

CRITICAL DISCOURSE ANALYSIS OF IRAN-ISRAEL CONFLICT RHETORIC: MEDIA NARRATIVES AND POLITICAL MOTIVES

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Abstract

This research thesis examines the political rhetoric and media narratives pertaining to the Iran-Israel conflict, using Fairclough's 3D approach of Critical Discourse Analysis (CDA). This research examines how political leaders from Iran and Israel use language to rationalize their actions, influence public perception, and solidify their stances, alongside the role of regional and worldwide media in framing the war. Analyzing the political language used by leaders in Iran and Israel will reveal linguistic strategies such as metaphor, tone, and framing that substantiate their policies and actions. The second objective examines the manner in which media narratives construct the conflict and how various outlets-regional (e.g., Press TV, Al Jazeera) and international (e.g., BBC, CNN) influence both global and local perceptions. Fairclough's approach categorizes these discourses into three levels: the textual analysis of language, the examination of discursive practices (the production and reception of these texts), and the elucidation of how these discourses mirror wider social, political, and ideological contexts. The research indicates that both parties utilize rhetoric reflecting entrenched ideological stances, resulting in a cycle of justification and counter-justification that exacerbates the conflict. Media narratives often amplify these discourses, shaping public opinion and impacting foreign diplomatic responses. This study examines the potential for discourse changes that can help in conflict de-escalation, emphasizing the influence of rhetoric and media in either upholding or contesting the status quo.

Keywords: *Iran-Israel, Media Narratives, Political Motives, Conflict, Critical Discourse Analysis, Power Relations, Gaza War*

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1. Introduction

Iran–Israel relations have shifted from cooperation to deep hostility due to changing geopolitical dynamics. Following Israel’s establishment in 1948, both states maintained pragmatic ties, particularly during the 1970s when Israel supported Iran militarily against regional threats such as Arab nationalism and Soviet influence. However, the Iranian Revolution transformed Iran’s foreign policy, leading to hostility toward Israel and support for anti-Israel groups like Hezbollah and Palestinian factions (Khan et al., 2019; Muzaffar et al., 2018; Cohen, 2017).

Tensions escalated further in the 2000s due to Iran’s nuclear ambitions, which Israel perceives as an existential threat. Events such as the 2006 Lebanon War intensified hostilities and expanded Iranian influence near Israeli borders. By 2010, Israel considered military action against Iranian nuclear facilities while seeking international backing (Simon, 2010).

This rivalry significantly affects regional stability and global economics. Conflicts in the Middle East and beyond disrupt trade routes, investment flows, and major infrastructure projects like the China-Pakistan Economic Corridor (CPEC) and the India-Middle East Economic Corridor (IMEEC). Sustainable peace requires diplomacy, mutual respect, and international cooperation (Bukhari et al., 2024).

Iran’s strategy relies heavily on proxy groups—often termed the “axis of resistance”—to exert influence while avoiding direct confrontation. Groups such as Hezbollah and Hamas allow Iran to maintain plausible deniability and strategic leverage, though internal pressure exists for stronger action against Israel. Despite rising tensions, Iran remains cautious to avoid full-scale war due to potential military, economic, and political consequences (Mahmoudian, 2024).

The broader conflict is closely tied to the Israel–Palestine issue, where Iran’s support for Palestinian self-determination shapes its regional stance. A long-term solution, including a two-state framework and humanitarian initiatives, is essential for regional peace and improved Iran–Israel relations (Bukhari et al., 2024).

Geopolitical developments, including the Syrian conflict, further complicate relations. Iran’s military presence in Syria and Israel’s countermeasures highlight ongoing strategic competition, with Russia and the United States playing key roles in managing escalation (Peace, 2018).

Historically, U.S.–Iran tensions—rooted in events like the 1953 coup and post-revolution hostility—have also influenced Iran–Israel relations. Anti-Western sentiment and ideological narratives continue to shape Iran’s foreign policy and its stance toward Israel (Bukhari et al., 2024).

Energy politics and regional alliances add another layer of complexity. Israel’s growing role as an energy exporter and initiatives like the Abraham Accords have reshaped

regional dynamics, while Iran's alliances with militant groups continue to challenge Israeli security and infrastructure (Dekel, 2024).

From a theoretical perspective, securitization theory explains how both states frame each other as existential threats. Political rhetoric, media narratives, and leadership perceptions play crucial roles in escalating tensions and shaping public opinion (Leslie, 2019). Media discourse further reinforces these narratives, with Western outlets often portraying Iran as a nuclear threat, while Iranian media emphasize resistance to Western dominance (Izadi & Saghaye-Biria, 2007; Shojaei et al., 2013; Squitieri, 2017; Kaye et al., 2014).

Social media and modern communication platforms have expanded the arena of conflict, enabling both diplomacy and misinformation. State-aligned actors use these platforms to influence public perception and advance strategic narratives (Duncombe, 2017; Elswah & Howard, 2020).

In conclusion, Iran–Israel relations remain a complex interplay of historical grievances, ideological conflict, and strategic competition. While proxy warfare and nuclear tensions persist, long-term stability depends on diplomatic engagement, conflict resolution in Palestine, and balanced international involvement. Understanding both geopolitical and linguistic dimensions of the conflict is essential for developing effective policy responses and fostering peace in the region (Fairclough, 2013; Van Dijk, 2016; Chilton & Schäffner, 2017; Wodak & Meyer, 2016; Charteris-Black, 2014; Maingueneau, 2010; Wodak, 2015; Van Dijk, 2017).

2. Problem Statement

The study aims to show that language analysis helps understand complicated global battles. This will help connect linguistics and international relations. The study uses a strict methodological approach and close reading of primary sources to try to give a complete picture of how Iran and Israel use words to get their point across. The study's findings will add to what is already known about analyzing political speech and give us important new insights into how these countries use language to shape the story of the nuclear program mystery.

This study aims to throw light on the tangled interaction of language, authority, and international relations. This paper aims to clarify the linguistic devices, logical fallacies, and framing strategies used by Iranian and Israeli officials, so illustrating how language might be deliberately used to shape opinions, deflect responsibility, and advance geopolitical goals within the framework of the nuclear program conflict.

