

مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام



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ومراجعات الكتب والتقارير والترجمات
وفقاً للقواعد الآتية:

○ يعتمد النشر على رأي اثنين من المحكمين
المتخصصين في تحديد صلاحية المادة
للنشر.

○ ألا يكون البحث قد سبق نشره في أي مجلة
علمية محكمة أو مؤتمراً علمياً.

○ لا يقل البحث عن خمسة آلاف كلمة ولا
يزيد عن عشرة آلاف كلمة... وفي حالة
الزيادة يتحمل الباحث فروق تكلفة النشر.

○ يجب ألا يزيد عنوان البحث (الرئيسي
والفرعي) عن ٢٠ كلمة.

○ يرسل مع كل بحث ملخص باللغة العربية
وأخر باللغة الانجليزية لا يزيد عن ٢٥٠
كلمة.

○ يزود الباحث المجلة بثلاث نسخ من البحث
مطبوعة بالكمبيوتر.. ونسخة على CD،
على أن يكتب اسم الباحث وعنوان بحثه
على غلاف مستقل ويشار إلى المراجع
والهوامش في المتن بأرقام وترد قائمتها في
نهاية البحث لا في أسفل الصفحة.

○ لا ترد الأبحاث المنشورة إلى أصحابها
وتحتفظ المجلة بكافة حقوق النشر، ويلزم
الحصول على موافقة كتابية قبل إعادة نشر
مادة نشرت فيها.

○ تنشر الأبحاث بأسبقية قبولها للنشر.

○ ترد الأبحاث التي لا تقبل النشر لأصحابها.

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حسن محمد عطية لقان

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■ **Al Jazeera's Coverage of the War in Yemen: Did English- and
Arabic-Speaking Audiences See the Same War?**

Dr. Abdullah Alahmari

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
«وَقُلْ اَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ
إِلَى عَالِمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ»

سورة التوبة - الآية ١٠٥

بقلم: الأستاذ الدكتور
رضا عبد الواحد أمين
رئيس التحرير

الافتتاحية

مجلة البحوث الإعلامية .. الأولى عربياً

الحمد لله، والصلاة والسلام على سيدنا رسول الله

وبعد ،،

القراء والباحثين الأعزاء ..

نقدم لكم العدد السادس والسبعين من مجلة البحوث الإعلامية التي تصدر عن كلية الإعلام جامعة الأزهر ، وقد حصلت المجلة على سمعة طيبة - بفضل الله تعالى - بين الباحثين وأساتذة الإعلام على مستوى مصر والوطن العربي، حيث صنفت وفقاً لتقييم المجلس الأعلى للجامعات وللعام الرابع على التوالي بأعلى درجة تقييم ، وكانت من أولى المجلات التي تحصل على سبع نقاط ، وحصلت على تصنيف فئة Q1 وفقاً لمعامل التأثير والاستشهادات المرجعية للمجلات العلمية العربية "أرسيف"، وهي الفئة الأعلى في المجلات العلمية ، حيث تعد المجلة وفقاً للتقرير السنوي للمجلات العربية لعام ٢٠٢٤ هي الأولى عربياً في تخصص الإعلام والاتصال ، والسادسة على مستوى بقية المجلات العلمية في التخصصات الأخرى للعام ٢٠٢٤ م ، وهي مرتبة متقدمة تليق بالمجلة ، لأنها نتاج جهد وتوفيق من الله تعالى ، وأعتقد أن وراء هذا التميز مجموعة من الأسباب :

أولاً: المجلة لديها نظام صارم في قبول أو عدم قبول الأبحاث العلمية ، إذ تخضع الدراسات لنظام تحكيم معمى من اثنين من المحكمين لا تقل رتبته عن درجة أستاذ ، وفي التخصص الدقيق للبحث .

ثانياً : تضم قائمة المحكمين كل أساتذة الإعلام بفروعه وتخصصاته الدقيقة المختلفة من جامعة الأزهر والجامعات المصرية الذين يقرؤون البحوث العلمية بعناية ، ويقومون بإعداد قائمة طويلة من التعديلات التي تستهدف تقوية البحث ، مما يعود بالنفع على الباحث والمجلة .

ثالثاً: وجود درجة ثقة عالية من الباحثين للنشر في مجلة البحوث الإعلامية ، لما يلمسونه من جدية في الإجراءات والمراحل المختلفة للتعامل مع البحث والباحث من قبل هيئة تحرير المجلة ، وانتشرت مقولة مهمة بين الباحثين : أنهم يدخرون الأبحاث القوية للنشر في مجلة البحوث الإعلامية بكلية الإعلام جامعة الأزهر .

رابعاً : لابد هنا من الإشادة بالمستوى الاحترافي الذي يقوم به أعضاء هيئة تحرير المجلة ابتداء من التأكد من اتباع أخلاقيات النشر العلمي ، وانتهاء بإتاحة المجلة بأوعيتها الرقمية والورقية ، ومروراً بكل مراحل التعامل مع البحث والباحث ، ومما تجدر الإشارة إليه أن النظام الإلكتروني في المجلة سجل رفض نشر ١٤١ بحثاً خلال الثلاث سنوات الأخيرة ، إما لرفض المحكمين للبحث أو لعدم استيفاء شروط النشر العلمي وفق ضوابط النشر في المجلة .

خامساً : الإتاحة الرقمية لأكثر من ٩٥ ٪ من أبحاث المجلة التي نشرت بها منذ العام ١٩٩٣م ، وكانت النتيجة وفقاً للإحصائيات المتوفرة في موقع المجلة الإلكتروني أن المجلة تتيح رقمياً أكثر من ١١٨٠ بحثاً علمياً بنظام الإتاحة المجانية open access ، تم تحميلها من قبل الباحثين والمهتمين لحوالي ١٣٠٠٠٠٠ مرة تحميل (مليون وثلاثمائة ألف تحميل لملفات ال PDF الخاصة بأبحاث المجلة) كما تم استعراض هذه البحوث - بدون تحميل - لأكثر من سبعمائة وخمسين ألف مرة ، وهي أرقام تؤشر لأهمية وثراء ونوعية البحوث المنشورة في المجلة .

