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

M. Arrasyha Alza Pratama H[1], Arita Destianingsih[2]
[1,2,] **English for Business and Professional Communication Study Program of State Polytechnic of Bengkalis**
State Polytechnic of Bengkalis
Jl. Bathin Alam, Bengkalis, Riau, 28711, Indonesia, Phone: (+6277)24566
e-mail: arita@polbeng.ac.id

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*

Keywords: *news, value, social, conflict, language.*

INTRODUCTION

The rapid advancement of science and technology has driven significant media development, changing communication patterns, social interactions, and lifestyles. In the digital era, media is expected to present accurate, truthful, and engaging content, becoming the dominant source of information for

modern society. The shift from conventional to digital media has transformed the way people access, share, and respond to news, enabling real-time interaction and creating global communities with shared interests. Digital media also supports education, civic participation, and skill development, though it brings challenges such as misinformation and inappropriate content.

REVIEW OF RELATED LITERATURE

Related Theory

English For Journalism

Rudin and Ibbotson (2002), Journalism is about putting events, ideas, information and controversies into context. It is about selection and presentation. Above all, perhaps, it is about the assessment of the validity, truthfulness or representativeness of actions or comments.

News Value

Downie JR and Kaiser quoted by Santana K (2005) describe news values as a difficult concept to define. It includes everything that is difficult to understand. The height of its importance is difficult to quantify. The problem of defining what constitutes news further complicates its significance. The author takes from several experts for the news value component such as Baksin (2009), Effendy (2008) and Santana K (2005).

1. Timeliness

According to Askurifai Baksin (2009) stated, timeliness is events that involve things that have just happened, or have just been put forward.

2. Impact

According to Downie JR and Kaiser quoted by Santana K (2005), anything with a wide- ranging effect is considered news.

3. Proximity

Askurifai Baksin (2009) stated, proximity is events Geographically or emotionally close to the reader, viewer, or listener.

4. Conflict

Sumadiria (2008) stated, news is conflict or anything that contains elements or is full of dimensions of conflict.

5. Prominence

Askurifai Baksin (2009) stated, prominence is event envolving well know people or institution.

6. Unsualness

Iswara (2002) stated, unsualness is something extraordinary.

7. Human Interest

Effendy (2008), human interest is something that touches human feelings, which causes feelings of strangeness, amazement, joy, horror, sadness, emotion, etc.

8. Crime

crime always attracts readers' interest. If newspapers broadcast a lot of crime news, it is because readers like it.

9. Age

Effendy (2008) states, events involving children or someone who is elderly will attract the interest of readers.

10. Suspense

According to Effendi (2008) is news that makes us want to know what will happen often arouses continuous interest.

Language Style

According to Sumadiria (2005), in his book Journalistic Language, a Practical Guide for Writers and Journalists, the Journalistic Language style is defined as the language used by journalists, editors, or mass media managers in compiling, presenting, loading, broadcasting, and airing news and event reports or statements that are true, actual, important and interesting

with the aim of being easy to understand the content and quickly capturing the meaning. Here are some definitions of Journalistic Language style according to experts.

CNBC News America

CNBC News America is part of the CNBC (Consumer News and Business Channel) cable television network that focuses on presenting business, financial, economic news, as well as global issues relevant to markets and public policy.

METHODOLOGY OF STUDY
Reseach Design

This study uses a descriptive qualitative method that aims to analyze news value and language style in the news. This method uses a more diverse approach in academic research compared to quantitative methods. According to Mukhtar (2013) the descriptive qualitative research method is a method used by researchers to find knowledge or theory regarding research at a certain time.

Location, Time and Object of the Study

The choice of time period and number of uploads is based on the desire to get a relevant and up-to-date picture of how the news value and

language of style that CNBC News America has. Researchers aim to analyze the application of 10 news value and 6 language style on 15 news stories of the Palestine Israel social conflict from October 2023 to May 2024 by CNBC News America. The main focus of this research is the online news media CNBC News America.

1. Simple

According to Sumadiria (2016), in order to be simple, one must constantly prioritize and select words or sentences that are most widely understood by a diverse range of readers, both in terms of intellectual ability and in terms of demographic and psychographic traits.

2. Concise

Sumadiria (2016) stated, consice means getting straight to the point, not rambling, not going in circles, not wasting the reader's precious time.

3. Solid

According to Sumadiria (2016), solid in journalistic language means full of information.

4. Clear

According to Sumadiria (2016), clear means that the meaning is easy to grasp, not mixed and blurred.

