made between him and Daniel Hagari, the Israeli Defense Forces (IDF) spokesperson. Thus, our study closes this gap by analyzing the polarity of "self" and "other" in Daniel Hagari and Abu Obaida's official utterances.

METHODOLOGY

Data Collection

From the official websites of Abu Obaida (<https://alqassam.is-best.net/>) and Daniel Hagari (<https://www.youtube.com/@IsraelDefenseForces>), 66 speeches in total were chosen at random. For every spokesman since the beginning of the conflict (October 7, 2023, until June 2024), we chose every speech that

was accessible. Since parts of the speeches were given in Arabic and Hebrew, a translated version of the original is utilized. The study's corpus comprises around two hours of unprocessed data

Data Analysis

The current study investigated how each party depicts "itself" and "the other" in their conversation using critical discourse analysis. In order to identify the discursive methods to portray themselves while negatively characterizing the opposing group positively, the gathered data was qualitatively examined using Van Dijk's (2006) ideological square model. Frequencies and percentages were computed using a quantitative technique to show the similarities and differences between each strategy.

RESULTS AND DISCUSSION

Regarding macro-strategy, the speech is based on the binarity of positive self-presentation vs. negative others-presentation.

Table 1. Frequency and percentage of positive/negative self-presentation

Strategy	Daniel Hagari		Abu Obaida	
	(N ^o)	(%)	(N ^o)	(%)
Positive self-presentation	66	46%	92	54%
Negative others-presentation	79	54%	77	46%
Total	145	100	169	100

The frequencies in Table (1) above reflect the roughly close tendencies. Abu Obaida used more macro strategies (169) than Daniel Hagari (145). Although Daniel Hagari used less positive self-presentation (46%) compared to Abu Obaida (54%), a reverse trend was found at the level of negative others-representation with (54%) and (46%) recorded respectively.

Positive Self-Representation

Concerning the speeches delivered by Daniel Hagari, the analysis revealed that the Israeli Defense Forces focused on the following themes:

Humanitarian Efforts and Aid: Words like "hospital" and "humanitarian" indicate a focus on providing aid and assistance to civilians. For examples:

"This week we facilitated the entry of hundreds of tents which is one batch of 40,000 tents purchased by the state of Israel that we are transferring to humanitarian areas in Gaza"

"Israel has facilitated the entry of half a million tons of humanitarian Aid into Gaza including almost 20,000 trucks of food"

"Israel has been opening new Aid Crossings fixing the water pipes in Gaza and Paving roads so that humanitarian Aid reaches the people of Gaza in need"

Military operations and commitment: Terms such as "strike" and "war" highlight military actions taken, possibly with an emphasis on precision and legality.

"Israel is not at war with the civilians in Gaza Israel is at war with Hamas we are fighting to free our hostages from Hamas and free Gaza from Hamas"

"We will fight Hezbollah and all other terrorist groups that wish to harm Israel we will return to security using all means at our disposal"

The examples (1-5) illustrate how the spokesperson for the IDF draws a colorful picture of its army and government. Daniel Hagari stressed that the military is doing intense fighting to clear areas from what he describes as "terrorists," thus entailing that the IDF are liberators and freedom fighters. Furthermore, he constantly reminds the audience that besides the primary mission of taking down Hamas, the goal of the IDF is to protect the civilian population and provide various forms of humanitarian help to them, including shelter,

food, medicine, fuel ...etc. Similarly, the spokesperson for Al Qasam Brigades focused on two themes for positive self-representation,

Divine Support and Victory: Emphasis on God's support (e.g., "with God's help") and achieving victory (e.g., "victory over them").

"Fight them, may God punish them with your hands. He will disgrace them, give you victory over them, and heal the hearts of a people."

"We persecute this oppressive enemy and his criminal army."

"The occupation is criminal and will be humiliated and defeated"

Heroism and Endurance: Descriptions of Mujahideen as heroes and their sacrifices for their people and beliefs.

"We are ready to continue for too long we have been in this battle"

"We say that we are with Our people are in the same trench."