وفي الختام أود أن أتقدم بالشكر الجزيل إلى قيادات جامعة الأزهر : الأستاذ الدكتور سلامة داود رئيس الجامعة والأستاذ الدكتور محمود صديق نائب رئيس الجامعة للدراسات العليا والبحوث ، ولشركاء النجاح من الباحثين والأساتذة المحكمين وهيئة تحرير المجلة ، ونسأل الله تعالى دوام التوفيق ، وأن يستعملنا في طاعته ومرضاته ، إنه ولي ذلك والقادر عليه .

وصلى الله على سيدنا محمد وعلى آله وصحبه أجمعين

والحمد لله رب العالمين .

أ.د/ رضا عبد الواحد أمين

عميد كلية الإعلام جامعة الأزهر

ورئيس التحرير

تقييم «مجلة البحوث الإعلامية» لآخر ست سنوات

<div>   </div>							
م	القطاع	اسم المجلة	اسم الجهة / الجامعة	ISSN-P	ISSN-O	السنة	نقاط المجلة
1	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2025	7
2	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2024	7
3	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2023	7
4	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2022	7
5	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2021	7
6	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2020	7

● **Al Jazeera's Coverage of the War in Yemen:
Did English- and Arabic-Speaking Audiences
See the Same War?**

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● **تغطية قناة الجزيرة للحرب في اليمن: هل شاهد الجمهور الناطق
بالإنجليزية والعربية نفس الحرب؟**

● د / عبد الله سعيد الأحمري

أستاذ مساعد - قسم الصحافة والإعلام الرقمي - كلية الاتصال والإعلام
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Abstract

News media play an increasingly significant role in shaping public understanding of modern conflicts, which are now fought not only on the ground but also through traditional and digital media platforms. This study examines Al Jazeera's coverage of the war in Yemen on its Arabic and English websites through a comparative framing analysis. Drawing on framing theory — commonly used in media and conflict studies, it applies content analysis to evaluate news prominence, source usage, tone, and framing patterns. The study did not reveal substantial differences between the two versions during the period under review; however, subtle variations in tone, source selection, and framing patterns may reflect underlying editorial strategies aimed at engaging different audiences.

Keywords: media framing, Yemen war, conflict, Al Jazeera Arabic and English

ملخص الدراسة

تؤدي وسائل الإعلام الإخبارية دورًا متزايد الأهمية في تشكيل فهم الجمهور للصراعات الحديثة، والتي لم تعد تُخاض فقط على الأرض، بل أيضًا عبر المنصات الإعلامية التقليدية والرقمية. تتناول هذه الدراسة تغطية قناة الجزيرة للحرب في اليمن عبر موقعيها باللغة العربية والإنجليزية من خلال تحليل مقارنة لأطر التغطية الإعلامية. وبالاعتماد على نظرية التأطير، وهي إحدى النظريات الشائعة في دراسات الإعلام والصراع، تُطبق الدراسة تحليل المضمون لتقييم مدى بروز الأخبار، واستخدام المصادر، والنبذة، وأنماط التأطير. لم تكشف النتائج عن اختلافات جوهرية بين النسختين خلال الفترة التي جرى تحليلها؛ إلا أن بعض الفروقات الدقيقة في النبذة، واختيار المصادر، وأنماط التأطير، قد تعكس استراتيجيات تحريرية تستهدف التفاعل مع جماهير مختلفة.

الكلمات المفتاحية: التأطير الإعلامي، حرب اليمن، الصراع، الحروب، قناة الجزيرة (العربية والإنجليزية).

Introduction and Problem Statement

The Arab Spring refers to a wave of protests and popular movements that erupted across several Arab countries in late 2010 and early 2011. These events began in Tunisia, where a street vendor named Mohamed Bouazizi set himself on fire in protest against his living conditions. The protests soon spread to countries such as Egypt, Libya, Yemen, and Syria. For some, these movements represented a source of hope, particularly among those who felt marginalized or oppressed for decades. The nature of the demonstrations varied, with many initially characterized by peaceful methods and, in some cases, broad public support. However, the outcomes and consequences differed significantly from one country to another.

While revolutions often come with significant and unpredictable costs, many participants believed that continuing under authoritarian rule carried even greater long-term consequences. Therefore, Yemenis and others have struggled to secure their civil liberties and human rights, including freedom of speech and social justice. Ali Abdullah Saleh, the former President of Yemen, resigned from office according to the Gulf Cooperation Council (GCC)¹ agreement in November of 2011. He transferred his powers to Abdrabbuh Mansur Hadi, who was the vice president at the time. This wave of political changes brought on by the Arab Spring has been met with opposition in some countries, where governments and other organizations have attempted to instigate coups or otherwise resist political change.

One of the reasons behind this resistance was probably fear after seeing the rise of Islamist powers in more than one country. This fear has led to major setbacks in the revolution in Yemen as well as to the continuing conflict between different rebel factions, such as the Houthi, and the government. Houthi rebels gained control of most of Sanaa, the Yemeni capital, in September 2014. Then, the situation has deteriorated quickly, with the appointment of the presidential council, Hadi's departure for Aden

¹ GCC stands for the Gulf Cooperation Council, which includes Saudi Arabia, Qatar, Bahrain, Kuwait, Oman, and the United Arab Emirates.

in the south, and the Houthis' decision to advance on southern Yemen. During this time, Hadi asked the king of Saudi Arabia to intervene and stop the Houthi rebels. Saudi Arabia began Operation Decisive Storm on 26 March 2015, spearheading a coalition of nine Arab countries, five of which belonged to the GCC.

Al Jazeera is one of the largest and most internationally prominent Arabic news providers, with multiple language versions of its website. Given the importance of Al Jazeera as a news provider and the increasing significance of online news consumption, this study focuses on how the Al Jazeera website frames the conflict in Yemen. This study specifically examined the prominence, attributed sources, and tone of coverage given to news articles that focused on the Arab coalition's intervention in the war. Because Al Jazeera has both an Arabic- and an English-language website, the present study examined whether Al Jazeera Arabic differed from Al Jazeera English in their coverage of the war.