5. Straightforward

Sumadiria (2016) stated, straightforward means firm, unambiguous, while at the same time avoiding euphemisms or refinement of words and sentences that can confuse the audience of readers resulting in different perceptions and wrong conclusions.

6. Grammatical

Sumadiria (2016) stated, Grammatical means that any word, term or sentence used and chosen in journalistic language must follow standard grammatical rules.

Research Instrument

In this descriptive qualitative research, the main instrument used is the observation guideline. The observation guideline was chosen as a research instrument because it allows researchers to systematically and deeply observe the elements contained in the news text, especially in identifying news values and language style.

Data Collection Technique

The study uses two data collection methods, namely observation and documentation. This

study conducted descriptive qualitative data analysis techniques.

Data Analysis Technique

Data analysis can be divided into two parts, namely descriptive quantitative analysis and descriptive qualitative analysis (Moehnilabib, 2003). From this research, the author conducted descriptive qualitative data analysis techniques.

RESULT AND DISCUSSION

News 01 with the headline "Israel-Hamas hostage deal edges closer despite fierce fighting in Gaza" published November 19 2023 has 10 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, unsualness, crime and age, also has 5 language of style, namely simple, concise, solid, clear, straightforward and grammatical. One of news value contained in **news 01** is timeliness :

Hamas gunmen battled Israeli forces trying to push into Gaza's largest refugee camp on Sunday, but despite the fighting U.S. and Israeli officials said a deal to free some of the hostages being held in the besieged enclave was edging closer.

One of language style used in **news 01** is simple:

Around 1,200 Israelis, mostly civilians, were killed in Hamas's shock Oct. 7 assault, according to Israeli tallies, the deadliest day in the country's 75-year history.

News 02 with the headline "Hamas deploys police, distributes funds in sign of resurgence in Gaza areas Israeli troops have left" published February 3 2024 has 7 news value, namely timeliness, proximity, impact, conflict, human Interest, crime and age. Also using 6 language of style, namely simple, concise, solid, clear,straightforward and grammatical. One of news value contained in **news 02** is proximity:

The 17 bodies were taken to the Abu Yousef al-Najjar hospital, the main health facility in Rafah, and were seen by an AP journalist.

One of language style used in **news 02** is concise:

Israel has said it's determined to crush Hamas militarily and prevent it from returning to power in Gaza, an enclave it has ruled since 2007.

News 03 with the headline "Bloodshed, destruction and a far-off peace? There are several possible outcomes of the Israel-Hamas war" published October 12 2023 has 10 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, unsualness, crime and age, also using 4 language of style, solid, clear, straightforward and grammatical. One of news value contained in **news 03** is prominence:

Israel has vowed to "wipe out" Hamas once and for all, with Israeli Prime Minister Benjamin Netanyahu promising to "defeat them to death."

One of language style in **news 03 is** solid:

The U.N. said Wednesday that 263,000 men, women and children have been displaced across Gaza with thousands of homes damaged or destroyed.

News 04 with the headline "Israeli military pledges investigation into strikes that killed World Central Kitchen workers in Gaza" published April 2 2024 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. Also using 6 language of style, namely simple, concise, solid, clear, straightforward and grammatical. One of news value in contained in **news 04** is impact:

Nearly six months into Israel's war in Gaza, more than half a million people in the besieged enclave are facing famine, the U.N. and other aid organizations warn.

One of language style used in **news 04** is solid:

The subsequent Israeli aerial bombardment and land invasion has killed more than 32,000 people in Gaza, Palestinian health authorities say.

News 05 with the headline "Israel pushes deeper into Rafah and battles a regrouping Hamas in northern Gaza" published May 12 2024 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. Also using 6 language of style, namely simple, concise, solid, clear,straightforward and grammatical. One of news value contained in **news 05** is human interest:

"It was a very difficult night," said Abdel-Kareem Radwan, a 48-year-old from Jabaliya. He said they could hear intense and constant bombing since midday Saturday. "This is madness."

One of language style used in **news 05** is clear:

Palestinians reported heavy Israeli bombardment overnight in the urban Jabaliya refugee camp and other areas in northern Gaza.

News 06 with the headline "Israel retaliates after Hamas attacks, deaths pass 1.100" published October 8 2023 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. The one of news value contained in news 06 is impact. Also using 5 language of style, namely concise, solid, clear, straightforward and grammatical. One of news value contained in **news 06** is impact:

The U.N. appealed for the creation of humanitarian corridors to bring food into Gaza and said at least 70,000 Palestinians in Gaza are seeking shelter in schools it runs.