Their role in aggravating or mitigating a conflict together with the impact upon perception and the diplomacy continues to be unstudied. To address this knowledge gap, this study proposes to conduct the analysis about the Iran-Israel conflict and media texts using Norman Fairclough's Critical Discourse Analysis (CDA) framework. The goal is to find out how these discourses shape domestic and international perceptions of the conflict as well as political and military actions' legitimacy.

Chapter 3

3.1. Research Objectives

1. To evaluate how both the Iranian and the Israeli presidents defend their actions through the use of language and attempt to shape the views of domestic and foreign audiences about the war
2. To evaluate the role of Regional and International media in advancing the narrative of the Iran-Israel conflict and the result of such narratives on global and local views within the context of the crisis

3.2. Research Questions

1. How do media outlets in Iran and Israel selectively report or emphasize specific aspects of the conflict in order to align with their narratives?
2. How do Israeli political leaders utilize rhetorical methods to depict Iran as a threat and rationalize their military and diplomatic actions?

Chapter 4

4.1. Material and Methods

4.1.1. Research Methodology

This study uses Norman Fairclough's Three-Dimensional approach of Critical Discourse Analysis (CDA) as a framework evaluate how political discourse and the media affect and are affected by the social and political reality of the Iran-Israel conflict in a structured and organized way. The textual analysis is followed by discursive and overall social relevance analyses.

This research paper aims to conduct a linguistic study of the manipulative strategies employed by Iran and Israel over the nuclear program crisis. The study will analyze 6 statements (3 from Iranian officials and three from Israeli officials) made by key figures,

including the Supreme Leader of Iran, the President of Iran, the Prime Minister of Israel, and the Foreign Ministers of both countries. These statements will be selected based on their relevance to the recent dispute between Iran and Israel during the Gaza War. The study's methodology will incorporate the Fairclough three-dimensional approach. Fairclough's Critical Discourse Analysis (CDA) approach is applied to analyze how political discourse and the media affect the social and political reality of the Iran-Israel conflict in a structured and organized way. This approach examines how language constructs power relations, ideologies, and social identities.

This research involves Iranian and Israeli political leaders thoroughly analyzing original materials—including official announcements, speeches, and political rationalizations. Qualitative language study of these resources can help one to investigate crisis rhetorical methods and strategies.

By applying the Fairclough approach this study attempts to uncover rhetorical devices used by the both political leaders in their speeches and media outlets. In addition, this approach will be utilized to analyze the statements made by Iranian and Israeli officials. The analysis of the statements made by both leaders will be conducted at three distinct levels: textual level, discursive practice level and social level.

4.2. Research Design

This investigation is qualitative in nature and utilizes critical discourse analysis as the principal mode of analysis. The study focuses on two primary areas:

Political rhetoric: various speeches, statements, and interviews of political leaders of Israel and Iran.

Media Narratives: Examination of news articles and online publications from local and international sources.

4.3. Theoretical Framework

This study applies the Three-Dimensional approach of Critical Discourse Analysis to understand the relationship between language used in politics, and media narratives and their social, political, and cultural determinants and impacts. The model by Fairclough has three dimensions: description- which is concerned with the analysis of texts, interpretation- analysis of discursive practices, and explanation- of social practices. A detailed look at

Fairclough's (1989, 1995) 3D framework for Critical Discourse Analysis and how it is used to analyze "Critical Discourse Analysis of Rhetoric in the Iran-Israel Conflict: Media Narratives and Political Justifications." Norman Fairclough is a significant figure in discourse analysis, especially in creating CDA. This study shows how language creates and maintains social structures, ideas, and identities. Fairclough's method combines social theory with linguistic research, making it helpful in studying how language shapes and reflects social systems.

Key Ideas in Fairclough's Discourse Analysis: Three-Dimensional Framework

Fairclough's Critical Discourse Analysis is based on a three-dimensional framework looking at these levels:

Micro-Level Text: This is the in-depth study of how language is used in specific works, with a focus on things like words, spelling, and how well the text flows together.

Meso-level: This part of discursive practice (Meso-level) examines how people write, share, and read books in certain social situations. It looks at how to understand the book and how it relates to other writings.

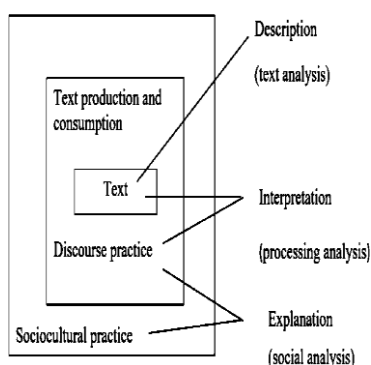
Macro-Level: At this level, we examine how speech shapes larger social and cultural frames. We examine how established practices, ideas, and social power relationships are maintained in part by talking about them.

This agreement encompasses:

Textual examination: Focus on the words, grammatical constructs, and rhetorical devices, in line with the linguistic features of political language and media, to reveal the ideology underlying the construction of political speeches and media texts.

Discursive practice: Review how texts are produced, disseminated, and received, taking note of the roles that journalists and politicians play in presenting audiences with a range of viewpoints and reactions.

Social practice: Investigate the context of the topic over the politics of the socio-cultural milieu including the history, power relations, and national identities that pertain to the case of Iran and Israel.



Fairclough's 3D model, a framework for Critical Discourse Analysis (CDA), could be used to analyze the Iran-Israel conflict by looking at the text, discursive practices, and sociocultural practices around it. This method makes clear how language depicts the dispute, how discourse establishes power dynamics, and how these practices are embedded in broader societal structures.

This dimension concentrates on the textual language aspects, including vocabulary, syntax, and rhetorical devices, applied to depict the conflict. Finding out what "Hamas" is called (for example, "terrorist organization" vs. "resistance movement") can help you understand how words can be used to tell certain stories.

This part of discursive practice examines the people involved, the purpose of the discourse, the audience that is meant to be reached, and the place where the writing is produced and read. For example, it could examine how different news sources, like the BBC and Al Jazeera, report on the war and how their choices affect how people watch it.

This part of sociocultural practice examines the bigger cultural and social context of the argument and how ideas, power structures, and social norms affect language and speech. It could also examine how the disagreement is connected to bigger issues with politics, world relations, and the spread of stereotypes.

By looking at these three things, Fairclough's method gives a complete picture of how language and discourse help to start and keep the Gaza war going, both on a small (text) and a large (social structures) scale.

