

The power of media narratives: Al Jazeera's influence on international solidarity for Palestine

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Abstract

The media plays an important role in shaping public opinion and mobilizing global solidarity in the context of conflict. This study examines how Al Jazeera constructs an emotional narrative related to the Palestinian-Israeli conflict through its reporting on its official website to encourage global support. This study uses Robert Entman (1993) framing theory and Manuel Castells (2012) concept of global solidarity, with a descriptive qualitative approach. The main data were collected from 260 Al Jazeera news articles and 100 public comments from 10 YouTube videos related to the conflict, analyzed between 2023 and 2024. The articles were analyzed using NVivo 12 software to identify three framing strategies: (1) Call to Action, (2) Focus on Victims, and (3) Narrative of Injustice. Meanwhile, YouTube comments were analyzed using three classifications, covering expressions of: (1) Empathy, (2) Moral Outrage, and (3) Support for Palestine. The results show that Al Jazeera's framing was able to construct a narrative that was emotionally touching and encouraged cross-border solidarity. The public response showed a strong emotional impact on the narrative constructed, indicating the potential of digital media as a tool for transnational advocacy. This study concludes that the media not only conveys information but also plays an active role in shaping global public opinion through strategic and humanistic narratives. This research recommends further research into the long-term impact of media narratives on public opinion and international policies related to the Palestine-Israel conflict.

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INTRODUCTION

The Palestine-Israel conflict, which has lasted for more than seven decades, is one of the longest and most controversial conflicts in contemporary history, with profound implications at the regional and international levels (Danfulani et al., 2021). Historical disputes, territorial differences, and national identities are the root causes of this conflict, leading to widespread violence, mass displacement, and various humanitarian crises (Mahwati & Nanda, 2022). Beyond its geographical boundaries, this conflict has significantly affected global opinions and policies. The international media's depiction and

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reporting of these conflicts play a crucial role in shaping perceptions and responses, thus influencing public opinion and policy formulation at the global level (Maharani, 2024).

In this context, the media's capacity as a tool for disseminating information and mobilizing global support has become very significant. With this capacity, the media can mobilize support for specific issues, shape global public opinion, and direct international agendas (Sulistyanto & Jamil, 2023). In today's digital age, the media has evolved into a strategic tool that spreads information quickly and widely while building narratives that can dramatically change the global perception of a subject (Sultan & Amir, 2023). Through digital platforms, media narratives can reach a broad audience, strengthen their impact, and play an important role in shaping opinion and mobilizing global solidarity (Huda et al., 2022).

Al Jazeera, as one of the leading international news networks, has effectively used its official website to shape a narrative about the Palestine-Israel conflict to mobilize global support for Palestine (Henarni & Surwandono, 2024). This prolonged conflict requires understanding how media narratives can affect public perception and motivate global solidarity (Andy et al., 2024). Through a strategic approach to the digital platform, Al Jazeera not only disseminates information but also builds narratives that significantly influence the global view of the conflict (Prakoso, 2023).

The portrayal of the Palestine-Israel conflict in the international media has become a subject of significant academic interest. Various studies have highlighted how different media frame this issue. Research by Farrukh, Tehmina, and Rida (2023) analyzes the alignment of the Palestine-Israel conflict on several news websites, revealing different narrative strategies (Shahzad et al., 2023). Similarly, Suwarno and Sahayu (2020) discussed the role of the media in shaping public perception of the question of Palestine, emphasizing the influence of the political context (Suwarno & Sahayu, 2020). Furthermore, a study by Sarwar, Malhi, and Naz (2023) looked at the representation of conflict in the coverage of the BBC and Al-Jazeera, highlighting the differences in depiction and its implications for the international audience (Sarwar et al., 2023). Another research by Hernani and Surwandono (2024) contributed to this discourse by exploring the specific narrative presented in the Middle East and Western media and its impact on public opinion (Henarni & Surwandono, 2024). These studies collectively show the media's powerful role in framing international conflicts and influencing public opinion.

