Human Rights Violation: A Narrative Analysis of George Floyd's Case in the U.S. News Websites

Dr. Bassant Mourad Fahmi

Associate Professor at Radio & TV Dept.-
Faculty of Mass Communication - Cairo University

Introduction

The media landscape has been dramatically reshaped in the past two decades. The Digital production in particular has become in constant progress and growth ever since. Media organizations have been interested in producing video stories for their websites. Websites provide key evidence for the increasing role of video in our societies; online videos from different producers can contribute as a determining factor of contemporary trends of interest and awareness in various fields. These video produced stories have become an important instrument for expressing ongoing events and focusing on specific aspects of them in order to have a specific impact on the audience. The murder of George Floyd, a 46-year-old African-American in Minneapolis on 25 May 2020 by Derek Chauvin, a white police officer, has emerged in the content of videos on various news websites of media organizations. Citizens also managed to capture videos, which led to nationwide protests and drew widespread outrage. These videos produced by citizens known as "citizen journalism", were directly uploaded to social media platforms, and other parties interested in producing digital content. Historians considered this incident, the most prominent among the racial incidents throughout the American history.

Mr. Floyd's death spurred nationwide protests against American police brutality which confirms the severe police violence in dealing with blacks and the deep racial and ethnic inequities which are a direct result of structural racism. The importance and power of visual language comes to represent social issues by employing various audiovisual elements to bring specific cognitive and emotional effects to the audience. This emphasizes the importance of narrative and storytelling, by referring to the political, ideological, and sociocultural context in order to accurately interpret various events, as well as their connection to political communication and its critical role in identifying various political and ideological media perspectives.

Racism through the History of the United States

Politics of race and sexuality is ingrained in the fabric of the American society. It is at the core of the structural order that constitutes the United States ethnic establishment. Racial ideology and discourse developed to include language, art, literature, and anthropology, leading to the colonization of the other over several centuries, and the world's countries, including Europe and the United States, are still dealing with the repercussions of racism. The black liberation movements in America and South Africa continue to be a source of inspiration for countries under occupation and segregation (Al-Geocy, 2019). Until the end of the nineteenth century, United States presidents requested that the U.S. navy return slave-carrying ships to an area in West Africa, allowing the slaves to have a better life. From the beginning, African-Americans (Negroes) settled in the agricultural southern states such as Mississippi, Alabama, and the northern states were restricted to whites. The northern states' economies thrived, while the southern states' economies remained reliant on agriculture, resulting in an imbalance (Abd El-Baky, 1980 & Shihada, 2019).

Much civil unrest have occurred in the past as a result of racism, such as the racial riot in Detroit, Michigan, in 1943, especially in the area where whites and blacks coexisted (Abd El-Baky, 1980). American history witnessed many civil rights movements; these movements had a new path in 1954 led by Dr. Martin Luther king Jr. to end racism against blacks. The declaration of President Theodore Roosevelt Jr. also came to guarantee civil liberties. In less than 14 years, from 1954 to 1968, the civil rights movements made the final blow to the apartheid regime. The beginning was the defiance of the public bus ride system, when a black woman, Rosa Parks was arrested for breaching the law when she refused to heed the instructions of a public bus driver to get up and a white passenger took her seat. The incident inflamed blacks' anger against injustice to the point where they boycotted passenger buses for a year. Students also organized protests in 1960, in addition to the great March at Washington that occurred in 1963 in which half a million

black Americans participated, it is considered one of the most important indicators of the beginning of racial segregation in the United States (Shihada, 2019).

In 1786, the American Constitution was approved, and it was a compromise solution to the problem of slavery between the northern and southern states. But the situation of the blacks deteriorated after the discovery of the cotton ginning machines in 1803 and as a result, more than one hundred thousand blacks fled from the southern states (Abd El- Baky, 1980 & Shihada, 2019).

From 1860 to 1861, eleven American states declared their secession from the Union and founded a new one. This decision sparked war between the northern and southern states. The outcome of the battle was the killing of more than six hundred thousand people, issuing a law prohibiting slavery and the liberation of nearly four million black slaves. The war ended with the cessation of secession, but black people continued to suffer, by segregating blacks and whites in schools, restaurants, and public transit in the southern states (Shihada, 2019). In 1896, the Supreme Court approved the famous law (separate but equal), it became a legal doctrine in U.S. constitutional law and thus apartheid became a recognized and legal social system (Abd El- Baky, 1980).

The necessity of accountable policing has been highlighted by ongoing concerns of police violence and disparate treatment, particularly towards Black Americans, which has piqued the interest of many political science scholars (e.g. Zoorob, 2021 & Williams, 2021) which confirmed the challenges of political accountability across the highly varied 18,000 police departments in the United States. Another issue is that police officers are political agents who can be resistant to change. The results revealed a significant affinity between police unions and right-wing ideology, anchored in the feeling that cops are "under siege" by Black Lives Matter and calls for reform, based on their practically uniform support for Donald Trump in the 2016 election.

Discrimination affected blacks in all aspects of life in the United States. Dozens of legal and illegal strategies have been used throughout the American history in order to distance white people from racialized populations physically, and school districting is an intergenerational aspect of that physical segregation (Moss, 2016).

Research Problem

George Floyd's case is being viewed as a catalyst for human rights violations in the world's ostensibly most democratic country. Especially that this incident took place when social media made us all commentators, and active participants in the global media conversation that completely changed the way we interact with, and perceive, the world, by rapidly sharing of this footage, in addition to the COVID-19 pandemic were there was excessive consumption of social media during that period which made

it the most prominent racist incident in history. Hence, it was important to tackle it as a current well-known racist occurrence. Due to the excessive brutality involved in this case, demonstrations, protests, and riots erupted across the country, making Floyd's incident as the last straw among politicians, as it turned the eyes that there is no denying that candidates running for American presidency embraced social media in an attempt to win the elections. Marking President Trump's presidency, as a step toward human rights deterioration, where he referred to African countries as "shithole countries" in one of his White House meetings in January 2018. As a result, the study aims to examine the many stories regarding George Floyd's incident and its implications through videos released on five different news websites in the United States. The methodological approach applied in this study is the narrative analysis to assess the videos regardless of their type - (mini documentaries, feature stories, visual investigations & reports) - in order to analyze their perspectives, narrative and treatment styles along with the storytelling techniques employed in these videos.

Research Significance
The study importance arises from the following scopes:

1 . Discussing Western media coverage of human rights, to set an example to the media in our developing countries in dealing with such delicate issues.

2 . Narrative Analysis approaches are scarce in the Arabic research, so this research is an added value to the Arabic field of research.

3 . This research being part of the political communication studies, it clarifies the coverage methods and styles from a political and ideological standpoint.

4 . The visual analysis and technical methods of production (directing, photography, script writing, and editing) is worth applying in Arabic researches.

5 . Studying the perspectives of various global news websites encourages Arab news websites to improve their production in order to keep up with the most recent technical improvements in event coverage.

Research Objectives
The study aims at:

1 . Discovering the differences in the coverage of the case of George Floyd (a serious case of racism) on American news websites and assessing the narrative style and point of view of each website in relation to the micro and macro contexts of the recounted stories.

2 . Exploring the different techniques and storytelling tools that each news website uses in producing video stories of different genre.

Literature Review

Media Coverage of Racial Discrimination Issues

Some Arab literature has focused on studying racial discrimination issues in general. Salami and Feguri (2019) examined the extent to which issues of racial discrimination are reflected in the Arab media agenda by applying on Al-Jazeera. Due to the little amount of time given to news of racism, the results revealed that the channel does not consider this issue to be one of its concerns. In addition, the majority of the news related to racial discrimination was targeting the African countries. Yasny (2017) conducted a study on the Moroccan media's treatment of black skin issues; the findings revealed a distinct paucity of black Moroccans on Moroccan television, as well as some drab stereotyped pictures that can be regarded as a result of the lack of recognition of black Moroccans. On the discourse of racism and discrimination, Abdel Haleem (2021) analyzes the Egyptian press at the beginning of Corona crisis by applying the discourse analysis tool. The results revealed that the journalistic treatment flooded China with many unjustified accusations, and even came to adopting the same point of view as former U.S. President Donald Trump, when he named the virus as the "Chinese virus."

Concerning the representation of black Africans in western media, Mwaniki (2014) took ten black African athletes migrants to analyze and interrogate discursive representations of blackness, anti-black racism and global white supremacy, in a transnational manner, using discourse analysis approach and cultural studies. In terms of race, the findings revealed that it was often tied to issues of nationality and representations of Africa. Narratives of their backgrounds were likely to rely on stereotypes of Africa, devalue African ways of living, and portrayed as fortunate for having 'escaped' Africa to head west. Other studies focused on the identity, such as Boateng (2018) who conducted a qualitative study to examine the impact of media cultural representations of black sexuality on identity formation, migrant integration, and perceived social achievements of migrant Ghanaian women in the United States. The key findings discovered that there are three prominent media representations perceived to directly impact lived experiences: Jezebel, Angry Black Woman, and Poverty/Ignorant.

Some literature focused on studying the historical context of the media in its relation to racial issues, such as Mislan (2013) who aims at connecting the Cuban Revolution to the Black Power Movement in the United States, by positioning Radio Free Dixie at the center of a historical moment, that intersected the Cold War and black struggle by analyzing the ways of framing the debates on race, class, revolution, self-defense, and imperialism by adopting a cultural historical approach. The study conducted a textual analysis of the radio program, various archival documents, and previous interviews. Findings revealed that some of the programs became central to political discourses

on the Civil Rights Movement and Black Power Movement in the United States and highlighted how rebellion, revolution and social movements operated in the past and continued to influence today's neoliberal social, economic, and political environment.

In terms of the **United States media news coverage of racial issues**, Olubela (2018) used the framing theory to examine the first two weeks after President Donald Trump purportedly branded African countries "shithole countries". The study examined articles from four news sources that are lean liberal, conservative, central-liberal, and central conservative. The findings revealed that FOX had three different sources that defended Trump while CNN had only two people who defended Trump by saying he was not a racist. However, it is a leap to use this as evidence of partisan bias on CNN's part. It also looked into how the Wall Street Journal and The New York Times presented the episode as Donald Trump rejecting immigration and blaming the consequences, impasse, and closure of Congress on Democrats. Concerning race relations arguments, some literature was conducted to explore the nexus between the media, race, and protest policing such as Reid and Craig (2021) who analyzed the media coverage of Black Lives Matter (BLM) and protests opposing COVID-19 restrictions, to shed the light on differences in police intervention at these events, using news reports from major U.S. outlets (e.g., The New York Times, The Washington Post.) The analysis found that protests anchored to racial justice issues, are more often framed as a threat to the public interests, and emphasizes the media role in promoting notions of racial threat and exacerbating state repression. Regarding the issues of racial reconciliation, Abedin (2017) analyzed Barack Obama's rhetorical message for racial reconciliation and the framing of that message by the American mainstream news media. The study investigated Obama's messages in texts and sound-bites of the news media (The Wall Street Journal, The Washington Post, The New York Times, Fox News, CNN, and MSNBC) applying the Critical Race Theory. Results revealed that according to the tone frame, the conservative media outlets judged Obama as a "bargainer," and as "scandalous", whereas liberal outlets looked at Obama as somewhat a conciliator.

With regard to analyzing the content of **digital media** in relation to issues of racism, Twitter has emerged as an important focus of the studies. Deal (2020) examined the 2014 media coverage of #IfTheyGunnedMeDown, an early example of hashtag activism driven by the social media sub-community Black Twitter in response to the murder of a Black teenager, Michael Brown. The findings revealed that the mainstream media often evaded addressing the critiques of its institutional practices while Black American-centered publications illustrated the historical significance of digital counter publics in advocating for social change. Banks (2018) emphasized the strength of the social media platforms, especially Twitter, regarding issues of racism, and the most prominent

evidence of this that the Black Lives Matter movement was created from a hashtag used on Twitter in 2013 in the United States, when George Zimmerman was acquitted of murdering unarmed Black teenager, Trayvon Martin in Florida.

Literature concerned with studying the American institutions like media, or the public education system, recognizes how racial hierarchies are enforced in order to prevent the production of solutions which leave white supremacy intact (Moss, 2016).

Perspectives of U.S. Media Coverage

The issue of transparency and objectivity against bias in the U.S. media, especially in Fox News and CNN, was discussed by researchers. By analyzing the highest-rated three prime time programs in Fox News, Bard (2015) argued that they do not follow the traditional values of objective journalism, instead operating more closely to propaganda, while maintaining the Fox News branding of being "fair and balanced." Brown (2011) looked at how Fox News, CNN, MSNBC, ABC, NBC, and CBS covered Citizens United from diverse views when researching the different perspectives of U.S. TV channels. During the 10-month period between the time of the ruling, 21 January, 2010, and the mid-term elections, 2 November, 2010, the Federal Election Commission conducted a qualitative comparative frame analysis of the broadcast transcripts. According to the statistics, cable networks received the most coverage and framed the decision negatively, while Fox News portrayed it favorably and CNN was neutral to unfavorable in its coverage. Media outlets, such as CNN and FOX, have intrinsic political bias, which is reflected in their news reports; social signals (e.g., the network structure of media followers) provide inspiring cues to uncover such bias. Zhou et al. (2020) analyzed the social network structures of the media outlets by collecting a large-scale dataset containing social networks of 10 media outlets with about 300,000 followers and more than 5 million connections, and the results confirmed the validity of the study approach for the computerized prediction of media bias.

