

FRAMING PROPAGANDA THROUGH TWITTER: A MULTIMODAL ANALYSIS OF ISRAELI DEFENSE FORCES TWEETS

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ABSTRACT

Title: Framing Propaganda through Twitter: A Multimodal Analysis of Israeli Defense Forces Tweets

The concept of conventional war has become obsolete, now it is an era of information warfare. Incorrect information, fake news, and narrative building are inseparable components of information warfare, which is used to disseminate propaganda through social media networks. In this aspect, the use of the Israeli Defense Forces' Twitter account as a tool in information warfare, for changing the narrative regarding the Palestine-Israel conflict, needs attention. For this scholarship, this project seeks to enlighten the public about the implications of propaganda in the Israeli Defense Forces' Twitter account discourse. This study has used a mixed-method approach for data collection and analysis. For quantitative analysis, 530 tweets have been taken from the year 2022, whereas, for qualitative analysis, a sample of 44 tweets has been taken. As for the quantitative aspect, the IBM Watson model has been used for finding Interpersonal meanings in the tweets, which is an important aspect of SFL. As for the qualitative aspect, help has been taken from SFL, Martin's (2005) appraisal framework for exploring Interpersonal meanings. In addition, transitivity processes have been employed for Ideational meanings. Moreover, the SFL multimodal discourse analysis modal has been used for semiotic resources. The findings of the study reveal the elements of propaganda in IDF's tweets through the theoretical lens of 'Framing' and propaganda framework by Robert Entman (2003), and Da San Martino et al. (2019), respectively. This includes showing a one-sided picture of the Israel-Palestine conflict, using highly volatile language while reporting news, and lastly building a narrative of a peaceful army, that safeguards global values. The study argues that social media networks have wider implications for society. Moreover, the social media networks of IDF, are playing an active role in information warfare, to change the narrative about the genocide that has been happening in Gaza in their favour.

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LIST OF ABBREVIATIONS

IDF	Israeli Defense Forces
SFL	Systemic Functional Linguistics
SFLF	Systemic Functional Linguistics Framework
MDA	Multimodal Discourse Analysis
DA	Discourse Analysis
SF-MDA	Systemic Functional Multimodal Discourse Analysis
SF-MSA	Systemic Functional Multimodal Social semiotic analysis
ATF	Appraisal theoretical framework
TSN	Transitivity Systems Networks
IBM	International Business Machines
IBMWM	IBM Watson Online Demonstration Model
AI	Artificial intelligence
AI tool	Artificial intelligence tool
AA	Automated Analysis
ATA	Automated textual analysis
MA	Manual Analysis

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DEDICATION

I dedicate my dissertation to my family, my husband, and especially my father Syed Saadat Ali Rizvi (late). He was a lawyer, who always advocated for Human Rights. He has been my inspiration throughout my journey to speak out for truth and justice. And I dedicate it to all human rights advocates, who always stand on the right side of history.

CHAPTER 1

1. INTRODUCTION

This 21st century is the peak of modern sciences and media war. The concept of conventional warfare has become obsolete, now it's an era of information warfare. In an era characterized by the rapid dissemination of information through social media platforms, the use of social media by state and non-state actors is quite worrisome. Now social media is used as a main source of information by the public. Trusting social media as a reliable source of information might cost people since it is used for controlling public opinions and building narratives (Khan, 2021). Erbschloe (2017) argued that in the age of the internet and social media, everybody has access to social networking websites, which have pros and cons. "Evil people in the world (now) have equal access to social media weapons" (Erbschloe, 2017, p. 11). Equal access to social media tools by state and non-state actors raises deep concerns about the transparency of information given (Erbschloe, 2017). Moreover, social media platforms have become tools of propaganda by state and non-state actors.

It has become crucial to understand propaganda in this digital age. Propaganda has taken negative connotations with the rise of social media. Before the rise of social media and the internet, propaganda was seen as a communication process controlled by the government (Zienkowski, 2021). However, with the advent of digital platforms and social media, propaganda has taken on negative connotations and now, it is associated with totalitarian regimes, war efforts, advertising, and private interests (Zienkowski, 2021). Traditional propaganda techniques have been replaced by new strategies in this digital age, where anyone with internet access and access to social media platforms like Twitter, Facebook, YouTube and lastly Instagram can disseminate inaccurate information. These platforms are often used for disinformation strategies and tactics (Brighton, 2019).

Ahmad et al. (2019) argued that propaganda on social media networks, such as Facebook, Twitter, and Instagram normally consists of accurate and semi-accurate information, that is used to influence people to spread various agendas, for achieving a specific goal. Therefore, it has become the need of the time to examine the factuality of information given to the public. People must be made aware of the intricacies of

propaganda dissemination through social media, to save them from the psychological tactics of propagandists. Propagandists selectively present information or manipulate facts to shape a narrative that aligns with their agenda. They also use emotional appeals, sensationalism, or misleading statistics to influence public perception.