Chapter 5

5.1. Data Analysis

This section primarily talks about six statements made by important people, including the Supreme Leader of Iran, the President of Iran, the Prime Minister of Israel, and the Foreign Ministers of both countries. Three of the statements came from Iranian officials, and the other three came from Israeli officials. These comments were chosen because they are related to the recent dispute between Israel and Iran in the Gaza War.

5.1.1. Israeli Statement

Statement by Israeli Prime Minister Benjamin Netanyahu:

Israeli Prime Minister Benjamin Netanyahu said that Iran had “made a big mistake” and “will pay for it”.

Source: Al Jazeera news agency 3rd October 2024.

In early October 2024, Israeli Prime Minister Benjamin Netanyahu made a significant statement following Iran's missile strikes on Israel, declaring: "Iran made a big mistake tonight – and it will pay for it." This statement represents a crucial moment in the escalating Middle East conflict and warrants careful analysis. Norman Fairclough provides a helpful framework for examining this statement by using the three-dimensional framework of Critical Discourse Analysis (CDA). This allows us to break down the linguistic components, discursive context, and broader sociopolitical implications of this statement. This research demonstrates how language in international affairs both reflects and shapes power dynamics.

5.1.2. Text Analysis (Micro Level)

At the textual level, Netanyahu's statement employs specific linguistic features that figure out certainty, authority, and threat. The statement consists of two connected clauses with distinct temporal orientations.

Linguistic Structure and Features

Structured as a straightforward declarative line in the past tense, "Iran made a big mistake" presents what Netanyahu frames not as an opinion but rather as a fact. Especially important is the "big mistake" decision, which reduces Iran's military action by labelling

it as an error rather than a calculated strategic move. This language presents Netanyahu as Iran's authoritative judge of behavior. The decisive article "a" and the adjective "big" accentuate Iran's move as mistaken, implying not simply any error but an important one.

The second clause, "and it will pay for it," shifts to future tense with the modal auxiliary "will," expressing certainty about forthcoming consequences. Using the financial vocabulary of debt and vengeance, the figurative phrase "pay for it" suggests that Israel will pay for Iran's activities. Especially, the comment leaves strategic uncertainty about what this "payment" may consist of, therefore allowing several kinds of reprisals.

Pronoun Usage and Agency

The comment refers to Iran using the third-person pronoun "it," therefore perhaps dehumanizing the country and its officials. This language distance helps shape Iran as an abstract entity rather than a complicated country with people and reasonable concerns. The active construction in both clauses assigns agency – first to Iran for making a mistake, then implicitly to Israel for enforcing consequences.

5.1.3. Discursive Practice (Meso-Level)

The discursive practice dimension examines how Netanyahu's statement was produced, distributed, and consumed within its context.

Production Context

Netanyahu delivered this statement at the start of a Security Cabinet Meeting, giving it official governmental weight. According to search results, the statement was posted on Netanyahu's official X (formerly Twitter) account, suggesting careful consideration of its wording for maximum impact across multiple platforms. This dual delivery – first in a formal governmental setting, then on social media – reflects a strategic approach to message dissemination.

Distribution and Circulation in Mind

The comment was shared extensively on conventional as well as social media platforms. Le Monde in France and LBC in the UK were among the foreign news sources covering the comment. Its influence was enhanced outside of the direct Israel-Iran connection by its worldwide distribution. The concise, quotable nature of the statement

("Iran made a big mistake tonight – and it will pay for it") made it particularly suitable for headlines and social media sharing.

Intertextuality and Interdiscursivity

Netanyahu's statement was not isolated but connected to broader discursive patterns. With the same speech, he said, "As in the missile attack, there was also a murderous guiding hand behind this terrorist attack—it came from Tehran," thus tying Iran to prior crises. This generates intertextual links between several conflicts, hence building a story of Iran as the main enemy in several theatres.

Furthermore, the statement employs familiar patterns of threat and counter-threat that characterize much of Middle East political discourse. Netanyahu directly references this discursive pattern when he says: "We will keep to the rule we have determined: Whoever attacks us – we attack them." This formulation presents retaliation as adherence to an established principle rather than a new escalation.

5.1.4. Social Practice (Macro Level)

The social practice dimension examines how Netanyahu's statement relates to broader social, political, and historical contexts and how it might contribute to shaping these contexts.

5.2. Geopolitical Dynamic Power Relations

Netanyahu's comments show and support how power works in the Middle East right now. They claim that Israel is the military and political leader by showing that Israel is able to make Iran "pay." With help from several other countries, this declaration of power takes place in a tense area where Israel and Iran are fighting for power and safety.

Israel's leaders had talked about an attack by Iran with "hundreds of missiles," which Netanyahu said "failed" because of "Israel's air defense array, which is the most advanced in the world." This way of looking at things not only weakens Iran's military power but also shows how good Israel is at technology, which supports stories about uneven power.

5.3. Philosophical Foundations

The comment shows political views that go beyond current military concerns. Netanyahu links Iran to an "axis of evil" based on well-known ideas that split Middle Eastern countries into moral groups. From this point of view, Israel's actions are seen as protective responses to a hostile opponent, not as part of a battle that is growing for both sides.

The speech also makes people feel proud by talking about Israel's determination and how the country is firmly committed to self-defense. When Netanyahu says, "The regime in Tehran does not understand our determination to defend ourselves," he shapes the national character of Israel around strong will and courage in the face of danger.

5.4. Possible Social Results

The way Netanyahu spoke could affect the next round of political and social changes. As a promise that Iran "will pay," the statement may bind Israel to some kind of response, which could lead to more fighting. It is hard to back down when we are so dedicated in public without looking like we are losing face.

The comment could also change people's minds in both countries, making it harder for people to agree and find peaceful answers. If we only talk about mistakes and punishments, it is hard to have a civil conversation or understand that both sides have complicated reasons for their actions.

5.5. Conclusion

Fairclough's three-dimensional study of Netanyahu's statement shows how political statements, even simple ones, are highly complex language, discursive, and social practices that show and change power relationships. The sentence uses language to create confidence, authority, and danger at the textual level while also managing uncertainty about specific outcomes. At the conceptual level, it follows well-known patterns of political communication while being carefully made and spread to have the most impact on as many people as possible. At the level of social practice, it supports and reflects current power structures and ideological stances in the Middle East. It may also make it harder to de-escalate future situations.