Regarding the coverage of the U.S. news websites of Trump administration's "zero tolerance" policy, Famulari (2020) conducted a quantitative content analysis of news stories and visuals in U.S. news websites of newspapers (The New York Times, The Washington Post, The Wall Street Journal) and cable news (CNN, MSNBC, Fox News) in stories (N = 477) and visuals (N = 501). The findings revealed that Fox News was the only news outlet to publish images of immigrants trying to force the border. CNN and MSNBC used more frequently images of immigrants looking directly at the camera. The New York Times' stories criticized the Trump's policy.

Coverage of George Floyd's Death and its Consequences in the Traditional and Digital Media

After George Floyd's death, the media coverage of the protests was monitored by the Saudi "Al-Qarar Center" for Media Studies (2020). The study found that the British media portrayed the crisis of the demonstrations that erupted after George Floyd's death from a variety of humanitarian, economic, political, and health viewpoints, as well as discussing racism in numerous ways. The Chinese media, on the other hand, used the situation to compare and criticize U.S. policies, concentrating on the administration's contradictory views in dealing with the protests that happened and its prior statements in supporting Hong Kong protesters. The Iranian media also exploited the crisis in order to criticize the American policies and link them to international positions that expose the falsehood of its administration. The Turkish media also criticized the American policies, describing what happened as an "African - American Spring." On the Arab level, some media outlets covered the events through general context by discussing the repercussions of the escalating protests, while other media outlets covered the dimensions of racism inherent in American society, comparing what happened in the United States to the countries of the third world, accusing the media of trying to politically exploit the crisis.

Concerning the circumstances of George Floyd's death, Douglas (2021) conducted a study about the experiences of black and brown journalists in mainstream British news institutions, the study referred to the arrest of an African-American journalist, Omar Jimenez, on 29 May 2020, whilst reporting for CNN on the Minneapolis protests, following the police killing of George Floyd. By conducting interviews with 26 journalists of color, the findings showed covert racism is felt powerfully at media institutions and the perception that doing 'black-on-black' reporting (being a black journalist who covers news featuring black people) may result in being 'boxed' or 'racially profiled.'

Regarding the digital media role in the crisis of protests after killing of George Floyd, Aryanto and Fudholi (2021) analyzed the public's reactions towards the Black Lives Matter campaign by conducting "sentiment analysis." The study found that most of the public tweets between 4 June to 26 June, 2020 had a negative tone addressed to the Floyd incident in particular and to the violence against black people in general, and that the campaign not only fought for Floyd, but also fought for other victims like Rayshard Brooks, Dominique Fells and Eric Garner. Kilgo (2021) used an experimental design to investigate how media framing and images affect audiences' criticism or support of police and demonstrators in the same context as the black civil rights protests. The finding showed that riot and confrontation frames increase criticism toward protesters and decrease police criticism. In addition, results revealed that "preexisting attitudes"

of supporting the movement influenced criticism of police action and support for and identification with protestors more than media frames.

Studies that applied Narrative Analysis and Storytelling Techniques

Many researches, particularly in the West, have been interested in using narrative analysis to look at a variety of issues. Elliote (2016) conducted a case study analysis of user-generated video in tourism destination promotion. The evaluation revealed that the strongest video features the clearest plot that is valued positively by the main characters in the story, and creates a dramatic beginning, middle and end pattern. Regarding narrative visualization through the cinematography lens, Amini et al. (2015) identified nine major types of visual and auditory effects, including camera motion effects such as zooming, building tension in the story via soundtracks, and emphasizing salient information via gradual text appearance. Concerning visualizing narrative patterns in online news media, Niemi and Masoodian (2019) referred to that time-set could be utilized for comparing topic and word choices used by different news sources over time. Some studies have been interested in studying digital storytelling and political narrative of social media contents (e.g. Kalnes & Bakøy, 2010; Surdiasis & Eriyanto, 2018). In this regard, Krieken (2018) also conducted a case study of the New York Times multimedia story Snow Fall. Results showed that combinations of text, video, and audio were used to represent the events from the viewpoints of news actors.

Concerning the problematic of emotional versus objective stories, Kim and Hernadez (2015) confirmed that the "emotionalization" of stories is often associated with sensationalism and the decline in quality of journalistic stories. Emotional storytelling, using strategies such as anecdotal introductions and expressions of affect lead to draw attention to complex and important social and political topics.

With regard to Arab studies that focused on applying narrative analysis in the field of political communication, Fawzy (2021) conducted a study to explore the role of Israeli documentary films in portrayal of Israeli society among Arabs. The qualitative analysis revealed that the narrative structure of the documentaries focused on "Multiple-Timeline" to conduct comparisons between the past and present, in addition to using the "Non-Linear" narrative which does not adhere to the logical sequence of events.

Theoretical Framework
Narrative Theory

A narrative is a semiotic representation of a series of events connected in a temporal and causal way. Narrative analysis is a group of approaches which explore various forms of storytelling. It refers to a cluster of analytic methods for interpreting texts or visual

data that have a storied form. It is concerned with the structure, content, and function of stories in textual and oral communication. Narrative structure can provide templates for the order and manner in which the data could be presented to create stories. It is a useful method for uncovering the underlying ideologies embedded in stories and the larger culture that creates the narratives. Narrative analysis can be summarized as "a disconcerting architecture of languages–sound, spoken, text, visual, digital-constructed on interfaces between words and images, sounds, colors, volumes, shapes and sometimes rhythms and tones." It based on four familiar dimensions of narratives – the plot "point of the story, actions and chain of events," the characters "players and setting," the structure "pattern of beginning, middle, end," and the language "verbal expression" (Kim & Hernadez, 2015; Demuth & Mey, 2015; Figgou & Vassilis, 2015; Lopez et al. 2020).

Studies concentrated mainly on two genres: personal and fictional. Personal narratives are recounts of a real past experience and have the advantage of being first-person stories, while fictional narratives are either a composition about an imaginary situation, or a recall of a previously heard story. Narrative genre determines how a text is organized, which topic is appropriate, what lexical and grammatical choices are acceptable (Aksu-Koç & Aktan-Erciyes, 2018).

The news is viewed as a narrative by scholars who use narrative analysis, with the stories being told providing context and continuity. The only way to communicate, and later, the only way to maintain track of the past, was to create stories. Storytelling is the act of narrating and describing events. Narrative theory aids in the comprehension of stories on all levels. Narratives give meaning to what we know about the world, how we see it and immerse us in different perspectives (Amâncio, 2017; Walker & Boyer, 2018). The narrative's potential presented by "non-verbal elements in a text needs to be explored together in order to see its potential in shaping the overall narrative meaning" (Page, 2010, 29). A multimodal metaphor is defined as "a metaphor whose target and source are not, or not exclusively, rendered in the same mode" (Page, 2010, 35).

Digital Narrative and Storytelling

Digital storytelling is characterized by the fact of giving to contents a paced and exciting narrative structure. The term "digital storytelling" (DST) is evoking a story that integrates digital images, music and the author's voice in a short video (2 to 5 minute) or a multimedia presentation (de Jager et al., 2017; Clarizia et al., 2018).

Digital storytelling is also called "multimedia stories" which can be defined as "the presentation of a news story package on a website, using two or more media formats, such as spoken and written word, music, moving and still images, graphic animations,

interactive and hypertextual elements." Video can be a more powerful and accessible medium for knowledge transfer and influencing change (Jewitt, 2012; Griffin, 2017; Krieken, 2018). According to Amâncio (2017), stories produced online have two main features: i) a variety of modes (image, music, sound, speech, and writing), and (ii) digital storytelling features (narrative and dramatization.) The term "multimodality" refers to the various semiotic resources authors (or tellers) may choose from in order to create their stories, besides using of multiple semiotic codes in telling stories, involves trans-semiotic relations between words, pictures and sound which may enrich the productive and perceptive opportunities in storytelling (Hoffmann, 2010).

In terms of the characteristics and applications of digital storytelling, they refer to digital stories as "counter-narratives," implying that the stories we tell, individually and collectively, have an impact on people's behaviors and identities, in line with a narrative therapy approach. The importance of counter-stories is most obvious when considering aspects of identity usually associated with social inequity and stigma, particularly in regard to gender, disability, and ethnicity. There are several aspects of DST that make it an appropriate research method to employ with marginalized groups. Storytelling is a universal and powerful way of making meaning, holds potential as a means of preserving cultural heritage, and used to collect and store stories of community groups (de Jager et al., 2017).

Interactive Digital storytelling Strategies

According to Daiute (2014), there are three strategies for analyzing interactive digital stories and storytelling processes: (i) Hyper-Plot Analysis: plot is the structural organization of stories, guiding perception and interpretation of meaning; (ii) Multi-dimensional Character Mapping: characters enact and develop different meanings with their orientations, qualities, goals, or relationships over time and spaces in a story world. Analytic categories included character, character person (first person ["I"…], second ["you"], third ["he, she, and it"]), character number (singular, plural), character enactment (actions, psychological states); (iii) Poly-cultural Values Analysis, such as cultures, interactive digital storytelling environments established values.

Narrative and Political Communication

Political narratives can be seen as a subcategory of a larger concept of political discourse. Formulating and analyzing political narratives cannot be separated from a political context, in the sense that the narrative can only be fully comprehended if the political context is also thoroughly comprehended (Surdiasis & Eriyanto, 2018).

In political speeches, narrative functions as a device that supports the fundamental

persuasive intention by presenting an ideologically biased selection of past events. It is possible to distinguish between four central functions fulfilled by political narrative, (i) the personalizing function of self-oriented narratives (e.g. personal anecdotes), (ii) the integrating functions dealing with group achievements (e.g. national successfulness), (iii) the exemplifying function focusing on an individual's behavior that the narrator invokes to strengthen his arguments and, finally, (iv) the polarizing function fulfilled by the representation and negative evaluation of a disapproved action of an opponent (Hoffman, 2010). According to Shanahan et al. (2018), the narrative policy framework has defined a policy narrative as needing at least two features: (i) a policy narrative must have at least one character what differentiates a narrative from non-narrative, such as a chronology or report, and (ii) a policy narrative must also refer to the public policy of interest.

Research Questions

The qualitative study seeks to answer two main research questions as follows:

RQ1: How was the George Floyd's incident and its consequences addressed in the videos of the U.S. digital news websites (CNN – The Washington Post – The New York Times - ABC News - Fox News) taking into account the political and ideological perspectives of each website?

RQ2: How did various storytelling tools employed in the videos presented about George Floyd's incident in the U.S. news websites, and what are the dimensions of narrative analysis in each video (the plot "point of the story, actions and chain of events," the characters, the structure "pattern of beginning, middle, end," and the verbal expressions)?

Operational Definitions

George Floyd's Case: Is considered the most important racial incident throughout the history of the United States. George Floyd is an African-American man killed by a white police officer named Derek Chauvin, on 25 May, 2020 in Minneapolis. The officer stepped on Floyd's neck by his knee for about 9 minutes and 29 seconds. This brutal scene was filmed by an eyewitness, which led to the outbreak of demonstrations and chaos all over the country.

Videos: The stories that are produced in video form and vary in genre, like mini-documentaries, feature stories, visual investigations, and "web stories" or "videography." Each of these videos is presented as a separate unit on the website with a headline and not as part of a program or newscast, such as The Fact Checker video series in The Washington Post website.

U.S. news websites: five American digital news websites are included in the study, which are as follows: The Washington Post (www.washingtonpost.com), The New York Times (www.nytimes.com), CNN (https://edition.cnn.com), ABC News (https://abcnews.go.com), and Fox News digital (https://video.foxnews.com).

There are more U.S. news sources that are rated or perceived as center-left/slight left leaning (especially mainstream sources); there are fewer news sources that are center-right. This represents the popular conservative discourse that the mainstream media has a liberal bias (and potential hostile media effect). New York Times, The Washington Post and CNN were rated as "Left" or "Lean Left," ABC News rated as "Lean Left," while Fox News was rated as "Right or Far Right."

Research Design and Methodology

This study applied a qualitative analysis approach which is the Narrative Analysis, in order to analyze the videos of the above mentioned U.S news websites on the incident of the killing of George Floyd, the African-American killed on 25 May, 2020 in Minneapolis, and the subsequent riots and protests that followed.

The **research sample** consisted of 15 videos from five U.S. news websites (3 videos per website) during the time period between 2020 and 2021, these sites are: (CNN, Fox News, The Washington Post, The New York Times, ABC News), they were chosen because they are among the most important American media institutions interested in digital production. In addition to them carrying some different political and ideological perspectives according to what they lean to, whether rated as "Lean Left - liberal" or "Lean Right – conservative." Mini-documentaries, feature stories, visual investigations, and "web - multimedia storytelling" or "videography" were among the videos examined.

The **analysis period** extended for about a year, due to the extension of the protests and riots that prevailed in the United States since the killing of Floyd on 25 May, 2020, until the trial of Derek Chauvin on 20 April, 2021, and the subsequent marches on the memorial of his death in May 2021.

The videos were selected from each website that focused on George Floyd's incident or that combined the occurrence with other incidents of racism in the American society. Two criteria were taken into account when selecting videos from each website. These criteria are: (i) selecting different genres as possible from each website and (ii) selecting videos that covered different dimensions of the incident. Because there was lacking of footage on the Fox News website, all of the videos regarding the incident were studied.

