

A Comparative Critical Multimodal Analysis of Trump's Decision of the US Embassy Move in Arab and American Online Newspapers

قرار ترامب بنقل السفارة الأمريكية في صحف الإنترنت العربية والأمريكية
-دراسة تحليلية مقارنة ونقدية للوسائط المتعددة-

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Abstract:

This study aims at comparing linguistic and visual strategies through which Trump's decision of the US embassy move is represented in Arab and American newspapers and finding out the potential impacts of these strategies on their targeted readers. Ten newspaper headlines were analyzed following Fowler (1991) model of news language, then ten images associated with the analyzed headings were observed following Kress and van Leeuwen (2006) model of visual grammar.

The results show that in both Arab and American English newspapers, headlines and their associated images complement each other in delivering intended ideologies to their targeted readers . For instance, American newspapers use both headlines and images to positively represent Trump as a powerful leader, while Arab newspapers use different linguistic and visual strategies to negatively represent him showing his submission to Israel and giving him less power on Palestine's affairs. Thus, readers are advised to accurately examine the linguistic and visual components of news to make sure that what they read is the truth and not its fake version.

Keywords: visual grammar; transitivity; multimodal discourse analysis; compositional metafunction; interactive metafunction; representational metafunction.

الملخص:

تهدف هذه الدراسة إلى مقارنة كلاً من الاستراتيجيات اللغوية وغير اللغوية التي تم توظيفها في الصحف العربية والأمريكية لتوثيق قرار الرئيس الأمريكي السابق ترامب نقل السفارة الأمريكية. كما تسعى إلى استكشاف التأثيرات المحتملة من استخدام هذه الأساليب على القراء. تم تحليل في المقال عشر عناوين صحف رئيسية باتباع نموذج (Fowler 1991) لدراسة لغة الاعلام. بعد ذلك، تمت دراسة الصور التي رافقت العناوين العشرة المدروسة سابقاً بالاعتماد على نموذج Kress & van Leeuwen (2006) للقواعد المرئية.

أظهرت الدراسة أن كلاً من العناوين العربية والإنجليزية والصور التي رافقتهم تعمل كمنظومة كاملة لإيصال الأيدولوجيات المقصودة للقراء. فمثلاً، الصحف الأمريكية تصور الرئيس السابق ترامب بشكل إيجابي باعتباره رئيساً يتمتع بسلطة عالية، بينما تنقل الصحف العربية صورة معاكسة تماماً من خلال تصويره بأنه يملك سلطة أقل على الشؤون الفلسطينية و بأنه شخص خاضع لإسرائيل.

لذلك، فإن الدراسة الحالية تنصح القراء بتفحص التراكم اللغوية وغير اللغوية لمختلف الأخبار للتأكد من أن ما يقرؤونه هو الحقيقة وليس نقيضها.

الكلمات المفتاحية: قواعد بصرية؛ انتقالية؛ تحليل خطاب متعدد الوسائط؛ دالة تركيبية؛ دالة تفاعلية؛ دالة تمثيلية.

1. INTRODUCTION:

Political discourse is defined as the discourse practices in which politicians, organizations and citizens are engaged in the field of politics . When analyzing any political discourse , the focus is often directed to debates , speeches and hearings. As an emerging paradigm in Critical Discourse Analysis, Multimodal Discourse Analysis doesn't study language in the first place, but it extends to the study of linguistic features in combination to other resources, such as images, music and sounds in order to create multimodal entities, like videos, posters or three-dimensional objects, (O'Halloran, 2011,p.120) . Recently , many studies have questioned the necessity of multimodality in politics motivated by technological evolutions in media. Thus, online political news are becoming more multimodal as they are combination of both written and visual communicative modes. The most eminent feature of

online political news is the photos of social actors taking prominent roles in political debates . Taking into account their audience's identity ; their backgrounds and knowledge of the political issue being addressed , online press dominated by each political party in the conflict attempts to manipulate their opinions about the social actors.

This research falls under the fields of critical discourse analysis and multimodal discourse analysis . Critical discourse analysis is an interdisciplinary approach that considers language as a form of social practice ; language and knowledge are transmitted in social contexts and between social actors taking several forms of relationships. As discourse analysis mainly handles the interaction among power, language and ideology, topics such as political speech acts to structural inequalities found in their associated sociopolitical contexts have been increasingly seen as a rich field to investigate. Fairclough (2001), in his book, *Language and Power*, discussed critical discourse analysis more thoroughly and stated that power, ideology and social practice are concepts that should be centralized. To put it simply, he argued that texts in general cannot be fully understood without their social purposes.