One of language used in **news 06** is straightforward:

Iran is an ally of Hamas and while it congratulated Hamas on the attack, its mission to the United Nations said Tehran was not involved in the attacks.

News 07 with the headline "Gaza's economy is in ruins as Israel-Hamas war sets development back decades" published November 23 2023 has 8 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense and crime. Also has 4 language of style, namely solid, clear, straightforward and grammatical. One of news value contained **news 07** is human interest:

As many as 65% of the 2.3 million Palestinians living in the 140-square-mile sliver of land, between Israel and Egypt are under the age of 24.

One of language style used in **news 07** is grammatical:

War-battered Gaza's already fragile economy lies in ruins, much like its buildings.

News 08 with the headline "Israel keeps pounding Gaza as Houthis vow more Red Sea attacks" published December 19 2023 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. Also using 4 language of style, namely solid, clear, straightforward and grammatical. One of news value contained in **news 08** is age :

> One of the dead in the paediatric ward was a 13-year-old amputee named Dina who had survived a strike on her home that killed her family

One of language style used in **news 08** is straightforward:

> The conflict has spread beyond Gaza, including into the Red Sea where Iran-aligned Houthi forces have been attacking vessels with missiles and drones.

News 09 with the headline "Aid reaches northern Gaza as Israel and Hamas consider truce talks" published March 17 2024 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. Also using 5 language of style, namely simple, solid, clear, straightforward and grammatical. One of news value contained in **news 09** is crime:

> Israel's military campaign in Gaza has now killed more than 31,500 Palestinians according to health authorities in Hamas-run Gaza.

One of language style used in **news 09** is clear:

> Aid agencies have warned that pockets of Gaza already face famine, with hospitals in the north reporting children dying of malnutrition and dehydration.

News 10 with the headline "Israel launches fresh strikes on Gaza as UN nears vote on aid" published December 18 2023 has 10 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, unsualness, crime and age. Also has 6 language of style, namely simple, concise, solid, clear, straightforward and grammatical. One of news value contained in **news 10** is unsualness:

> Pope Francis on Sunday again suggested Israel was using "terrorism" tactics in Gaza.

One of language style used in **news 10** is concise:

> One Israeli strike on the Jabalia refugee camp in northern Gaza on Sunday killed 90 Palestinians, Gaza's health ministry spokesperson told Reuters.

News 11 with the headline "More Palestinians displaced as Israel battles Hamas in south Gaza" published January 28 2024 has 8 news value, namely timeliness, proximity, impact, conflict, human Interest, suspense, crime and age. Also using 5 language of style, namely simple, solid, clear, straightforward and grammatical. One of news value contained in **news 11** is conflict:

> The armed wing of Hamas and the Islamic Jihad said fighters clashed with Israeli troops in several areas across the enclave overnight.

One of language style used in **news 11** is clear:

> Some people took dirt roads to get closer to the city of Rafah along the border with Egypt or Deir Al-Balah to the north.

News 12 with the headline "Hamas says latest cease-fire talks have ended, Israel vows military operation in 'very near future'" published May 5 2024 has 9 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime and age. Also using 5 language of style, namely simple, solid, clear, straightforward and grammatical. One of news value contained in **news 12** is suspense:

> The proposal that Egyptian mediators had put to Hamas sets out a three-stage process that would bring an immediate

One of language style used in **news 12** is solid:

> The Hamas cross-border attack on Oct. 7 killed some 1,200 people and took 250 others hostage.

News 13 with the headline "What is Gaza's Ministry of Health and how does it calculates the war's death toll?" published November 7 2023 has 8 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime. Also has 4 language of style, namely solid, clear, straightforward and grammatical. One of news value contained in **news 13** is prominence:

Israeli Prime Minister Benjamin Netanyahu said Israel has killed "thousands" of militants in the current war, without offering evidence or precise numbers.

One of language style used in **news 13** is grammatical:

The Ramallah ministry said it trusts casualty figures from partners in Gaza, and it takes longer to publish figures because it tries to confirm numbers with its own Gaza staff.

News 14 with the headline "Hamas says Gaza truce talks still deadlocked despite reports of progress" published April 8 2024 has 8 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime. Also has 4 language of style, namely solid, clear, straightforward and grammatical. One of news value contained in **news 14** is suspense:

Two Egyptian security sources and Al-Qahera News said progress had been made in the Cairo talks.