Regarding the analysis tool design, the narrative analysis tool was adopted to analyze the story of each single video. It is one of the research tools emanating from discourse analysis and semiotics analysis. The narrative analysis has been done at both the micro

level context (Micro-structures) and macro level contexts (Macro-structures) which are related to sociocultural and political contexts. The dimensions of narrative analysis in each video were represented in: (the plot "point of the story, actions and chain of events," the characters, the structure "pattern of beginning, middle, and end," and the verbal expressions).

Findings

It is worth noting that the majority of the analyzed videos whether mini documentaries or feature stories fall under the documentary genre, along with two visual investigations, a web story and a report.

The study presents the findings of the narrative analysis of George Floyd's death incident and its circumstances by analyzing each video separately in each website, then discussing and interpreting the results combined with the micro and macro contexts, as follows:

CNN Website

(1) **First Video**

The Headline: Civil rights leaders discuss impact of global protests

Duration: 5 min. 23 sec.

Date: 24-5-2021

Genre: Mini Documentary

The video got off to a strong beginning with the most important audiovisual clips of the interviewees and street chants at the rallies that took place after the killing of George Floyd. This introduction is called **"hook,"** it is an important technique that aims at attracting and provoking the audience's attention to follow the story. It is a strong humanitarian beginning to emphasize the brutality of the accident, some of these phrases: "I can't breathe" which George Floyd said under the knee of the police officer; "I can't believe this," "when I say George, say Floyd," and other words such as "I can't believe this" became symbols of his death.

Interviews were held with three civil rights leaders, the first interview was with Andrew Young, the former United States Ambassador to the United Nations who said: "George Floyd's death went around the world in less than an hour," his words are based on emotional excitement to reveal the humanitarian aspect of the incident. The second interview was with Xernona Clayton, an American civil rights leader and broadcaster said some phrases such as: "I can't believe this" more than once which emphasize the emotional side, she emphasized also the roots of the problem and the failure to fulfill promises throughout history. She said: "there's so many broken promises, so many unfinished pieces, eliminated bigotry." The third interview was with Jesse Jackson,

an American political activist, Baptist minister, and politician, focused also on the humanitarian side of the incident.

The voiceover confirmed that the three civil right leaders who were interviewed fought for racial justice with Dr. Martin Luther king Jr. had the same concerns that they marched and bled for more than 50 years ago are still being debated today.

The way of narrative based on linking the incident to earlier racial issues employing **"Multi-Timeline"** story technique, and archival footage of Dr. Martin Luther King Jr. and scenes of protests for voting rights, health care, and police brutality backed up this claim. The Birmingham incident in 1963, in which African-American leaders who marched for civil rights were targeted and the police ruthlessly dealt with the marches, is one of the most notable archival footage.

Fig.1. Birmingham incident in 1963 "the marchers got down on their knees"

The voiceover also mentioned the contributions of other leaders, such as Reverend CT Vivian, Congressman John Lewis, and Dr. Martin Luther King Jr.'s protégé, to the fight for black equality in society.

Then the story turned into an old incident of Till, a 14-year-old boy who was lynched in Mississippi in 1955, his killers acquitted by an all -white jury. This part was supported by pictures of the boy and his mother in tears besides his casket, which supports the human side of the issue and mobilizes feelings.

Fig.2. Till incident in Mississippi in 1955

Floyd's incident was linked to a prior incident in Vietnam, in which a small girl was walking down the street naked because napalm had bombed her clothes off. The narrator commented: "George Floyd death had that kind of disgusting impact." This was supported by an archival photo of the girl's incident. Such **comparison is an important tool** to strengthen the meaning intended to be conveyed to the audience about the brutality of the incident and inhumanity.

The voiceover described the brutality of George Floyd's death, by his killer Derek Chauvin saying: "the accident makes this moment in history dramatically different than overwhelming number of police brutality cases against black people." In addition, the incident was described in the voiceover with several descriptions, such as "Largest mass movement in history-global pandemic," these descriptions have a strong and direct connotation that shows the extent of discontent in the American society.

The documentary displayed many covering shots **(B-Roll)** for the demonstrations and their natural sounds, which are considered a powerful way in the structure of any non-fiction production, like for example, the protestors shouting "no justice, no peace."

The documentary used an old video clip of Dr. Martin Luther King Jr. and other activists joking from the moment they were jailed to give a clear message that joy must be found in the midst of suffering and battle through pain and struggle

The story ended with a picture of Dr. Martin Luther King Jr. from his back addressing the masses which expresses the continuity and determination in demanding rights, and that picture was followed by another one of the marchers bearing a picture of George Floyd to confirm the meaning of the **sequence of the two pictures** that Floyd's incident was not waived in continuation of King Luther's efforts as if he **embraces Floyd's case** like the rest of black people cases. Furthermore, the second Extreme Long Shot (ELS) had an artistic function in clarifying the enormous masses that support Dr. Martin Luther King's approach.

Fig.3. The last sequential pictures in the video

(2) **Second Video**

The Headline: 90-year-old former senator: Fighting racism relies on white people

Duration: 8 min. 28 sec.

Date: 25-5-2021

Genre: Mini Documentary

The video relied mainly on the reporter to achieve unity between the parts of the story and to combine various ideas that the interviewees talked about. The **"Linear Narrative"** by presenting the events in a **"chronological"** manner is employed.

An interview was held with Fred Harries, a 90-year-old former senator of Oklahoma. Harries emphasized that fighting racism relies on white people, he referred to **"Kerner Report"** commissioned by the U.S government saying: "the basic finding of our report was our nation is moving toward two societies, one black, one white, separate and unequal." He shed the light on negative phenomena that characterize American society such as "segregation of black people and discrimination in many conditions." He also emphasized that "White racism created black ghettos," Archives showed cities and workplaces where only white people live or work, Fred Harries described this phenomenon as **systemic racism**.

The reporter voiceover shed light on "**Kerner Report"** commissioned by the U.S government on the heels of the civil rights movements examined racial inequality in America more than 50 years ago. The reporter said: "Kerner Report never led to a sweeping policy change and now after a year of reckoning, with many of the same inequalities exposed, can America learn from the failures of the past?" The video focused on Kerner's Report, by typing the formal name of the report in large letters on the screen that stated: **(National Advisory Commission of Civil Disorder)** besides writing the main elements of it. Several newspaper publications that illustrate incidents of racism in the American history and archives of marches of black people were used, up until George Floyd's incident.

Many archives were selected, shed light on the abusive treatment of black people

by the American police, the pictures showed the officers in a position of strength and tyranny versus the weakness and oppression of black people. Among those pictures is that of a policeman looking at a black child with great supremacy. Choosing those images that display weapons clearly has the explicit goal of spotlighting police brutality throughout history

Fig.4. Old archives reflect the brutality of the police's treatment of blacks

The story referred to the **sociocultural context** and the **ideology** of the unjust practices of the U.S. government against black people. An interview was held with Heather Mcghee, an American political commentator and strategist, who focused on the concept that black people were inferior in the American society.

An archival video was presented of Lyndon Johnson, the 36th president of the United States who constituted the "Kerner Commission" to identify the genesis of the violence in 1967 riots and facing police brutality. An interview held with Julian Zelizer, a historian and professor, explained Johnson's aims of the commission.

The reporter moved to another stage in 1968, where he illustrated that everything moved exactly in the opposite direction of what Kerner and the commissioners were asking the government. The reporter continued to talk about the same year when Richard Nixon was elected president, running on a message of law and order, and a decade later, Ronald Regan pushed for unprecedented expansion of the war and drugs, and in 1994, President Bill Clinton signed a bill into law, increasing federal funding to fight crime. An archival video was displayed of statement by Bill Clinton saying: "Never again should Washington put politics and party above law and order."

The reporter pointed that two democratic lawmakers proposed another commission in racial inequality: "the U.S. commission on truth and racial healing, and transformation." Isaiah Oliver, a president, community foundation of greater Flint said in an interview: "truth, racial, and transformation is not a program, it is a frame to look at the problems that exist in our world." The reporter continued to present that in over a dozen communities around the U.S., local leaders are using this framework to find solutions.

The story ended with recommendations from all the interviewees for better conditions in the American society in parallel with displaying multiple shots of George Floyd and black children laying bouquets of flowers next to his memorial. The level of music increased near the end and came to an effect to emphasize the humanitarian dimension of the issue, and black children were shown at the conclusion to guarantee that the issue was not forgotten by future generations.

The story did not primarily intend to talk about the killing of George Floyd, but rather dealt with the general and comprehensive framework of the issue of racism throughout the history in the United States (the macro level), and George Floyd's incident was presented through only some shots as the recent most famous racist incident in the history of the United States.

(3) **Third Video:**

The Headline: Families of Emmett Till and George Floyd bond over shared tragedies
Duration: 4 min.
Date: 19-4-2021
Genre: Feature Story

The story began with interviews with George Floyd's brother and Emmett Till's cousin, with a series of exchanged lines in which they expressed their memories of the two incidents as well as their feeling for one another. The main theme is the establishment of historical combination between the two incidents in two different eras, the first incident was in 1955 about a 14-year-old African - American who was lynched in Mississippi by "white supremacists "as described by the voiceover, and the second was related to the murder of George Floyd in 2020.

The voiceover began by describing the strengthening of the relationship between the families of the victims (Emmett Till and George Floyd) since the George Floyd incident in 2020, describing it as "a bond born of the deepest sorrow." The voiceover also confirmed that the two deaths were caused by violence. The victims' family repeatedly stated in their discourse that there is "**no justice**" and that they are still "**fighting**" for it.

The story was supported by archives of Emmett Till and his mother in tears, this photo was used in another video in CNN when it talked about the same incident of the child's death. The voiceover of the reporter revealed that the child's mother opened the casket in his funeral so the world could see the suffering her child went through, then Deborah Watts, cousin of Till, continued the story saying: "a 75 pound cotton gin fan tied around his neck with barbered wire after being thrown into the Tallahatchie river," so a link between the story parts was done using **"Match Cut"** technique depending on matching the dialogue between the voiceover and the interviewees in a way that achieves smooth flow of the story and maintain the interconnectedness of its parts. The video presented

a sorrowful archive photo of the child's casket after it was opened by his mother.

The story was supported with scenes of protesters in the streets after George Floyd's death and **natural sounds** of chants to have a stronger impact on audience. The video highlighted the scene of the George Floyd killing, using his natural voice during his begging and his inability to breathe. Moreover, the voiceover emphasized that the police officer refused Floyd's pleading for help.

By contrasting the method of violence used against Till in 1955 and Floyd in 2020, the story used the **comparison tool** to show the brutality perpetrated against black people and the prevalence of racism throughout American history.

Fig.5. Split screen to compare Till's incident in 1955 and Floyd's incident in 2020

The Voiceover supported the comparison between the two incidents by some sentences by saying: "65 years later, the world spoke up again from Minneapolis to London - both families pain playing out in the spotlight - both creating a wave of change and demands."

The story also made an important **point of comparison** between the two incidents in terms of punishment, emphasizing the radical change in state judiciary's fight against racism, as in Floyd's case, the police officer awaits his fate from a jury of his peers, whereas in Till's case in 1955, the people who disfigured and murdered him were acquitted by a white jury, and they confessed to their crime a year later.

The story moved to a new point related to the tragedies in the two families lives propelled both Watts, cousin of Till, and George Floyd's brother into lifelong work they did not intend to take on. Both have started foundations to create healing and change through policy. The video supported the idea by displaying a clip of George Floyd's brother testifying in front of congress in a split screen divided between Floyd's brother and Dr. Nadler, the Chair of the House Judiciary Committee Incumbent. This shot supports the idea of the efforts exerted by the American government to face racism

problems in the community.

The story came to its open humanitarian end with both families fighting for their lives for a better, more just America, showing a shot of Till's cousin and Floyd's brother embracing each other saying: "thank you for your strength," this shot delivers a **final message** to the audience that black people never give up and will always continue in their trials to solve their problems.

The New York Times Website
(1) First Video:
The Headline: From Rodney King to George Floyd: Reliving the Scars of Police Violence
Duration: 14 min. 23 sec.
Date: 19-4-2021
Genre: Mini Documentary

Using a **"Multiple-Timeline"** technique, the plot was primarily built by combining George Floyd's incident with other similar incidents throughout history, where the **"Parallel Editing"** technique was employed. This was based on three human stories told by the victims' families. The common denominator in the video in narrating their events was that each family was watching Floyd's trial on television as a powerful beginning for recounting their own incidents. Floyd's trial video continued to be shown repeatedly during the film to represent the main **dramatic line** to unify its parts. This type is known as **"Framed Structure",** which is a story within a story, when an introductory story in the present leads to secondary ones. Substantial reliance was placed on displaying archival videos of the incidents recounted by the characters.

The premise of the film started with a **(Hook or Avant-titre)** that involved presenting parts of the stories of the three main characters in an interesting way to hook the audience without revealing who these characters are or their relationship to the victims being discussed, so that those details would be revealed through the documentary's events.

The **"Match on Sound"** technique was employed to link the parts of each clip, as the voiceover words were linked to the characters' narrative, the sound of the archival clips, and the conversation that took place between the characters while watching Floyd's trial, so that this harmony results as if the words complement each other in a tight structure.