Against this background of the study, the use of social media by the Israeli Defense Forces (IDF) has been an interesting domain of inquiry for academics. The conflict between Israel and Palestine is half a century old. Israel has been violating international laws of Human Rights in Gaza by killing innocent civilians under the pretext of self-defense. Israel has been called out by Amnesty International for its crimes in Gaza, and it has been called an apartheid state (Chappell, 2022). The Israeli-Palestinian conflict characterized by deep-rooted historical tensions, has witnessed a paradigm shift in the way information is disseminated and narratives are constructed. The presence of the Israeli Defense Forces (IDF) on Twitter has been an important domain of research for scholars related to international relations, media studies, and military communication.

The digital strategy of the Israeli Defense Forces (IDF) has been explored by various scholars. Israeli Defense Forces use Twitter in two ways: a promotional and conflictual (Massa & Anzera, 2022). In the promotional aspect, the Israeli Defense Forces use Twitter to develop a coherent narrative, project an attractive image, establish an international positioning, and define international interlocutors (Massa & Anzera, 2022). In conflictual one, IDF normalizes the use of militarism and justifies its use of violence (Massa & Anzera, 2022). Besides, the use of Twitter by the Israeli Defense Forces during the Gaza protests was investigated by Plíštilová (2020), to analyze strategic narratives. Therefore, the use of social networking sites by the Israeli Defense Forces has always sparked a debate about propaganda dissemination.

The current study seeks to find propaganda in linguistic and visual resources of Israeli Defense Forces' tweets, in the year 2022. Israeli Defense Forces (IDF), as the military arm of the state of Israel, has increasingly turned to social media platforms, particularly Twitter, to share news of conflicts, define international interlocutors, and engage in presenting a positive picture of Israeli Defense Forces (IDF). The immediacy and accessibility of Twitter afford IDF an ability to bypass traditional media gatekeepers, enabling them to present their narrative unfiltered. This research project recognizes the significance of this digital shift and aims to critically examine the multifaceted nature of propaganda inherent in the IDF's tweets.

As a ubiquitous source of real-time information, Twitter plays a pivotal role in the

construction and dissemination of narratives, making it a fertile ground for the study of propaganda. Due to the scarcity of literature on the domain of propaganda in Israeli Defense Forces tweets, the present study fills the gap by investigating the linguistic as well as multimodal resources, to frame propaganda. It analyzes language and visual images used in the Israeli Defense Forces Twitter account. This thesis delves into the intricate realm of online communication by focusing on the Twitter activities of the Israeli Defense Forces (IDF). Through a comprehensive multimodal analysis, this study seeks to unravel the various dimensions of propaganda embedded within the tweets disseminated by the IDF.

The term multimodal analysis employed in this study refers to an examination that extends beyond the textual components of tweets. In an age dominated by visual communication, the inclusion of visual elements, such as images and videos, is crucial for a comprehensive understanding of propaganda dynamics. Understanding propaganda in the digital era requires a holistic approach, beyond analyzing textual content alone. The incorporation of multimodal analysis is essential to unravel the subtleties embedded in the combination of words and images. Tweets from the official IDF account often feature a symbiotic relationship between carefully crafted text and impactful visuals – an interplay that contributes to the overall persuasive effect.

By adopting a multimodal lens, this thesis seeks to unravel the semiotic complexities, shedding light on how the IDF strategically combine linguistic and visual elements, to influence opinion and construct a narrative on social media, about their army. As social media continues to redefine the landscape of information dissemination, understanding the mechanisms behind the construction of propaganda on platforms like Twitter becomes imperative for scholars, policymakers, and the public alike. Through an in-depth exploration of the IDF's tweets, this thesis contributes to the existing body of knowledge in linguistics. By unravelling the complexities of framing propaganda through Twitter, this research endeavours to sensitize people about information consumption through social media.

1.1. The Statement of Problem

In the past, print and electronic media were the only sources of news, and they were used as tools for the dissemination of propaganda by state and non-state actors. But in recent times, social media has become a main source of news for the public. And now propaganda is disseminated through social media networks. Social media networks

such as Facebook, Twitter, and Instagram have become tools of propaganda. This era has become an era of information warfare, and now wars take place in the cybernetic realm to change the perceptions of the public. Most of the previous studies have been conducted to analyze propaganda in newspapers (Martino et al., 2019), however, no study has ever tried to analyze propaganda in news disseminated through IDF's Twitter account. Therefore, the current study fills the gap by analyzing linguistic and visual resources in IDF's Twitter account, to know how it is used as a tool in propaganda, for changing the narrative about the Israel-Palestine conflict, for building a positive image and changing public opinion about the genocide happening in Gaza.