The Al Jazeera Online website was created in January 2001, and was an important step forward in broadcasting news, by providing fast access to the most recent information and being able to reach out to more people. The Al Jazeera website is available in four localized versions: Arabic, English, Turkish, and Balkans. Moreover, Al Jazeera has accounts on Facebook, Twitter, and YouTube. The Al Jazeera website states that Al Jazeera's vision is to be "Trusted. Respected. Valued" and that "We bring topics to light that often go underreported, listening to all sides of the story and giving a 'voice to the voiceless'" (About Al Jazeera, 2016).

Al Jazeera's web presence is important because of how vital Internet sources have become for people to follow current events, whether obtained from social media, such as Twitter and Facebook, or from news network websites, such as Al Jazeera Online.

Additionally, this study holds significant methodological value as it is grounded in quantitative content analysis and informed by media framing theory. This combination enables the researcher to explore how media discourse is constructed within a single media outlet—Al Jazeera—across two linguistic versions: Arabic and English. By focusing on a precisely selected timeframe—the first six months of the war—the study ensures that the results are both comparable and representative of the early patterns of coverage of the Yemen War.

To do so, it analyzed data gathered from both versions of Al Jazeera over six months from the beginning of the war in March 2015 to September of that year.

This study gains its significance from the unique nature of the conflict it explores, as it focuses on an Arab-Arab conflict, which differs from most Middle Eastern conflicts that usually involve Arab states and Western powers. The value of this analysis comes from examining how an Arab media outlet like Al Jazeera—representing a country that is part of the Arab coalition (Qatar)—covers such a conflict. Al Jazeera is one of the few Arab channels that operates two fully developed media platforms in different languages: Arabic and English. This allows for a deeper understanding of how media framing might change according to the intended audience. The intersection between the political stance of the host country and the multilingual nature of the network offers a chance to explore how language, identity, and politics influence the coverage of regional conflicts, and how this might affect the construction of media narratives.

The question of whether Al Jazeera was presenting two different faces to the intervention, encouraged the researcher to study how the Arabic and English versions of Al Jazeera were framing the war. The following section gives an overview of the relevant literature. The next section provides the methodology followed in collecting the data. Afterward, the results are presented and analyzed. The study concludes with a list of limitations and possible avenues for further research.

Literature Review and Conceptual Framework

No prior studies were found to depict how Al Jazeera has framed the war in Yemen, but many studies have presented ideas on how the media have covered other conflicts in the Middle East.

Schwalbe and Dougherty (2015) discussed how the 2006 Lebanon War, a war in which the US did not take part, was portrayed in three major US news magazines. Through their quantitative content analysis, the authors found that the three magazines gave the same visual prominence to the war and focused on military conflict and human-interest frames. Moreover, the authors discovered that these US magazines presented both sides of the conflict as well as human-interest frames when the US was not directly involved in the conflict.

Fahmy and Al-Emad (2011) compared Al Jazeera's English and Arabic online coverage of the conflict between the US and Al-Qaeda. This study was conducted due to US criticism of Al Jazeera, asserting that Al Jazeera showed a bias against the US and that Al Jazeera's media coverage supported terrorists. The study examined the collected data (news stories) using content analysis based on variables such as the prominence of the news stories, use of sources, and the tone of the coverage by Al Jazeera websites in both Arabic and English during March 2004. Their study attested to a lack of variation between Al Jazeera's English and Arabic websites in their use of framing devices.

Elmasry, Shamy, Manning, Mills, and Auter (2013) compared Al Jazeera and Al-Arabiya coverage of the Gaza War that took place between Israel and Palestine from 2008 to 2009. The authors discussed the agendas and framing mechanisms used by both Al Jazeera and Al-Arabiya. The content analysis revealed sharp differences and similarities in how Al Jazeera and Al-Arabiya framed and reported on the Israeli-Palestinian conflict. For example, Al Jazeera whereas Al-Arabiya reflected the standpoints of both countries in a more positive light. Also, the authors mentioned that Al Jazeera denounced Israeli actions and gave Palestinians opportunities on-air to express their side of the story more than Al-Arabiya. This is only one example of the differences found. A bias was seen towards Palestine, in the case of Al Jazeera, or Israel, in the case of Al-Arabiya.

Kim, Su, and Hong (2007) discussed how the Canadian and American media have covered the Darfur Conflict in Sudan for over a two-year period. They chose two newspapers, *The Globe and Mail* (Canada) and *The New York Times* (US), which were leading newspapers in their respective nations. The authors used a semantic network and content analysis to make comparisons in relation to governments giving aid, government officials speaking, and actions taken by the UN. Consequently, the authors have found the influence of the American media to be stronger than that of the Canadian media. The Canadian newspaper was very vocal in its perspective of international events and different from the US newspaper. *The New York Times*, on the other hand, tended to convey and foster only what could serve the interests of Washington and was found to support the intervention in Sudan. In contrast, Kim, Su, and Hong (2007) stated that Canada's foreign policy has differed markedly from that of the US, as Canada has tended to play a smaller role in the international arena. This difference

in foreign policy could be a reason why the two newspapers differed in their coverage.

Dimitrova and Connolly-Ahern (2007) examined how some websites and magazines appeared to support their respective home countries, such as how the US, UK, Egyptian, and Qatari media portrayed the 2003 Iraq War in a biased manner. The authors employed quantitative content analysis to explore the frames used by the news media in their coverage of the conflict. They employed three components: the tone of coverage, frames in media content, and the international influence on the coverage of the war. The results revealed both differences and similarities, which depended on the different sources, particularly in categories such as government representatives and military personnel. Moreover, while *The New York Times* and *The Guardian* (UK) adopted a positive approach in their descriptions of events, the Arab media took a more negative stance, particularly Al Jazeera. Finally, the Arab press framed the Iraq War as a military war. They emphasized its violence, whereas the Western media framed it by looking at its long-term benefits and the possibility of a democratic government.