"Thousands of our Mujahidins are holding their fighting positions and are ready to fight this battle with high spirit."

Abu Obaida used this macro strategy more than Daniel Hagari. In doing so, he maintained the picture of resistance based on heroism and endurance. Abu Obaida, across all his speeches, dedicates long instances to describing the Palestinians as heroes and the resistance as being a wall that stops any intruders. He also uses quotations from the holy Quran and experiences from the Prophets' lives to justify their resistance and evoke divine support to rally the troops and give hope to the public for victory. Each party used specific terms to portray themselves and their ingroup members positively, as highlighted in the Figure (1) below,

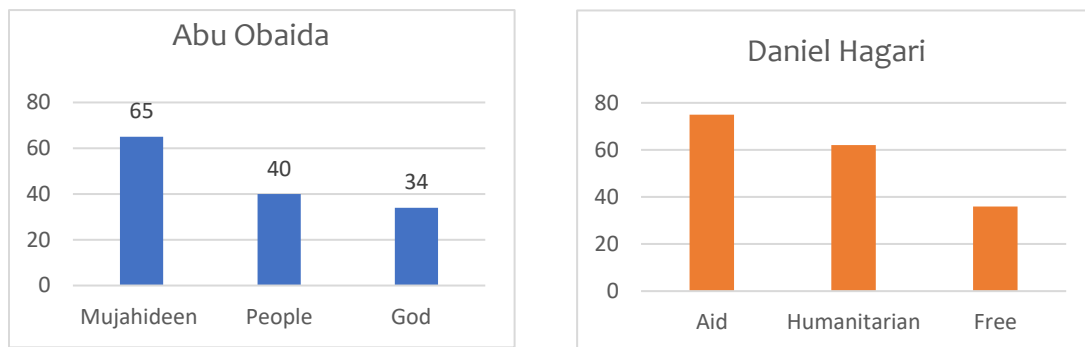


Figure 1. Terms used by Abu Obaida and Daniel Hagari for positive self-presentation

Using AntConc, we isolated the frequently used terms regarding positive self-presentation used by each candidate. We notice that Daniel Hagari used terms like aid, humanitarian and free with (75), (62) and (32) instances, respectively. Such terms coincide with Daniel Hagari's intentions to portray the IDF as a suitable entity that seeks to establish peace in the region by eliminating the terrorists of Hamas and helping civilians. Similarly, Abu Obaida used terms like Mujahideen, people and God to stress the notions of endurance/heroism and divine power. Across all the speeches, Abu Obaida linked the resistance with stories from the holy sources (Quran, Torah) to inspire the Palestinians for endurance and victory.

Negative others-presentation

Daniel Hagari's representation of outer-group members, i.e., Hamas fighters, can be classified into two main themes,

Hamas and Terrorist Activities: Words like "Hamas", "terrorists", and variations thereof are heavily prevalent in both positive self-representation and negative other-representation sections. This theme centers on describing Hamas's actions, characterizing them as terrorists, and discussing their activities in Gaza.

" Hamas invaded Israel murdering, raping, mutilating and kidnapping people..."

" Hamas is weaponizing social media as an instrument of war."

" Hamas wages psychological warfare to terrorize and torment the hostages, their families, and the world."

Violations and Accusations: Phrases like " Hamas violations" and " war crimes" imply a narrative focused on condemning Hamas's actions and alleged breaches of international law.

" Hamas...hid behind the Gazan civilians using them as a human shield."

" Hamas terrorists have taken advantage of the aid provided by Israel and the international community to continue their terror operations."

" Hamas terrorists are using hospitals as military bases and launching points for attacks against Israeli civilians and soldiers."

Daniel Hagari tried to portray a negative image of Hamas by stressing the notions of violence and terrorism. He focused mainly on describing the enemy as savages threatening the region's peace. Furthermore, Hagari pointed out (examples 14-17) the offenses committed by Hamas fighters, including murdering/kidnapping innocent people and destroying hospitals. Such comments help justify the reaction of the IDF and hope to gain an international census to justify the occupation of Gaza.