1.2. The Objectives of Study

The objectives of the current study are:

- To find interpersonal meanings in the linguistic components of Israeli Defense Forces (IDF) tweets through IBM
- To explore the use of transitivity processes in Israeli Defense Forces (IDF) tweets for framing self-defence
- To investigate how meta-functions in linguistic and visual semiotic resources have been used by the Israeli Defense Forces (IDF) to build their positive image

1.3. Research Questions

The research questions of this study are as follows:

1. What are the different interpersonal meanings expressed through linguistic components of Israeli Defense Forces (IDF) tweets?
2. How have various transitivity processes been employed in IDF tweets for framing self-defence?
3. How have meta-functions been used in linguistic and visual semiotic resources for building a positive image of IDF?

1.4. Research Methodology

Research Design and Method

The present research utilizes a mixed method research design and applies a multimodal discourse analysis method to analyze data. It uses a Systemic Functional Theoretical Framework based on three meta-functional meanings: Experiential, Interpersonal, and Textual. For automated analysis of the tweets, an IBM Watson online demonstration model has been used. For qualitative analysis, Martin's (2005) Appraisal model, Halliday's (1995) Transitivity network systems, and Systemic

functional multimodal analysis are used.

Systemic Functional Multimodal Analysis

Systemic Functional theory was originally developed to analyze the meta-functions of language but has since been expanded to include the meta-functions of multimodal texts. This theory aims to understand how language and other semiotic resources are combined and utilized to perform certain functions in human communication. In Systemic Functional linguistics, semiotic resources are viewed as a series of options within a system through which meaning is created, as well as the choices made from these options. The data analysis includes analysis of Emotions, Feelings, and Attitudinal lexis, which are analyzed using the Appraisal framework by Martin (2005), to probe into interpersonal meanings. Additionally, Transitivity processes are examined to reveal how actions have been framed. The study also looks at multimodal texts, that combine language and visual images, using frameworks by O'Toole (2011), Halliday (2008), and Martin (2005).

1.5. Significance of the Study

The significance of this research extends beyond the immediate subject matter, offering insights into the broader implications of information consumption through social media networks, especially Twitter. The study seeks to sensitize people about information warfare on social media. The study contributes to the existing body of knowledge in online propaganda discourse. It reveals propaganda in linguistic and visual semiotic resources of Israeli Defense Forces tweets. It helps in understanding the sabotaging attempt by Israel to change the narrative about the Israel-Palestine war, through Twitter. Before studies attempted to analyze propaganda in newspaper articles, no study has ever attempted to analyze propaganda in linguistic and visual semiotic resources of the Israeli Defense Forces' tweets.

In academic significance of the study, it contributes to the theoretical advancement of Systemic Functional Linguistics. It also has practical implications for comprehending the complex interplay of language and visuals in contemporary propaganda efforts, particularly in the context of social media platforms. Through this exploration, the research aims to illuminate the intricate dynamics of framing propaganda on Twitter and contribute to the growing body of knowledge on the intersection of communication, technology, and conflict.

1.6. Delimitation of the Study

For qualitative analysis of the tweets, the data is delimited to only 44 tweets due to the limitation of this study. And the data is delimited to the year 2022. The rationale for delimiting the study to linguistic and multimodal texts is that it fulfils the requirement of the study. The data has been taken as per the requirement of the current study. The data is analyzed based on the language framework given by Halliday (2008) and Martin (2005), and the framework for visual images by O'Toole (2011).

1.7. Organization of the Study

This thesis consists of five chapters chapter One is about the Introduction of the topic, Chapter Two talks about propaganda, propaganda in the digital age, digital militarism and previous studies done in the domain of Israel's social media discourse, Chapter Three probes into methodology, and theoretical framework, chapter four is about the analysis of the data taken from official Twitter account of Israeli Defense Forces, and chapter five concludes the thesis.

1.7.1. Chapter 1: Introduction

This chapter provides the details about the introduction to the topic, objectives of the study, significance of the study, research questions and delimitations. Moreover, it also talks about the brief history of Israel and its illegal occupation which is important to understand as a background.

1.7.2. Chapter 2: Literature Review

Important concepts related to the present study are discussed in the second chapter of the thesis. It talks about all the variables of the topic like propaganda, propaganda in the digital age, digital militarism and previous studies done in the domain of Israeli social media discourse. In this chapter the researcher also gives the rationale for present research work and how it fills a gap in the present body of knowledge.

1.7.3. Chapter 3: Research Methodology

This chapter deals with giving information about how the research has been carried out. It talks about the research design, research method, method of data collection, sample of data taken and research tools in detail. It probes into the theoretical framework and how it has been used to analyze the data.

1.7.4. Chapter 4: Data Analysis

The fourth chapter is the important chapter in research work as it gives detailed information about the topic. It scrutinizes the sample of data with the help of the theoretical framework and methodology given in the thesis.

1.7.5. Chapter 5: Conclusion

The last and fifth chapters of the thesis provide the findings of the research. It discusses the questions of the research and answers them in detail. Moreover, it gives recommendations for future academics in linguistics and gives concluding remarks.