Research by Abu Ayyash (2015) shows how media narratives can influence the mobilization of global support for the Palestine-Israel conflict. Abu Ayyash found that the media can influence public perception and encourage global solidarity on certain issues (Abu-Ayyash, 2015). This is in line with the findings of Soffer (2013) who evaluated media consumption theory and its implications on national societies, Soffer emphasized that digital media allow individuals to contribute to national narratives and form solidarity through online discussions and social movements (Soffer, 2013). These studies show that online media bring significant changes in promoting global solidarity. Online media offer new opportunities for active participation and wider access to information. This transformation aligns with the concept of global solidarity as theorized by Manuel Castells (2012), who posits that in the era of digital communication, solidarity is not solely rooted in geographic proximity but can emerge through shared narratives and emotional connections across transnational media networks. In this framework, media act not only as information transmitters but also as narrative agents capable of mobilizing moral engagement and shaping collective consciousness beyond borders.

However, there are still few studies that thoroughly examine how an international media outlet, in this case Al Jazeera, consistently constructs narratives about the Palestine-Israel conflict with an approach that can attract the attention and engagement of a global audience. As a Middle Eastern-based media outlet with a wide international reach, Al Jazeera plays an important role in shaping global public opinion through its distinctive communication strategies. This study focuses on how Al Jazeera designs and disseminates its narratives, with particular attention to the use of language, narrative context, and message structure embedded in its news reporting.

By analyzing Al Jazeera's news through a qualitative approach based on narrative analysis, this study provides a mapping of the narrative patterns used in reporting the Palestine-Israel conflict. This research aims to understand the extent to which these narratives can shape international public perception and contribute to the emergence of global solidarity on the Palestine issue. This study seeks to answer the following research question: How does Al Jazeera construct and disseminate narratives about the Palestine-Israel conflict, and how do these narratives contribute to shaping public perception and mobilizing global solidarity?

To answer the research questions systematically, this study refers to Manuel Castells (2012) Global Solidarity theoretical framework, which emphasizes the role of digital

networks and media narratives in shaping collective consciousness across national borders. The main objective of this research is to explore the narrative strategies used by Al Jazeera in its coverage of the conflict and examine how these strategies influence the framing of humanitarian issues and international support for Palestine. By developing a comprehensive understanding of how Al Jazeera builds media narratives, this study aims to offer insights into the role of international media in shaping transnational awareness and fostering global solidarity in the context of prolonged humanitarian crises.

The research also aims to significantly contribute to humanitarian advocacy and communication strategies in the context of other global conflicts. The expected benefits of this research are to increase understanding of the role of media narratives in shaping public opinion and mobilizing global support in prolonged conflicts such as Palestine-Israel. The findings of this study can provide insights into the mechanisms of media narrative and its impact on public perception as well as global support, which can be used to formulate more effective communication strategies in other global conflicts and increase the effectiveness of humanitarian campaigns.

LITERATURE REVIEW

Conceptual Study

This study uses the global solidarity theoretical framework developed by Manuel Castells (2012) and combines it with Robert Entman (1993) framing theory to analyze how digital media such as Al Jazeera frames the Palestinian-Israeli issue and encourages the formation of international solidarity through the power of communication networks.

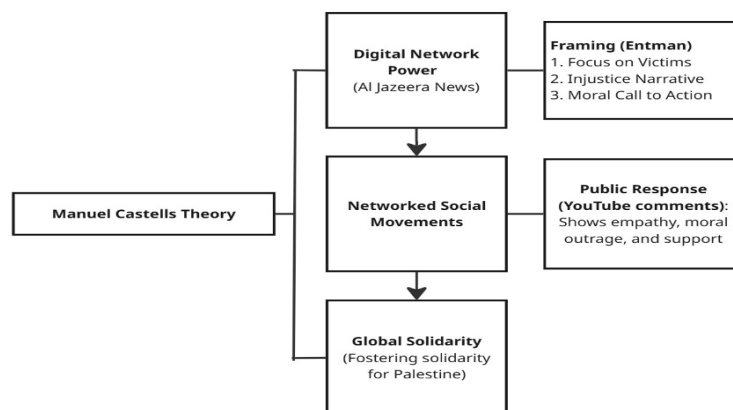


Figure 1. Research Framework

Source: Developed by Author

In Castells (2012) perspective, the main strength of digital network power lies in its ability to connect individuals across borders, enabling the rapid and widespread dissemination of information and emotions. Digital media is no longer just a news outlet, but also an active actor in shaping public opinion and mobilizing support for humanitarian issues (Milojevich & Beattie, 2018). Al Jazeera, as a global media outlet operating in a digital environment, plays a role in disseminating narratives about the Palestinian-Israeli conflict to a global audience.