Similarly, Abu Obaida tried to paint a negative picture of the government of Israel and the IDF forces through the following themes,

Dehumanization: Portrayal of the enemy (Zionist) as criminals and occupiers, often likened to Nazis.

" A Nazi holocaust, real killing, starvation and displacement is being practiced against our people"

" The enemy is adopting policy of systematic destruction and massacres."

" "The Zionist enemy is pouring out its hatred and the accumulation of its failure on innocent people"

Violence and Atrocities: Accusations of committing atrocities and violence against civilians and non-military targets.

" Ongoing aggression since Decades culminated in an attempt to Judaize and demolish Al-Aqsa Mosque"

" Zionism with the arrival of the most extremist government and Nazis, Calling publicly for the burning, killing and destruction of nations"

Similarly, Abu Obaida used this macro strategy by focusing on the crimes committed by the IDF during their invasion of Gaza, as highlighted in examples 18, 19, and 21. Notably, He linked the savagery of their acts to their discriminating ideology, as seen in examples 20 and 22. Abu Obaida is trying to establish a link between the Israeli government and previous racist regimes like Hitler's Nazi Germany and Mussolini's Fascist Italy. This way, he is indirectly pointing fingers at whoever is supporting this regime is involved in the masaras being committed against the Palestinians, which is like the Holocaust. Each party used specific terms to portray themselves and their ingroup members positively, as highlighted in the Figure (2) below,

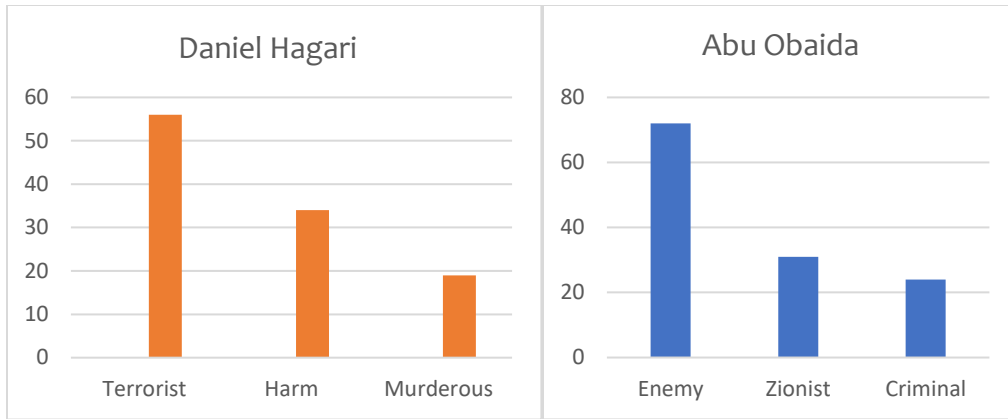


Figure 2. Terms used by Abu Obaida and Daniel Hagari for negative other-presentation

In Figure (2), we notice that the two candidates used specific terms (more or less) to present others negatively. For instance, Daniel Hagari used certain specific terms like terrorist, harm and murderous to strengthen the notion of portraying others as criminals and savages. Similarly, Abi Obaida used terms like enemy, Zionist and criminals to refer to the IDF as a poisonous entity that seeks to wipe out an entire community just because of their ideology. Our results concur with previous results, such as those of Natunyaho and Mahmoud Abbas (Rabbab and Hamdan, 2019) and Abu Obaida and Adraee (Alnwihe and Al-Abbas, 2023).