The storytelling relied on **"First Person POV,"** who is a relative of the victim, such as the victim's mother or daughter, in addition to the **"Third Person POV,"** by interviewing eyewitnesses, lawyers, and district attorneys inside the court.

The story was based on **comparisons of the racial incidents** stating from Rodney Glen King's incident in 1991 who was an African-American victim of police brutality up until George Floyd's incident, and this was reflected in the video headline.

The story started with an **interesting beginning** from inside the courtroom, where a lawyer talks about the incident of George Floyd, based on the fact that the video of the incident which was captured by camera is capable of conveying the truth without the need for lawyers. After that the distress phrases of George Floyd were displayed when he was beneath the police officer, and reaction shots of some black people in their homes watching the video was filmed shouting in anger at the cruelty of the scene.

The story focused on an important angle in Floyd's incident, which is the importance of the **footage** taken. Floyd's incident was compared to Stephon Clark, a 22-year-old African-American, who was shot and killed in California in 2018 by two officers. The comparison was mostly based on the differences in filming methods between the two incidents. The incident related to Floyd was filmed in a way that shows both the police officer and Floyd's perspectives and his suffering before his death. As for the Clark incident, the video only reflected the police officer's point of view. An archival video of Clark's incident was shown, illustrating his filming technique from the officer's point of view (POV.)

Wanda Johnson, the mother of the victim was interviewed. She confirmed that the videos shot by the bystanders helped in clarifying the truth of her son's death. **Close-up shots** were taken of both the mother and grandmother and their facial expressions while watching the Floyd's death video in a state of grief and affection.

The video used text on the screen to highlight some points in Derek Chauvin's trial, for example: "We sat down with three families who have been affected by police violence." The text focused on the idea of repeated incidents of violence caused by policemen, and this was addressed from a humanitarian angle of the point of view of the victims' families, this style is known as **"Viewpoint Narrative".** This was supported by a sentence on the screen: "This is how they saw it." Close-ups and extreme close-ups **(reaction shots)** were taken to convey the characters' emotions while watching the killing of Floyd in their homes, and the **"Rack and Selective Focus"** technique was used to highlight and emphasize certain facial expressions while mentioning some phrases that show the strong impact of the incident.

Fig.6. Lora Dene King during watching Floyd's death using Selective Focus technique

The voice of Lora Dene King, Rodney G. King's daughter, was flawlessly merged with the preceding one using the **"Pre-Lap"** technique. While delivering her story before her image appeared on screen, she concentrated on the fact that Floyd's daughter was the same age as her at the time of her father's murder. A rapid **"Photomontage"** was created, with each shot carrying a picture of a black person being victimized in an incident and the year it happened until the image was fixated on the incident being narrated in 1991.

Fig.7. A symmetrical composition of Lora Dene King holding her father's picture

The way of killing Rodney G. King is illustrated by an on-screen text that said: "Four Los Angeles police officers beat, kicked and teased Rodney G. King during a traffic shop." The video used several archived clips from the trial of King's killers, displaying the natural sounds recorded during the trial. The voice over and the text both stated the extent of the loss that occurred as a result of the demonstrations.

The story focused on Darnella Frazier, a witness who filmed Floyd's murder and later shared the footage on social media, and how such video was critical for the investigation.

Perfect **visual elements** were clearly employed in the way of filming the story; the method of shooting was also used to be in sync with the voice over of the characters. For example, a statement described the camera's vibration while preparing for filming

the Floyd's killing scene, being shaky using the **"Bokeh Technique** (the shot is totally out of focus)" to confirm this meaning. The use of **audio elements** especially the music and melodies were employed with the utmost professionalism to match the rhythm of the events and conflict. For example, as the protests in the streets grew more violent, the volume of music increased in lockstep with the natural sounds of protester cries. Beside that each of the three stories of the film had different musical melodies that distinguished between them.

The text on the screen declared that: "The jury did not convict any of the four officers of assault in king's beating; two of the officers were later convicted on federal civil rights charges and sentenced to 30 months in prison."

Relying on "**Non-Linear Narrative",** through employing **flashbacks (Analepsis)** that helped in interweaving the storyline, the video went to the second story smoothly of Oscar Grant's case in 2009. The **point of transition** to Oscar's story came from that his mother Wanda Johnson, remembered the incident of her son while watching George Floyd's trial. The written text declared the reason of his death by writing: "A transit officer fatally shot Oscar Grant III in the back at the Fruitvale train station in Oakland, California." Several archives of the demonstrations after his death were shown, as well as some of his photos in his home and his graveyard. The voiceover confirmed that Oscar's incident was filmed with a cell phone. Oscar's mother emphasized an essential point: having a jury comprised of people from various backgrounds could aid in the determination of guilt or innocence. The video clarified the penalty imposed on Oscar's killer by using archives of his trial and deportation to prison.

A smooth transition was made to move to the third story in the documentary which happened in 2018. This part started with a black woman among her family praying with loud voice: "Father God, we come to you and your son named Jesus Christ." The text on the screen declared the reason of the third victim's death: "Two Sacramento police officers shot and killed Stephon Clark in his grandmother's backyard." Sequette "Mama" Clark's, mother, started to narrate her story of her son's murder. The voiceover emphasized that Clark was "fatally shot while running from police," and some archival shots of banners calling for retribution for Clark's murder were shown, including some statistics of victims of what is described as police terror besides displaying archival video of demonstrators carrying banners that read: "Abolish the police!"

Continuity has been achieved between Clark's mother's interview, as she told the facts of her son's murder, and the conversation from inside the court during the trial of the police officer accused of killing Floyd, in order to clarify that the **stories are interconnected** and similar over time. Multiple reaction shots were taken of Clarke's mother and her family members' while speaking and hugging each other, as well as using

the **"Rack Focus"** technique while talking about her son to divert attention between her face and her son's photos at home.

Archival video of Anne Marie Schubert, the district attorney in Clark's trial clarified that: "the cellphone examination revealed a domestic violence happened with the mother of his children, texts and phone calls showing that he was on drugs, and a photograph of his hand holding 10 Xanax pills." What happened in **Clark's trial has been compared to Floyd's trial**. Clark's mother described what happened in Floyd's trial as: "a piece of justice for the death of my son."

An interesting and poignant ending **(cliffhanger)** was created for the story by focusing on the victims' families feelings and suffering which was mainly based on emotional appeals. The photography was done in an artistic way that supports the humanitarian dimension and the characters' point of views. The film ended with the outcome of George Floyd's trial, with a text on the screen "After roughly 10 hours of deliberation, the jury found Derek Chauvin guilty of murdering of George Floyd." The story came to an open end, showing the continuing violence against black people by writing a shocking text on the screen indicating a new murder: "During the trial, Daunte Wright, a young black man, was killed by the police about 10 miles from the courthouse" then the video came to its epilogue.

2) **Second Video:**

   The Headline: Inside the Battle over George Floyd Square

   Duration: 6 min. 33 sec.

   Date: 28-3-2021

   Genre: Mini Documentary

The beginning of the story focused on the fact that George Floyd Square had become a symbol of demanding justice; the focus was on the place where George Floyd died. The **story structure** was based on the voiceover and two main characters interviews to combine the various parts of the story. The first shot of the video is a face shot of Jacob Frey, Mayor of Minneapolis, who was speaking directly to the camera saying: "Is it true that George Floyd Square is this beautiful place of racial justice and healing?"

The covering shots were matched with the voiceover in a harmonious way when the voiceover said: "It's also true that there are times where that square is violent," a shot of broken glass was shown and the **"Rack or Pull Focus"** technique was used.

Fig.8. Rack Focus technique used in a shot of broken glass in Floyd Square

The video showed many archives of George Floyd's Square and footage of the demonstrations after his murder, as well as demonstrations before the trial date, in addition to the natural sounds specifically the shouting of demonstrators. The voiceover illustrated that after almost a year of protests, the trial of the former officer accused of killing Floyd has begun.

An important idea was presented by Jacob Frey, Mayor of Minneapolis, when he said: "a conflict is brewing here over the future of Floyd's memorial site." Some shots were presented showing a group of black people placing banners in the square demanding justice and retribution. An interview held with Jeanelle Austin the lead caretaker of George Floyd memorial; she talked about regulating passage of the citizens through the square.

Fig.9. A shot showing the deteriorating conditions in George Floyd Square

The story flowed smoothly to another character, Curtis Farrar, a black skinned pastor. He was filmed using the **freestyle camera technique**, to follow the character's movement during speaking about Floyd Square. The measures taken to protect citizens in the square were illustrated by using graphics. The voiceover emphasized that the

square was blocked with concrete barriers, and activists were controlling who was allowed to pass. The city was filmed with a **bird's view angle** while confirming that violence crimes is on the rise across the U.S and in Minneapolis, and the barriers in this area were used to promote bad activities and violence.

Interviews were held with some residents of the area surrounding Floyd's Square, and some natural daily lives practices were shown. The residents clarified some opinions regarding that the region has become a sacred space, and at the same time, some expressed their wishes that the area to become somewhat of a memorial.

The harmful consequences of what happened in the square were also pointed out by Andrea Jenkins, city council vice president of Minneapolis, declaring that the intersection in the area negatively affected some business owners, she said: "People want to keep this painful wound open? It's not progress, it is called regress."

The cemetery area was filmed during one of the story characters visits using a **freestyle camera** technique. When photographing the tomb stones, to clarify their enormous number, some key rules of picture composition were taken into account, the most important rules used: **"Creating the Depth/Third Dimension"** and **"leading lines."** In addition to control the factors of depth of field (DOF) to make Gorge Floyd's tomb only in focus as shown in the following pictures.

e Battle Over George Floyd Square | NYT News   e Battle Over George Floyd Square | NYT News

Fig.10. Rules of 3D Dimension, Leading Lines and DOF in filming black people tombs

Many close-ups were filmed that reflect the human dimension of the case. For example: a shot of **a black girl holding a black doll** in order to illustrate the continuity of the issue across generations. As for the audio elements, the **music** was professionally manipulated, as its level was well controlled and well-chosen to match the general mood of the film.

The story was ended with multiple **reaction shots** of people waiting for the outcome of Floyd's trial in a state of sadness, anxiety and despair. Shots of **black and white people** were also filmed to show that justice is a human need, regardless of skin color. The voiceover came impressive that touches human feelings and imposes the open end

with the continuity of these incidents.

3) **Third Video:**

The Headline: How the Philadelphia Police Tear-Gassed a Group of Trapped Protesters

Duration: 10 min. 03 sec.

Date: 25-6-2020

Genre: Visual Investigation

The video relied mainly on the voiceover, in addition to interviews with eyewitnesses **(Testimonies.)** Maps and graphics were also used to illustrate how some events and practices occurred and when it happened exactly.

The video used the **shaky camera style** during filming to go along with the demonstrations and violent incidents taking place, besides random camera movements. Many unidentified and unclear shots of the photographed objects were also taken to express the violence and the fall of people after using of tear gases. Many **ground** and **overhead shots** were filmed to create a clearer image of the demonstrations.

The narrator answered the 5Ws and H (what, who, when, where, why and how) throughout the investigation, such as:

- In downtown Philadelphia, surrounded by tear gas.
- How protest against racism that began peacefully ended by the police.
- Protests have spread across the U.S after George Floyd was killed while in police custody.
- In some cases, rather than de-escalating officers responded with force, in violation.
- Causing injuries and inflaming tension.
- It's Monday June 1, the first day of demonstrations.
- More than a thousand protesters.
- They are disrupting traffic on a major road- some are vandalizing the area.
- We do not see any signs of violence.
- Officers target people walking away from them or filming the scene.

The investigation relied on **refuting the arguments** presented the police officers' point of view, and it was investigated to show the extent to which they were true or untrue. For example, the voiceover said: "Philadelphia police initially claim the trooper was trapped in his car and threatened by protesters, but **we can see his empty vehicle** and the car's dash footage, released several weeks later, shows that police radio traffic refers to the protesters as peaceful." The voiceover described the police side as "contradicting accounts by the city police." The voiceover also said: "All we see is a marcher spray-painting the empty car," this was covered by a **subjective angle shot** from inside of the police car when the windshield was sprayed by a protester.

Fig.11. Using graphics to locate the state trooper during the demonstrations

Some visual elements were used to emphasize some meanings such as filming a **face shot** of an officer spraying tear gas in the face of a journalist while filming, although he said out loud: "I'm press." The **screen was split** into several parts to illustrate the events which occur simultaneously from different perspectives of protesters, journalists and even helicopters overhead, to give a clearer and more comprehensive view. Several shots were shown of **police brutally** beating protesters and spraying pepper spray in their faces, and footage of a police car running over the protesters. Some close-up shots of police officers show their faces, which express unpleasant emotions.

It's also evident that the video included photos made with cell phones, demonstrating the use of footage from several sources.

The video showed **documents** stating that the police are not permitted to spray these types of chemicals during peaceful demonstrations. On the other hand, a part of Danielle M. Outlaw, Philadelphia police commissioner's statement was broadcasted stating the reason these gases were used. The voiceover **supported arguments for police brutality** by stating a point of view of a health and human rights expert who reviewed such videos.