To understand how the narrative was constructed, this study employs Entman (1993) concept of framing, which posits that media construct reality by selecting and emphasizing specific aspects of an issue. Framing is a crucial mechanism through which digital media outlets such as Al Jazeera shape social reality. According to Entman, framing involves four key functions: defining problems, diagnosing causes, making moral judgments, and suggesting remedies. By emphasizing certain elements while omitting others, media organizations guide public interpretation and discourse surrounding complex global issues, such as the Palestine-Israel conflict.

In this study, Al Jazeera's framing was classified into three main elements: (1) Call to action, which encourages the audience to take moral action against injustice; (2) Focus on victims, which highlights the suffering of Palestinian civilians as an effort to build global sympathy; and (3) Narrative of injustice, which describes the conflict as a form of structural oppression and human rights violations.

The narrative framed by digital media then spread through online social networks and triggered a widespread public response (Milojevich & Beattie, 2018). Castells refers to this process as networked social movements, i.e., social movements that grow out of the interconnectedness of individuals in the digital space. In this context, Al Jazeera functions as a media actor that disseminates narratives through its official website. Public response is reflected in popular comments on Al Jazeera's YouTube channel, which demonstrate empathy, moral outrage, and support for Palestine. This process fosters global solidarity, a form of cross-border engagement that emerges due to shared human values constructed and reinforced by the media.

Accordingly, Manuel Castells theory of global solidarity becomes the main framework in this study to explain how digital network power plays a role in shaping collective consciousness and driving solidarity through the media. Within this framework, Al Jazeera's framing serves as a narrative strategy that reinforces the power of the digital

network. Framing is a crucial element in shaping emotionally charged and advocacy driven messages, while digital networks serve as the channels for disseminating them and connecting a global audience. The integration of both enables media not only to convey information but also to create public resonance and drive collective action across borders. Therefore, Castells theory serves as the primary theoretical foundation, while framing theory acts as an analytical tool to examine the narrative construction underlying the formation of global solidarity toward Palestine.

METHODS

Research Methods

This study uses a descriptive qualitative approach to explore how Al Jazeera frames its coverage of the Palestinian-Israeli conflict and mobilizes global solidarity in support of Palestinian rights. Qualitative methodology was chosen because it provides a deep understanding of media narratives and communication strategies in the context of global conflicts. The focus of this research is on narrative analysis of Al Jazeera's digital media content, both in the form of articles and videos. The main data consists of:

1. 260 news articles from Al Jazeera's official website (www.aljazeera.com) discussing the Palestinian-Israeli issue, collected between 2023 and 2024. The articles were selected based on five main thematic categories: (1) armed violence, (2) global solidarity, (3) human rights violations, (4) humanitarian crises, and (5) political roles.
2. 100 most popular public comments purposively selected from 10 Al Jazeera YouTube videos related to the Palestinian-Israeli issue, as a representation of the digital public's response to the constructed narrative.

YouTube comments were chosen because Al Jazeera's YouTube platform is a direct extension of its media coverage, where videos uploaded to the YouTube channel are also integrated or displayed in news articles on its official website. Unlike Al Jazeera's news website, which does not provide a comment feature, the YouTube channel provides an interactive space that allows the global public to express their opinions openly. Therefore, the comments analyzed in this study remain within the context of Al Jazeera's media narrative and are considered valid to represent audience responses to the same content. Additionally, secondary data such as books, scientific journal articles, media reports, and relevant online sources were also used to strengthen the context and analysis.

The analysis technique was carried out using two complementary approaches. First, a narrative analysis was conducted on 260 Al Jazeera news articles discussing the Palestinian-Israeli issue. This analysis used NVivo 12 software to perform thematic coding and identify media narrative patterns. Each article was classified into three main framing elements, namely: (1) Call to Action, (2) Focus on Victims, and (3) Narrative of Injustice. These three elements were used to examine how Al Jazeera emotionally constructed its news coverage and encouraged readers to care. The results of this analysis were then summarized into one major theme, namely “How Al Jazeera Frames Issues to Evoke Empathy and Support.”