This study shows that political speech does more than describe social reality; it also changes it. Because of the words he used and the situation he spoke in, Netanyahu's short comment helps to build national identities, protect planned military actions, and change what is thought to be possible in the ongoing fight. Speaking out against Iran, saying they "made a big mistake" and "will pay for it," Netanyahu is not just describing a situation; he is also creating it through speech that affects millions of people in the area.

5.6. Statement by Israeli Defense Minister Yoav Gallant

"Iran has not learned a simple lesson - those who attack the state of Israel pay a heavy price," he said in a statement.

Source: BBC News Agency 3rd October 2024

We used Norman Fairclough's 3D Model of Critical Discourse Analysis (CDA) to look closely at the statement, "Those who attack the state of Israel pay a heavy price." The study gives a complete analysis of this statement using CDA. The speech by Israeli Defense Minister Yoav Gallant about Iran's missile attack on Israel in October 2024 is a great chance to look at how language can be both a mirror of power and a tool of power in geopolitical battles.

5.7. Textual Analysis (Description)

At the textual level, Fairclough's model directs us to examine the linguistic features, vocabulary choices, and grammatical structures that compose the statement itself.

The statement employs several significant linguistic devices. It begins with a negative construction ("Iran has not learned") which immediately positions Iran as deficient in understanding or wisdom. The expression "simple lesson" is especially interesting since it suggests that Israel has a position of authority or superiority over Iran, therefore forming a parent-child or teacher-student relationship dynamic. Israel's position is improved by this word choice, which minimizes the opponent.

Before presenting what is described as an axiomatic fact - "those who attack the state of Israel pay a heavy price," the hyphen acts as a dramatic pause. This linguistic arrangement shows a cause-and-effect link as ubiquitous and unavoidable. By using the present tense ("pay") instead of the future tense ("will pay"), one emphasizes the fact that

this result is not only a threat but also an accepted reality. Furthermore, the expression "heavy price" uses symbolic language taken from economic debate to measure revenge in terms of debt and expense.

The statement also utilizes the third-person construct ("those who") rather than directly naming Iran in the second part, which generalizes the threat beyond the immediate situation to any potential adversary. The formal reference to "the state of Israel" rather than simply "Israel" invokes the authority and legitimacy of statehood.

5.8. Sentence Structure and Tone

The sentence is set up as a clear, unambiguous claim free of space for compromise or doubt. Its directness and simplicity accentuate its strong tone and inspire confidence and will. The comment conveys a warning clearly and then justifies future military operations as only the logical result of Iran's aggressiveness.

5.9. Discursive Practice (Interpretation)

The production, distribution, and consumption of the text within certain settings are examined in the second dimension of Fairclough's paradigm.

Defense Minister Yoav Gallant delivered this comment while "at the command-and-control center monitoring the interception of Iranian missiles". This contextual information is important as it gives the speaker, who is actively involved in military operations, authority and instant relevance for his comments. Officially, his office released the statement, therefore giving it institutional credibility.

The distribution of this statement occurred through multiple channels. It was reported by international news organizations, including BBC, and covered in newspapers worldwide. The statement became part of the official narrative presented by Israel following the missile attack, alongside similar statements from other officials, including Prime Minister Benjamin Netanyahu, who stated: "Iran made a big mistake tonight – and it will pay for it" and "Whoever attacks us, we attack them."

The intertextual elements are particularly significant here. The statement does not exist in isolation but forms part of a constellation of similar statements from Israeli officials, creating a unified rhetorical front. Finance Minister Bezalel Smotrich wrote:

"Like Gaza, Hezbollah, and Lebanon, Iran will regret the moment." Culture and Sports Minister Miki Zohar stated, "Iran will pay a hefty price." These intertextual connections strengthen the statement's impact and place it within a broader narrative framework of Israeli resolve and military capability.

5.10. Reception and Audience

The line appeals to several groups at once. Domestically, it gives Israeli people strength for the government's will to defend them. Globally, it alerts Iran and its supporters as well as conveys Israel's stance to world powers, including the United States, which stated "full backing for its long-time ally Israel." Therefore, the sentence performs vary depending on the perspective of the listener.

5.11. Social Practice (Explanation)

The discourse's relationship to larger social structures, power dynamics, and ideologies is examined in the third dimension of Fairclough's paradigm.

This statement operates within and reinforces specific power dynamics in the Middle East conflict. It provides to a discourse that legitimizes Israel's military actions as defensive responses rather than aggressive initiatives by framing Iran as an irrational actor that "has not learned," the statement positions Israel as the rational party enforcing a natural order.

The comment echoes and supports the hegemonic story of Israel's entitlement to excessive reprisal in the name of self-defense. The geopolitical reality Israel enjoys—that of major military and diplomatic assistance from Western countries, especially the United States—helps to reinforce this story. Therefore, the statement gains strength from and helps to correct current power discrepancies in the area.

5.12. Conclusion

Using Fairclough's three-dimensional model, one can observe how this apparently straightforward phrase serves as a sophisticated discursive act functioning concurrently at textual, interpretive, and sociopolitical levels. The statement uses certain language traits to create authority and inevitability, is transmitted through channels that increase its

legitimacy, and supports power relations that support particular geopolitical objectives by means of which its legitimacy is enhanced.

This study shows how strongly ingrained in power relations and ideological frameworks political debate is not neutral but rather reflects. Through language that naturalizes some presumptions while marginalizing opposing points of view, the statement mirrors current power systems and helps them to be repeated. Fairclough's approach helps one to expose these layers of meaning and show how language serves as both a tool in using political authority and a mirror of it.

Statement by Israeli Prime Minister Benjamin Netanyahu:

"There is no place in Iran that the long arm of Israel cannot reach, and that's true of the entire Middle East," Israeli Prime Minister Netanyahu said during his speech at the United Nations last week.

Source: CNN News Agency September 2024

During his September 2024 UN General Assembly speech, Israeli PM Benjamin Netanyahu said, "There is no place in Iran that the long arm of Israel cannot reach, and that is true of the entire Middle East," reflecting a strategic use of language to assert power, frame geopolitical reality, and legitimize military actions. This statement demonstrates linked layers of linguistic strategy, discursive context, and ideological reinforcement using Norman Fairclough's 3D critical discourse analysis (CDA) paradigm.

5.13. Textual Study (Description)

Rhetorical Devices and Linguistic Features

Framing Metaphorically: The militarized metaphor used in the phrase "long arm of Israel" conjures images of omnipresence and inevitable fate. This presents Israel as an all-powerful player capable of unilateral execution, therefore diminishing Iran (and the Middle East) to passive targets.