CHAPTER 2

2. REVIEW OF LITERATURE

This chapter discusses key concepts related to the present study, which include propaganda, propaganda in the digital age, computational propaganda, theoretical components of propaganda, a systemic functional multimodal approach, and digital militarism. Apart from this, it discusses previous works done on the Israeli Defense Forces' use of social media platforms, especially the presence of the Israeli Defense Forces (IDF) on Twitter. It discusses those studies concerning military communication, and how militaries are shifting to the cybernetic realm as part of their diplomacy. It elaborates in detail on how previous studies have categorized propaganda by the Israeli Defense Forces (IDF). And lastly, it talks about the gap the present research attempts to fill in the current domain of knowledge. This chapter goes from discussing the most general concepts like propaganda, propaganda in the digital age, systemic functional linguistics, systemic functional multimodal theoretical foundations, and digital militarism to the specific concepts, that include the previous studies on the Israeli Defense Forces (IDF).

2.1. Propaganda

Before social media and the internet, propaganda was conceptualized differently compared to the propaganda in the present era of social media. With the advent of social media and digital platforms, propaganda has acquired negative connotations, and it is now associated with totalitarian regimes, war efforts, advertising, and private interests (Wanless & Berk, 2020). The old propaganda techniques and strategies have been replaced by new forms of propaganda techniques in this digital age. Now, everybody has access to the internet and social media tools like Twitter, Facebook, Instagram, and many more. These social media platforms are used as tools in disinformation strategies and tactics (Brighton, 2019). Moreover, Platforms are the 'custodians of the Internet': if they do not decide public discourse, they 'shape the shape' of public discussions (Massa & Anzera, 2022, p. 3).

Online platforms like Facebook, Twitter, Instagram, YouTube, Blogs, etc., are considered programmable architectures that enable the organization of relationships between the users of social media (Massa & Anzera, 2022, p. 2). Dijck and Poell (2013) talked about how social media can transport their logic outside the platform that has

generated them, while their discursive technological, economic, and organizational strategies tend to remain implicit or appear completely neutral. Propaganda is now explained as “the use of persuasive information to manipulate a target audience into behaviour desired by the propagandist” (Wanless & Berk, p. 2). Propaganda is a systemic and deliberate attempt to shape perceptions, manipulate cognitions, and direct the behaviour of the targeted audience, seeking to engage the audience actively in persuasive communication to achieve an intended response according to the intent of the propagandist (Zienkowski, 2021, p. 3).

2.2. Theoretical Components of Propagandist Narratives

2.2.1. Components of Propaganda at Fragment and Clause Level

Propaganda has different forms, which are recognized by persuasive information, the target audience, the depiction of a specific group’s agenda, ambiguous reasoning, and emotional appeals (Miller, 1939). Propagandist narratives are the number of techniques that are used by the propagandist to achieve their agenda (Martino et al., 2019, p. 3). Though the definition of propaganda is widely accepted in literature, the set of propaganda techniques has been different between scholars (Millar, 1939). The theoretical components of the propagandist narratives include 18 different propaganda techniques such as *Loaded Language, Name Calling or labelling, Repetition, Exaggeration or minimization, Doubt, Appeal to fear or prejudice, Flag-waving, Casual oversimplification, Slogans, Appeal to authority, Black and white fallacy, Thought terminating cliché, Whataboutism, Reductio ad Hitlerum, Red Herring, Bandwagon, Vagueness, and Straw men* (Martino et al., 2019, p. 3-5). To find propaganda in News articles, these 18 propaganda components/techniques have been analyzed by many scholars through qualitative and quantitative methods.

Among the propaganda components including *loaded language* is to use words and phrases with strong emotional implications to influence the audience (Weston, 2018, p. 6). *Name-calling or labelling* is something the target audience fears and finds undesirable (Miller, 1939). *Repetition* signifies repeating the same message so the audience will accept it (Torok, 2015). *Exaggeration and minimization* represent a thing excessively or making something seem less important (Jowett & O’Donnell, 2012, p. 303). *Doubt* is questioning the credibility of something. *Appeal to fear/prejudice* is attempting to instill anxiety in the public by preconceived judgements. *Casual Oversimplification* is a propagandist technique, that denotes

assuming one because there are many other causes behind it, it also includes scapegoating or blaming someone. *Slogans* are brief and striking phrases, that include labelling and stereotyping (Dan, 2015). *Appeal to authority* is stating that an assertion is true because an expert supports it, without looking at other supporting evidence (Goodwin, 2011). *And white fallacy* is forecasting two alternatives as only possibilities when other possibilities exist (Torok, 2015). Though-terminating clichés are short words and generic phrases that discourage critical thought on a given topic (Hunter, 2015).