In another study, Jin (2008) compared how US and Chinese newspapers framed the Iraq War and their perspectives toward it. Based on content analysis of media framing, the author found that their perspectives were utterly different. He found that US newspapers used titles such as "The conflict between the American and Iraqi military" and "Search for weapons". The content in Chinese newspapers was centered on concepts related to war, such as the motivation behind the war and the responsibilities of countries to end the war. Furthermore, both US and Chinese newspapers conveyed their perspectives on countries and mentioned the importance of the UN. Finally, the study found that Chinese newspapers had fewer sources and tended to give preference to covering the Chinese government's opinion, whereas the US newspapers had many sources and avoided any matters that were anti-war.

An article written by Evans (2010) discussed how the international media have covered Middle Eastern events. The author chose to use an article by *The New York Times* to examine the way the media have framed international conflicts. The coverage of two Middle Eastern conflicts, Nahr-Al-Bared and Jenin (both related to Palestinian refugee camps), was very similar. The author mentioned the powerful effect that framing of

international conflicts could have on public opinion and foreign policy. The study also found that although the way in which the media framed these conflicts was very similar, there were different ways of framing media.

Dimitrova (2005) discussed war as depicted on the web and analyzed news coverage of the Iraq War immediately after it began. He examined news found on the homepages of 264 international news websites. The author focused on the number of websites that covered news online that were related to this event and hypothesized that "There will be differences in the framing of the event between the U.S. and international newspapers" (p. 29). This study provided valuable insights into news coverage of the Iraq War, as reported in numerous international publications, during the first few hours after the war began. The study found that most sites covered the war and featured it as their top story, and that non-US sites covered the war in a significantly different manner from US sites. The author stated, "Online news coverage in countries officially supporting the war was more positive than in countries opposing the war" (p. 22). Consequently, he found that domestic coverage focused on certain aspects such as military conflict and human interest.

Nikolaev (2009) examined images of the Kosovo War, assessing the accuracy of the photojournalistic record in this conflict. The study examined whether the US media accurately portrayed this story. It provided an in-depth examination of the Kosovo War, covering the conflict through pictures from three major US magazines: TIME, Newsweek, and U.S. *News & World Report*. All three magazines provided approximately the same attention and detail in their coverage of the war, utilizing photographs. However, statistical analysis showed that journalists gave less attention to the Kosovo War when the president of the US announced that NATO had become a party to the conflict.

Brown (2014) presented an analysis of how the Russian press had covered the conflict in Syria and compared it with Western media, particularly English-language coverage. The study mentioned that Russia supported the Syrian government while Western governments and their Arab allies supported the Syrian opposition. The author focused on three Russian newspapers and compared them with three Western newspapers. The study found many major contrasts. The Russian press had not covered violence on the part of the government, and many details and hence the style of reporting was found to be different from the Western media. The

Western media covered the killing of protesters in a dramatic style and in more detail, which was not seen in the Russian media. Also, the study showed that what the Russian media covered was biased in favor of the Assad government and against the Syrian opposition. As a result, Western perspectives differed considerably from Russian perspectives.

Consequently, in an era where media shapes not only public perception but also international intervention, the narratives constructed around conflict zones can determine the level of global awareness and humanitarian response. In the case of Yemen, where one of the world's most severe humanitarian crises continues, media portrayal plays a crucial role in defining its visibility and urgency. Duman and Yolcu (2023) and Bachman and Ruiz (2024) found that selective coverage, shaped by political interests and comparative media focus, has resulted in a significant disparity in how the Yemeni crisis is perceived and supported on both regional and global stages.

Kharbach (2020) analyzed an important discourse of 515 headings from Al Jazeera English and Al Arabiya English at the height of the Gulf crisis in 2017. The study showed how each outlet implied incidents in accordance with extensive political stories. The lexical pattern and heading structure revealed a steady tendency to hand over the relevant players to legitimize the relevant positions. Despite the international language, reporting was shaped by national interests and editorial arrangements. The research presents a relevant model to analyze how ideological framing is inherent in bilingual or transnational news platforms.

Duman and Yolcu (2023) investigated the coverage of the Yemeni Civil War by two prominent Arab media outlets, Al Arabiya and Al Jazeera, highlighting how each outlet's portrayal reflects differing political stances. The study shows that Saudi and Qatari media frame the conflict in contrasting ways to shape public opinion, aligning with their respective regional political agendas. This research supports the influence how the Yemen conflict.

Bachman and Ruiz (2024) analyzed media portrayals of humanitarian suffering in Yemen and Ukraine, observing that Yemen frequently receives less attention in global media. This difference in coverage affects international awareness and response, highlighting how underreporting can

contribute to the inadequate humanitarian support for Yemen. This finding mirrors findings about selective focus on crises.

Salem's (2025) study stands out as one of the recent applied works that examined how news channel websites covered the Al-Aqsa Flood events, and how this coverage reflected on the attitudes of Egyptian media elites. The study relied on a quantitative content analysis of news published on four channel websites (Al Jazeera, Cairo News, CNN Arabic, and France 24), in addition to a field survey designed to measure elite attitudes. The findings showed that Al Jazeera's website led in terms of coverage density. All four channels predominantly employed the "conflict frame," followed by political and military frames to a lesser extent. The study also indicated that there were no statistically significant differences in elite attitudes based on professional role or age group, except for some differences related to gender.

No such research was found that specifically examines how Al Jazeera has framed the war in Yemen. Some studies have, however, examined how media have framed other Middle Eastern conflicts. While many of these initial studies compared various media outlets within various countries or regions, more recent research has begun comparing different language versions of the same outlet. This study upholds that line of inquiry by studying Al Jazeera Arabic and Al Jazeera English.

Among the earliest experts to embark on this analysis were Fahmy and Al-Emad (2011), who explored how the conflict was framed on Al Jazeera's Arabic and English websites. Their findings presented only restricted differences in the two accounts. Building on this research approach, Kharbach (2020) explored how Al Jazeera and Al Arabiya framed the Gulf crisis in English. His research yielded insights into ideological differences shaped by national agendas.