Absolute language: Using "no place" and "cannot reach" produces a binary contrast that erases complexity and frames Israel's capacities as unbounded. The "entire Middle East" expansion universalizes this danger, hence increasing Israel's supposed area of influence.

Grammar Structure: Bypassing justification, the declarative tone ("that is true") presents the proposition as an undeniable truth.

Intertextuality:

The declaration conforms with Netanyahu's larger story of Israel protecting itself against Iran's "aggression" and nuclear aspirations. It reflects past Israeli deterrence language (e.g., "If you strike us, we will strike you").

5.14. Discursive Practice

Background: The speech was made at the UN General Assembly, which is a place for international authority, while tensions between Israel and Hezbollah were rising, and Israeli bombs were being dropped on Beirut to target Hezbollah's leaders. Because the UN was said to be biased against Israel, Netanyahu said that he had to go there to "set the record straight."

While crowds in Israel welcomed it and said it showed their support, delegates left during the speech to show they disagreed.

The phrase brings together a lot of different ideas:

Military Reason: Iran's direct rocket attack on Israel in April 2024 and the attacks on Iran's power facilities in October 2024 help to show how dangerous the situation is.

Netanyahu threatens Israel's very existence and starts a regional proxy war by linking Iran to Hezbollah: "We are at war with Hezbollah, which has taken over your country."

5.15. Social Practice (justification)

Ideology and Power Dynamics

The declaration naturalizes Israel's military supremacy as a required reaction to Iranian "tyranny," therefore framing preemptive strikes as defensive and ethically legitimate. It fits the more general theory of asymmetric deterrence, in which Israel's actions are seen as reactive rather than escalators.

Marginalizing Dissent: Netanyahu undermines diplomatic possibilities by discounting the UN as a "swamp of antisemitic bile," therefore strengthening an "us vs. them" dichotomy.

Socio-political ramifications

Normalizing Military Escalation: The speech argues that Israel's strikes on Lebanon and Iran's nuclear sites are unavoidable, therefore hiding the human cost of such activities (e.g., 41,500+ Palestinian dead in Gaza).

Geographic Alignment in Geopolitics: Framing Iran as a worldwide threat ("nations of the world should support... Israel"), the speech appeals to Western friends by underlining Israel's position as a regional proxy for resisting Iranian dominance.

5.16. Conclusion

The comment of Netanyahu shows how political debate uses language to create reality. Fairclough's method reveals:

Textually, absolutist analogs and declarative statements clear uncertainty. The UN platform and intertextual allusions, taken in turn, increase legitimacy while marginalizing resistance.

Socially, the assertion supports expansionist tactics under cover of self-defense and supports Israel's militarized hegemony.

This study emphasizes how language helps maintain power systems in which geopolitical supremacy is presented as an unavoidable reaction to outside challenges rather than a choice.

6. Iranian Statements

Statement by Iran's President Masoud Pezeshkian

Iranian President Masoud Pezeshkian said in a post on X that the attack was a “decisive response” to Israel’s “aggressions”. “Let Netanyahu know that Iran does not seek war, but it stands firmly against any threat,” he wrote. “Do not enter into a conflict with Iran.”

Source:

Al Jazeera-3rd October 2024

The speech President Masoud Pezeshkian gave on X after Iran's rocket attack on Israel is a great text for critical discourse analysis. This study uses Norman Fairclough's 3D model to examine how language affects people's thoughts about power, authority, and conflict in this very important global situation.

6.1. Textual Analysis: Linguistic Features and Strategic Choices

Lexical and Grammatical Strategies

Pezeshkian's respond uses words and grammar that are usually used in planned speech. The phrase "by legitimate rights" gives what was a military operation a legal basis. This is done to show that Iran's actions were in line with international law and not as violence.

Using "the Zionist government" instead of "Israel" shows an ideological view that sees Israel as a bad country, which is what Iran has always said.

When it says "a decisive response has been made," it uses passive language to hide direct action while still showing force. This choice of language lets Iran take responsibility for what it did while also keeping the leaders from being too close to the brutal missile strikes. As a result, the term "decisive response" suggests that Iran was forced to act instead of choosing to escalate. This makes the strike reactive instead of proactive.

"Iran does not seek war" versus "it stands firmly against any threat" produces a rhetorical contrast meant to reconcile aggressiveness with a claim to peaceful aims. This building uses what Fairclough would define as a discursive tactic to let opposing viewpoints coexist inside the exact text. Declarative to command form, the imperative "Do not enter into a conflict with Iran" signals a power claim notwithstanding Iran's militarily disadvantaged posture relative to Israel and her supporters.

Cohesion and Textual Structure

The comment moves logically from one point to another.

- Creates validity ("by legitimate rights").
- Claims honorable motivation ("with the aim of [establishing] peace and security").
- Explains the action ("a decisive response").
- It gives an alert ("Do not enter into a conflict with Iran").

This framework shows how language may be used to reinterpret violent acts as defensive rather than punishing, justifying the missile strike as defensive and warning against reprisal.

6.2. Discursive Practice: Production, Distribution, and Consumption

6.2.1. Context of Production

This declaration was produced right after "Operation True Promise II," when Iran fired almost 200 ballistic missiles against targets in Israel on October 1, 2024. Concerning a past attack in April 2024, the operation name itself has intertextual meaning. Designed inside Iran's institutional power framework, the statement reflects the official government's stance against a significant military intervention.

The meaning of the remark depends critically on its timing: It was released following Iran's allegedly "largest attack during the ongoing Iran-Israel conflict. "This background helps to define the statement's purposes as both a warning against future reprisals and an explanation for previous deeds.

6.2.2. Intertextuality and Interdiscursivity

Pezeshkian's comments include a lot of different types of speech.

- The phrase "legitimate rights" refers to both self-defense ideas and international law.
- "Peace and security" appropriate humanitarian principles to support military action.
- Diplomatic speech: Direct formal addressing of Netanyahu generates a state-to-state communication channel.
- Threat rhetoric: "Do not enter into a conflict with Iran" uses deterrent language.

This interdiscursivity lets the remark operate concurrently in several spheres: military, diplomatic, and legal, thereby strengthening its rhetorical force. The comment also fits the larger picture of Iran's past comments on Israeli "aggression," therefore establishing consistency in Iran's story of the war.