The critical discourse analysis of textual or linguistic features was broadened later to consider images , graphs, music , cartoons and any other modality that can convey a message when intersected with language and their potential relations to the fabric of the society they represent . To put it briefly, critical multimodal analysis is the study of language use and its interaction with other modalities ; how language affects and is being affected by other modalities such as images , graphs, music, etc. That's what Kress and van Leeuwen (2006) did. Their proposed metafunctional framework is an integrated systematic approach to multimodal critical discourse analysis. They concluded that the analysis of semiotic resources of visual communication like images, designs, sketches and graphics can carry many sociological interpretations as the text does. This could result in having more comprehensive view of data like newspapers as they normally combine both texts and images.

The present study examines the relationship between the political opinions of the conflicting parties in the Palestinian-Israeli conflict and the linguistic and visual choices in their newspapers. Hence, a multimodal critical discourse analysis was conducted for the representation of the USA recognition of Jerusalem as the capital of Israel by moving its embassy in Arab and American online press. Data analysis is divided into two parts; first, focus was directed to the articles headlines, they were analyzed following the linguistic tools set by Fowler (1991). Then, each image was observed attentively following Kress and van Leeuwen (2006) model of visual grammar.

The study is qualitative in nature as the phrases and clauses of the newspapers headlines were linguistically analyzed following Fowler (1991) linguistic tools then the images attached to the headlines were interpreted with the aid of Kress and van Leeuwen (2006) visual grammar model. Many studies have been conducted on language style in Trump's speech when he decided that Jerusalem is Israel's capital, but few have combined and compared the linguistic and visual interpretations of Arab and American online newspapers articles reporting on such an event. The current study delves into comparing the linguistic and visual styles employed to express Trump's decision of the US embassy move to Jerusalem in both Arab and American online newspapers for the first time.

2. 2. Review of related literature

A considerable number of theories was proposed on the investigation of critical discourse analysis in texts and later in visuals. Rendering to Fowler (1991), language constructs the situations it denotes according to its prior manufactured structures in society. He focused on studying the British press and challenged the perception that the newspaper coverage of the events is an unbiased recording of hard facts by suggesting that news is a kind of practice affected, constructed and reconstructed by the ongoing social and political events in the world. In fact, this wasn't the first work of Fowler in which he asserted the weight of the textual entity in conveying meaning ; Fowler et al (1979) concluded that there is a complete ideology coded implicitly behind propositions. They depended on the three functions identified by

Halliday (1981) ; these are : ideational function ; used in organizing our perceptions of the world, interpersonal function ; used in helping us to take part in communication and textual function ; related to the written or spoken texts and their relations to the preceding or following parts of the same text.

Due to the exponential rise in technology which has created many new modes of presenting information and the fact that our globe has been changing from being dominated by language to a one dominated by catching visual modes, a number of studies have started to extensively investigate multimodality as a phenomena believing that it has become the standard of 21st century and being motivated by extensive data found nearly everywhere ; social media, education, etc.

The pioneering work of Kress and Leeuwen (2006) , Reading Images : The Grammar of Visual Design, is built on the principle of integration texts and images. Both researchers examined in details a number of newspapers and images ; they explored the direction of the look, the gaze of the participants or the size of the frame and focused on the represented participants in the visuals as they are interacting. Such work has been regarded as a courageous one for two reasons. On one hand, the relation between the image and the audience is not fixed ; the image itself places the audience into a certain position that might be different from the position intended by the its producer. On the other hand, they have introduced the term modality which means the credibility of the image message to the audience. In addition, they set a number of modality markers on which the audience can rely on to check the credibility of the images they view. For example, colour is a modality marker that works on three scales: colour saturation, colour differentiation and colour modulation in addition to brightness, depth and illumination. This work has truly contributed to a more profound understanding of the visual design.

Concerning politics, there was a number of studies that tackled multimodality in politics as a subject of interest. Benderbal (2018) in his study, A Critical Discourse Analysis of Local Election Posters in Algeria, analyzed Algerian electoral posters during the local campaign on 3,Nov2017 by focusing on four posters of the candidates and exploring the techniques used to present them in an appropriate way ; images, music and graphs. He used Kress and van Leeuwen (1996, 2006) visual grammar model to analyze the images included in the poster, He

concluded that the electoral posters can have either a positive or a negative effect on the voters' decisions depending on the constituent elements of images.