Second, a qualitative analysis was conducted on 100 popular comments from 10 Al Jazeera YouTube videos related to the Palestinian-Israeli issue, with 10 of the most popular comments selected from each video. The selection was made purposively based on the highest number of likes, reflecting the engagement and support of the global audience. These comments were analyzed to uncover public responses to media narratives, including expressions of empathy, moral outrage, support for Palestine.

Data from both approaches were analyzed triangulatively to strengthen the validity of the findings and establish a strong relationship between media framing strategies, public resonance, and the mobilization of global solidarity. Thus, the analysis results directly illustrate the role of media in shaping public opinion and driving international solidarity through digital narratives.

RESULTS AND DISCUSSION

How Al Jazeera Frames Issues to Evoke Empathy and Support

This section presents the findings from an analysis of 260 Al Jazeera news articles related to the Palestinian-Israeli conflict. The analysis reveals that Al Jazeera systematically employs specific framing strategies to evoke empathy and mobilize international solidarity with the Palestinian cause. Drawing upon Robert Entman (1993) framing theory, which emphasizes four core framing functions: problem definition, causal interpretation, moral evaluation, and treatment recommendation. This study identifies three dominant patterns in Al Jazeera’s coverage: (1) Call to Action, (2) Focus on Victims, and (3) Narrative of Injustice. These strategies serve not only to define the issue and attribute responsibility but also to elicit moral responses and propose solutions, thereby constructing a powerful and emotionally compelling narrative for a global audience. The analysis aims to understand how these techniques align with Manuel Castells theory of global solidarity. This section explores

how Al Jazeera leverages framing techniques to influence public opinion and build global support for Palestine.

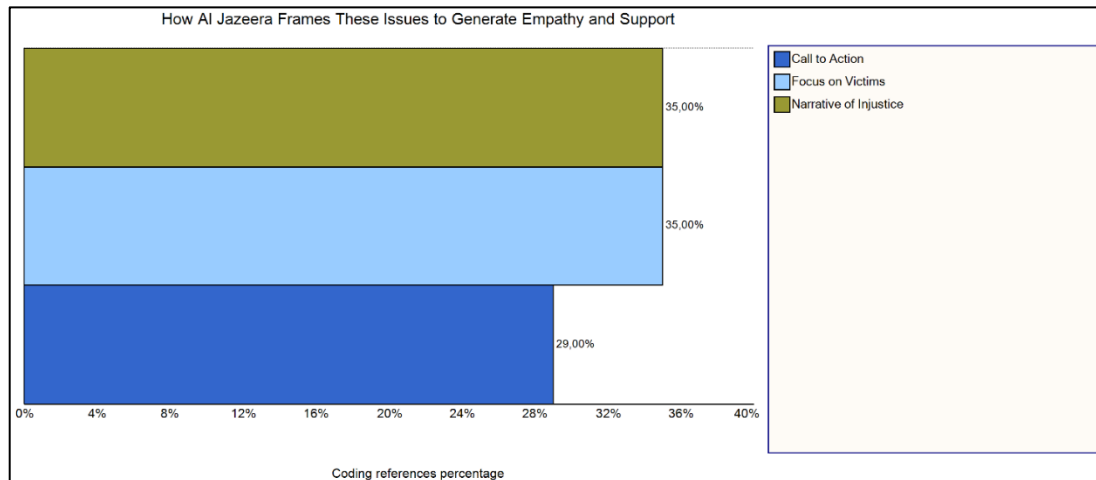


Figure 2. How Al Jazeera Frames These Issues to Generate Empathy and Support
 Source: News Processed Using NVivo 12

The accompanying chart illustrates the percentage of coding references for each strategy. The Call to Action accounts for 29% of the total coding references; Focus on Victims accounts for 35%; and Narrative of Injustice also accounts for 35% of the total coding references. This data indicates that Al Jazeera's reporting emphasizes the importance of action, with a strong focus on the suffering of victims and the injustices they face.

The first strategy, Call to Action, is a form of framing that explicitly encourages international audiences to act as part of a global community that cares about the suffering of the Palestinian people. Within the framework of Robert Entman's framing theory (1993), this strategy emphasizes the function of treatment recommendation, whereby the media not only describes the problem but also offers a solution that is considered ethically and politically appropriate. Through this strategy, Al Jazeera seeks to direct public attention to concrete forms of action that can be taken in response to ongoing human rights violations. In various news reports, Al Jazeera consistently calls on the global community to engage in tangible actions, ranging from mass demonstrations, advocacy for international law, to boycott campaigns against entities affiliated with Israel (Efrati, 2017).