6.2.3. Social Media as Distribution Chanel

For the discursive practice analysis, the platform for this remark is X (previously Twitter), which is important. This decision guarantees:

- Instant worldwide reach free from media filtering.
- Concurrent direct communication with several audiences
- Shortness focusing on a message devoid of subtlety

- Possibility of viral spreading over several platforms

This distribution approach captures the changing character of diplomatic conversation in the digital era, as official state messages find venues on social media platforms under contention.

6.2.4. Social Practice: Power, Ideology, and Historical Context

Power Relations and Ideological Framing

On more than one level, the statement catches and plays back power struggles. By calling Israel "the Zionist regime," Pezeshkian's speech backs up Iran's long-held view that Israel is not legitimate. This choice of words supports a certain point of view, so it does intellectual work in addition to being informative.

The assertion that the missile assault seeks to create "peace and security" is a discursive approach Fairclough would recognize as naturalizing—therefore rendering conflicting political stances as common-sense ideals. This helps to justify armed action by connecting it with generally agreed-upon good ideas.

The comment shows how language could negotiate apparently conflicting power roles by positioning Iran as both a victim (responsive to "aggression") and a strong actor (capable of "decisive response"). This dual posture helps Iran's strategic goals by allowing action while discouraging retaliation.

6.3. Historical and Socio-Political Context

One cannot grasp this remark independently of the larger historical background of Iran-Israel ties and current escalations. Iran said the bombing was a reprisal for Israel's killing of IRGC general Abbas Nilforoushan, commander of Hezbollah, and Hamas leader Ismail Haniyeh in Tehran. These incidents provide the unsaid backdrop Iranian viewers would readily identify.

The statement contributes to the continuous building of regional power relations whereby military action and speech are components of geopolitics. Pezeshkian's claim that "Iran does not seek war" while he launches missiles captures what Fairclough calls the way language may be used to "overcome contradictions." Careful discursive framing helps to balance declaring peaceful intentions with carrying out military actions.

6.4. Conclusion

Fairclough's three-dimensional model shows how Pezeshkian's brief comment is a sophisticated social and political participation act. Together, the textual elements, discursive techniques, and social context show how language supports strategic goals in world wars.

The study demonstrates that the claim tries to:

- Change forceful military action from defensive and reasonable to lawful.
- Present Iran as peace-loving even if it launches missiles.
- Create a deterrent by suggesting further action as an implied threat.

Using this critical discourse analysis, we may see how language actively shapes views of legitimacy, responsibility, and power in the continuous Iran-Israel conflict, therefore beyond mere description of reality. Pezeshkian's comment captures how political debate is a social practice with actual repercussions in international affairs.

Statement by Iran's President Masoud Pezeshkian

It also said the attack was in response to the Israeli air strike in the southern suburbs of Beirut last Friday that killed Hezbollah leader Hassan Nasrallah and Brig-Gen Abbas Nilforoushan, the operations commander of the IRGC's overseas arm, the Quds Force.

Source: BBC News Media-October 2024

Iran is using strategic language to get its point across by saying that its attack is in response to Israel killing Hezbollah and IRGC leaders. We use Norman Fairclough's 3D model of CDA to examine how linguistic choices, discursive practices, and social power relations support military action.

6.4.1. Textual Analysis: Techniques for Framing and Language

The story is shaped by the words and grammar used:

"The attack was in response to" is a passive voice because it emphasizes Israel's violence while hiding Iran's initiative—this choice in syntax changes who is responsible for the escalation.

Detail in the target: Giving them official names like "Hezbollah leader Hassan Nasrallah" and "Brig-Gen Abbas Nilforoushan" makes their roles seem more solid and makes their deaths seem more important. The move has something to do with Iran's organized military because it involves the "Quds Force."

Using "last Friday" to set the time frame creates a sense of timeliness and shows that Iran's response was reasonable and appropriate, not a planned escalation.

When conceptual division starts to happen, it is because

According to this view, Iran is the neutral party (the "response"), and Israel is the aggressor (the "Israeli air strike"). This dichotomy makes retaliation seem like the right thing to do.

6.4.2. Practices of Discourse: Intertextuality and Production

According to the claim, it is part of a broader rhetorical approach:

Institutional authority: The story is backed by the state's trustworthiness because it is an official message. Iran's clear responsibility is left out, which shows that the country generally avoids taking responsibility.

Intertextuality: The whole book assumes that we know the back history of the war between Iran and Israel, especially about Israel's planned killings. The fact that this story depends on earlier events makes it more like an "action-reaction" cycle.

By naming Nasrallah (a Lebanese Hezbollah leader) and Nilforoushan (an IRGC commander), the statement aims at both IRGC fans in Iran and Hezbollah supporters in the region. It brings together different groups against a shared enemy.

Distribution routes, like state media and foreign comments, filter out criticism while spreading the message further. These are examples of how discursive practices support state power.

6.4.3. Geopolitics, Ideology, and Power in Social Practice

Power relations that are not balanced are shown and strengthened by the following statement: Making proxy wars more common: Iran increases its power without directly attacking another country by linking the attack to Hezbollah and the Quds Force and showing that it is protecting its friends in the area.

Consolidation of ideas: The way the actions are explained, showing them as defenses against "imperialist aggression," fits with Iran's anti-Zionist beliefs. This gets people with similar ideas to work together and keeps local authority.

Legal and moral reasons: Stressing retaliation, or "response," uses the principles of self-defense found in international law to defend the strike within the limits of international political standards, even though it is getting worse.

The historical setting is critical: This statement adds to the bloodshed that has been going on for decades because of Israel and Iran's proxy fights. When old grudges are used as an excuse for revenge, it reinforces the idea that conflict is inevitable.

How to Use Discourse as a Powerful Tool

From Fairclough's point of view, Iran's claim Emphasizes Israeli violence while hiding agency in the text. Institutional power and cross-textual references bring viewers together in a way that is not literal. embeds military action in global and ideological stories, which makes it seem more acceptable to society. This study examines how governments use language to turn complicated power battles into morally simple tales of defense and revenge.

Statement by Iran's Islamic Revolutionary Guard Corps (IRGC)

Iran's Islamic Revolutionary Guard Corps (IRGC) said it targeted Israel in response to the killing of Nasrallah and others.

