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Persuasive Methods and Appeals Used on French Newspaper Websites in Covering the Events of the War on Gaza ^(*)

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Abstract

The study aims to identify how the websites of the French newspapers; Le Monde and Libération, employ persuasive methods and appeals in their coverage of the events of the war on Gaza in 2023, known in the media as the “Al-Aqsa Flood”, and to monitor the similarities and differences between the two sites of the study in their coverage of the events of the war on Gaza. The current study is a descriptive study and relied on the media survey approach, the correlational approach and the comparative approach using a content analysis tool that was applied on a sample of (423) subjects related to the events of the war on Gaza on both websites. The study also based its definition of the research problem and its definition of questions and hypotheses on the theories of argumentation and Aristotle’s theory of persuasion.

The results showed that logical appeals dominated the coverage of the events of the war on Gaza by the two study newspapers’ websites, represented by the use of the (numbers and statistics) method. The two websites also agreed to use the “clarity” method primarily among the persuasive methods used in covering the events of the war on Gaza. The results demonstrated the existence of a statistically significant relationship between persuasive appeals and the humanitarian and political topics under analysis related to the events of the war on Gaza, as well as the existence of a statistically significant relationship between the tone of coverage of the events of the war on Gaza and each of the persuasive methods and appeals used in the two study sites.

Keywords: Persuasive Methods, French Newspaper Websites, The War on Gaza, Aristotle’s Triangle of Persuasion.

^(*)The Paper was received on July 18, 2024, and accepted for publication on October 2, 2024.