The difference between forms of the same outlet across different languages continued with Duman and Yolcu (2023), in comparing Arabic and English Al Jazeera and Al Arabiya reporting of the Yemen War. Through their examination, they demonstrated that political alignment and targeting of audiences influenced the war's framing. The same was carried out by Salem (2025), who examined how four Arabic online news websites, including Al Jazeera, framed the Al-Aqsa Flood incidents and how the framing impacted Egyptian elite perceptions.

At a broader level, Bachman and Ruiz (2024) examined global media attention to humanitarian crises. They reasoned that Yemen had been less covered than crises like Ukraine, and issues around how publicity is determined by media and political agendas arose.

Collectively, these works are a starting point for the study of the confluence of language, politics, and editorial choice in conflict news. They demonstrate the importance of looking at how one news agency might employ different frames in one language. This is particularly interesting in the case of political conflicts like the Yemen war.

Conceptual Framework

As mentioned above, the media influences people's attitudes and shapes their perspectives on events occurring around them, including conflict. The media's influence on shaping our views on various issues has been explained through several theories. One such theory shape public opinion. Framing is one of the most related approaches used to explain how the media influences its viewer's attitudes toward conflict and war. The first person to focus on framing as a part of communication was Goffman, who defined framing as "A schemata of interpretation" (as cited in Cissel, 2012, p. 68). Goffman justified framing as a schema of interpretation because it empowers an audience to "locate, perceive, identify, label," and understand the events around them (as cited in Cissel, p. 21).

Entman (1993) defines framing as "a way to describe the power of a communicating text" (p. 51). The theory is based on the premise that the content and events portrayed in media have no given inherent meaning or value until they are placed in specific contexts and frames. This framework governs the words, text, and meaning of a message. Goffman also defines a frame analysis as "a specific set of expectations used to make sense of a social situation at a given point in time" (as cited in Baran, Davis, & Striby, 2014, p. 317). Therefore, framing is a purposeful process used by the media to reorganize a message and mold people's perceptions. Entman (1993) claimed that framing is used in selecting "a perceived reality" to be "more salient" in "a communication text", in a manner to "promote a particular problem definition", "causal interpretation", "moral evaluation", and/or "treatment recommendation for the item described" (p. 52).

Scheufele and Tewksbury (2007) refer to framing as being "based on the assumption that how an issue is characterized in news reports can have

an influence on how audiences understand it" (p. 11). When Entman (1993) mentioned an example of the Cold War, he suggested that the frame can be found at different points in the communication process, including the communicator or sender, the text, the receiver, and the culture. Gamson and Modigliani (1989) suggested the following:

Media discourse can be conceived as a set of interpretive packages that give meaning to an issue. A package has an internal structure. At its [sic] core is a central organizing idea or frame for making sense of relevant events, suggesting what is an issue. (p. 3)

Frames as defined by Vreese (2005) "are parts of political arguments, journalistic norms and a social movement's discourse. They are alternative ways of defining issues, endogenous to the political and social world" (p. 53). The importance of framing is also evident in political life, helping us understand the media's role (Reese, 2001).

As Gitlin (1980) perceptively stated, the use of frames "enables journalists to process large amounts of information quickly and routinely, to recognize it as information, to assign it to cognitive categories and to package it for efficient relay to their audiences" (p. 7). Chong and Druckman (2007) refer to framing as "the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue" (p. 104).

The framing of a media message enables the measurement of its content and clarifies its role in shaping opinions and trends. In other words, communicating text in any form that is conveyed to the public includes some form of ideology, either directly or indirectly. Ideologies in the text give meaning to phenomena directly observed by the reader; they are understood by examining context or vocabulary that reflects the ideology of the author, the ideology of the media organization publishing the text, or the ideology of the society in which it is published. Ideology can sometimes be transmitted indirectly by being presented in an informative text (i.e. as a fact instead of as an opinion). The text represents in the form of a long-term, cumulative trend and reflects the values and ideas that the media organization follows. Ideologies use framing mechanisms, such as those proposed by Tankard, which include headlines, subheads, photos, and logos

(as cited in Vreese, 2005, p. 54). These mechanisms help the media text to display a media organization's beliefs.

Therefore, what distinguishes Al Jazeera is a margin of freedom that has enabled it to proliferate and expand, especially after covering the Palestinian-Israeli conflict. Consequently, "graphic coverage" of Palestinian uprisings has been one of the powerful sources of Al Jazeera's success in the Arab world, while Americans became aware of Al Jazeera later after its live coverage of the US invasion of Afghanistan (El-Nawawy & Iskander, 2002, pp. 316-317). One of the primary reasons for Al Jazeera's growing importance is its live coverage of the Arab Spring. This same coverage also caused tensions between Qatar and politicians from other countries; therefore, it can be said that Al Jazeera has performed a pivotal and significant role in the Arab Spring.

Johnson and Fahmy's (2008) study noted that viewers ranked BBC and CNN highly in terms of expertise, while Al Jazeera ranked highly in trustworthiness. Moreover, this study stated, "Not surprisingly, Al-Jazeera viewers rated the network as highly credible on all measures" (p. 338). Johnson and Fahmy also discussed in another study that the emergence of Al Jazeera has effectively contributed to press freedom in the Arab world and has supported the independent role of the media (Fahmy & Al-Emad, 2011, p. 73).

Al Jazeera English, as noted by Hampp (2011), "may be one of the only fast-growing networks" (p. 1). Malek (2006) remarks that Al Jazeera International (English) has done nothing less than to break the monopoly that the Western media have exercised over the telling of history by expanding the spectrum of perspectives in the discussion of world issues. Finally, Malek stated that Al Jazeera "was born to tell" or "rather, conceived to tell" (p. 11).

Hypotheses and Research Question

The literature review, especially Fahmy and Al-Emad (2011), attested to a lack of variation between Al Jazeera's English and Arabic websites. Nevertheless, this study seeks to test the following hypotheses:

H1: The Arabic-language version of Al Jazeera is expected to assign greater prominence to coverage of the 2015 Yemen intervention than the English-language version, as reflected in both the frequency of related news items and their placement in top or lead positions.

