

INVESTIGATING LANGUAGE STYLE AND NEWS VALUE OF SOCIAL CONFLICT PALESTINE – ISRAEL IN CNBC NEWS AMERICA

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ABSTRACT

The ongoing social conflict between Palestine and Israel has become a major focus of global news coverage, particularly in online media. One of the platforms consistently reporting on this issue is CNBC News America. This study aims to analyze the news values and language style used in CNBC's coverage of the Palestine - Israel conflict. Using a descriptive qualitative method, the research systematically collects, analyzes, and interprets the data to provide a detailed understanding of how news values and language style are presented. Data collection techniques include documentation and observation, supported by an observation guideline as the research instrument to ensure consistency and focus in analyzing the news content. Descriptive analysis is then used to interpret the findings. The result is that CNBC News America is consistent in presenting news that contains news values of timeliness, proximity, impact, conflict, human interest and crime, then CNBC News America is also consistent in using solid clear straightforward and grammatical language styles, while simple and concise language styles are not used consistently. The results show that CNBC News America predominantly applies news values such as timeliness, proximity, impact, conflict, human interest, and crime in its coverage of the Palestine-Israel conflict, emphasizing urgency, emotional appeal, and social relevance. The language style used is solid, clear, direct, and grammatically correct, reflecting clarity and professionalism. However, the inconsistent use of simple and concise language may reduce accessibility and effectiveness for wider audiences in today's fast-paced digital media environment.

Key words : News , Value , Social , Conflict , Language