A quite different contribution was by Abemilokun and Olateju (2011). In their study, *Multimodal Discourse Analysis of Some Visual Images in the Political Rally Discourse of 2011 Electioneering Campaigns in Southwestern Nigeria*, they highlighted the importance of the customs worn by political parties supporters. They stated that vests and caps are unique semiotic resources since they reflect the cultural background of the Nigerian environment. They presented a rich multimodal discourse analysis of some images in the political rally discourse of 2011 electioneering campaigns in Southeast Nigeria. The data was analyzed using Halliday's (1981) Systematic Functional Linguistics principle; we simultaneously communicate meaning on three levels: ideational, interpersonal and textual and Barthe's (1977) concepts of anchorage; images can convey a number of interpretations and relay; texts incorporate meaning to images. They found that vests are the most common type of semiotic artefact, while caps and surrogate languages complement the use of vests for visual signification and meaning potentials in the discourse environment. In addition, colours are important since they reflect the inherited political and social ideologies. The authors stated that their findings reinforce the early work conducted in multimodality in political discourse in that it supports the fact that semiotic resources deliver direct and indirect meanings. In fact, this study is of a great value since it directs attention to semiotic resources that are rarely investigated.

Cotoc (2017) also carried out a multimodal critical discourse analysis of political slogans in addition to posters in Romania. In her study, *A Multimodal Analysis of Selected Posters and Slogans in Romania*, she analyzed a number of political posters and slogans in the local election in Romania to highlight the textual and visual strategies and their impact on the targeted audience using a questionnaire applied to 50 respondents and a theoretical framework centered on strategies like information value, salience and framing. The study concluded that, in some cases, the visual representation of the political figures can work to their disadvantage.

The review of the literature above clearly shows that there is little knowledge of how multimodality is enacted in the online press of two

political sides which have been involved for many years in a historically and politically rooted conflict. This is so specifically for Arab and American political discourse literature, for most studies focused mainly on verbal language or verbal and non-verbal communication from the perspective of either Arab online media or American online media but a little of nothing tried to draw any comparison between the two. This accentuates the importance of the present study.

3Theoretical Framework

3.1Visual Communication Grammar

Kress and van Leeuwen (2006) asserted that in addition to texts, visuals have to serve specific representational requirements to achieve an integrated system of communication. Both scholars adopted Halliday's systematic functional language (SFL) , (1981) framework to study semiotic modes believing that it is not only applied to speech and writing, but also to visual sign making. However, they used a different set of terminology in discussing visual communication.

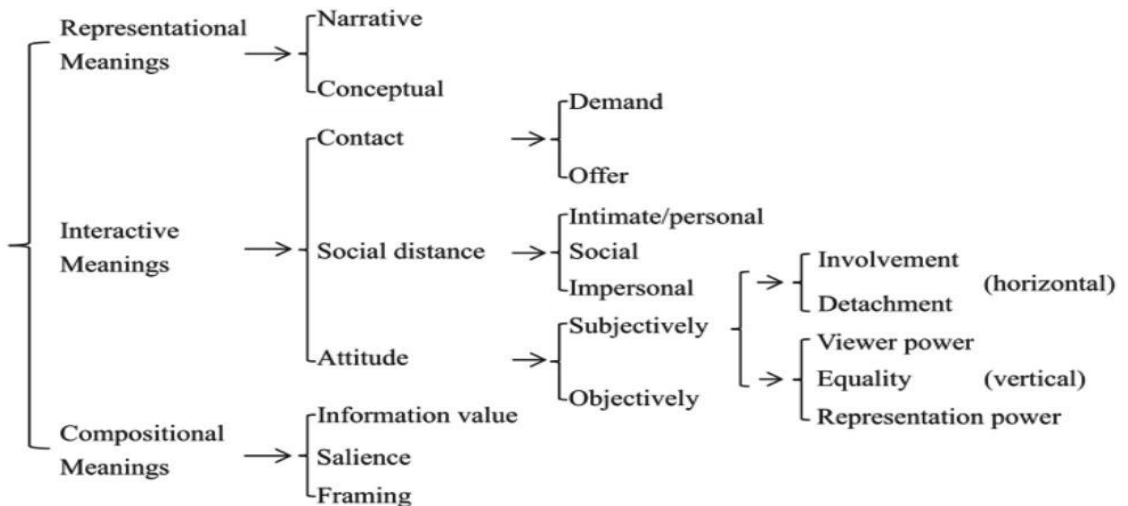


Figure 1 : The three metafunctions of visual grammar suggested by Kress and van Leeuwen (2006)

Figure 1 shows the three metafunctions proposed by Kress and van Leeuwen for interpreting images. They used the terms *representational* , *interactive* and *compositional* instead of *ideational*, *interpersonal* and

textual respectively. What follows is a detailed illustration for Kress and van Leeuwen (2006) model.