The video ended by some texts on the screen, such as: "Our own analysis of the 1 June incident found that it was not violent and that police SWAT teams violated protocols by using force." The video ended with shaky, blurred footage of a protester pleading for help and some phrases expressing the situation, such as: "Give her a hand! Give her a hand! I need help, I can't, OK, feet up, Lift one foot up." So, the end of the visual investigation **acknowledged the brutality** of the policemen and their violation of rules in dealing with peaceful demonstrations.

The Washington Post Website

(1) **First Video:**

The Headline: George Floyd's death became a symbol for racial injustice. Racism also played a role in his life

Duration: 6 min. 22 sec.

Date: 7-10-2020

Genre: Feature Story

To achieve unity between the story parts, the story used the **parallel editing** technique to make transitions between the characters, who talk about George Floyd relying on **"Multi-Perspective Narrative"**, and the **"Third-Person POV"** was used by interviewing Floyd's acquaintances and friends, and the story also followed Floyd's friend (The Protagonist) while driving from one place to another.

The **opening scene** of the video was very **emotional**, based on powerful comments from James Chunk Walker, George Floyd's Childhood friend, in a long rhythm scene while crying and bemoaning him, the audio track began with these sentences: "Dying is a scary thing, I couldn't help him."

Following the opening scene, a bird's-eye view angle of the city was presented to signal the start of the story, with words such as "George Floyd's death became a symbol of injustice and police brutality around the world," inscribed on the screen.

The story focused on a specific angle, which is the relationship between the main characters of the video with George Floyd. Walker talked about their work together, friendship, and their residence in Third Word. He expressed his feeling saying: "Without a family, without friends, you're gonna lose."

The story transitioned easily to the second character, Patrek Ngwolo, pastor resurrection Houston, by employing the **"Pre-Lap"** technique, which allowed the audience to hear his voice before he appeared on screen, bridging the gap between the first and second characters' speaking. "When we talk about systemic racism, you have the avatar for it in George Floyd," he said, referring to Third Word's tremendous poverty and lack of livelihoods. He concentrated on the variables that drive Floyd to migrate from Third Word to Minneapolis; these elements include poor living conditions and a desire for a better life.

The video switched again to the first character to talk about a **new side** of Floyd's life, he talked about Floyd's athletic excellence and participation into tournaments, and his work with him in teaching children sports. Floyd's athletic practice was documented in the archives.

The story then moved to present a new humanitarian side about George Floyd, which is his kindness such as assisting in church services and seeking to resolve any disputes

that occurred between the two families.

At the end of the story, George Floyd's friend mentioned a conversation that took place between them where Floyd said: "Man you know what, we gonna push through, it's rough right now, but we gonna push through." This sentence expresses an **opening message** of the continuation of suffering and facing challenges.

In general, the video had a slow rhythm and used very calm music to match the emotional aspect of the story in addition to the use of many close-ups while Floyd's friend was crying.

(2) **Second Video**

The Headline: Who caused violence at the George Floyd protests? It wasn't Antifa

Duration: 7 min. 56 sec.

Date: 22-6-2020

Genre: Visual Investigation (The Fact Checker)

The various parts of the investigation were presented by Meg Kelly, the Washington Post fact checker. She presented different arguments and evidences, guest views, archives, and graphics. The Fact checker declared that the investigation relied on the following:

1 . Eyewitness accounts

2 . Arrest records

3 . FBI intelligence bulletin, first reported by ABC

Throughout the investigation, the 5Ws and H were answered: "what, who, when, where, why and how" such as:

- This is Lake Street in Minneapolis.
- It's the day after George Floyd died in police custody.
- It was a peaceful protest.
- Over the course of the next two days, buildings along Lake Street were destroyed.
- False rumors about the cause of the violence ran rampant.

The investigation **focused primarily** on answering an important question, which is: "who was behind the riots that took place?" The investigation started by presenting archival video of Jacob Frey, Minneapolis Mayor, while saying: "The people that are doing this are not Minneapolis residents."

Kelly illustrated that a **viral tweet** sparked a rumor that the antifascist group (Antifa) was behind the violence. She clarified that President Trump confirmed this theory in a statement, saying: "The violence and vandalism is being led by Antifa and other radical left-wing groups." But the investigation presented the **opposite point of view** by hosting Oren Segal, vice president, center of extremism anti-defamation league, who was sceptic of this possibility.

The investigation relied on many eyewitnesses (Testimonies) and protestors, including: Huda Yusuf, protest organizer, Liban Mahmoud and Marianna Klochan, protestors.

An interview was held with Seth Jones, director of the Transnational Threats Project, in the center of strategic and international studies, who identified Antifa as "decentralized network of militants what they believe and what they call are fascists, racist or otherwise right-wing extremist groups." This part has been supported by pictures of this group illustrating the nature of their clothes, flag, slogans, and their paintings on buildings. Later, the **investigation concluded** that no clear evidence of Antifa violence. Also, the investigation declared that records from Minneapolis police showed that the vast majority of those arrested were in fact from surrounding area and their actions were non-violent, and this argument was supported by documents.

The investigation provided **figures and statistics** about the number of demonstrators as well as the cities where the demonstrations took place. The investigation displayed videos from **different sources** using a split screen, in addition to using shaky shots and some subjective angle shots.

The investigation declared that four of the suspects in the acts of vandalism have white-nationalist affiliations. Some documents indicated their involvements in previous crimes were presented.

The investigation focused on an **important question regarding President Trump**: How did the president come to blame Antifa? There was a strong and obvious desire to blame Trump, and to believe that he is to blame for the escalation of the riots. The following are some of the arguments that have been challenged in this regard:

- On 27 May, a tweet went viral claiming without evidence that Antifa was connected to the violence of the protests.

- Emerson T. Brooking, resident fellow, digital forensic research lab, Atlantic Council said: "within a day, there were numerous stories across the far-right media ecosystem which alleged that Antifa terrorists were responsible for one incident or another.

- Oren Segal, vice president, center of extremism anti-defamation league, described the spread of rumors on social media about Antifa's acts of vandalism by saying: "all of that has been a coordinated effort at misinformation."

Meg Kelly declared that the word Antifa peaked after Trump tweeted he would name Antifa a terrorist organization, although he has no authority to do so under the existing law. Accusations and criticism were implicitly directed at Trump by the fact checker, such as:

- Trump even promoted a false conspiracy theory saying that a 75-year-old protester in Buffalo was Antifa after he was shoved by police.

- Without waiting for collecting data or other facts, Trump and other members of his administration placed an outsized burden of blame on Antifa that had led to more chaos and violence in an already turbulent moment.
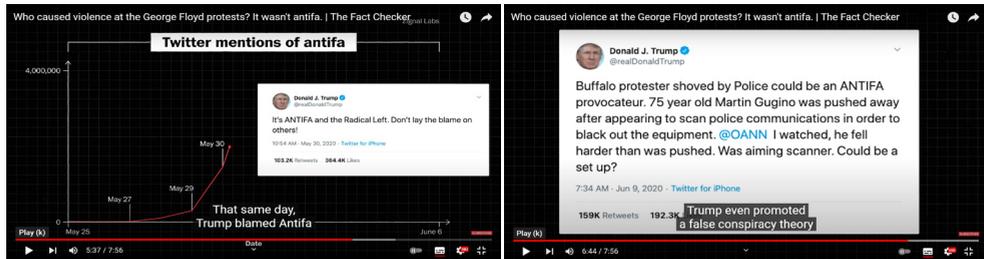

Fig.12. A graph linking the increase in tweets using the word "Antifa" after Trump's tweets

The video ended by the **final result** of the investigation: "There has not been a single confirmed episode where Antifa caused violence at the George Floyd protests in the U.S."

(3) Third Video

The Headline: George Floyd was a catalyst, but 325 years of racism led to removing confederate statues in Richmond.

Duration: 7 min. 30 sec.

Date: 21-9-2020

Genre: Mini Documentary

The treatment of the story was based primarily on shedding the light on **sociocultural context** (Macro level) of the incidents of **racism and enslavement** throughout the American history, which were evidenced by starting the documentary using the **"Backstory"** technique to tell the story of the Confederate statues in Richmond, which symbolize slavery and racism as these memorials commemorate the military and political leaders of the Southern Confederate States that fought During the 1860s to maintain slavery in the United States. The story was based on contrasting the perpetuation of the memory of this painful past symbolized by these statues against the rejection and enslavement of blacks, and some stories from history were mentioned throughout the video.

The **key to starting the story** was by stating that the death of George Floyd sparked protests across America and the entire world and that the events that took place here in (Richmond) predate George Floyd by centuries.

Using the "**chronological**" order, reporter Nicole Ellis, presented the racial history

by conducting two interviews. The opposite viewpoint was also presented through an interviewee. The reporter said: "But not everyone shares that sentiment" in presenting the two contradictory viewpoints. Christy Coleman, executive director, Jamestown Yorktown Foundation illustrated the racial history of Richmond saying: "Richmond was the second most profitable and prolific of the interstate slave-trading ports," "previous administration wanted to build a baseball stadium were the enslaved are buried, those burial grounds had already been desecrated multiple times-parking lots placed over the bodies, built literally on their graves." Anna Edwards, chair sacred ground historical reclamation project, referred to the 19th century domestic slave trade. The footage covered cemeteries of black people, and a lot of shots were taken for multiple tombs in an artistic way using the **"Rack Focus"** technique.

The reporter referred to erecting the statues of black Richmond residents in the past 30 years to reflect a more "inclusive city." In return for what she mentioned, she also emphasized the idea of racism by saying: "but the prominence of five Confederate statues that line monument Avenue, which the city is known for, reflects an exclusion of black people from visual representations of the city's history and a lack of accountability for centuries of mistreatment.' Her viewpoint was clear and explicit in her sentences and questions, which bear feelings against racism.

The opposing point of view was represented by Waite Rawls, former president, of the confederacy museum when he said about the Confederate statues: "It's the soldiers and soldiers, by the end of the war; a third of the military age male population was dead." For him, the monuments represent his great-grandfathers who fought for the Confederacy in the civil war.

The reporter asked Waite Rawls two important questions that **reflect obviously her perspective**:

-        "What role do you think these memorials and the people memorialized play in the landscape of accountability for racial injustice here in America?" He answered in amazement: "The call for duty has a role for racial injustice! No role whatsoever, zero."

-        "Do you feel like there is space for accountability for no one caring about slavery to the point where the wives of dead men could memorialize their husbands and their heroes and rewrite history because they cared so little about slaves?"

The reporter highlighted that the memorials of black people who were killed by policemen was at the base of the Robert E. Lee, one of the Confederate statues.
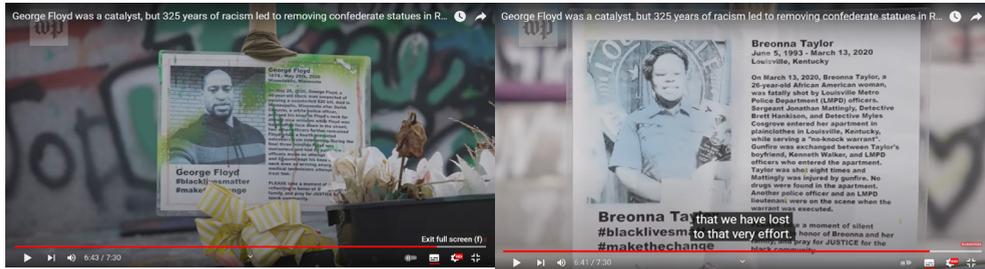
Fig.13. Examples of black people memorials at the base of the Confederate statue

At the end of the video, many **artistic shots** were filmed of the banners that were placed at the base of the Robert E. Lee monument and belong to black people killed by the police, in addition to many close-ups of the graffiti that was made on the pedestal of the statue.

Fig.14. Graffiti on the pedestal and surrounded by an anti-racism banners and flowers

The **Rack** and **Selective** Focus technique was used to photograph the banners that told the story of every black person, who has been killed, as well as aesthetically photographed roses and flowers around them, with sad and soothing music playing to influence the viewer's psychologically.

ABC News Website

(1) **First Video:**

The Headline: Remembering George Floyd: A year of protest

Duration: 14 min.

Date: 25-5-2021

Genre: Mini Documentary

The **premise of the documentary** was (Avant-titre) to hook the audience and attract their attention, which relied on presenting quick clips of the interviewees' conversations, in parallel with voiceover, shots of the demonstrations and graphics.

The main sentences used in the voiceover to describe the event were: "The biggest movement of police reform and racial injustice in history," "How history remembers this moment?" and "Protests against police brutality have spread to all corners of the U.S."

The story began with narrating Floyd's murder, and the voiceover described his murder saying: "George Floyd was killed by 10 police officers." The voiceover shed light on the reason for the widespread of the incident as a result of filming it by an eyewitness.

The film presented plenty of video clips of demonstration, many shot sizes from different camera angles were filmed very close to the demonstrators. The documentary was also keen to diversify the identities of the interviewees between eyewitnesses, demonstrators, academics, as well as some officials, such as: Donald William, witness, Afeni Evans, protestor and Omar Wasow, assistant professor of politics, Princeton University, who described the widespread of Floyd's video within 10 minutes as: "Incredibly Deliberate," "**the straw that broke the camel's back.**" This wisdom was used after recounting the killing of multiple black people by police. The video used texts on screen to highlight some phrases.