Whataboutism is discrediting an adversary's position by blaming them for hypocrisy without directly disapproving of their argument (Richter, 2017). *Reductio ad Hitlerum* refers to any person or concept with a negative connotation (Teninbaum, 2009). *Red Herring* introduces irrelevant things to the issue being discussed so that attention is diverted from points made (Weston, 2018, p. 78). Bandwagon is an attempt to persuade the audience to join in and act like everyone is taking a similar action (Hobbs & McGee, 2008). *Confusion and intentional vagueness* refer to deliberately using unclear words, so the audience has their interpretation (Weston, 2018, p. 8). Lastly, *Straw man* is when the adversary's proposition is alternated with the similar one that is refuted in the first place of the original (Walton, 1996).

These 18 propaganda techniques have been proposed by scholars to analyze any text at the fragment/lexical and clause level. Martino et al. (2019) suggested analyzing 18 propagandist techniques in fragments and clauses of any News article for investigating propaganda. They have been used as a yardstick to detect propaganda in many studies related to media discourse. In studies related to analyzing propaganda in News articles, Martino et al. (2019, p. 10) scrutinized propaganda in news articles by manually annotating them at the fragment level with eighteen propaganda techniques. He designed a multi-granular neural network that analyzed sentence-level propaganda detection and fragment-level propaganda detection. Another study by Alhindi et al. (2019, p. 5) applied these methods to detect propaganda in sentence and fragment levels, based on these 18 propaganda techniques.

2.2.2. Components of Propaganda at the Multimodal Discourse Level

Zienkowski (2021) inspired by poststructuralist discourse theory, proposed the theoretical approaches to propaganda. "The term propaganda refers to those multimodal language games where social groups, organizations and networks perform discursive practices that introduce, reproduce, change and/or disarticulate articulatory practice(s)

and discourses with varying degrees of reflexivity” (Zienkowski, 2021, p. 6). Zienkowski (2021) argued that discursive propaganda practices are aimed at reinforcing ideologies in the struggle for hegemony. Staal (2019) argued that propaganda is not aimed at communicating a message but at creating reality. The official Twitter account of the Israeli Defense Forces (IDF) is a major source of news for daily encounters, and conflicts. Therefore, to analyze the syntactical and semantic choices used in the tweets of the Israeli Defense Forces (IDF) to investigate propaganda.

The researcher attempts to analyze these 18 propaganda techniques in fragments and clauses of Israeli Defense Forces tweets. The researcher seeks to explore these 18 propaganda techniques in tweets of the Israeli Defense Forces (IDF) to frame propaganda. It investigates how many of these techniques are present in tweets of the Israeli Defense Forces (IDF) official Twitter account at the fragment and clauses level. Moreover, propaganda is multidimensional, it works at the fragment/clauses and the discourse level as well as suggested by Matino et al. (2019) and Zienkowski (2021). Therefore, the analysis of multimodal texts used in the Israeli Defense Forces Twitter account has been incorporated into the present study to analyze propaganda. The multimodal communication elements use a broad range of cultural semiotic resources that are intended to affect the crossroads of cognition and emotion (O’Halloran et al., 2019, p. 455). Therefore, the analysis of multimodal texts containing texts and images is vital to study another aspect of propaganda in the current study.

2.3. Propaganda in the Digital Age

Erbschloe (2017) discusses the role of technology in propaganda by both state and non-state actors in the digital age. He argues that "Evil people in the world (now) have equal access to social media weapons" (Erbschloe 2017, p. 11). Social media platforms are used as tools by governments for attacking, controlling, defending against enemies, and influencing electoral processes. Old propaganda techniques have been replaced by new forms of propaganda using social media platforms. Marlin (2013) analyzed the role of language in propaganda and identified language manipulation as a basic strategy in propaganda generation. The use of language in the Israeli Defense Forces (IDF) Twitter account can be analyzed to expose propaganda and highlight the extremist and propagandist discourse.

Reisach (2021) analyzed machine learning techniques that influence citizens' decisions during political campaigns, citing examples from Brexit and presidential

elections in Brazil and the USA. He discussed how access to information on social media can manipulate people for desired political results, and how algorithms are used for profile tracking and targeting on social media platforms, resulting in the use of social media for propaganda, manipulation, and disinformation. Reisach (2021) analyzed the role of social media in propaganda generation, and the techniques of algorithms used for profile tracking, which are inevitable to understand. These algorithms have been used to track the profiles of Palestinian human rights activists. Their profiles and accounts were targeted, and posts were removed without any reason just because they were raising their voices for humanitarian causes. This shows how cyberspace is manipulated for propaganda.

An important study regarding misinformation and propaganda on Twitter has been done by Guarino, Trino, Celestini, Chessa, and Riotta (2020) aimed to expose the local as well as the global patterns of spreading disinformation and propaganda through Twitter. The study tried to explore how different propaganda and disinformation campaigns become successful by polarization through social media platforms. The study is significant concerning different propaganda campaigns, and different disinformation techniques used on Twitter for the polarization of people. Vilnius (2015) analyzed how social media is used as a tool for cyber warfare in different international forums. This is an important study in the domain of online propagandist discourses, and cyber warfare. It analyzed how propaganda is used by different state actors in cyberspace to attain political goals and agendas.