The first meaning dimension is *the representational metafunction* which expresses the way experience is encoded by narrative or conceptual function. Narrative function presents events or processes of change and includes vector, an element which denotes directionality. (Kress and van Leeuwen,2006, p. 59). Depending on the vector and participants in the visual, narrative function is expressed by a number of processes : *action, reactional, speech, mental* and *conversion*. *Action processes* include a vector departing from a participant in the visual, and it could be non-transactional (only the Actor is participating in the visual) or transactional (the Actor is producing a directed to the Goal). In case both participants are playing the role of the Actor, it is called bidirectional. (Kress and van Leeuwen,2006,p: 63_66).

In *reactional processes* , the vector is not formed by focus on actions but on the gaze and its direction from one or more participants in the visual. They also could be transactional (the glance is toward another participant inside the image) or non_transactional (the glance is towards something that seems outside the frame of the image). (Kress and van Leeuwen,2006,p:67_68).

Speech processes present dialogues that link speakers (Sayer) to their speech (Utterances). In *mental processes*, the Sayers and their Utterances are replaced by thinkers (Sensers) and thought (Phenomenon) respectively.

Conversion processes are the most complicated type of processes that any narrative representational function could have. A third participant called (Relay) is the (Goal) for one participant and (Actor) for the other, (Kress and van leeuwen,2006,p:68 _70).

In *conceptual function*, the aim is to classify participants in terms of class, structure or meaning into *classificational processes, analytical processes and symbolic processes*.

Classificational processes are used when participants are related to each other in terms of Subordinate to Superordinate. *Analytical processes* link participants to each other in terms of whole - part relation ; possessive attributes that described parts belonging to the whole (Carrier). *Symbolic processes* decide what participants mean in the visual. They could be *symbolic* in which only the Carrier's meaning is

coming from its qualities, or *attribute* in which the Carrier meaning is represented by attribute.

The second meaning dimension is the *interactive metafunction* which illustrates the interaction patterns that take place between participants. *Eye contact*, *social distance* and *attitude* are the three divisions of interactional function. *Eye contact* deals with gaze direction from the participant to the viewer ; demand or not ; offer. Demand creates a kind of imaginary relationship with the viewer, since it addresses him directly. Demand can also be carried by gesture and facial expressions. On the other hand, offer addresses the viewer indirectly as there is no direct gaze from the participant to his viewers. In short, demand suggests the relation of engagement, while offer suggests detachment. (Kress and van Leeuwen,2006, p: 116_118).

Social distance is influenced by shot distance whether it is close, medium or long. For instance, if the shot is close , then social distance is close and the relationship is informal. Social distance can also be examined by other things that appear next to humans in image like landscapes.

Attitude expresses point of view by manipulating camera angle. It could be subjective ; presenting a message from one perspective or objective ; avoiding being biased when delivering a message from an image. Concerning horizontal angle, it indicates involvement if it is frontal, and detachment if it is oblique. In addition, vertical angle indicates high power to participants interacting if it is high, equal relations between participants if it is on the eye level and more power to the presented participant if it is low.

The last meaning dimension is the *compositional metafunction* which is mainly built on relating the meaning of the composition to the way in which communicative acts cohere into the kind of meaning we call text. (Kress and van Leeuwen 1996, p.181). It is built by *information value*, *salience* and *framing*.

Information value is associated with the left and right directions . The left side is related to given information, and the right side to new information to something that requires more attention because it is unknown, center and margin ; for example, the center is reserved to important information, while margins are kept for

unimportant information, Top and down ; if the information is placed at the top of the image, it is essential and ideal, but the bottom indicates reality or practical information.

Another important system in investigating the composition of visuals is *saliency* or *foregrounding* ; making some elements in the visual more prominent than others by employing clues like size, sharpness or colour contrast. (Kress and van Leeuwen,2006, p: 201_203). The last system is framing by which elements can be connected or disconnected by *frame lines*. For example, if image has a frame with thick borders, senses of individuality and differentiation are inferred by viewers.

3.2. Language of News

It has been widely assumed that newspaper language acts as an objective recording of reality. In his book, *Language in the News*, Fowler (1991) acted against this perception by stating that news language operates on a wider context being affected consistently by social and political factors and proposing three linguistic tools that support his point of view.

Following Halliday (1981) definition of transitivity as the cornerstone of the semantic organization of experience and the part of the ideational function of the clause , Fowler adopted Halliday's classification of transitivity processes into :

1. The process : the event being described.
2. Participants in the process : agents taking part in the process.
3. Circumstances : answering the questions : how, when and where. As what table (2) shows, according to Halliday, processes are subdivided into six types, each is

Process type	Category meaning	Participants
Material: Action, Event	Doing, Happening-e.g. kick, run, paint, repair, send, burn,	Actor, Goal
Behavioral	Behaving	Behaver
Mental: Perception, Affection, Cognition	Sensing, Seeing , Feeling Thinking -e.g. see, hear, know	Sensor, Phenomenon
Verbal	Saying-e.g. say, tell, warn, argue, ask	Sayer, Target
Relational: Attribution , Identification	Being, Attributing, Identifying-e.g. be, have, become	Carrier, Attribute, Identified, Identifier, Token, Value
Existential	Existing	Existence

expressed by specific meaning and participants.