Fig.15. Highlighting specific sentences from the interviewee's speech on the screen

One important element of the **story structure** relied on interviewing Alex Perez, ABC News Correspondent narrating his coverage of Floyd's death. He appeared throughout the video to combine its parts and to push the timeline forward. He **emphasized an important point** of the extreme humanitarian nature of the incident, which encouraged all citizens from all races to participate in the demonstrations. This is unique because the norm is for black people to fight for other black people. Another interview with Robert Boyce, retired NYPD chief of detectives, ABC news contributor, described the incident as "the tragic end of George Floyd's life."

Some covering shots (B-Roll) were used showing the **violence of police officers** holding a stick in their hands and brutally beating the protestors. A sentence mentioned by one of the interviewees was highlighted by writing on the screen to support the point

of police violence, which is "systemic problem in this country of excess use of force."

The voiceover described the demonstrations with some sentences as "protests be held particularly across the globe, between 15 and 26 million people in US alone attended at least one protest in June 2020." On the screen, the number of demonstrators was displayed, along with its source, The New York Times. Many shots focused on the presence of white people at the demonstrations. Examples of demonstrations from different countries, England, Germany, Iran and Ireland, were shown on a **split screen**.

The film discussed the evolution of media documenting of civil rights demonstrations from the 1950s to the present, as well as the evolution of the method of documentation, as opposed to technical progress now with the use of mobile phones.

The story went through the historical perspective **(sociocultural context)** by mentioning the number of demonstrations that took place in the past seeking for a police reform. It is mentioned that the most important reform that happened in recent history was federal legislation allowed the federal government to investigate local police forces and these negotiations can decrease rates of violation in using police forces. Some examples were given in this part and supported by many archives like the civil right act of 1964, wave of violence protest in Los Angeles in 1992, and voting right act of 1965. But the issue of **police reform** was emphasized as a complex process because there are 18.000 small municipalities and different jurisdictions across the country. Rep. Karen Bass. Representative of the California district emphasized the importance of changing the police coacher of policing in the U.S. She also referred to a lot of police practices that should be changed.

Many shots were shown expressing citizens' protests, including a creative picture of a woman holding a banner protesting against the attitude of the U.S. administration. This was expressed by placing the banner in front of the American flag and the White House.

Fig.16. An artistic shot expressing objection to the U.S. administration

The **last sequence** of the video expressed human feelings in describing Floyd's issues

as well as future hopes regarding black rights and racism eradication. The final shot came in harmony with the meaning, which included a woman writing on the ground: "Black future matter," in addition to a sentence on the screen, which is "enough is enough, and we have to change the way we operate."

Fig.17. The last shot in the video confirms the hope of eliminating racism

(2) Second Video:

The Headline: George Floyd's family jubilant after Derek Chauvin is convicted
Duration: 5 min. 46 sec.
Date: 21-4-2021
Genre: Feature Story

"George Floyd, A Man - A Moment, America Change," this is the main slogan for the video which written on screen at the beginning and at the end. The story started with a strong **"Hook"** by a part of the speech of the authorized judge in Derek Chauvin's trial saying: "During deliberations you must let bias, prejudice, passion, sympathy or public opinion influence your decision."

The story structure was based on the voiceover of Ryan Smith, ABC news correspondent and Alex Perez, ABC national news correspondent of what happened on the day of **Derek Chauvin's trial** on 20 April, 2021, describing Floyd's family anticipation, the street demonstrations and the court scene, along with the voiceover function in transitioning from one sequence to another within the story.

Some interviews held with: Ryan Smith, ABC news correspondent, Brandy Powell, anchor KSTP-TV, St. Paul, and Deborah Roberts, ABC news senior national affairs correspondent, who spoke from a humanitarian perspective about the necessity of rejecting racism and recognizing humanity.

The voiceover stated that Philonise Floyd, George Floyd's brother, was the only family

member present in court, and that the verdict had been reached after 9 hours and 44 minutes of deliberation.

The scene of the moment the court ruled that Derek Chauvin was guilty was artistically filmed by employing "**Cross Cutting"** technique between the scenes of Floyd's family anticipation at home, Chauvin's reactions inside the court, the judge's speech, the scenes of celebrations and people shouting joyously in the streets by focusing on white people embracing black people. Several shots of Latonya, George Floyd's sister, were filmed when she was crying hard.

An interview was held with Dan Abrams, ABC news chief legal analyst who stated that: "Derek Chauvin was convicted on all the three counts, and it is a second-degree murder, highest charge." It has been confirmed that many police officers support Floyd's issue and respected the decision issued in Chauvin's trial such as the one who was interviewed in the video "Chief ART Acevedo," Miami police department. Part of the speech of Keith Ellison, attorney general of Minnesota was presented when he described Chauvin's trial saying: "It is accountability."

The final part of the video included part of the **President Biden's** call to Floyd's family after the verdict, saying: "I think of Gianna's comment, my dad gonna change the world, he's gonna start to change it now." One of the interviewee illustrated the huge value of what President Biden did because he acknowledged the pain of Floyd's family and the systemic racism. The story ended by Biden's speech: "No one should be above the law, and today's verdict sent that message, but it is not enough." It was emphasized that the major principle of justice is based on equality, and these words were reinforced with a close-up shot of big banner written on it: "Justice for George Floyd."

It is so clear that the video emphasized the American democracy represented by President Biden government and its keenness on equality, achieving justice and rejecting racism which reflects the ABC News clear leaning to the left. Enthusiastic music has been employed to serve the psychological impact of the message.

(3) **Third Video:**

The Headline: Outrage over George Floyd's death cascades onto streets across US

Duration: 5 min. 33 sec.

Date: 24-4-2021

Genre: Feature Story

This video repeated the previous one's slogan "George Floyd, A Man - A Moment, America Change." The main focus of the story is the human aspect represented brutally, in the killing of George Floyd and the rage that erupted in the United States, and this human perspective was reflected in the story treatment by hosting different members of Floyd's family, including his daughter. **"Match Cut on Sound"** or **"Matching the**

Dialogue" technique was employed in moving from one person to another, as if the conversation were integrated into one unit. Attention was also paid to taking close-up shots and highlighting human aspects to affect audience emotions such as some shots of children's toys around Floyd's memorial, in addition to employing the **natural sounds** of the demonstrations and **music** effectively.

The voiceover described the incident by saying: "Over the deeply disturbing death of a black man handcuffed in Minneapolis." These words demonstrate the website's unmistakable opposition to Floyd's Killing.

Floyd's families, as well as others, were interviewed, including Tera Brown, cousin of George Floyd, Rondy Floyd, brother of George Floyd, L. Chris Stewart, attorney for Floyd family, Tamika D. Mallory, co-founder of Until Freedom, Julia Jenaé, court TV legal correspondent, and Kirsten Swanson, investigative reporter, KSTP-TV, St. Paul.

In an interview held with Byron Pitts, ABC news chief national correspondent, said: "When I first saw the images of George Floyd on the ground, I was not shocked, I was not surprised, I was saddened, and my first thought was, here we go again." Another interview with Brandy Powell, anchor, KSTP-TV, St. Paul, who described the police officers around George Floyd by saying "this was people watch a man slowly dies," which reflects the negative attitude towards the police violence and cruelty.

An emotional footage from the national action network's "Al Sharpton" was played, explaining the serious racial discrimination in many aspects of life. The mayor of Minneapolis, Jacob Frey, sharply condemned Floyd's murder and Hennepin County Attorney Michael Freeman verified the officers' involvement in Floyd's death.

The story then went on to a different theme, which is the state of **extreme frustration** that the citizens felt after the incident. The idea was supported by presenting screenshots of citizens' posts on social media. The video displayed a mobile video of **J. Alexander Keung**, one of the officers accused of killing Floyd, being confronted by a woman seeing him in a grocery store, upset that he was shopping, saying: "Did you think people were not going to recognize you? You do not have the right to be here."

Floyd's incident was combined with the **critical situation of Covid-19 pandemic (macro context)** in which the world is witnessing. In this part, Jami Floyd, ABC news legal analyst, described Floyd's murder by saying "George Floyd died in a particular moment in American history, people were dying from Covid, and then 9 minutes and 29 second of a knee on the neck of black America."

The story shed light on a new point that the demonstrations across the country developed into **extreme violence**. In this context, a series of shots were filmed showing the violence, riots and clashing with officers carried out by the demonstrators. Eric Chaloux, a reporter at KSTP-TV said: "to see a police precinct burning, it did not seem

real" and Jeremiah Ellison, Minneapolis city council, also talked about the violence which happened across the country.

Before the end of the video, quick clips of emotional sentences were displayed, such as sentences said by Zachary Kiesch, ABC news correspondent, who said: "this generation, they're not interested in these **false ideas of hope** or these empty expressions of justice." In this context, Brandon Williams, nephew of George Floyd said: "70,000 people, peaceful, all coming out for George", while Gianna Floyd, George Floyd's daughter, stated: "We are going to go fight for justice for my daddy." A picture of George Floyd carrying his daughter when she was a baby was shown.

One of the latest sentences of the interviewees are "maybe our numbers will be so great, our voices will be so great, our voices will be so loud," this sentence was supported by **extreme long shots** with **a bird's-eye view angle** using **"drone"** to convey the large number of demonstrators (Mass Shots.)

Fig.18. Mass shots of the demonstrations

The story ended by describing the trial of Derek Chauvin as the "trial of the century," and then the video ended with a picture of George Floyd.

Fox News Digital Website

(1) First Video:

The Headline: George Floyd, Derek Chauvin and Minneapolis' struggle for progress

Duration: 7 min. 34 sec.

Date: 30-3-2021

Genre: Feature Story

The story relied on a main character (The Protagonis) that narrates through a specific perspective which is the human losses that citizens have suffered as a result of the protestors' violence and the necessity to end racism. The video did not mention the police violence practiced, but the focus was on the outbreak of the demonstrations and their consequences as well as blaming the city council members in failing to support those who suffered losses as a result of the riots. This treatment corresponds to **Trump's**

statements at the time, in which he blamed state mayors for failing to take immediate action in dealing with the protests.

The **first sequence** came to review, the life story of a black man named Wayne Buggs, Associate Executive Director of St. Vincent de Paul Twin. He explained the cruelty he experienced throughout his life, from childhood until he was able to overcome obstacles and earn a bachelor's degree, and he reviewed the acts of vandalism committed by demonstrators after George Floyd's incident, which caused huge losses in the cities in which they erupted. The beneficiaries of those places that were vandalized were frustrated by these losses. The character's voiceover is used to create this sequence.

The **second sequence** of the story began with a shot of George Floyd's death and him pleading for help, and Wayne Buggs commented that Floyd's circumstances that brought him to that situation did not require him to die.

Several shots of the demonstrators' banners and graffiti were shown, including one that reads: "No Justice, No Streets," this sentence contrasts to the prevalent sentence on other websites' videos such as CNN and The New York Times, which was: "No Justice, No Peace." The purpose of that sentence in the current video may be to focus on **violent practices by protesters**, which is in line with the **right lean** of Fox's policy.

Wayne Buggs **blamed** the mayor of Minneapolis and members of the city council for not providing help for the losses incurred in his work. As a result of the riots, he sarcastically said: "Those are the ones who are keen to give advice to people and to show themselves."

The final sequence of the video ended with a group of sentences by Wayne Buggs: "I believe in that Dr. King's dream I will see in my lifetime." The story ended with a humanitarian message that calls for psychological tolerance, where George Floyd's pictures were shown with displaying soft music.

(2) Second Video:

The Headline: Protests flare up following two-month anniversary of George Floyd's death

Duration: 1 min. 25 sec.

Date: 28-7-2020

Genre: Web "Multimedia" Story or Videography

This style of production relied on still pictures and sequential short video clips with music that show the sequence of story events with texts on the screen to highlight the most notable events. The video began with writing: "The 61st night since the death of George Floyd was marked by clashes between police and demonstrators." It's worth noting that Fox News usually refers to Floyd's murder as "death," rather than "murder" or "killing." This term understates the scope of the tragedy and the brutality with which

Floyd was murdered.

Narrating the events started with mentioning the riots by the demonstrators and then mentioning the police response to it without any reference to the facts of using violence against the demonstrators that were mentioned on other websites.

In contrast to other websites such as, specific cases of demonstrator violence against police officers were also mentioned:

- Protesters throwing rocks, bottles, and other objects and launching fireworks.
- Armed with hockey sticks.
- Referring to the death of Garrett Foster, a protestor for whom protestors marched to his memorial site; the incident was justified by writing: "Foster allegedly pointed his Ak-47 at a motorist who was attempting to drive through Black Lives Matter March; - Foster was shot after the driver opened fire with his firearm from inside the car." The word **"allegedly"** has a negative connotation, since the incident was narrated by an officer who affirmed that the demonstrator started the act of violence.

- When demonstrators approached a police bicycle line and battled with cops, seven individuals were arrested. All the evidence mentioned in the video, indicates the start of attacks by the demonstrators, and this was confirmed by several clips from the demonstrations and scenes of fire, and what demonstrates the bias against demonstrators is the failure to reference one of them.

(3) Third Video:
The Headline: Death of George Floyd, others put new perspective on Juneteenth
Duration: 1 min. 41 sec.
Date: 18-6-2020
Genre: Report

The focus of the video was on Juneteenth, a federal holiday in the United States commemorating the emancipation of African-American slaves. The report was based on interviewing Dr. Alveda King, Dr. Martin Luther King Jr.'s niece, using voiceover, and footage of the celebrations.