Source: CNN News Agency

Israel was hit by missiles in October 2024 by the Islamic Revolutionary Guard Corps (IRGC). They accomplished this to get back at Israel for killing Hezbollah leader Hassan Nasrallah, Hamas leader Ismail Haniyeh, and IRGC chief Abbas Nilforoushan. This study uses Norman Fairclough's 3D model for CDA to look at how power, ideology, and language all come together in this statement.

6.4.4. Textual Analysis

How Language Builds Legitimacy: Strategies for Word Choice and Grammar

The IRGC's statement sets up moral orders through conceptual polarization. The phrase "targeting the heart of the occupied territories" puts Iran's military activity

("targeting") next to the word "occupied territories," which takes away Israel's right to rule. The word "martyrdom" makes Nasrallah, Haniyeh, and Nilforoushan into sacrifices by seeing their deaths as wrongs that need to be fixed.

The passive voice in "response has been appropriately executed" hides Iran's agency while stressing the correct procedure. This choice of grammar avoids taking responsibility for the increase. Using "legal, rational, and legitimate" in international law discussions tries to fit the hits into standard self-defense rules.

Using Rhetorical Frames

The sentence builds a cause-and-effect chain: killings (the cause) make revenge (the effect) acceptable. By saying that Nasrallah's death was the cause, the IRGC uses his role as a leader of the resistance in the region to make Israel's action seem even worse. Iran uses the future conditional tense to show power, even though its military is generally weaker than Israel's, by threatening "crushing attacks" if Israel responds.

6.4.5. Discursive Practice

How Power Is Made and Moved Institutional Authority

The IRGC's message is official because it comes from Iran's most powerful armed group. Referring to "strategic centers" that have been hit by rockets boosts the institution's authority by suggesting careful military planning. The statement that "90% of missiles successfully struck targets" uses numbers to show how good the technology is and how well it can stop attacks.

Intertextuality and Targeting the Right Audience

The text assumes that the reader knows about past complaints:

Nasrallah's speech in April 2024, in which he promised Iran would fight back against Israel's attack on the Damascus embassy

Training area agents have been an IRGC job since the 1982 Lebanon War.

Israel is said to have used an Iranian spy to find Nasrallah.

By tying these ideas together, the statement makes the missile attacks look like the last step in a long line of actions against Israeli aggression. Nilforoushan's death appeals to people in Iran by showing the sacrifices made by IRGC members.

Channels of Distribution

The statement was spread by Fars News, Nour News, and Iran's UN office, ensuring the message was managed. Posts on social media that praised Palestinian support for the strikes were shared more to boost authority in the area.

6.4.6. Social Practice

Making anti-Zionist ideas stronger

Iran's anti-Israel policy is kept alive by the IRGC's words. When the phrase "Zionist regime" is used instead of "Israel," it keeps the conflict from being recognized by the international community and frames it as a fight against colonial control. By calling Israel's actions "terrorist," Western stories are turned on their heads, making Iran look like a victim fighting back against attack.

How Proxy Warfare Works

The IRGC shows its support for non-state players even more by linking the strikes to the deaths of Nasrallah and Haniyeh. It fits with Iran's "axis of resistance" plan, in which puppet groups like Hezbollah help Iran's control while giving the country a way to deny what it is doing. If responded against, the threat of "targeting all [Israeli] infrastructure" shows that unconventional warfare is ready to happen.

Power Projection in the Region

The statement came out at the same time that Israel invaded Lebanon on the ground, making Iran look like the defender of its friends in the area. Reports of Palestinians shouting "*Allahu Akbar*" in celebration during the strikes use public opinion to justify military action. However, the IRGC's focus on staying away from U.S. forces shows that there are practical limits to the situation getting worse.

How to Act Legally and Diplomatically

In order to defend itself against Western charges of invasion, Iran's UN mission said that the strikes were "legal" under Article 51 of the UN Charter. This technical cover hides the fact that the strikes were meant to escalate things because they happened after Israel killed specific people and not because of a real threat.

The study shows how Iran uses language as a weapon to make armed action seem like an ethically acceptable way to get back at someone while also trying to balance internal legitimacy, regional impact, and international deterrence. By linking the strikes to a story of resistance that goes back decades, the IRGC wants to normalize irregular warfare as a means of security in the Middle East, where power is constantly shifting.

Chapter 6

7. Discussion

Applying Norman Fairclough's 3D model of (CDA) framework to look at the texts shows how Israeli political statements after Iran's missile attacks in October 2024 are intricate acts of discourse that show and change power dynamics, ideological positions and the dynamic nature of geopolitics in the Middle East.

Regarding language, Prime Minister Netanyahu and Defense Minister Gallant use words that create power, certainty, and danger. Using the words "Iran made a big mistake," Netanyahu makes Iran's military action seem less like a strategic choice and more like a big mistake. It makes Israel the rightful judge of Iran's behavior. The future tense phrase "will pay for it" clarifies that someone will respond but does not say precisely how. It is done on purpose to allow for more than one answer. In the same way, Gallant's phrase "Iran has not learned a simple lesson" is negative and treats Iran like a child, suggesting that Israel is better than Iran and making Iran seem like it does not understand. "Those who attack the state of Israel pay a heavy price" is written in the present tense, which means that the effects are happening now and cannot be avoided. It supports Israel's position as both reasonable and strong. These claims use economic terms like "paying" or "heavy price" to describe revenge. They stress a transactional view of conflict, in which aggression leads to debt and punishment. The making and spreading of these comments were carefully planned to have the most effect possible. Netanyahu's comments were made in a formal Security Cabinet meeting and shared on social media simultaneously, giving them official weight and a broad audience. Gallant's statement came from a military command center while missiles were intercepted, giving it more weight and believability. Both comments were widely shared worldwide by primary news sources, which connected them to an

Israeli story of strength and military superiority. These statements are connected to what other Israeli officials have said, supporting a united front that paints Iran as a constant aggressor deserving of harsh consequences. This way of talking about things improves the message at home and abroad, changing how people think and how diplomats see things. These comments show and strengthen the imbalances of power and ideologies that already exist in the Middle East on a larger societal level. They say that Israel's armed actions were protective and right while calling Iran hostile and irrational. Netanyahu's claims that Israel has a "long arm" that can reach anywhere in Iran and the surrounding area show that Israel has military power and strategic reach, supporting ideas of control and defense. Seeing Iran's actions as "mistakes" and "failures" hurts its military authority and shows off Israel's superior defense capabilities. This conversation supports Israel's place in the world, which Western friends, especially the back. It also upholds a moral dichotomy that sees Israel as a determined defender against an "axis of evil." The public threat of revenge limits the flexibility of diplomatic efforts. It could make things worse and make people on both sides more hostile since the language does not allow for compromise or understanding of complicated reasons.