At the micro-structure level, the researchers focused on the: actor description, consensus, comparison, evidentiality, values expression, national self-glorification, presupposition, and victimization/criminalization. Table (2) indicates the number/percentages of occurrence for each strategy as identified within the speeches of each spokesperson,

Table 1. Frequency and percentage of micro strategies used by Abu Obaida and Daniel Hagari

Strategy	Abu Obaida		Daniel Hagari	
	(N°)	(%)	(N°)	(%)
Actor description	169	46%	145	43%
Comparison	8	2%	26	8%
Consensus	27	7%	22	7%
Evidentiality	11	3%	20	8%
National self-glorification	88	24%	16	5%
Presupposition	16	4%	33	10%
Vagueness,	24	7%	23	7%
Victimization	25	7%	44	13%
Total	367	100	335	100

Table (1) reveals that strategies like actor description, national self-glorification and victimization were more common than others. Abu Obaida used more actor description (169) and national self-glorification (88) than Daniel Hagari (145) and (16) instances, respectively. On the other hand, the use of victimization was more common in Daniel Hagari's speeches, with (44) instances compared to (25) instances for Abu Obaida. The analysis also revealed that evidentiality and comparison were the least used strategies, although both were used slightly more by Daniel Hagari. We will analyze each strategy separately to highlight the similarities/differences in how each candidate used such strategies.

Actor Description

This tactic reflects "our ideology" of how we view particular things. Generally speaking, we tend to characterize out-group individuals negatively and ingroup members neutrally or favorably. Similarly, we will minimize disparaging remarks about our group members and highlight the associated undesirable traits of others. Daniel Hagari used this strategy as highlighted below,

*"These are only a few of the **Hamis terrorists** we eliminated; there are more, some of them **took part in the brutal Massacre of October 7th**"*

*"While **Hamas abuses international law** the IDF will continue to operate according to international law. **The systematic abuse of UN facilities is a war crime** and it must be stopped by the world."*

*"Those who may have forgotten how **savage and barbaric Hamas is** , received the **chilling reminder when they saw the horrifying footage of our girls being held in captivity** . Those young girls need to come back home they need to come back home to their families."*

The examples (23-24) reflect the ideology held by Daniel Hagari and the Israelis regarding Hamas as an organization. In all instances, the IDF spokesperson made sure to describe the actor (Hamas) as a criminal and terrorist. Then, he proceeds to give negative descriptions as highlighted in the examples above.

Similarly, Abu Obaida used this strategy as shown in the examples below,

*"He [Netanyahu] **destroys and despises all the world's laws and morals** "*

*"With God's help, October 7th marked the start of the end of **the longest and the last occupation in modern history** . It began for the holiest and most prestigious goal which is to defend our holiest site [AL Aqsa]"*.

*" **This dismantled enemy spread lies** and even their allies do not believe them and cannot convince their audience despite all the propaganda efforts."*

Abu Obaida used actor descriptions more than Daniel Hagari. He mainly criticized the Israeli Prime Minister (Benjamin Netanyahu) and the IDF. Mentioning things like war crimes, manipulating public opinion and describing the enemy as Nazi and racist portrays how Palestinians perceive the existence of Israel as an issue that can only be solved by their exit from their land.

Comparison

When speakers contrast ingroups with out-groups, they employ this tactic. Racist discourse compares ingroups favorably and out-groups unfavorably. As seen by the instances below, in antiracist discourse, we may disparagingly link our nation or government to despised, undemocratic regimes,

*"Israel sees **the suffering of civilians as a tragedy** while **Hamas** sees the suffering of civilians as a **strategy** ."*

*When **Hamas attacked** the **Shifaa Hospital** resulting the failure of the generator, **our troops helped restore the electricity to the hospital** . (Daniel Hagari)*

***Unlike the enemy, we treat the prisoners of war with dignity** and we respect their humanitarian rights in terms of food and medical care*

*Through history, we have shown you that **we are more truthful than your lying governments** . (Abu Obaida)*

We notice how both candidates compared each side of the confrontation by highlighting the positive actions of ingroup members and the negative aspects of out-group members. For instance, Daniel Hagari stresses the notion that Hamas is using civilians as a strategy while the IDF is focused on protecting civilian casualties (see examples 29 and 30). Similarly, Abu Obaida, in examples (31) and (32), pointed out that Hamas fighters are not hurting the prisoners and that every piece of information shared with the public is reliable, unlike the IDF, which spreads rumors and fake news.