A sound bite of Dr. Alveda King was taken; she talked about how she enjoyed this occasion and its distinctive atmosphere that indicated love. The sound bite was divided throughout the report to combine its parts along with the voiceover.

"The emancipation declaration did not immediately free all slaves," the report continued. It also highlighted that Juneteenth marks the anniversary of that day in 1865 when a general read out Abraham Lincoln's emancipation proclamation, freeing slaves of the last emancipated state, Texas.

The voiceover mentioned an important point that "this Juneteenth in particular may

feel a bit more serious," and the reason was justified by the interviewee who confirmed that it was due to the death of George Floyd and others. The **significance** of the words "**a bit more**" does not reflect the enormity of Floyd's tragedy, which sparked outrage among citizens, and which significantly had an impact on the Juneteenth occasion that followed Floyd's death a few months later.

The voiceover stated that "Juneteenth is a state holiday in most of the country, the push continues to make the day a national holiday and in 2019, the senate passed a resolution recognizing Juneteenth as a national holiday, but it has yet been approved in the White House." These sentences used in the reporter's voiceover focused on the role of the U.S. administration in making Juneteenth a national holiday, and this was supported by close-ups of the **American flag**, along with shots of the **White House** from a low angle to show glory.

This illustrates Fox News reliance on **official political frames** and supporting the efforts exerted by the U.S. administration in reforming the society and eradicating racism, which is consistent with the Fox News supporting of President Trump administration. This leaning was supported also by a sound bite with Dr. Alveda King, who spoke calmly and cheerfully about this celebration which promotes love and tolerance. It is worth noting that the choice of this certain topic highlighting that occasion confirms the same trend.

Discussion

The findings of the narrative analysis will be discussed at three levels as follows:

1) Structural and Technical Elements used in Storytelling in the American News Websites

The videos in CNN website were interested in drawing parallels between George Floyd's incident and other incidents both in the present or past. CNN drew on a variety of archives emphasize the country's dark history of racism in the United States. The website is distinguished by its multiple documentary productions. The New York Times and The Washington Post also characterized by strong visual techniques in the way of filming the stories, script writing, and the use of sound elements especially in the visual investigations. ABC News website produced many documentaries, and it is distinguished by perfect way of writing specially the narrative coherence, the diversity of the aesthetics of photography and picture composition, and the exploitation of different imaging techniques, such as shot sizes, camera angles, and equipment used, to influence feelings in communicating the message. As for Fox News website, it did not produce enough stories about Floyd's death, and moreover, no production was found in her digital library about racism in general. The videos produced by Fox News

in this regard were characterized by a clear weakness in the writing style, traditional photography and directing techniques, which may be due in part to a lack of effort to go into depth into the occurrence and its context.

2) Narrative Analysis in the Micro "Local" Context (Micro-Structures)

Context is anything that can provide the frame of interpretation of a focal event, such as the setting, the physical orientation of participants, language itself (for example, through genre or intertextual connections), and larger extra-situational conditions (Fina, 2008).

The main elements in this part are the certain types of narratives that are told at certain moments of George Floyd's death, the actions of the presented characters, their opinions, and their telling of the events, and how narrative structure responds to these characteristics. The focus here is therefore on the functioning of stories within the micro context of George Floyd's incident. The following elements of the context seem to be relevant to illuminate the relations between the storytelling of the events and the frame of the social event under analysis, Floyd's death:

- The topic of the stories and the videos headlines
- The main events, facts and evidence presented
- The identity of the interviewees
- The structural properties of the 'genre' produced

For the first element of the **topics and videos' headlines**, CNN focused on narrating incidents of racism in the recent era and comparing them to Floyd's incident. While there was a clear focus from The New York Times on emphasizing excessive police violence and telling human stories of killing black people and also presenting the state of chaos that prevailed across the country after Floyd's death. The topics presented by The Washington Post varied between humanitarian aspects related to Floyd's life story and investigating some political dimensions in Floyd's death, such as whether **Antifa group** was involved in the riots as former **President Trump** claimed. The topics of ABC News were mainly based on showing the brutality of Floyd's murder and the psychological pain suffered by his family. In contrast to these topics, some of Fox's topics were characterized by a spirit of optimism, such as the celebration of Juneteenth, as well as shedding light on the human losses as a result of riots by the demonstrators and narrating the facts of Floyd's killing focusing only on the police officers' perspective.

Regarding the **videos' headlines**, CNN used some words that highlight main points from its perspective, such as "global protests – fighting racism – bond over shared tragedies." This reflects its clear sympathy toward the issue and confirming the existence of the racism. The headlines of The New York Times videos carried words that

emphasize the police violence, such as "police tear-gassed – battle – police violence." The headlines of The Washington Post reflected its clear directions toward the issue, such as "racial injustice – 325 years of racism – it was not Antifa." Many words reflected emotional appeals used obviously in the headlines of ABC News, such as "family jubilant – remembering of George Floyd – outrage." Finally, the headlines of Fox News videos reflected a clear trend towards neglecting the demonstrators as a victim or the brutality of Floyd's death and avoiding any words that refer to the police violence or the racism. Rather, Fox News tried to reflect the negative side of the demonstrations, such as "struggle for progress – protests flare up."

As for the second element of the **main events, facts and evidence** presented, CNN relied primarily on recounting racial stories and Black civil rights movements by employing "Multiple-Timeline" technique and supported by many archives. Both The New York Times and The Washington Post relied on statistics and used figures, graphs and maps to clarify some details especially the clashes between protesters and police, but The Washington Post excelled to a greater extent in that. The New York Times, like CNN, told stories and facts about George Floyd through his friends and acquaintances relying on "Multi-Perspective Narrative", and comparing with other racial incidents. ABC News website characterized mainly by recounting the events through the channel's correspondents and what they witnessed, in addition to relying on law frames, especially concerning police reform, in addition to presenting figures, statistics and documents such as those related to rules of regulating police work and prohibited acts. ABC News highlights a very important point which is **defunding the police** and reallocating funds from police departments to community policing and organizations like public health centers and schools would serve as investments in underserved communities and could address systemic racism. This reflects the ABC position of combining Floyd's incident with the political context of the election campaign program of the Democratic candidate as defunding the police was among **Biden's interests in his 2020 election campaign**. Finally, in Fox News, some videos relied on telling human experiences, and narrating some facts from the viewpoint of the police officers which stripped of their general context.

Regarding the third element of the **identity of the interviewees**, CNN was interested in hosting political activists, human rights defenders, strategists, professors, historians, and ambassadors in the United Nations, due to its interest in addressing Floyd's incident from a historical perspective, and the majority of the interviewees were of black skin. While the majority of the interviewees in The New York Times were the victims of racial incidents relatives, some activists and city council's members. This confirms the humanitarian perspective that dominated its treatment. The majority of

The Washington Post interviewees were demonstrators, George Floyd's friends and researchers which reflect the daring and enthusiastic treatment, and on the other side, it hosted only one interviewee, representing an opposing viewpoint defending the confederate statues. The majority of the interviews in ABC News videos hosted the channel's correspondents and broadcasters, along with some witnesses and demonstrators, and only one officer was hosted, but he reflects opposition to using violence against Floyd, and this reflects the peculiarity of the institution in relying on its own sources in storytelling and its supportive position of Floyd's case. As for Fox News, only three interviews were conducted, one with Dr. Alveda King, who praised the celebration of Juneteenth, one with an officer who confirmed the demonstrations rioting, and one with a person whose work was harmed by the riots, indicating that Fox News did not attempt to go into details that would highlight some of the negative aspects of the police and related racial incidents.

It has been noticed that **most of the correspondents and broadcasters** in the videos, especially in the feature stories and the mini documentaries, had black skin. In this regard, some previous literature found that people of color are limited to telling stories about their 'communities', whilst white journalists are free to write about anything which can lead to other journalists of color giving arguably self-harming advice to black journalists starting out (Douglas, 2021).

Finally, with regard to the fourth element the **structural properties of the 'genre' produced**, CNN and The New York Times websites produced many documentaries. In comparison to The Washington Post and ABC News videos, the duration of these videos were much longer. In general, CNN and The New York Times websites have produced several documentaries and feature stories about racism following Floyd's murder, but without referring to his incident which indicates the interest of these two websites in referring to the sociocultural context. The Washington Post and The New York Times websites specialized in producing several visual investigations due to the journalistic basis of both institutions. Regarding the video production in Fox website about Floyd's death, obvious shortage was noted and the production was short in duration, such as short reports or videography, which led to a poor treatment without going into sufficient details. The videos on these websites offer some options such as the **"CC"** icon in the video's bar controls how the text appears on the screen, but ABC News website did not enable this option except in only one video. The New York Times was the only website that offered an important feature: the ability to listen to a **transcript** of a video by pressing an icon.

3) Narrative Analysis in the Macro Context (Macro-Structures)

Narrative activity is central among groups' symbolic practices because it allows the renegotiation of social relations through reinterpretation of past and present experiences and affirmation of the moral values with which the group is associated. Through the construction of positive images of themselves, social groups can accumulate symbolic power and ultimately achieve changes in their position (Fina, 2008). Because of the racism that has characterized the American community over the years, and the status of blacks as second-class citizens in terms of discrimination in different sectors of life, this process is particularly crucial for black Americans. In addition to the historical facts of American police violence against blacks, their struggle throughout history and movements in pursuit of their civil rights and the struggle against racism attest to this.

The CNN website came out on top of the websites that are narrating through the macro level, referring to the sociocultural background of the United States, according to the analysis. CNN focused on discussing the blacks' civil rights and their movements throughout history, and reviewing historical agreements that fought racism and how it is violated such as Kerner Report and the struggle led by Dr. Martin Luther king Jr. The New York Times, The Washington Post and ABC News also discussed the incidents of racism throughout the American history but not with the same intensity as CNN.

It is worth noting some evidence related to the **political contexts** that provides some explanations for the consequences of Floyd's incident and how was it used in the **U.S. presidential election**. In a study of Al-Qarar center of media studies (2020), the attitudes of President Donald Trump reflected in his speeches and declarations were monitored. The results revealed that his speeches relied heavily on attack, criticism and holding responsibility for the riots. The following are some of his most notable positions:

- He tweeted on his official Twitter account condemning the protest practices and describing them as acts of violence and violations led by organized groups, thieves and anarchists. He also blamed leftist groups, and this was actually indicated in a video in The Washington Post website.

- Trump defended his record on race relations, saying his presidency had done more for black Americans than his Democratic rival Joe Biden had done in 43 years. Some described this as an exploitation of the crisis to achieve political gains and a failure to control it.

- President Trump called on state governors in a video conference to authorize massive arrests, describing governors that they would look like a bunch of fools if they did not take tough actions.

On the other hand, some official opposition positions, presented in the statements

of Joe Biden, the Democratic candidate for the U.S. presidential elections at the time, where he accused Trump of exploiting the crisis to attract his supporters, and that his actions served to legitimize the ideas of intolerance during his presidency. In this context, Mark Esper, the U.S. Defense Secretary opposed Trump's decision to call in the army to confront the violence that permeated some protests.

The demonstrations that erupted in the country coincided with a global event, the Corona pandemic, as well as a national event related to the preparations for the U.S. presidential elections and what they impose of employing various events for the purpose of mobilization. The ABC News website was the only website that referred to the **macro context** related to the **health conditions** of Corona pandemic; the website renounced that incident in light of the deteriorating health conditions in the country.

Among these practices, narrative and storytelling has a particularly significant role because it constitutes a field for an open reflection and construction of experience. Narrative allows black Americans to make sense of their past, their traditions, and their ties to the country of origin through the representation of stories that figurate social relations and actions in particular ways. Such representations constitute arenas for the discussion of social expectations, interpretations of present and past events, and morals associated with ethnic solidarity.

Conclusion

The study applied the narrative analysis approach to analyze videos from five U.S. news websites about the killing of George Floyd on 25 May, 2020, in Minneapolis.15 videos were analyzed between the years 2020 and 2021, in: (CNN, Fox News, The Washington Post, The New York Times and ABC News.) These websites carry certain political perspectives whether rated as "Lean Left" or "Lean Right." The narrative analysis revealed that the political leanings of each website reflected in the treatment of its stories. For example, The Washington Post criticized President Trump directly in Floyd's incident whereas ABC News highlighted President Biden's efforts in rejecting racism and seeking justice in the United States. Fox News did not refer to the sociocultural context of racism or police violence. Directing, photography techniques, story structure, and employing the audio elements were creative in The Washington Post, The New York Times, ABC News and CNN websites, in contrast to Fox News. The study concluded that the American news organizations under study, except Fox News, dealt professionally with the horrific humanitarian incident, particularly professional documentary production, while not neglecting the influence of the political ideology and exploiting the American elections to further their agendas.

References

Abd El-Baky, Z. (1980). Racial Discrimination, Past and Present. *Journal of Social Sciences collage, 4,* 181-234. MD:152704

Abdel Haleem, S., (2021). Racism and Discrimination Discourse in the Egyptian Press at the Beginning of Corona Crisis: Analytical Study of a Sample of Egyptian Newspapers in March 2020. *Arab Journal of Media and communication research, 32*, 26-79. 10.21608/JKOM.2021.170731

Abedin, Z. (2017). *Barack Obama's Rhetoric of Hope for Racial Reconciliation: An Examination of American Mainstream Media's Framing of That Message*. [*Doctoral Dissertation*, University of Southern Mississippi]. ProQuest ID:1893722656

Aksu-Koc, A. & Aktan-Erciyes, A. (2018). Narrative Discourse: Developmental Perspectives. In Bar-On.A. & Ravid, D. (Eds.) *Handbook of Communication Disorders* (pp.329-356). De Gruyter. DOI:10.1515/9781614514909-017.