H2: The English-language edition of Al Jazeera is anticipated to rely less frequently on coalition sources in its coverage of the 2015 Yemen intervention, compared to its Arabic-language counterpart.

H3: Coverage of the 2015 Yemen intervention on the Arabic-language Al Jazeera website is likely to reflect greater support for the war than coverage presented on the English-language site.

RQ: In reporting on the 2015 intervention in Yemen, did the tone of Al Jazeera's coverage of the Arab coalition significantly differ from its coverage of Al Houthi?

Methodology

This study examines the hypotheses and research questions by using content analysis. Cole defined content analysis as "a method of analysing written, verbal or visual communication messages" (as cited in Elo & Kyngäs, 2008, p. 107).

This study collected data during the first six months of the War in Yemen (March-September 2015). The selected pattern was as follows: two Thursdays of each month from April through August and the last Thursday of March (i.e. the first day [Thursday] of the war) and the first Thursday in September, which produced a total of 12 examined Thursdays throughout the entire study. The study collected two sets of data. The first dataset was obtained from the Arabic version of Al Jazeera's website, and the second dataset was obtained from the English version of Al Jazeera's website.²

The data were collected via the websites' search engines: Arabic website stories were ² drawn from <http://www.aljazeera.net>, and English stories from its website's search engine: <http://www.aljazeera.com>.

A total of 197 news stories were selected, with a focus on the Arab coalition. Thursdays were chosen as they are typically high-traffic news days before the weekend. This time frame captured the peak of the initial war period and allowed for analysis of how the conflict was framed in its early stages, before political influences intensified. The Arab coalition was a shared focus on both sites, making the comparison between the two language versions more direct and meaningful.

The following sections highlight the variables used in the study (prominence, attributed sources, and tone of coverage).

Prominence

To measure the prominence given to the Arab coalition's intervention in Yemen on two websites, the frequency and placement of the online stories on the homepage of the two websites were coded. The number of news stories covering the Arab coalition in Yemen in both versions specified the frequency of the codes. Placement was categorized into three categories. The first category was the lead story, meaning the news story given the most importance in the two websites (Al Jazeera Arabic and English). The second category was the top story, referring to the second-most prominent news story on the two websites. The third category consisted of the news stories that were less important than the lead or top story on each of the websites' homepages. These levels of prominence were based on downloading the stories every Thursday of the selected period using the Internet Archive's Wayback Machine. This website contains archived webpages and captures two snapshots every day.

Attributed Sources

The present study assessed the types of sources used in the coverage of the Arab coalition's intervention in the Yemen War, and all statements attributed to news sources were coded. If a source was cited or reworded more than once, it was coded as a single source. The sources were coded in light of five categories:

1. Coalition sources: These sources consisted of members of the Arab coalition in Yemen led by Saudi Arabia, including the internationally recognized government in Yemen, Qatar, Morocco, Jordan, Sudan, the United Arab Emirates, Kuwait, Bahrain, and Egypt, in addition to those providing logistical support (Turkey and the US).

2. Al Houthi sources: These sources included Al Houthi rebels and their allies, such as Iran, Iraq, the Syrian government, and Hezbollah.
3. International sources: These sources included international organizations, such as the UN, and any human rights groups.
4. Al Jazeera sources: These included representatives of Al Jazeera's media network, such as journalists and correspondents.
5. Other sources: These sources did not fit into any of the abovementioned categories.

Tone of Coverage

To evaluate the tone of coverage of the Arab coalition's intervention in Yemen, every news story was coded and examined for whether its statements were altogether supportive, unsupportive, or neutral regarding the coalition. Wall (1997) defined agency as "the person or group identified in each headline as causing or solving the problem. If no agent appeared in a headline, this was coded as No Agency" (415). Therefore, according to this definition, the news stories were analyzed by using the concept of agency. If the agent was unclear from the beginning paragraph of the news story, the agent was coded "no agent". However, only seven cases of "no agent" occurred. Each identified agent was coded as one of the following:

1. Supportive agent (i.e. an agent that shows support to the Arab coalition in Yemen). For example, this would include news that refers to victories of the Hadi government or the Popular Resistance against Al Houthi rebels. Additionally, it was observed that the choice between "the legitimate government" and "Hadi's government" was one of the most critical supporting actions.
2. Unsupportive agent (i.e. an agent that shows support to Al Houthi and their allies). This refers to any action/attitude toward the Al Houthi "Shia" rebels. Referring to the rebels as Shia was expressed through words that accredited supportive attributes to that agent.
3. Neutral agent (i.e. the agent that shows neither supportive nor unsupportive actions toward the Arab coalition's war in Yemen).

An inter-coder reliability check was conducted on a sample of Arabic- and English-language Al Jazeera websites. A graduate student proficient in both Arabic and English coded the news stories. Careful precautions were taken to ensure that the coding categories were effectively interpreted and accurately translated into another language. The sample of 45 news stories (22.84% of total) was selected based on thematic relevance to the Arab

coalition's intervention in Yemen and to reflect a representative mix of dates and perspectives from both language versions. The reliability was checked by three graduate students with backgrounds in Mass Communication to ensure the reliability of coding—achieving a satisfactory result of +.91 across all categories in all variables by utilizing Holsti’s formula. Table 1 shows the percent agreement scores for the three variables examined. Because “The percent agreement statistic is easily calculated and directly interpretable” (McHugh, 2012, p. 281), the author preferred the percent agreement to test inter-coder reliability.

Table 1
Percent Agreement of Inter-Coder Reliability

Variables	Percent Agreement
Prominence	100%
Attributed Sources	90%
Tone of Coverage	85%
Total	91.67%

Results

The data were collected and presented in the following tables, and the outcomes obtained were analyzed to investigate the hypotheses and research questions. A total of 3231 news stories were collected from March to September 2015, out of which 197 were picked up as a sample of the news stories about the Arab coalition in Yemen. Table 2 presents the frequency and percentage of news stories (codes) in both Arabic and English versions of Al Jazeera's website that cover the Arab coalition's intervention in Yemen.