Consensus

It involves constructing unity within the ingroup by emphasizing shared values, downplaying internal disagreements, and promoting dominant norms as universally accepted. It helps reinforce group identity and marginalize dissent.

Those who pose a threat (Hamas) will be targeted

We will continue to peruse Hamas everywhere in Gaza, free our hostages from Hamas and free Gaza from Hamas. (Daniel Hagari)

The attack of October 7th came as a retaliation against the constant attacks on our holy mosque and the enemy's attempt to destroy it.

The fight revealed the true image of this establishment as a foreign entity which does not belong here and that rushes to seek help from other nations when it is threatened. (Abu Obaida)

Both spokespersons often pointed out that they were fighting an enemy, which multiple parties saw as such. For instance, in example (33), Daniel Hagari indicated a conception shared by Israelis, which is that regardless of whom is posing a threat, all entities (people, government and IDF) would see them as a threat, which is the case with Hamas. To strengthen such belief, Hagari uses the personal pronoun 'we' to include all the abovementioned entities in the claim that comes after. Similarly, Abu Obaida points out that for the Palestinians, Israel is a threat to their Islamic beliefs, as in example (35), as well as a stranger who does not belong to the region (example 36)

Evidentiality

When speakers provide evidence to support their expertise or ideas, their claims or points of view in an argument become more believable. References to institutions or authoritative people (see "Authority" above) or other types of evidentiality may accomplish this: Where and how did they obtain the information?

*So far, we have **eliminated more than 150 terrorist cells** and over 200 terrorists and their commanders.*

*We have **struck over 1400 target terrorist infrastructure**, 120 observation posts and 40 weapon storages and facilities. (Daniel Hagari)*

*Since the start of the war, **the resistance has launched more than 1000 rockets** to strike the strogholds of the enemy*

***Our mujahedeen successfully conducted more than 21 raids** which resulted in destroying 50 tanks and 30 armored vehicles in addition to killing 12 soldiers and injuring dozens more. (Abu Obaida)*

The use of numbers further strengthens the claims. Since it is a state of war, each party constantly updates the public about the state of affairs. Each candidate revealed the damage caused to the other by sharing numbers about the casualties (individuals and artillery).

National self-glorification

Positive allusions to or praise for one's own country, its values, history, and customs are examples of national self-glorification, a common way to practice positive self-presentation.

***Our revolution and our great people** are facing a Zionist war and massacres and horrifying warcrimes but **they do not know a way for surrender**. Our kids are giving your people lessons in manhood and our women are like alkhansaa forging men and future geenrations.*

***The blood that our people is paying will only be met with taking our natural rights** and the terms of our resistance with the grace of god. (Abu Obaida)*

This tactic aids the candidates in painting a favorable image for the general audience. It is done by complimenting the organization and highlighting its accomplishments. Daniel Hagari, for example, lauds the IDF as a professional force that seeks to aid oppressed Palestinian citizens and advance regional peace. Abu Obaida also commends women and children for their bravery in protecting their country, asserting that bravery is a fundamental aspect of their culture. He also emphasized the idea of sacrifice, which means that even though it will be expensive, it won't cease until they become independent.

Presupposition

Similar to icebergs, discourses are thought to have meanings inferred from widespread sociocultural knowledge rather than being overtly stated. Presuppositions are frequently employed strategically to presume the veracity of a statement when it is not true:

Hamas fighters are barricading themselves within the Shifaa Hospital, destroying the hospital, waging war from inside the Shifaa Hospital.

Our war is with Hamas and not with the people of Gaza. (Daniel Hagari)

We are firm believers that we will win the battle despite our disappointment from the arab nations

We tried to care for the prisoners since months in order to achieve our goals (to liberate our people from your prisons) but your government are not willing to walk the same path . our prisoners are having difficult times and are fighting to stay alive and times is running. (Abu Obaida)

The example (43) presupposes that the Hamas fighters are using civilians as shields and that they are breaking international laws. In example (44), Daniel Hagari presumes that the Israeli government is not killing civilians and that they are not the target. Similarly, in example (45), Abu Obaida indirectly refers to the lack of help from the arab countries. In example (46), too, He indirectly points out that the cause of the war being too long is that the Israeli government is refusing to cooperate with them.