Table 2 : Process types, their meanings and key participants
(source : Halliday, 1994 : 143)

In addition to transitivity , Fowler asserted on the effectiveness of lexical choice as a tool in uncovering hidden ideologies in political news. Subjectivity in the language of news might be recognized by the audience by using different terms referring to the same incident or object.

Besides transitivity and lexical choice, nominalization is also ideological and emotionally charged. It is mainly defined as turning verbs into nouns (Fowler et al,1979). For example, in the headline (Target on demonstrators), the agent is omitted and the noun (target) is used instead. In other words, nominalization is a systematic transformational process that delivers the attention from the clause agent , who commits the act to a reduced proposition carrying less information about the act.

4. Methodology

4.1. Data Collection

The data of the study included ten front - page headlines and ten images published after 1st, May, 2017, that's when Trump's decision to move the US embassy to Jerusalem was formally issued . The American online newspapers are : The Guardian, Chicago Sun-times Washington Post, CNN Politics and Wall Street. The Arab online newspapers are : Gulf News; Qatar, The National Newspaper ;UAE, The Peninsula Qatar's Daily Newspaper ; Qatar, Al-Jazeera ; Qatar and The Jordan Times ; Jordan.

4.2. Data Analysis

The linguistic tools suggested by Fowler (1991) were employed to analyze the main headlines while the model of Kress and van Leeuwen (2006) of investigating the grammar of visuals was used to analyze the images associated with these headlines.

According to Fowler (1991) , transitivity is one of the best linguistic tools to uncover how ideology is represented in news. That's because it classifies the clause in terms of the doer (Participant), the action (Process) and the recipient of the action (the Goal), with six categories of processes to identify the nature of the action being taken. By transitivity, readers are able to find out who is doing what to whom?

Which party is enjoying a higher authority? Is he positively or negatively represented to readers? The following table illustrates the analysis of the headlines with the aid of Fowler (1991) model.

Number of the Headline	Headline	Newspaper/Country	Date	Linguistic tool employed
1	<u>Trump recognizes</u> Jerusalem as Israel's capital.	C NN Politics/ USA	6/12/2017	Transitivity (mental process)
2	<u>Trump forges ahead</u> on Jerusalem Day _as_ capital despite warnings.	Chicago Sun-times /USA	5/12/2017	Transitivity (material process)
3	<u>Trump says</u> U.S Recognizes Jerusalem as Israel's Capital	Wall Street Journal /USA	6/12/2017	Transitivity (verbal process)
4	<u>Trump waives</u> law requiring US to move embassy to Jerusalem	The Guardian /USA	1/6/2017	Transitivity (material process)
5	<u>Moving</u> the US Embassy to Jerusalem created a dangerous situation	Washington Post /USA	14/5/2018	Nominalization
6	<u>US moves</u> embassy	Gulf	14/5/2	Lexical choice (Categorization)

	to Jerusalem ; Gaza erupts in protest, dozens killed.	News /UAE	018	
7	After embassy move, <u>Trump weighs</u> Jerusalem Consulate changes	Al-Jazeera /Qatar	2/6/2018	Transitivity (material process)
8	<u>Jordan warns</u> of consequences of moving US embassy to Jerusalem	The Jordan Times/ Jordan	4/8/2019	Transitivity (verbal process)
9	One year on , <u>America's Jerusalem embassy</u> remains illegitimate in the eyes of the world.	The National /UAE	15/5/2019	Lexical choice (Categorization)
10	<u>UN General Assembly rejects</u> Trump's Jerusalem move	The Peninsula Qatar's Daily Newspaper /Qatar	22/12/2017	Transitivity (behavioural process)

Table 3 : The analysis of the linguistic tools in the newspapers headlines following Fowler (1991) model

In the American newspapers headlines numbered above as (1,2,3,4, 5), Trump was placed in the agent syntactic position then followed by a material action verb like (forges ahead , waives) , a mental

action verb like (recognizes) or a verbal action verb like (says, warns). These verbs categories are referred to by Fowler (1991) as action verbs that are controlled and hide specific intentions. Thus, the participant, in this case Trump, was positively represented to readers as a powerful figure with higher authority over others and who possesses an ultimate validity to take a controversial decision such as moving the US Embassy to Jerusalem.