Table 2

Al Jazeera Arabic and English Coverage of the Coalition Intervention in Yemen

	Arabic Website		English Website		Total	
Sample size for stories on the War in Yemen	159	6%	38	10%	197	6%
Total	159	100%	38	100%	197	100%

As seen in Table 2, the percentage of news articles among the Arabic and English versions of Al Jazeera covering the same stories ranged from 6% to 10% respectively. This percentage does not indicate any significant differences between the two versions when dealing with the same stories. This finding, in turn, would contradict the hypothesis that there are differences in coverage between the Arabic and English versions of Al Jazeera. Therefore, the first hypothesis was not supported, as it proposed that the prominence (frequency and placement) of online stories on the Arabic-language Al Jazeera website were likely to differ from its English-language counterpart in reporting the Arab coalition's intervention in Yemen.

Table 3 shows how in the same sample of related news (197), the placement of the online news stories covering the war in Yemen was sorted into three different categories (i.e. lead news stories, top news stories, and other on the homepage).

Table 3
*Placement of Online News Stories Covering the Coalition
Intervention in Yemen*

	Arabic Website		English Website		Total	
Lead news story	24	15%	7	18%	31	16%
Top news story	19	12%	8	21%	27	14%
Other homepage	116	73%	23	61%	139	71%
Total	159	100%	38	100%	197	100%

Note. Chi-square = 2.74, $p < .25$.

According to Table 3, the degree of placement showed no variance between the Arabic and English versions of Al Jazeera. For example, 73% of relevant news stories were categorized as “other homepage” in Al Jazeera Arabic, while 61% were categorized in the same way in Al Jazeera English. The differences in percentage were narrow between the two versions, depending on the importance of the news story. A chi-square test suggested that the number of differences was insignificant in terms of placement (2.74, $p < .25$). Table 4 shows the data collected regarding attributed sources (N = 197).

Table 4
Attributed Sources Used in Covering the Coalition Intervention in Yemen

	Arabic Website		English Website		Total	
Coalition	52	33%	8	21%	60	31%
Al Houthi	15	9%	2	5%	17	9%
International	18	11%	8	21%	26	13%
Al Jazeera	48	30%	16	42%	64	33%
Other	26	16%	4	11%	30	15%
Total	159	100%	38	100%	197	100%

Note. Chi-square = 6.21, $p < .184$.

Table 4 shows a close ratio between the attributed sources used by the Arabic (33%) and English (21%) versions of Al Jazeera in reporting on the intervention. A chi-square test revealed that the number of differences was

insignificant ($\chi^2 = 6.21$, $p < .184$). Therefore, the second hypothesis, which proposed that fewer coalition sources would be used in the Al Jazeera English website than its Arabic counterpart, was also not supported. Table 5 presents the data for the tone of coverage in online news stories ($N = 36$).

Table 5

Tone of Coverage in Online News on the Coalition Intervention in Yemen

Coalition Agent	Arabic Website		English Website		Total	
Supportive	17	94%	12	86%	29	91%
Unsupportive	1	6%	2	14%	3	9%
Total	18	100%	14	100%	32	100%
Al Houthi Agent						
Supportive	2	0.67%	0	0%	2	50%
Unsupportive	1	0.33%	1	100%	2	50%
Total	3	1.00%	1	100%	4	100%

Note. Chi-square for tone (coalition) = 0.71, $p > .40$. Chi-square for tone (Al Houthi) = 1.59, $p > .21$. Due to the limited number of neutral agents, the 'neutral' category was coded as missing.

The data as shown in Table 5 indicates the percentage of coverage between the supportive and unsupportive values of the coalition agent, in both versions of Al Jazeera (94% in Arabic and 86% in English). Chi-square outcomes indicated no significant differences between the two versions in this regard (0.71, $p > .40$). Consequently, the third hypothesis, which proposed that the coverage would be more supportive of the war in the Al Jazeera Arabic website than in its English-language counterpart, was not supported. Table 6 presents the data for the tone of coverage of the intervention.

Table 6

Tone of Coverage of the Coalition Intervention in Yemen

	Coalition Agent		Al Houthi Agent		Total	
Supportive	29	91%	2	50%	31	86%
Unsupportive	3	9%	2	50%	5	9%
Total	32	1.00%	4	100%	36	100%

Note. Chi-square = 5, $p < .027$. Due to the limited number of neutral agents, the 'neutral' category was coded as missing.

Table 6 shows that the tone of coverage was supportive of the Arab coalition in both versions of Al Jazeera. Therefore, it was found that the percentage of supportive tone was significantly higher than unsupportive tone (86% to 14%, respectively). The research question asked whether the tone of coverage toward the Arab coalition states and Al Houthi significantly differed between the two websites. When the data from both versions of Al Jazeera were combined, a chi-square test detected significant differences ($\chi^2(5) = 10.92$, $p < .027$). While tone was the main focus, some visual elements such as headlines and images also contributed to the overall impression. For example, several stories used leadership photos, military scenes, or emotionally framed titles that supported the textual tone. These were more visible in the Arabic version. The observed differences may also reflect internal editorial choices. The Arabic site likely serves a regional audience more aligned with coalition narratives, while the English version targets a global readership, possibly leading to a more neutral or balanced presentation.

Discussion and Conclusion

This study has presented a comparative framing analysis to address the differences in media coverage between the Al Jazeera Arabic website and its English counterpart. This study analyzed how both versions framed the Arab coalition's intervention in the Yemeni War during the first six months of the conflict (from March to September 2015). Although several studies have analyzed media organizations across two languages, such as Al Jazeera Arabic and English (e.g. Fahmy & Al-Emad, 2011) and Al Jazeera Arabic and CNN (e.g. Alshathry, 2015), this study is one of the first to analyze

the content of online coverage across two different language versions of the same news organization (Arabic and English). This study differed from others because it is the first to explore how Arab media have framed the Arab conflict in Yemen. Moreover, in spite of Fahmy and Al-Emad's (2011) study showing a lack of variation between Al Jazeera English and Arabic websites in covering the US vs. Al-Qaeda, there is still controversy about the Al Jazeera, its coverage, and its ideology as mentioned by El-Nawawy and Iskander (2002).

