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Framing of the Egyptian Daily Al-Ahram and the American USA Today Websites for Humanitarian Aid during International Crises: (Al-Aqsa Flood as a Mode) : A Comparative Analytical Study ^(*)

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Abstract

The study aimed to identify the most important news frames related to humanitarian aid in the Al-Aqsa Flood crisis, and to reveal the different framing mechanisms that appeared on the Egyptian Al-Ahram Daily and the American USA Today websites in the period from May 1 to June 30, 2024 AD. This study is one of the descriptive studies that used the media survey method. The study also relied on the content analysis tool for a sample of news materials amounting to (644) newspaper articles. The study used the theory of news frames, and concluded with the following results:

-The category of the art of the press report topped the list of news arts that were analyzed on the Al-Ahram Daily and the American USA Today websites, where it obtained a percentage of (68.37%) compared to (31.62%) for the category of the art of the press news.

-Journalists came in first place in the sources that the two study websites relied on, with a percentage of (66.11%), and the category "without a source" came in a weak percentage of (1.65%), declining to the last place.

-The nature of the actors agreed with the nature of the coverage trends of each newspaper, as the Arab actors came in first place in the "Al-Ahram Daily" newspaper with a percentage of (29.28%). As for the American "USA Today", the international actors came in first place with a percentage of (29.16%).

-Al-Ahram Daily relied on the "targeting civilians" framework as the forefront of the conflict frameworks, which came in at a percentage of (29.72%), unlike the USA Today website, which issued the "Israel's right to defense" framework in first place with a percentage of (33.33%).

-The continuation of the outcome frameworks according to the familiar context of the crisis between the two parties, as the "spread of famine and epidemics" framework presented the outcome frameworks related to the "Al-

^(*)The Paper was received on July 25, 2024, and accepted for publication on September 9, 2024.

Aqsa Flood" with a percentage of (23.21%), and the recognition of the State of Palestine as a member of the United Nations declined to last place with a percentage of (3.26%).

Keywords: News Framing - Egyptian Al-Ahram Daily - American USA Today - Humanitarian Aid - Crises - Al-Aqsa Flood.