However, the language used in Arab newspapers was evidently different. Only headline number 7 represented Trump as the only politician who controls the future of the Palestinian cause by placing him as the agent . And such representation is not positive ; Arab readers are aware of both the history of the Israeli-Palestinian conflict and the consequences of moving the US Embassy to Jerusalem and regarding it the capital of the Israel. By placing Trump as the agent, the newspaper tried to stress his arrogance and the weak role Arab countries are performing in this issue.

In headline number 8, Jordan was placed in the agent syntactic position with no reference to Trump followed by a verbal process (warns). This could be an attempt to let readers assume that Jordan enjoys, rather than any other Arab country, the right to defend Palestine and to reassure its historical role of in supporting the Palestinian cause.

In headline number 10, Trump was delayed to the object syntactic position assigning him in submissive and less powerful position , while the UN General Assembly was assigned the subject syntactic position followed by a behavioural process (rejects) to show that it has, as an International entity, an intrinsic role in defending Palestine as an occupied country.

Besides transitivity, the American headline number 5 included nominalization as a syntactic transformational process in which Trump (The participant) was deleted and the main verb (moves) was transformed into a noun phrase letting readers interpret the text in two ways. First , readers may infer the neutrality of the newspaper, because the headline leaves the responsibility for the action of moving the US embassy to Jerusalem unspecified. Thus, by delivering less information, the newspaper didn't regard Trump as the main responsible person for such decision, but stated indirectly that it is a collective decision. Second, by not stating clearly the name of the person responsible for the

US embassy move followed by the verb phrase (created a dangerous situation), readers might feel the dangerous consequences of Trump's decision and that Palestinians will not remain silent.

Lexical choice also encompasses lexical structures like categorization. Fowler (1991) stated that this lexical structure distinguishes between classes and this is noticed in the Arab headlines numbered 6,9 when the US and America's Jerusalem embassy are placed in the agent syntactic position instead of Trump. But in the same time, American people and America's Jerusalem embassy are both subordinate to the more powerful figure, Trump. This could have a dualistic impact on readers. First, readers may infer that American people support Trump and confess his authority over them. As a result, Trump is given his peoples' authorization to represent them in any international forum. Second, readers might think of Trump as a dictator politician who abuses his power ; he doesn't only control his people but also interferes into other countries' internal affairs like Palestine and supports his allies like Israel to take control over Palestine.

One distinctive thing about the use of categorization in representing a thorny political issue like the Israeli - Palestinian conflict is that it allows to names of other entities to be present in the clause giving them in this way an equal weigh to the part who is enjoying power . For instance, in the second part of headline number 6, (Gaza) was mentioned to draw readers' attention that moving the US Embassy to Jerusalem directly affects the situation in Gaza . By being visible in the clause, it is inferred that Gaza is playing a remarkable role in the escalation of the events.

In the same way, (the world) was mentioned in the second part of headline number 9 to show that even if the US Embassy is moved to Jerusalem by force, all the world's governments will consider it as an illegal action. Thus , according to the newspaper, the US embassy move was condemned not only by Arab countries, but also by other countries across the world.

Next, images associated with the headlines being previously analyzed were examined with a detailed focus on Trump , if present , since he is the one who issued the decision of the US embassy move . The aim behind this visual analysis is to find out whether Arab and American English newspapers employ similar visual strategies in reporting the move of the US Embassy to Jerusalem.



Image 1 : Israel's PM, Benjamin Netanyahu, with Donald Trump at Ben Gurion international airport in Tel Aviv on 23 May (Source : The Guardian Newspaper)

In image 1, having Trump and Netanyahu standing very close to each other acts as a vector that refers to their actions. Their actions state that Israel is a strong ally to the US. This comes with the headline " Trump waives law requiring US to move embassy to Jerusalem". Since both are playing the role of the Actor, their actions are bidirectional. The goal is the viewers of the image who receive indirect gaze from both. Thus , their gazes are non-transactional and are directed at different directions. Hence, the viewers are not involved with Trump and Netanyahu, but are offered the chance to feel the intimacy between them. The image has also a symbolic attributive meaning ; Netanyahu is standing next to Trump who is looking at a different direction with serious facial expressions . This symbolic attributive meaning delivered by Netanyahu's attribute of Trump adds to the importance of the latter and shows his power. In other words, Israel considers the US as its strong defensive line in the Middle East.

The shot distance is close and personal to create intimacy with viewers though both are not looking directly at them. The angle is low to assign them more power before the viewers. Netanyahu and Trump have the left and the right positions respectively; Trump receives more attention as he is the supporter of Israel and the sponsor of the US embassy move. Trump and Netanyahu's facial expressions and their body language are identical in a strange way and this results in having salience or foregrounding; meetings of presidents are known to be more formal, like being not so close while standing or sitting next to each other.