Therefore, the findings of this study suggest that the Al Jazeera Arabic website showed some differences compared to its English counterpart in covering the war in Yemen. Al Jazeera English appeared to use fewer coalition sources than the Arabic version. Additionally, the tone of coverage in Al Jazeera Arabic tended to be more supportive of the coalition intervention than that observed in Al Jazeera English, particularly in how each platform portrayed the Arab coalition and Al Houthi actors.

By using framing devices (prominence, attributed resources, and tone of coverage), this study offers evidence that differences between the Arabic and English versions of Al Jazeera are slight, regardless of whether they showed overt intentions of influencing the viewer's opinions one way or the other. This study provides a reference for framing research that frames online stories of the war in Yemen. Starting with frequency, the number of stories covering the war varied, but the percentage of frequency obtained from news reporting on the coalition in both versions was similar (Table 2). This does not mean that the study found significant differences in terms of frequency. The placement of the news articles in both versions covering the same events considered those events either a "lead story" or "top story" a third of the time, two-thirds were placed in the "homepage" category (Table 3). Therefore, the study indicated no substantial difference in news placement across both platforms, suggesting consistent editorial prioritization.

Regarding the sources used, it was found that the variety of sources was notable among all parties (i.e. the coalition, Al Houthi, Al Jazeera reporters, international, and others). There were smaller percentages of Al Houthi sources used compared to the other sources, Al Houthi sources being found in less than one-tenth of the total sources. One reason for this discrepancy could be that Al Houthi may consider Al Jazeera biased and on the side of the Arab coalition, as are many other Arab media. The coalition

sources had one of the highest percentages, which may be due to the coalition's significantly greater media presence, allowing it to control more of the news about the war. The relatively greater variety of sources provided by Al Jazeera offers a more balanced coverage of the war by examining it from multiple viewpoints. Moreover, the diversity of sources identified in the coverage may reflect Al Jazeera's effort to enhance the credibility and seriousness of its reporting. This approach could also reflect an editorial strategy aimed at maintaining objectivity by including diverse perspectives and avoiding alignment with any particular party.

According to the results, the ratio of sources from the coalition was found to frame the stories as supporting the war far more often than supporting it. The ratio of these results was 9:1 for the news, respectively. While the news framed from the Al Houthi side was balanced in a 1:1 ratio (Table 4). The tone of coverage of the war did not differ between the two versions of Al Jazeera, as it was found to be endorsing the coalition supporting the war in a percentage that reached over two-thirds of news articles (Table 5). The tendency of the tone of coverage toward limited neutrality may be influenced by the fact that Al Jazeera is based in a country that is part of the coalition. Moreover, the findings, which may reflect a broader sense of Arab alignment on the Yemen War, could be partially shaped by the regional media environment in which Al Jazeera operates.

Moreover, these findings are consistent with those of Duman and Yolcu (2023), who discovered that Arab media outlets, such as Al Arabiya and Al Jazeera, frame conflicts, including the Yemen War, in ways that reflect the political stances of their respective regions. In this study, both Al Jazeera's Arabic and English versions demonstrated alignment with coalition perspectives, possibly influenced by Qatar's role within the Arab coalition, underscoring how political interests can subtly shape media narratives.

The tendency for Al Jazeera's coverage to support the coalition aligns with Bachman and Ruiz's (2024) findings on the selective focus of international media. While Yemen's conflict is one of the world's largest humanitarian crises, it often receives limited international media attention. This selective focus contributes to disparities in humanitarian support and global awareness, as media narratives—particularly those aligned with political interests—shape perceptions and the urgency of crises.

Based on the evidence analyzed, this study has shown that the Arabic and English versions of Al Jazeera covered roughly the same news content (coalition intervention in Yemen) in terms of prominence, attributed resources, and the tone of coverage.

Limitations and Future Research

One limitation of this study was that the Al Jazeera Arabic website search engine returned different numbers of news stories when searched, and it was found that some of the stories were duplicated. However, the Al Jazeera English website gave accurate results without any duplications. Another limitation was using the Internet Archive's Wayback Machine (a tool used to retrieve archived websites) as the archived files were not always available for researchers to use on some days. In this case, random sampling would be the preferred method to address such a problem. Future researchers should study the same conflict but with two changes. First, they could compare Al Jazeera Arabic with its English counterpart, but by using other framing devices. They could also compare Al Jazeera with other media networks.

Future research could examine whether the 2017 Gulf Crisis influenced Al Jazeera's coverage, particularly by comparing its Arabic and English platforms post-crisis. Such a study could analyze whether the diplomatic tensions led to divergent editorial strategies in the Arabic and English versions, reflecting varied narratives or political alignments. Furthermore, researchers could investigate whether Al Jazeera maintained a consistent perspective across languages or if the crisis led to a shift in tone, framing, and source attribution when covering regional conflicts, such as Yemen. By focusing on content after 2017, this research aims to shed light on how regional political pressures influence media narratives within a single organization, thereby contributing to a broader understanding of the relationship between international conflict and media alignment.

In addition to academic recommendations regarding the future of comparative media studies, the study recommends that media institutions particularly Al Jazeera reconsider the editorial differences between the various language versions targeting multilingual audiences, especially in covering major regional conflicts such as the war in Yemen or the aggression on Gaza.

The study also suggests developing clear editorial policies that take into account cultural differences and audience orientation, while ensuring a level of consistency in overall media discourse. This would help strengthen credibility and reinforce the principle of presenting diverse viewpoints across all versions.

It further recommends creating specialized training programs for journalists working in multilingual departments, focusing on comparative reporting skills and the professional, balanced use of media framing, especially in conflict coverage that shapes both local and international public opinion.

Furthermore, media training centers and universities are encouraged to make use of this study's findings by designing educational modules or practical workshops that enhance journalists' awareness of discourse analysis and improve their understanding of how language, culture, and audience shape media narratives.

Finally, the results highlight the importance of forming editorial teams with diverse backgrounds, capable of reviewing content across different versions, to ensure professionalism and reduce unjustified discrepancies in media storytelling.

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