2.4. Features of Computational Propaganda

According to Ahmed et al., 2019 propaganda is used in social media discourses, and its features can be analyzed in detail. They have explored propaganda in online communication, analyzing the features of online or digital propaganda, and the computational techniques that can be used to explore these features. Social media platforms like Twitter, Facebook, and Instagram are used by the public for sharing daily activities, as well as in political and military discourses for diplomacy and propaganda. These digital platforms are used to share news, gather information, share political points of view, and for election campaigns. These information-sharing platforms are accessed by the public, government institutions and politicians. They explored that smartphones have made the dissemination of information quicker and faster without any time duration or location. Now people use cell phones to share information quickly.

Propaganda is defined as the accurate and semi-accurate information that is shared through these social media platforms for specific agendas of the propagandists to gain their motives or objectives (Ahmed et al., 2019). The research article talks about propaganda features, as propaganda is a form of communication that has an agenda and objectives. In this social media era of communication, propaganda is referred to as communication that is used to assist the government or the opposition to persuade the public, to action and inculcate in their emotions for the benefit of the propagandist. It talks about how propagandist communication influences the minds of the millions of publics who have access to these various modes of communication (Laswell, 1927).

The features in communication that can be regarded as propaganda don't necessarily need to be negative, which is used against the opponents. Ahmed et al., 2019 analyzed how online propaganda is also used to spread positive messages like championing women's rights, championing community goodness, asking for racial equality, promoting religious harmony, and encouraging people to vote. All the positive messages given through any online media platform can also be part of the propaganda. Because propaganda is communication that uses deceptive strategies to attain its objectives. Thus, propaganda is a form of communication that contains positive as well as negative messages to convey information online on social media platforms (Ahmed et al., 2019). Relating this part of the study to the present research work aims to identify those multi-modal communicative strategies that have been used by the official Twitter account of Israel Defense Forces (IDF).

The propagandist's information on any social media platform can be negative or positive depending on the motive of the propagandist. The current study on the Israeli Defense Forces Twitter account will attempt to explore those positive messages that have been conveyed through the official Twitter account of the Israeli Defense Forces (IDF) to present their positive image. The present study attempts to reveal those multimodal tweets that have been used to convey positive messages like so-called women's equality, racial equality, Muslim IDF officers in the Israeli Army, pretending to promote so-called religious harmony, love for special persons, and other positive messages through their social media platform. It is important to lay bare those multimodal tweets that are part of the online propaganda of the Israeli Defense Forces. Ahmed et al., 2019 analyzed propaganda in detail and its communicative strategies. It lays bare the techniques of propaganda. This guides the way for the present study to explore the features of online propaganda. Propaganda is always deliberately planned,

and it involves sentiments. The study also raises the question of why propaganda exists in any communication, to which it answers it as the involvement of the objective of propagandists to impress the audience or the readers, to ask them to accept their beliefs, and to present themselves as the only reliable sources of information. One of the most important points that is related to the present research is the objective of propagandist communication.

The objective of any propagandist communication is to keep the authority of the institution by spreading positive messages to ensure the legitimacy of the institution (Ahmed et al., 2019). The research paves the way for the present research to analyze and explore the propaganda in the official Twitter account of the Israeli Defense Forces. It explains what the objectives of propaganda can be and how it can be explored through the sentiments in communication. The sentiment analysis in propagandist communication helps in the analysis of the positive and negative sentiments attached to the categories and the entities in the communication to expose the mind or the ideology of the propagandist. Sentiment analysis can be defined as the analysis of the texts based on emotion and opinion. These texts analyze whether they contain positive or negative emotions and then identify the objectives of the propagandist behind that text.

Emotions and propaganda go side by side in any online text that is used by political candidates or military institutions (Ahmed et al., 2019). Researchers in previous studies have analyzed sentiment analysis in their research works to identify the propaganda on the internet discourse. Ahmed et al., 2019 analyzed how propaganda is used in Internet discourse by various social and political entities. It talked about propaganda in detail. Propaganda is always used by the military, media, politicians, government, businesses, advertisers, and many states as well as non-state actors online. Many of the previous studies have examined propaganda in online discourse, whether it is political discourse, military discourse, or discourse of organizations. The sentiment analysis (SA) has been analyzed as a yardstick to measure propaganda in the texts on digital platforms. Sentiment analysis (SA) has mostly been used to examine the propaganda discourse of politicians, especially in their tweets during election campaigns by using the hashtag feature of Twitter.

Ahmed et al., 2019 examined the online propagandist discourses of political candidates, such as webpages and Twitter accounts. This helps in understanding sentiment analysis and previous studies that have used sentiment analysis to explore

propaganda in the discourse of political candidates on web pages and Twitter hashtags through various computational tools. Studies by Ahmed et al., 2019 pave the way for the present study and guide the research course for propaganda analysis in multimodal texts. Previous studies in the domain of propaganda are vast and varied. All these studies that have attempted to analyze propagandist discourse are carried out on modern sources of information, such as social media platforms. The use of social media platforms, especially Twitter, has been explored by many researchers as a modern source of propaganda and fake news with the help of computational tools and natural language processing techniques.