One example is found in a report on student protests at various universities, in which Al Jazeera writes: *“Some universities have agreed to withdraw investments from companies linked to Israel, while others have stated that they will consider the demands and bring them before the body responsible for overseeing their investments.”* (Al Jazeera, 7 May 2024). This quote emphasizes that collective action has the potential to generate legitimate and

concrete political pressure. A similar call was also featured in coverage of demonstrations in Mexico City, which highlighted the urgency of public solidarity and forms of civil resistance: *“About 200 people joined the ‘Urgent action for Rafah’ demonstration outside the Israeli embassy on Tuesday. Confrontation with the police was sparked as some protesters sought to break down barriers preventing them from reaching the diplomatic mission.”* (Al Jazeera, 29 May 2024).

In addition to civil action, Al Jazeera also highlighted diplomatic and international legal channels, as shown in the following quote: *“South Africa has asked the International Court of Justice (ICJ) to issue emergency measures and declare Israel guilty of genocide in Gaza.”* (Al Jazeera, 6 March 2024). This framing places moral responsibility not only on individuals, but also on state institutions and the international community. At the individual level, Al Jazeera encourages public participation through simple but meaningful everyday actions. One source stated: *“I think for me to take the small action of not buying a coffee at a certain chain, it’s very easy to take small actions to make sure that there’s less money being directed towards violence”* (Al Jazeera, 15 Dec 2023), emphasizes that moral contributions can begin with consumer choices.

Symbols of protest such as speeches *“People want the liberation of Palestine”* and a ribbon with the words *“Gaza ceasefire”* also appears as a form of peaceful political expression (Al Jazeera, 8 Dec 2023). More broadly, Al Jazeera reported on global mass mobilization as a form of solidarity, as in the following excerpt: *“Tens of thousands of people have taken to the streets in cities across the world for a weekend of demonstrations demanding an immediate ceasefire in Gaza,”* as well as the blockade of merchant ships in Malaysia and Indonesia: *“calling to stop ‘the bombing of children’ and blocking the arrival of Israeli shipping vessels”* (Al Jazeera, 15 Oct 2023). These narratives form a powerful moral framework, encouraging the audience to take an active role in the struggle for humanity.

From the perspective of global solidarity theory (Castells, 2012), the Call to Action strategy reflects how transnational media networks can connect geographically dispersed individuals into collective action. Castells emphasizes that in networked societies, social mobilization is not only carried out by traditional political actors, but also by media that construct narratives of solidarity and injustice. Al Jazeera, through its calls to action, serves as a catalyst for the formation of transnational social movements, both in the digital and physical realms (Stephansen, 2013).

The second strategy, Focus on Victims, places human suffering, particularly that of the Palestinian people, at the center of the news coverage in order to create an emotional and affective narrative. Within the framework of Entman framing theory (1993), this strategy includes two important elements, namely problem definition and moral evaluation. The main issue is constructed as civilian suffering caused by structural and military violence, while moral evaluation is directed at fostering sympathy and condemnation of those responsible for the suffering.

One of the main strengths of this framing lies in the humanization of the victims. Through personal stories, firsthand accounts, and touching visuals, Al Jazeera presents the conflict not merely in statistical terms, but in the form of real human experiences that can be felt by a global audience (Reinhart, 2013). This approach is effective in fostering empathy because it presents emotionally compelling images and personal stories that bridge the emotional gap between viewers and victims (Meek, 2018).

In the article *The Solidarity of Shared Trauma*, a Gaza resident states: “*My hands shake... my cousin was killed*” (Al Jazeera, 11 April 2024). This quote reflects deep psychological trauma and feelings of loss. A similar narrative also appears in a report by the Office of the High Commissioner for Human Rights (OHCHR), which states that of the more than 34,500 victims who died, 8,119 have been verified and “*a high proportion were women and children – the youngest just one day old*” (Al Jazeera, 8 Nov 2024). Visuals such as destroyed houses, injured children, and schools under attack further strengthen the audience's empathy.