Al-Geocy, O. (2021). Racism: Standards of Religion, Thought, and Practice of Islamic Civilization. *Middle East Studies Journal, 94*, 113-120.

Al-Qarar Centre of media studies (2020). *The Crisis of the American Racist Protests in the Media. https://alqarar.sa/2099*

Amâncio, M. (2017). *Put it in your Story": Digital Storytelling in Instagram and Snapchat Stories.* [Master's thesis, Appsala University]. https://www.diva-portal.org/smash/get/diva2:1111663/FULLTEXT01.pdf

Amini, F.; Riche, N; Lee, B. & Hurter, C. (2015). Understanding Data Videos: Looking at Narrative Visualization through the Cinematography Lens*. Pourang IraniProceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems*, 1459-1468. https://doi.org/10.1145/2702123.2702431

Aryanto, R. & Fudholi, D. (2021). Analyzing Public's Reaction towards Black Lives Matter Campaign using Machine learning-based Approach through Spark*. IOP Conference Series: Materials Science and Engineering*, 1077, 012005. doi:10.1088/1757-899X/1077/1/012005

Bakøy, E., & Kalnes, Ø. (2010). The Hadia Story: Digital Storytelling in Election Campaigns*. Seminar. net,6*(2),248-267.https://journals.oslomet.no/index.php/seminar/article/view/2446

Banks, C. (2018). Disciplining Black Activism: Post-Racial Rhetoric, Public Memory and Decorum in News Media Framing of the Black Lives Matter Movement. *Journal of Media & Cultural Studies, 32* (6), 709-720. https://doi.org/10.1080/10304312.2018.1525920

Bard, M. (2015). *A "Fair and Balanced" News Operation? Fox News' Content and Practices in Prime Time*. [Doctoral dissertation*,* University of Wisconsin-Madison] ProQuest No: 3738393

Boateng, Y. (2018). *Sexualized Black Bodies: The Lived Experiences and Perceptions of Diasporic Ghanaian Women within The United States as it Relates to Black Sexuality*. [*Doctoral Dissertation* ,Nova Southeastern University]. https://nsuworks.nova.edu/shss_dcar_etd/92

Brown, E. (2011). *Corporate Speech: A Frame Analysis of CNN, MSNBC, and Fox News Coverage of Citizens United v. FEC*. [Master Thesis, University of South Florida]. UMI No: 1496779

Clarizia,F., Lemma, S., Lombardi, M. & Pascale, F. (2017). An Ontological Digital Storytelling to Enrich Tourist Destinations and Attractions with a Mobile Tailored Story. In M.H.A. Au et al. (Eds.) *Lecture Notes in Computer,* (pp. 567–581)*.* Science Springer International Publishing. DOI: 10.1007/978-3-319-57186-7_4

Daiute, C. (2014). Narrative Analysis of Interactive Digital Storytelling. *Conference: Interactive Digital Storytelling (ICIDS) , Singapore, LCNS 8832. , 254–257 .* DOI:10.13140/RG.2.1.4573.3609

de Jager, A., Fogarty, A., Tewson, A., Lenette, C., & Boydell, K. M. (2017). Digital Storytelling in Research: A Systematic Review. *The Qualitative Report*, *22*(10), 2548-2582. https://nsuworks.nova.edu/tqr/vol22/iss10/3

Deal, Z. (2020). #IfTheyGunnedMeDown: A Narrative Analysis of News Media Coverage, *Occam's Razor*, *10* (2). https://cedar.wwu.edu/orwwu/vol10/iss1/2

Demuth, C. & Mey, G. (2015).Qualitative Methodology in Developmental Psychology. In James Wright,J.D. (Eds.) *International Encyclopedia of the Social & Behavioral Sciences* (2nd ed., pp.668-675). Elsevier. https://doi.org/10.1016/B978-0-08-097086-8.23156-5.

Douglas, O. (2021). The Media Diversity and Inclusion Paradox: Experiences of Black and Brown Journalists in Mainstream British News Institutions. *Journalism,* 1–18. https://doi.org/10.1177/14648849211001778

Elliot, S. (2016).User-Generated Videos in Tourism Destination Marketing: Using Narrative Analysis to Deconstruct Video Travel Stories. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 44. https://scholarworks.umass.edu/ttra/2009/Presented_Papers/44

Famulari, U. (2020). Framing the Trump Administration's "Zero Tolerance" Policy: A Quantitative Content Analysis of News Stories and Visuals in US News Websites. *Journalism Studies, 21* (16), 2267-2284. DOI: 10.1080/1461670X.2020.1832141

Fawzy, S. (2021). *The Role of Israeli Documentary Films in Portrayal of Israeli Society among Arabs*. [Unpublished Doctoral Dissertation]. Cairo University.

Figgou, L. & Pavlopoulos, V. (2015).Social Psychology: Research Methods. In James Wright, J. (Eds.) *International Encyclopedia of the Social & Behavioral Sciences* (2nd ed., pp.544-552). Elsevier. https://doi.org/10.1016/B978-0-08-097086-8.24028-2.

Fina, A. (2008). Who Tells Which Story and Why? Micro and Macro Contexts in Narrative. *Text & Talk*, *28*(3). 421–442. DOI 10.1515/TEXT.2008.020

Griffin, T. (2017). Reflections on Using Video as a Data Collection Tool in Narrative Inquiry. *Travel and Tourism Research Association: Advancing Tourism Research Globally*. https://scholarworks.umass.edu/ttra/2017/Qual_Methods_Papers

Hoffman, C.R. (2010). *Narrative Revisited: Telling a Story in the Age of New Media*. John Benjamins publishing company. https://doi.org/10.1075/pbns.199

Jewitt, C. (2012). An Introduction to Using Video for Research. NCRM Working Paper. NCRM. (Unpublished). https://eprints.ncrm.ac.uk/id/eprint/2259

Kilgo, D. & Mourãob, R. (2021). Protest Coverage Matters: How Media Framing and Visual Communication Affects Support for Black Civil Rights Protests. *Mass Communication and Society, 24* (4), 576-596. https://doi.org/10.1080/15205436.2021.1884724

Kim, J. & Monroy-Hernández, A. (2016). Storia: Summarizing Social Media Content based on Narrative Theory using Crowdsourcing.*Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing*. DOI:10.1145/2818048.2820072

Krieken, V. (2018). Multimedia Storytelling in Journalism: Exploring Narrative Techniques in Snow Fall. *Information, 123* (9).doi:10.3390/info9050123

Lopez ,I. ; Rodriguez, A. & Igado, M. (2020). The explosion of Digital Storytelling. Creator's

Perspective and Creative Processes on New Narrative Forms. *Heliyon, 6*(9) https://doi.org/10.1016/j.heliyon.2020.e04809

Mislan, C. (2013). *Transnationalism, Revolution and Race: The Case OF Cuba's Radio Free Dixie*. [Doctoral Dissertation, The Pennsylvania State University]. ProQuest No: 10005928

Moss, Z. (2016). *Everybody Thinks they Know why Brothers are Struggling: The Intersection of White Ideology and Mediated Representations about Educational (De) Segregation*. [Master Thesis, University of Wyoming]. ProQuest No: 10161588

Mwaniki, M.(2014*). Anti-Black Racism and the Foreign Black Other: Constructing Blackness and the Sporting Migrant*. [*Doctoral Dissertation*, University of Illinois at Urbana-Champaign]. https://core.ac.uk/download/pdf/29175257.pdf

Niemi, L. & Masoodian, M. (2020). Visualizing Narrative Patterns in Online News Media. *Multimedia ToolsandApplications*,*79*,919–946.https://doi.org/10.1007/s11042-019-08186-9

Olubela, M. (2018). *Shithole Countries: An Analysis of News Coverage in the U.S*. [Master Thesis, University of South Florida]. https://digitalcommons.usf.edu

Page, R. (2010). *New Perspectives on Narrative and Multimodality*. Routledge. https://books.google.com.eg

Reid, J. & Craig, M. (2021). Is it a Rally or a Riot? Racialized Media Framing of 2020 Protests in the United States. *Journal of Ethnicity in Criminal Justice,* 1-20. https://doi.org/10.1080/15377938.2021.1973639

Salami, s. & Feguri, L. (2019). Forms of Racism in the Space Media: An Analytical Study of the Contents of Al Jazzera News. *Journal of Human Sciences, Oum el Bouaghi, 6* (2), 239-256. https://www.asjp.cerist.dz/en/article/110727

Shanahan, E., Jones, M. & McBeth, M. (2018). How to Conduct a Narrative Policy Framework study. *The Social, 55*(3)*,* 332-345*.* https://doi.org/10.1016/j.soscij.2017.12.002

Shihada, I. (2019). *American Civil Rights.* https://www.researchgate.net

Surdiasis, F. & Eriyanto, E. (2018). Narrative of Politics in the Era of Social Media: a Multimodal Analysis of president Joko Widodo's Video Blog. *E3S Web of Conferences, 74*(10012). https://doi.org/10.1051/e3sconf/20187410012

Walker, E. & Boyer, D. (2018). Research as Storytelling: The Use of Video for Mixed Methods research. *Video Journal of Education and Pedagogy*, *3*(8). https://doi.org/10.1186/s40990-018-0020-4

Williams, J. (2021). U.S. Policing as Racialized Violence and Control: a Qualitative Assessment of Black Narratives from Ferguson, Missouri. *Journal of Ethnicity in Criminal Justice*. https://doi.org/10.1080/15377938.2021.1972890

Yasny, Y. (2017). Blacks and Moroccan Visual Media: Moroccan Channels One and Two as Examples. *Researchers: Moroccan Journal of Social Sciences and Humanities, 1,* 121-140. MD:891475

Zhou, Y.; Ji, R.; Su, J. & Yao, J. (2020). Uncovering Media Bias via Social Network Learning. *ACM Transactions on Intelligent Systems and Technology*, *12* (12), 1–12. https://doi.org/10.1145/3422181

All the names and jobs of the interviewees in the analyzed videos mentioned in the following appendixes:

Appendix 1 (CNN)

Name	Title	Name	Title
Andrew Young	Former US ambassador in UN	Heather Mcghee	Political Commentator and Strategist
Xernona Clayton	Civil Rights Leader and Broad-caster	Julian Zelizer	Historian and Professor
Jesse Jackson	Political Activist	Isaiah Oliver	President, Community Foundation
Fred Harries	Former Senator of Oklahoma	Deborah Watts	Cousin of the Victim, Till

Appendix 2 (The New York Times)

Name	Title	Name	Title
Wanda Johnson	Mother of the Victim, Oscar Grant	Jeanelle Austin	Caretaker of George Floyd Memorial
Lora Dene King	Daughter of Rodney G. King	Andrea Jenkins	City Council Vice President
Sequette "Mama" Clark	Mother of the Victim, Stephon Clark	Jacob Frey	Mayor of Minneapolis

Appendix 3 (The Washington Post)

Name	Title	Name	Title
James "Chunk" Walker	Friend of George Floyd	Seth Jones	Director, Center of Strategic and International Studies
Patrek Ngwolo	Pastor Resurrection Houston	Oren Segal	Vice president, Center of Extremism Anti-Defamation League
Huda Yusuf	Protest Organizer	Emerson T. Brooking	Digital Forensic Research Lab
Liban Mahmoud	Protestor	Christy Coleman	Executive Director
Marianna Klochan	Protestor	Anna Edwards	Historical Reclamation Project
Waite Rawls	Former President, Museum of the Confederacy		

Appendix 4 (ABC News)

Name	Title	Name	Title
Donald William	Witness	Chief ART Acevedo	Miami Police Department
Afeni Evans	Protestor	Tera Brown	Cousin of George Floyd
Omar Wasow	Assistant Professor of Politics	Rondy Floyd	Brother of George Floyd
Alex Perez	ABC News Correspondent	L.Chris Stewart	Attorney of Floyd's Family
Robert Boyce	Retired Chief of Detectives, ABC News	Tamika D. Mallory	Co-Founder, Until Freedom
Karen Bass.	Rep. (D) California	Julia Jenaé	Court TV Legal Correspondent
Ryan Smith	ABC News Correspondent	Kirsten Swanson	Investigative Reporter
Jacob Frey	Mayor of Minneapolis	Michael Freeman	KSTP-TV, St. Paul Hennepin County Attorney
Eric Chaloux	Reporter, KSTP-TV	Zachary Kiesch	ABC News Correspondent
Brandy Powell	Anchor KSTP-TV, St. Paul	Gianna Floyd	Daughter of George Floyd
Deborah Roberts	ABC News Correspondent	Brandon Williams	Nephew of George Floyd
Latonya Floyd	Sister of George Floyd	Byron Pitts	ABC News Correspondent
Dan Abrams	ABC News chief Legal Analyst	Jami Floyd	ABC News Legal Analyst

Appendix 5 (Fox News)

Name	Title	Name	Title
Wayne Buggs	Associate Executive Director	Dr. Alveda King	Dr. Martin Luther King Jr.'s Niece and American Activist
Unknown	Police Officer		