From Fairclough's CDA point of view, these Israeli comments are not just accounts of events but also active parts of forming social reality. They create certainty, authority, and threat through language, create and spread strategically to support a single story, and mirror and strengthen power dynamics and ideological divides in the Middle East through discourse. The way Netanyahu and Gallant talk helps to build national identity, explain why military action is necessary, and set limits on what is and is not accepted by political and military reactions. By saying that Iran's actions are mistakes that "will pay" or that aggressors "pay a heavy price," these speeches add to a conversation that makes escalation seem normal and lessens the chances of a peaceful settlement, which affects millions of people in the area.

Norman Fairclough's 3D model was used to analyze the three Iranian statements: one from President Masoud Pezeshkian, the other two were the government's reaction to the Beirut attack, and the third one was from the Islamic Revolutionary Guard Corps

(IRGC). This way of looking at discourse looks at it from three linked points of view: Textual Analysis (looking at language features), Discursive Practice (looking at how discourse is made and interpreted), and Social Practice (looking at discourse in a bigger social and political view). This talk brings together the results from these areas and shows how the Iranian government uses language to control people and create meaning.

The textual study showed that the three comments used some of the same linguistic techniques. These include deliberate word choices ("decisive response," "legitimate rights"), passive voice constructions that hide direct agency, and juxtapositions that show peaceful goals while still threatening to hurt others. "Iran does not seek war, but it stands firmly against any threat" by President Pezeshkian exemplifies this rhetorical balance. In its statement about the bombing on Beirut, the government uses specific dates and names (like "last Friday," "Hassan Nasrallah," and "Brig-Gen Abbas Nilforoushan") to make the revenge case seem reasonable. IRGC's language, on the other hand, is more militaristic. They use words like "targeted" and "crushing attacks" along with references to "martyrdom," which makes their arguments more emotional while also supporting military action. These literary parts set the basic meaning on which more complex social and discursive practices are built. Although these language choices are well-thought-out, they only make sense in larger social and political settings.

The way these comments are made and spread shows innovative ways of talking about things. Each statement shows the limits and freedoms of the organization that issued it, whether the military, the government, or the presidency. For example, the IRGC's statement is based on its image as Iran's main armed force, while the executive branch backs the president's statement. Intertextuality becomes a main way of talking, with references to past Israeli acts, well-known victims, and current conflicts in the area making a complex web of shared stories. People from all over the world come together through this method because it uses well-known stories that are emotionally powerful to connect people from different groups. Choosing X for the president's statement and state media for the IRGC's makes sure that controlled messages get to the right people without being twisted by foreign media. This careful planning of how to write the message, who to write

it for, and how to mix legal, moral, and practical discussions shows how important verbal maneuvering is in Iranian communication.

On a bigger picture level, these comments fit into bigger political and intellectual systems. For example, using "Zionist regime" instead of "Israel" shows support for Iran's anti-Zionist ideas. Using the word "martyrdom" and saying that military activities are meant to protect people supports stories of resistance and being a victim, which are important to Iran's image in the area. Some people say that Iran's military activities are okay because they are for self-defense or because they are a fair punishment.

Mentions of specific offenses create moral and legal reasons for revenge, trying to align Iran's actions with international rules while minimizing the risks of things worsening. Focusing on individuals such as Nasrallah and Nilforoushan reveals Iran's support for non-state players and its proxy war plan. Thus, the statements don't just give reasons for direct military action; they also send messages to allies and enemies in the area, strengthening Iran's place in the "axis of resistance."

A close study of three comments made by the Iranian government shows how they use words in ways that are strategic and have to do with power and ideology. Using Fairclough's 3D model shows that language choices are carefully regulated to create validity and set the stage for actions. Though these parts of the text are part of bigger social and linguistic practices, and they get their meaning from those practices. This combined approach helps us learn more about how Iranian leaders use language to create and describe reality, forming ideas about what is right and wrong, who is responsible, and who has power in the ongoing conflict between Iran and Israel. It helps us see how speech is both a record of events around the world and a way to change them.

Chapter 7

8. Conclusion

This paper thoroughly investigated the political discourse and media articles that molded the Iran-Israel conflict using Fairclough's Three-Dimensional Model (CDA) to illustrate how language, power, and ideology interact. By closely examining what political

leaders say and how regional and global media report the war, the study revealed that rhetoric not only reflects but also shapes the reality of this continuous struggle.

According to the findings, the leaders of Iran and Israel both justify their acts and points of view using robust theological and intellectual foundations. In Iranian rhetoric, Israel is usually considered an unreal nation. In Israeli rhetoric, on the other hand, Iran is perceived as an existential danger, particularly in relation to nuclear objectives and regional repercussions. Policies are defended, support is obtained domestically and internationally, and loops of animosity are maintained via these communication approaches.

Media narratives accentuate these dialogues even more. Regional news sources' support of the same ideals as their home states helps to promote national themes and widen divisions. Though they can occasionally be more objective, foreign media mostly concentrates on security issues and geopolitical rivalry. This might make the fight seem routine and affect the diplomatic response of the globe.

It has successfully dissected these intricate rhetorical techniques using Fairclough's CDA model. The research examined texts, their production and consumption methods, and the more general social and political backdrop. It demonstrated how language forms rather than describes conflict. The study emphasizes the need for metaphor, tone, and framing in narrating tales, keeping people battling.

Based on data analysis and subsequent discussion, this study reveals how crucial debate is for preserving or altering the status quo.

Current media and linguistic tactics tend to make conflicts worse, but new research suggests that changing the way we talk—to more inclusive, dialogic, and less hostile stories—might help de-escalate situations and make it easier for diplomats to work together.

In the end, the war between Iran and Israel is not just a battle of policies and weapons but also a battle of stories. To make real progress toward resolving conflicts, we must understand and think critically about the words and media shaping how people see things. This study adds to what scholars already know about the discursive aspects of

international conflict and shows that changing the rhetoric could help build peace and change the Middle East.

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