This situation is dramatically illustrated in a field hospital report: “*The explosions are the cue... the field hospital... patients began arriving within six minutes*”, dan “*the mental toll, particularly for children, is so heavy it will remain for years to come*” (Al Jazeera, 4 Jul 2024). In addition to physical and psychological suffering, children also lose access to education. Al Jazeera notes that “*more than 76 percent of schools in Gaza require full reconstruction...*,” dan “*69 percent of schools used as shelters... have been directly hit or damaged*” (Al Jazeera, 15 Jun 2024). This report is accompanied by powerful visuals that make the suffering not only known, but also felt by the audience.

Strategically, this approach targets emotional engagement to cultivate what Castells (2012) refers to as “transnational collective emotions.” In his theory, Castells explains that media capable of effectively visualizing suffering can foster global solidarity by instilling emotions that unite the international public under a shared sense of universal humanity. In

this context, Al Jazeera positions itself as an agent in shaping international public emotions through narratives that highlight the suffering of victims.

Through this approach, Al Jazeera shows how the media can play a dual role: as a conveyor of information and as a catalyst for empathy that leads to global solidarity (Trenz, 2020). The focus on victims makes the conflict more human and urgent, and positions Palestine as an entity worthy of defense not only because of its political identity, but because of the universal human values that are being systematically violated.

The third strategy, Narrative of Injustice, is a framing approach used by Al Jazeera to highlight the structural inequalities underlying the Palestinian-Israeli conflict. From the perspective of Robert Entman framing theory (1993), this strategy represents the functions of causal interpretation and moral evaluation, where the media plays a role in identifying the actors and systems responsible for the conflict. Through this narrative, Al Jazeera actively frames the conflict not as an equal clash between two parties, but as a form of structural domination and systematic human rights violations (Qasem & Hussein, 2018).

Al Jazeera presents quantitative data that reinforces the narrative of injustice, as seen in this article: *“From Jakarta to San Francisco, hundreds of thousands of people have taken to the streets over the past two months to protest Israel’s ongoing assault on Gaza, which has killed more than 18,700 people, including more than 7,700 children.”* (Al Jazeera, 15 Dec 2023). This report not only conveys the number of victims, but also highlights the global response as a moral reaction to ongoing injustice. The narrative of injustice is reinforced by data that highlights the massive impact on civilians.

In one of its reports, Al Jazeera report: *“The aerial and ground offensive on the tiny coastal enclave has since killed some 15,000 people, including 6,150 children and 4,000 women, according to Palestinian health authorities”* (Al Jazeera, 30 Nov 2023). The mention of female and child fatalities in the context of large-scale attacks creates the impression that the violence is disproportionate and targets vulnerable groups, thereby reinforcing the construction of injustice that is central to this framing.

Through this data, Al Jazeera does not merely describe the victims, but also constructs a narrative that reveals the existence of an oppressive power system, including violations of the Geneva Convention, international humanitarian law, and human rights principles (Joye, 2015). Thus, the Narrative of Injustice strategy developed in Al Jazeera's reporting portrays injustice as a historical and political consequence that is ongoing, not merely the result of temporary conflict dynamics (Amaireh, 2024). In this context, Al Jazeera acts as a

confirmation that Al Jazeera's news construction aligns with Entman's four functions of framing: defining the issue, identifying causes, making moral judgments, and offering solutions. Additionally, these results reinforce the relevance of Manuel Castells' theory of global solidarity, which posits that global information networks through media can build shared narratives and drive collective action across borders (Fuchs, 2012).

Al Jazeera Role in Driving Global Support Through Media

Based on previous findings, it can be concluded that the framing strategy used by Al Jazeera is not neutral, but rather consciously designed to shape public opinion and mobilize international solidarity. The narrative constructed places the suffering of the Palestinian people at the center, while clarifying the perpetrators of injustice and the urgency of global action (Shahzad et al., 2023). By highlighting aspects of humanity and injustice, this media outlet not only shapes perceptions but also directs public emotions toward solidarity (B et al., 2022). These findings align with Castells (2012) theory of global solidarity, which emphasizes the role of digital media networks in building shared narratives and driving collective action across national borders (Fuchs, 2012).