Image 2 : A Palestinian boy holding his national flag looks at clashes with Israeli security forces. (Source : Gulf News)

Image 2 shows a Palestinian boy holding the Palestinian flag and looking at the clashes with the Israeli Occupied Forces. The image is accompanied with the headline " US moves embassy to Jerusalem : Gaza erupts in protest, dozens killed". The child standing alone acts as a vector that refers to his action. Though he is weaponless, he is holding the Palestinian flag with his broken arm and seems ready to participate in the clashes. His gaze is non-transactional, being not directed towards the viewers and offering them the chance to feel his engagement in resistance activities on the borders. The image also carries a symbolic meaning; being hooded, the boy symbolizes to the young Palestinian generation that will not forget brave fighters who sacrificed their souls to liberate their land.

The shot distance is close with nothing in the background but smoke and flames, so it's personal rather than public. This is supported by a frontal horizontal angle to create involvement with the viewers. With the boy's center position and his eye catching body language, he is the most salient participant in the image.

The following two tables comprehensively analyze the rest eight images.



Image 3 :Chicago SunTimes, 6/12/2017



Image 4 : Washington Post, 14/5/2018



Image 5 : CNN :Updated 6/12/2017



Image 6 :Wall Street Journal : Updated 6/12/2017

Meaning Structures	Image 3	Image 4	Image 5	Image 6
Actional Processes	×	×	Trump is waiving	Trump is waiving
Reactional Processes	×	×	Non - transactional gaze	Transactional gaze
Eye Contact	×	×	Offer	Demand
Social Distance	Long public shot	Medium public shot	Close personal shot	Close personal shot
Attitude	Horizontal Frontal	Vertical low	Horizontal Frontal	Horizontal Frontal
Informational Value	The Dome of the Rock in the center (important)	The flags are at the top of the image (ideal)	Trump is in the center (important)	Trump is in the center (important)
Saliency	Focus on the Dome of the Rock	A sign between the flags with (Jerusalem) written in Hebrew, English and Arabic	Trump is waiving and taking the center position	A map of Israel next to Trump

Table 4 : visual analysis of the images of American newspapers



Image 7: The Peninsula Qatar's Daily Newspaper, 22/12/2019



Image 8: The National Newspaper, 15/5/2017

Meaning structures	Image 7	Image 8	Image 9	Image 10
Actional Processes		×	Ivanka Trump delivering a film	Friedman delivering a speech Trump making the ok sign



Image 9 : Al_Jazeera, 2/6/2018



Image 10: The Jordan Times, 5 /12/2017

Reactional Processes	×	Non_transactional gaze	Non_transactional gaze	Transactional gaze
Eye Contact	×	Offer	Offer	Demand
Social Distance	Long formal shot	Medium public shot	Medium public shot	Medium public shot
Informational Value	Horizontal Frontal	Horizontal Frontal	Horizontal Frontal	Horizontal Frontal

Salience	Voting results at the top part of the image	The embassy sign is on the right (new) Trum p's officials are on the left (given)	Friedman is in the center (important)	Trump is on the right (important) Palestini ans are on the left (given)
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Table 5 : visual analysis of images of Arab newspapers

Analyzing the images of American newspapers revealed that they have representational meaning in its two forms ; narrative and conceptual. Under the narrative meaning, the images contained actional and reactional processes. Trump is the main Actor and hence in control maintaining both direct and indirect gazes with viewers. His effective role in moving the US embassy to Jerusalem is signified to a great extent by conceptual meaning by showing him standing alone or next to his allies. Only in images 3 and 4, Trump was replaced by the Dome of the Rock and the American and Israeli flags. Beside being the most important religious site for the Palestinians, the Dome of the Rock is located in Jerusalem, the capital of Palestine. If the US embassy is moved to Jerusalem, this is to certify , in a way or another, that Jerusalem is the capital of Israel, and that's what Trump is trying to achieve. In addition, placing the American and the Israeli flags next to each other in the streets of Jerusalem is a clear sign that Trump is supporting Israel in its intentions in judaizing Jerusalem. The newspapers chose long, medium and close shots but used the close shot in most of the images. This might help to create intimacy with Trump's viewers resulted later in accepting his decision. Trump has also the most informational value. This is achieved by placing him in the center as in images 5 and 6 or on the right position as in image 1. In this way, he is portrayed as the most salient figure.

The Arab newspapers showed some considerable differences. Though they carried representational and conceptual meanings, Trump was not the main Actor in most of the images, but instead, his subordinates who have less power than him are the main Actors. For example, Trump's daughter Ivanka and his ambassador to Israel

Friedman are the Actors with non- transactional gaze in images 8 and 9 .In this way, the Arab newspapers are underestimating Trump's authority. This intended underestimation of Trump was also clearly reflected by the conceptual meaning taking many forms ; the countries that voted against Trump's decision in the UN General Assembly or Trump's officials celebrating the opening of the embassy with no one joining them.