Smith (2017) conducted a study in the domain of cybersecurity to explore modern propaganda. As this study falls in the broader domain of propaganda on social media, it is important to mention this study here as it is relevant to the present research. Smith (2017) analyzed how it is important to identify propaganda through social media platforms. The research by Smith (2017) in the field of cybersecurity is quite relevant to the present research work as it analyzed characteristics of fake news in media, and he called it modern propaganda that influences the minds of the people. Using computational tools or automated software programs, the characteristics of fake news and online propaganda materials can be analyzed and explored. These computational tools assist in the analysis of the texts or the data and help in achieving the objectives of unveiling propaganda in online discourses.

For centuries, government organizations, people, private organizations, and even militaries have used propaganda as a tool to attain their objectives (Smith, 2017). There are many reasons for the dissemination of propaganda by these elements, ranging from religious and political ideology to reputational and personal motivations. These are the motivational reasons for which propaganda is propagated. The purpose of propaganda is to target the audience to attain desired outcomes, which may be in the form of inculcating in them the religious or political ideology for legitimizing a political party (Smith, 2017). The medium of information has evolved from radio, newspapers, and television to the use of social media platforms. The sources of information have completely changed, and now people are extensively using social media platforms like Twitter, Facebook, Instagram, etc.

Smith (2017) explored the use of automated software for analyzing propaganda in the tweets sent during the 2016th US presidential campaign. With the help of automated software programs, the research work exposed the fake news on Twitter during the 2016

presidential campaign discourse. It analyzed the psychological effects of propaganda on people. The research work discusses how the collaboration of automated software helps maintain cybersecurity. The fake news on Twitter can be identified and exposed with the help of computational tools. The collaboration of the software helps secure cybersecurity by reducing the spread of fake news by identifying the elements of fake news in tweets (Smith, 2017).

2.5. Israel's Social Media Occupation

The online militarization and transfer of military communication to digital virtual platforms have been discussed as the militarization of communication by Kuntsman and Steins (2015). They extensively discuss the military politics of the Israeli Defense Forces in the cyber realm. The uncontrolled use of social media by militaries, especially the Israeli Defense Forces (IDF) has been detailed to expose the social media platforms and the militarization of communication. Kuntsman and Stein (2015) discuss that the presence of the Israeli Defense Forces (IDF) on social media is supported and sustained by social media platforms. They have called this presence of the Israeli Defense Forces (IDF) on social media the "Israeli Occupation" on social media. The book "Digital Militarism" talks about the interplay between digital platforms and military politics. It explores and unveils the occupation of the Israeli Defense Forces (IDF) of the digital world that moves beyond the occupation of the Palestinian territories.

Kuntsman and Steins (2015) in their book "Digital Militarism" have exposed and powerfully argued that the machinery of the Israeli Defense Forces (IDF) is working on social media and has occupied the social media domain, much like it has occupied Palestinian territories. The digital military discourse is very powerful and thought-provoking to analyze propaganda. It is very important and relevant to the present study as it exposes the machinery of the Israeli Defense Forces on social media platforms and reveals how social media is important for militaries regarding violence and war, and how it is being used as a tool by the Israeli Defense Forces. This book discusses that military communication takes onto social media platforms to spread their propaganda and try to achieve their goals. Social media is used as a wartime tool against Palestine in the ongoing war by the Israeli Defense Forces (IDF). The social media platforms turn into wartime arsenals, and communication technologies turn into digital battlefields during the Israel-Palestine conflict.

By discussing in detail, the presence of the Israeli Defense Forces on social media

platforms in the book "Digital Militarism," by Kuntsman and Steins (2015) opened the way for research in the domain of the Israel-Palestine conflict by opening the way for researchers on the growing digitalization of military discourses. Social media or digital platforms work as the theatre of the Israeli Defense Forces (IDF), as their presence on these platforms is supported and maintained by the social platforms. It guides the way for the present research work on the Israeli Defense Forces and its use of its official Twitter account, how military communication, and digitalization work on Twitter, and what semiotic resources are used in propaganda.

2.6. Previous Studies on Israeli Defense Forces (IDF)

Twitter is used for political communication by many political representatives of countries to tweet about new political developments daily. Many famous American presidents like Barack Obama and Donald Trump have used Twitter during their presidencies, and this has been effectively analyzed by many political scientists and academics in linguistics. There is a lot of work done in the field of Twitter used as a tool for political communication such as Wignell (2021), Barbera and Zeitzoff (2018), and Krzyżanowski and Tucker (2018). Apart from studies on Twitter as a political discourse, attempts have been made to study Twitter as a military discourse, especially regarding the Israeli Defense Forces (IDF) official Twitter account. Twitter is used as an additional battlefield by the Israeli Defense Forces (Plíštilová, 2020). The presence of the Israeli Defense Forces (IDF) on Twitter and their platform strategies show deliberate planning of institutional representation and acquiring legitimacy (Massi & Anzera, 2022). The move of militaries into the cybernetic realm is for the normalization of militarism and the conflictual display of current affairs (Massa & Anzera, 2022).