Al Jazeera's digital strategy, which combines emotional visuals with humanitarian narratives, demonstrates a close alignment with the concept of global solidarity, where collective emotions disseminated through media serve as the foundation for the formation of global solidarity. To test the impact of this strategy, this study analyzed the 100 most popular comments from 10 Al Jazeera YouTube videos on the Palestinian-Israeli conflict (2023-2024). The results of the thematic analysis reveal three main forms of public sentiment: empathy (40%), support for Palestine (36%), and moral outrage (24%). These three sentiments reinforce the connection between media narratives and the emotional engagement of the global audience, which ultimately serves as the foundation for the formation of transnational digital solidarity.

The findings of this study indicate that public sentiment in YouTube comments on Al Jazeera videos forms a unified whole that influences each other in building transnational digital solidarity. Expressions of empathy, moral outrage, and support for Palestine do not stand alone, but form a gradual chain of collective emotions: starting with emotional connection to suffering (empathy), followed by anger at structural injustice (moral outrage), and finally manifested in concrete acts of solidarity (Support for Palestine).

Table 1. Representative YouTube Comments Categorized by Dominant Sentiment

| Sentiment Category | Username | Comment Excerpt |
|------------------------------|---------------------|--|
| Empathy | @laliraj4363 | <i>“As humans, we should always stand only with humanity.”</i> |
| | @Moemuse | <i>“This video brought tears to my eyes as a father of four kids.”</i> |
| | @annaerick7930 | <i>“No child on earth should feel this pain. Very sad.”</i> |
| | @Robin.2226 | <i>“My heart breaks for the children of Palestine.”</i> |
| Moral Outrage | @Paktv245 | <i>“The world is deaf, no one hearing these cries.”</i> |
| | @husnaahmed9630 | <i>“How can leaders and people remain silent when this is happening?”</i> |
| | @beautifulsight4145 | <i>“Nobody should be treated this way by anyone else!!!”</i> |
| | @afghaneagle9255 | <i>“How do these western leaders ignore this... absolutely heartbreaking.”</i> |
| Support for Palestine | @Tonyjoyce-u3w | <i>“I am from the UK and feel ashamed. Free Palestine.”</i> |
| | @gtas321 | <i>“As an American I stand with the people of Gaza!”</i> |
| | @San-nah | <i>“I stand with Palestine. Love from Australia.”</i> |
| | @Serdar-wv6ev | <i>“Don't stop sharing, talking, supporting, boycotting, praying.”</i> |

Source: Source: Author's Analysis

Expressions of empathy are the starting point for the emotional engagement of a global audience. Al Jazeera's visual narratives, particularly in the form of #short or short videos focusing on the suffering of Palestinian children, have triggered widespread emotional connections across borders among a global audience. Representations such as crying children, fear, or the loss of parents due to military attacks have sparked widespread emotional connection across borders among the global audience. Comments like “This video brought tears to my eyes as a father of four kids” (@Moemuse), “My heart breaks for the children of Palestine” (@Robin.2226), and “No child on earth should feel this pain. Very sad” (@annaerick7930) demonstrate how images of suffering can foster cross-border emotional connections. Even statements like “As humans, we should always stand only with humanity” (@laliraj4363) indicate that the narratives presented have prompted audiences to respond morally and universally. In this context, Castells (2012) explains that in the digital age, solidarity is no longer formed through formal institutions but through communication networks shaped by the global flow of information, values, and emotions. In the digital network space, the global audience exposed to visual representations of suffering is not

merely a consumer of information but an active actor expressing empathy, forming moral identification, and uniting positions in transnational solidarity (Dadoo, 2018).

However, empathy alone is not enough to explain the depth of the audience's emotional involvement. In the next stage, moral outrage emerges, namely anger towards global power structures that are deemed to have failed to stop violence and injustice. Comments such as “The world is deaf, no one is hearing these cries” (@Paktv245), “How can leaders and people remain silent when this is happening?” (@husnaahmed9630), and “How do these western leaders ignore this... absolutely heartbreaking” (@afghaneagle9255) show that digital solidarity is not only driven by empathy but also by anger toward a global system perceived as unfair. Expressions like “Nobody should be treated this way by anyone else!!!” (@beautifulsight4145) emphasize the violation of universal values of justice and create a kind of collective moral pressure on international political actors (Collins, 2010). According to Castells (2012), such expressions are part of networks of outrage, collective emotional networks that form when the digital public witnesses injustice and responds with moral outrage. In this context, digital media functions as an arena where global audiences form counter-publics that actively challenge hegemonic discourse and demand change through emotional solidarity (Johansen et al., 2018).

