

CHAPTER I

INTRODUCTION

1.1 Title of the Study

Investigating Language Style and News Values of Palestine – Israel Conflict
In CNBC News America

1.2 Background of Study

Media in this era is growing rapidly along with advances in science and technology. This media development encourages humans as users, changing communication patterns, social interactions, and ways of life. The media is required to always be accurate, and must not lie. Facts must be presented as opinions. In a simple society, according to komisi, the truth would be sought by comparing media reports with information from other sources. However, in today's modern society, media content is the dominant source of information, so the media is more required to present true news.

News in digital media must attract the attention of the public or consumers. The phenomenon of new media has now changed the conventional media system which also makes online media. Print media has inevitably started to run what is called online media by having an address in the internet world. Media plays a key role in people's everyday lives as it helps educate them and enables them to keep track of the day-to-day news, both local and global. Media is the best platform for people to get information about what's happening worldwide and down the street.

People can establish their own opinions on different ideas and subjects by evaluating the facts they are given, and in the best of all scenarios, they can respect the viewpoints of those who disagree with them. The media has a huge impact on education as well since it teaches kids and teens to think critically by allowing them to examine

multiple viewpoints. The media looks into and reports on government wrongdoing as part of its watchdog role. The media has undergone changes that we might refer to as the digital revolution, which refers to the move from mechanical and analog electronic devices to digital technology. The era started to emerge in the 1980s and continues today. The digital revolution, which was the beginning of the Information Age, started with one fundamental concept: the internet.

Digital media gives people a voice, encourages civic participation, and helps create communities. For years, traditional media has played a central role in informing people about important news and a variety of other subjects, such as sports, fashion, health, etc.. With the advent of digital media, more people than ever are able to access that information and even interact with others about subjects of interest.

Moreover, digital media enables individuals to better explore their civic responsibilities as they can easily access information about various issues, allowing them to make more informed decisions. Also, people can use digital media to respond in real-time as events are happening, helping to expose injustice or crime, for example. Additionally, thanks to digital media, communities no longer have to consist of groups of people who are linked geographically, rather communities can comprise individuals with similar interests no matter where in the world they live.

Digital media has also made it easier for people to get an education or learn new skills as they no longer have to attend physical institutions. People of all ages can participate in learning remotely on any device from their homes or anywhere else as long as they can connect to the internet. Digital media has also changed how people learn. For example, individuals with different backgrounds but similar interests can collaborate in virtual classrooms and teachers can now reach significantly more students.

Despite the benefits digital media has afforded society, there are some downsides, such as spreading inappropriate content and false information. That's why it's important for people to verify the information they're receiving online as well as protect children from content that's not appropriate for them.

To overcome this problem in journalism there is news value. News values are the characteristics that make a story more likely to be important to or valued by the public. news values that give journalists and editors a set of rules – often intangible, informal, almost unconscious elements – by which to work, from which to plan and execute the content of a publication or a broadcast. In its purest sense everything that happens in the world is a new event, and somebody, somewhere, will have some level of interest in that occurrence. The set of values applied by different media – local, regional, national and international, print, television, radio, internet, bulleting board – are as varied as the media themselves . Following that, there is a language style in journalism. good language can help people understand what is happening around them; in their village, in their country and in the world. Language style refers to the way that journalists convey their stories to the public—the way they report on the Who, What, Where, When, Why, and How of each story.

Online news media has an increasingly dominant role in presenting information to the global community. Along with the development of technology and wider internet access, online news media has become the main source for many people to get the latest news. One of the issues that often becomes the main spotlight in online media is the conflict between Palestine and Israel. Currently The news about the Palestine – Israel social conflict is being widely addressed. Israel is at war with Hamas — a conflict following a horrific rampage on October 7, 2023, in which militants from Hamas and Palestinian Islamic Jihad, another extremist group, launched attacks that killed more than 1,400 Israelis and took more than 200 hostages. Israel has responded with widespread bombardment of the Gaza Strip and a ground incursion, killing and injuring tens of thousands of Palestinians.

The internationally supported political solution to the broader conflict, endorsed in the past by both Israel and the Palestinian Authority, is a so-called “two-state solution.” That would establish Palestine as an independent state in Gaza and most of the West Bank, leaving the rest of the land to Israel. Though the two-state plan is

clear in theory, the two sides are still deeply divided over how to make it work in practice. Moreover, influential factions on both sides outright oppose it.

One of the news media that always has the most recent information about the Palestine – Israel social conflict is CNBC News America. CNBC provides business news programming on weekdays from 5:00 a.m. to 7:00 p.m., Eastern Time, while broadcasting Talk Show, investigative reports, documentaries, informecials, Reality Show, and other programs at all other times. CNBC News America, as a leading business news channel, consistently presents up-to-date information on the Palestinian-Israeli social conflict. CNBC News plays a role as a media outlet actively reporting on the Israeli-Palestinian conflict, providing the public with up-to-date information, particularly from an American perspective. As a business news channel, CNBC not only highlights the economic impact of the conflict but also presents reports covering political and social aspects. this research aims to describe, analyze, interpret and conclude the news value and language style in the news of the Palestine – Israel social conflict published by CNBC News America.

I am interested in researching news value and language style in the news of the Palestine – Israel conflict on CNBC News America because CNBC is one of my favorite media. This interest arises from the desire to find out how good and professional CNBC News America is in reporting sensitive global issues such as the Israeli-Palestinian conflict. By analyzing the news value and language style used, I want to see if the news presentation is in accordance with the principles of quality journalism. In addition, this research also aims to find out the extent to which CNBC is able to present information that is valuable, interesting, and easily understood by international readers, including me as an audience who follows the development of this issue through the media.

1.3 Formulation of the Problem

1. How are the news values contained in the coverage of the Palestine - Israel social conflict published by CNBC News America?
2. How are the language style used by CNBC News America on the news of the Palestine – Israel social conflict?

1.4 Limitation of the Problem

The research problem has a broad scope, while the problem to be studied is only a small part of the scope. In order to achieve the research objectives, it is necessary to limit the problem. This study will focus to examine 10 news values and 6 language style on 15 selected news of the Palestine - Israel social conflict in CNBC News America which began in early October 2023 - May 2024.

1.5 Objective of Study

Based on the formulation of the problem above, this research entitled “Investigating Language Style and News Value of Social Conflict Palestine - Israel In CNBC News America” the main objectives are:

1. To describe, analyze and interpret the news value contained in the coverage of the Palestine - Israel social conflict by CNBC News America.
2. To describe, analyze and interpret the language style used in the coverage of the Palestine - Israel social conflict by CNBC News America

1.6 Significance of Study

Investigating of news value and language style in the Palestine - Israel social conflict news on CNBC News America can be useful for the following groups or individuals:

1. Academics and Researchers

The results of this investigation provide insights into how social conflicts are portrayed in the international media, helping researchers understand public perceptions and the associated socio-political dynamics.

2. Politicians and Policy Makers

The result of the study can provide insight into international perceptions and how to influence public opinion or international policy through the media.

3. Journalists and Media

The result of investigation can serve as a reference in improving the quality of coverage and avoiding bias in their own news. Can evaluate whether the news supports or harms their efforts in fighting for humanitarian rights or peace.

4. Student

The investigation result can be used as learning material in communication, journalism, or international relations courses.

5. General Public

The investigation result can improve media literacy, assist in critiquing information received, and develop a more balanced view.