Vagueness

Speakers may employ vague terms—expressions that relate to fuzzy sets or lack clearly defined referents—in almost every situation. Among other terms, vague quantifiers ('few,' 'a lot'), adverbs ('extremely'), nouns ('thing'), and adjectives ('low,' 'high') may be expected in such conversation.

***A large number of** these terrorist are involved in the massacres of October 7th.*

*We facilitated the opening of **dozens of bakeries** in the north of Gaza. (Daniel Hagari)*

*Our mujahideen are giving the enemy their worst losses, never seen before in our people's history. They are **destroying many of its tanks and armored vehicles and killing hundreds the soldiers**, ambushing them and kidnapping them*

*For different circumstances, we delay our announcement of the operations conducted by **several members of AL Aqsa brigades**. (Abu Obaida)*

The examples above reveal how each candidate uses vagueness when reporting events from the battlefield.

Victimization

To emphasize the 'bad' nature of out-group members, people may tell horrible stories about poor nationals:

"It [Hamas] massacred and kidnapped Israelis."

"These acts of terrorism have led to an internal displacement of many Israeli civilians who have not been able to safely return to their homes." (Daniel Hagari)

The cruel massacres and filthy crimes are implemented to as a strategy to wipe our people from existence and serve bigger plans.

"The enemy is focusing on killing children and committing masacres, encircling hospitals, destroying cemeteries, and snipering innocent people and bombing refugee camps." (Abu Obaida)

This strategy was used when the spokesperson mentioned the negative aspects and how they were affected. We saw the use of terms like (massacres, killing, kidnapping...etc.). This is employed to gain empathy and solidarity from worldwide public opinion.

CONCLUSION

The Operation Al-Aqsa Flood (on October 7th, 2023) marked the start of a large-scale war between the government of Israel and Hamas. Battles are fought on the ground and in the media as spokespersons from each side use several linguistic tools to promote their ideologies. Daniel Hagari and Abu Obaida used positive self-representation and negative other representation as a macro strategy to manipulate public opinion, hoping

that each side would gain approval from the international community about their actions. Daniel Hagari focused on describing Hamas as a terrorist group that seeks destruction; however, he portrays the IDF as freedom fighters who seek to protect not only Israeli interests but also Palestinian civilians from the threat of Hamas. Abu Obaida, on the other hand, maintained that Operation Al-Aqsa Flood came as a response to constant aggression from IDF forces toward Palestinian Holy sites. He described the IDF as a Nazi and racist entity which seeks to eliminate all Palestinians, while he praised the Hamas fighters since he described them as Holy fighters who emerged for a righteous cause. Thus, our findings confirm similar findings highlighted by (Rabbah and Hamdan, 2019; Alnwihe and Al-Abbas, 2023).

The comments were analyzed using Van Dijk's discursive techniques, including actor description, comparison, consensus, and ambiguity. Two were the most noticeable, even though most tactics were applied nearly identically, with only minor variations observed. When defending the IDF against claims of war crimes and accusing Hamas of committing them, Daniel Hagari used the word "comparison" far more than Abu Obaida. In contrast, Abu Obaida employed the tactic of "national self-glorification" far more frequently than Daniel Hagari. This was done intentionally to boost the spirits of both combatants and civilians and to demonstrate to the world that they are proud of their actions because they are protecting their homeland and pursuing their aspiration for freedom.

A universal awareness of tolerance and harmonious cohabitation among people from different places is required. It's also critical to denounce and combat all forms of extremism and violence. To this purpose, more study on all types of prejudice, injustice, and racism is essential to preserve human lives by preventing terrorism provocation and ensuring equal treatment, justice, liberty, and equity.

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