It is this combination of empathy and moral outrage that gives rise to the most concrete form of solidarity: support for Palestine. Comments falling under the category of Support for Palestine demonstrate how the narrative constructed by Al Jazeera has successfully transcended geographical boundaries and created transnational solidarity (Aouragh, 2018). Comments such as “I am from the UK and feel ashamed. Free Palestine” (@Tonyjoyce-u3w) and “As an American I stand with the people of Gaza!” (@gtas321) show that audiences from various countries are not only emotionally involved but also morally identify themselves with the suffering of the Palestinian people. Some comments also emphasize concrete actions as a form of solidarity, such as “Don’t stop sharing, talking, supporting, boycotting, praying” (@Serdar-wv6ev), indicating that digital solidarity does not stop at symbolic expressions but evolves into collective action through boycott practices. These actions demonstrate that media narratives can trigger action-oriented solidarity a form of solidarity manifested in concrete actions against structural injustice, such as refusing to consume products from entities associated with oppression (Zanotti et al., 2017). This phenomenon reflects what Castells (2012) describes as cross-border emotional identification, a process where global media facilitates shared emotional experiences that

generate collective solidarity beyond national borders. This is further reinforced by Abu Ayyash (2015) and Dadoo (2018), who demonstrates that international media emphasizing emotional narratives can mobilize public support for humanitarian issues on a large scale.

Al Jazeera, through visual representation and human-centered narratives, plays a crucial role as a hub within the global solidarity network. This media outlet is not merely an information disseminator but an active actor mediating values, emotions, and actions within the digital space. Thus, it can be concluded that a media strategy based on visual narratives and emotions is not only effective in shaping perceptions but also in driving global collective action that supports humanitarian struggles. (Lee et al., 2024). By examining the dynamics of public response to Al Jazeera's media narrative, this study makes an important contribution to understanding how digital media shapes cross-border solidarity. The three main forms of sentiment empathy, moral outrage, and support for Palestine do not merely reflect emotional reactions but form a vibrant and evolving digital solidarity ecosystem. These findings indicate that the power of media lies not only in its ability to convey information but also in its capacity to create emotional networks and collective action that transcend geographical boundaries. In this context, Al Jazeera is not merely a news outlet but a node in a global solidarity network uniting individuals in the struggle for justice. Therefore, this research underscores the importance of media as an agent of social change in the era of digital connectivity and global conflict.

CONCLUSION

This study concludes that Al Jazeera strategically employs media framing techniques to construct emotionally resonant narratives that contribute to the formation of global solidarity in support of the Palestinian cause. Using Manuel Castells' theory of global solidarity as a theoretical framework, this research finds that digital media platforms function not merely as passive distributors of news, but as active agents in shaping transnational public awareness. By connecting emotionally charged narratives with a global audience, Al Jazeera illustrates the media's potential to transcend geographical boundaries and foster moral engagement on humanitarian issues.

The framing strategies identified in Al Jazeera's coverage: (1) Call to Action, (2) Focus on Victims, and (3) Narrative of Injustice, demonstrate how the media constructs a narrative that mobilizes empathy and prompts ethical responses. This construction is mirrored in public responses on YouTube, where three dominant sentiments emerge: (1)

Empathy, (2) Moral Outrage, and (3) Support for Palestine. These responses do not stand in isolation, but form a chain of digital emotional engagement that transforms passive viewership into active solidarity. The findings underscore that media narratives can generate shared humanitarian values and emotional identification across national borders, contributing to the emergence of digital transnational solidarity.

Overall, this study affirms the transformative role of media in shaping humanitarian discourse and amplifying global support for conflict-affected communities. Al Jazeera's use of emotional framing not only informs the public but also inspires global advocacy through digital platforms. As global media continues to play a critical role in conflict communication, future research should examine how such narrative strategies influence international policy decisions, humanitarian campaigns, and global public opinion. Comparative studies involving different international news organizations could also deepen understanding of the varying roles media play in constructing solidarity, shaping discourse, and promoting justice in conflict settings.

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