Underestimating Trump's decision takes a stronger form in image 10. Unlike images 8 and 9, Trump appears in the image dressed as Hasidic Jew. The Jordan Times delivered to its readers that Trump's submission to Israel; he is not supporting Israel, but he is actually serving it. The newspapers chose the medium public and the long formal shot to ensure that Trump's decision was not supported by the Arabs or the International communities .

Trump was assigned the most informational value in image 10 only as new information, because he is placed on the right position of the visual . In addition, he was the most salient figure in the same image, because he was shown as submissive to Israel by being dressed as a Hasidic Jew .

5.Discussion and findings

Comparing Arab and American English newspapers with the aid of Fowler (1991) model and Kress and van Leeuwen (2006) visual grammar framework provided some interesting findings. Both Arab and American online newspapers were relatively similar in employing transitivity as a main linguistic tool in their headlines reporting Trump's decision of the US embassy move. Table 1 shows that out of five , four American newspapers used transitivity , while three Arab newspapers did the same. However, both showed differences concerning the use of nominalization and categorization. American newspapers used nominalization in addition to transitivity and ignored categorization, while Arab newspapers used categorization beside transitivity and ignored the use of categorization.

Such linguistic variation has a number of potential impacts on readers. The American newspapers use of nominalization delivers less information for the sake of being neutral to its readers while the Arab newspapers use of categorization delivers how much Trump is supported by his people. By assigning him as the agent who performs material,

mental and verbal actions, Trump is positively represented to American newspapers readers as the American president whose power allows him not only to control his country's affairs but also to support his ally, Israel, and bring them another country's capital.

Even when Arab newspapers placed Trump in the agent position, he was negatively represented, because Arab readers are affected by their understanding of the Israeli-Palestinian conflict history. They see Trump as a dictator who controls the Palestinian cause future. Other Arab newspapers delayed Trump to the object syntactic position picturing him as less powerful , or placing totally different entities in the subject position ; the UN General Assembly for example .

Concerning visual representation, Arab and American newspapers scored a number of differences. Tables 4 and 5 show that both newspapers used representational, compositional and interactive metafunctions but with differences in the categories of meaning structures employed. In addition , eye contact of main Actors showed demand and offer, and camera angle came in three types : horizontal frontal, high and vertical low.

Starting with the American newspapers, Trump was positively represented as the one in control by showing him taking actions like waiving and by occupying the center and right positions. In this way, he is the most salient element in images. Even when focus was not put on Trump, it went on other entities that support Trump in an indirect way ; the Dome of the Rock with the star of the Israeli flag and the American flag placed next to the Israeli flag in the streets of Jerusalem.

In Arab English newspapers, Trump was negatively represented though he is the main Actor . In image 10 only , he took the center position dressed as Jew to show his submission to Israel.

In the rest of the images, three entities were assigned as main Actors. In image 2 , the Palestinian boy symbolized resistance. In image 8, Ivanka Trump was opening the US Embassy in Jerusalem with no Arab politician attending to assure their rejection . In image 9, Friedman was delivering a speech next to the Israeli flag to affirm that the US and Israel are strong allies.

6. Conclusion

Fowler (1991) regarded media as a biased product that doesn't represent the truth. Here comes the roles of CDA and MCDA to uncover hidden intended ideologies which newspapers aim to deliver. This study was highly motivated to reveal in details the bias of Arab and American newspapers by examining both linguistic and visual tools employed and its potential impacts on their targeted audiences.

To sum up, in Arab and American English newspapers, headlines and images complemented each other in delivering intended ideologies. American newspapers employed both headlines and images to positively represent Trump as a powerful leader, while Arab newspapers used different linguistic and visual strategies to negatively represent him showing his submission to Israel and giving him less power on Palestinian affairs .

The results obtained also agree with (Fowler et al, 1979) assumption that there is a complete ideology coded implicitly behind propositions. This work could contribute to the fields of Critical Discourse Analysis and Multimodal Discourse Analysis as it evidently shows newspapers bias in newspapers reporting on a controversial issue that hasn't been investigated deeply so far. It also aims at raising readers' awareness that what do they read could be a twisted truth . Thus, they should depend on linguistic and visual strategies discussed earlier to form a better understanding of any political situation .

Finally, this study cannot be said to be exhaustive on the composition of multimodal resources in the Israel-Palestine discourse. The study couldn't explore more Arab or American newspapers due to time factor. For this, future research can be directed at studying more multimodal resources from major and minor newspapers or investigating multimodality in newspapers caricatures in addition to headlines and images.

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