One of language style used in **news 14** is solid:

More than 33,100 Palestinians have been killed in the Israeli response, Gaza authorities say.

News 15 with the headline "Hamas says Israeli proposal fails to meet Palestinian demands, but is under review" published April 9 2024 has 8 news value, namely timeliness, proximity, prominence, impact, conflict, human Interest, suspense, crime. Also using 4 language of style, namely solid, clear, straightforward and grammatical. One of news value contained in **news 15** is impact:

Most of the enclave's 2.3 million people are homeless and many at risk of famine.

One of language style used in **news 15** is solid:

Hamas fighters killed 1,200 people in southern Israel in the lightning Oct. 7 attack, according to Israeli tallies.

CONCLUSION AND SUGGESTION
Conclusions

1. The coverage of the Palestinian-Israeli conflict by CNBC News America during the period October 2023 to May 2024 highly prioritizes key news values such as timeliness, proximity, impact, conflict,

human interest, and crime. These six news values were found consistently in all 15 headlines analyzed, indicating that CNBC focuses on aspects that are most relevant, high-impact, and attract the public's emotional and actual attention. The news value of suspense is also high, present in 14 out of 15 headlines, indicating that most stories are presented with elements of suspense or uncertainty that trigger readers' curiosity. The value of prominence is also quite dominant, appearing in 13 news headlines, which means that most news articles involve figures or entities that are widely known to the public, although there are some that do not emphasize this aspect. Meanwhile, age as a news value is found in 11 headlines, meaning that the age aspect of the reported figure or group is quite considered, although it is not the main focus in some news articles. Meanwhile, the value of unusualness was only found in 3 news headlines, indicating that CNBC prioritizes common and significant things over things that are rare or unusual. Overall, this data illustrates that CNBC News America prioritizes conventional journalism principles that focus on

urgency, impact and emotional relevance over the unique or unusual.

2. The language style used by CNBC News America in reporting the Palestine - Israel conflict during the period October 2023 to May 2024 is more dominant in using a solid, clear, direct, and grammatical language style. This can be seen from the consistent use of these styles in all 15 headlines analyzed, which shows CNBC's commitment to delivering information with a strong language structure and easy to understand formally. However, the use of simple language style was only used in 8 out of 15 news stories, which shows a lack of consistency in simplifying language to make it more accessible to all readers. This inconsistency can be an obstacle for general audiences who expect lighter and more understandable news delivery. In addition, only 6 out of 15 headlines use a concise language style, which means that most news stories still use long sentence or paragraph structures. This indicates that CNBC's language style still tends to be dense and time-consuming for readers, which can affect the effectiveness of conveying information efficiently,

especially in the digital era   that demands speed and clarity. Overall, CNBC News America shows strength in presenting news with a formal and structural language style, but still needs improvement in terms of simplicity and conciseness in order to be more inclusive and responsive to the needs of modern readers.

Suggestion

Based on the results of this study, it is recommended that future research not only be limited to one media source such as CNBC News America, but compare several other international media in order to provide a broader and objective picture of the coverage of the Palestinian-Israeli conflict. In addition, it is also important to explore the extent to which certain viewpoints or political interests influence the way the media frame conflicts, so that readers are more aware of potential biases and can filter information critically.

REFERENCES

Baksin, Askurifai. 2009. *Jurnalistik Televisi: Teori dan Praktik.* Sembiosa Rekatama Media: Bandung

Effendy, Onong Uchjana. 2008. *Ilmu Komunikasi teori dan praktek.* Bandung: Remaja Rosdakarya Offset

Iswara, Luwi. *Catatan-catatan Jurnalisme Dasar.* Jakarta: PT. Kompas Media Nusantara, 2002.

Moehnilabib, dkk. 2003. *Dasar Dasar Metode Penelitian.* Malang: Universitas Negeri Malang dengan Lembaga Penelitian Uiversitas malang.

Mukhtar. 2013. *Metode Praktis Penelitian Deskriptif Kualitatif.* Jakarta . GP Press Group.

Rudin, Richard & Trevor Ibbotson. 2002. An Introduction To Journalism, New York

Santana K, Septiawan. 2005. *Jurnalisme Kontemporer*, Yayasan Obor Indonesia, Jakarta

Sumadiria, AS Haris. 2005. *Jurnalistik Indonesia: Menulis Berita dan Featur Bandung*: PT. Remaja Rosdakarya.

Sumadiria, AS Haris. 2016. *Bahasa Jurnalistik* . Bogor : Simbiosa Rekatama Media