Plíštilová (2020) conducted a study to examine the strategic narratives used by the Israeli Defense Forces (IDF) official Twitter account during the protests in Gaza, also known as The Great March of Return. The Great March of Return protests started on March 30, (2018), and ended on March 30, (2019). The researcher used Entman's theory to identify the strategic narratives used by the Israeli Defense Forces. The study investigated how Twitter is used as an additional battlefield by the Israeli Defense Forces. The study by Plíštilová (2020) conducted in the field of international relations, has relevance to the present study, which examines how Twitter is manipulated and misused by the Israeli Defense Forces to build different narratives. The study by Plíštilová (2020) has been a contribution to the field of mass communication, but the

present study is a linguistic inquiry that takes all the textual elements from the Israeli Defense Forces (IDF) Twitter account from the year 2022, contributing to the field of linguistics.

The research shows how Twitter is used as another battlefield for propaganda. It is not a neutral medium of communication, but rather a strategic tool to convey ideologies and to control public image. Concerning studies conducted in the domain of the Israeli Defense Forces' use of social media accounts to disseminate propaganda, it is important to mention the study conducted by Hallerby (2018) concerning the Gaza Protests 2018. For distinguishing transparency from propaganda and drawing a fine line between these two adjectives, Hallerby's (2018) study is categorized in the domain of social media and its misuse by military forces, especially the IDF. He tried to investigate the use of social media by the state and non-state actors, especially the use of social media by the Israeli Defense Forces.

Hallerby (2018) investigated how the Israeli Defense Forces (IDF) used Twitter to present the Gaza Protests 2018. He explored how the official account was presenting the 2018 Gaza protests. Hallerby (2018) used qualitative content analysis of the Twitter account during the Gaza protests. The researcher used framing theory to find out how the Israeli Forces Twitter (IDF) account framed the 2018 Gaza Protests. The study finds that there is a fine line between transparency and disseminating propaganda. Hallerby (2018) analyzed with the help of the Framing theory how the Israeli Defense Forces used its official Twitter account concerning the 2018 Gaza Protests. He found out that IDF justifies and legitimizes their actions on the ground by creating certain narratives where they are not responsible for what is happening to the protestors.

The misuse of social media is not only during conflicts, but it is also used for mudslinging opponents or enemies by the militaries or the non-state actors (Billik & Chiara, 2021). The Israeli Defense Forces (IDF) use Twitter to construct the image of its enemy Hezbollah (Billik & Chiara, 2021). The study investigated how social media is being manipulated as a tool by the military for public diplomacy against its enemies. How the image of Hezbollah is constructed by the Israeli Defense Forces (IDF) on its official Twitter account. The researcher found out that five categories have been used by the Israeli Defense Forces to construct the image of Hezbollah: 1) Remembrance, 2) Current Development and information, 3) Iranian Proxies, 4) Tweets mentioning Hezbollah directly, 5) Tweets Shaming, blaming, or calling out Hezbollah. Moreover, propaganda on social media can be in visual form or non-visual forms.

Seo (2014) investigated visual propaganda in the age of social media. Seo (2014) used an empirical analysis of Twitter images during the 2012 Israel-Hamas conflict to investigate the visual propaganda on Twitter. He analyzed the images posted on Twitter by the Israeli Defense Forces (IDF) and Hamas' Alqassam Brigades during the November 2012 Gaza conflict to understand the aspects of visual propaganda in the age of social media and online networking websites. The content of this study was 243 Twitter images posted by two sides, the Israeli Defense Forces (IDF) and Hamas, for two months. He wanted to find the prominent themes in the images that were posted by both sides to analyze the visual propaganda. The result of the research found two prominent themes: the propaganda theme and the theme of emotional propaganda in Hamas tweets.

When it comes to research studies in the domain of the Israeli Defense Forces (IDF) and its use of social sites and web pages, some studies have been conducted on the web pages of the Israeli Defense Forces (IDF) and its English blogs to show how they are used to their best expertise to manage their public image. This study analyzed the use of social sites and web pages to manage the public image of the Israeli Defense Forces (IDF). Golan and Ben-Ari (2018) conducted a study on the official website of the Israeli Defense Forces and the official English blog from the years 2007 to 2015. This study has investigated how military websites frame their use of military-organized violence. It explains how the Israeli Defense forces manage their public image through public diplomacy. The use of websites and digital cyberspace by militaries is a deliberate move to move into the cyber realm to manage their public image by using different themes in their digital content on their websites and blogs. It is a longitudinal analysis of the Israeli Defense Force's official websites (2007-2015), and it held interviews with webmasters who manage these accounts.

Golan and Ben-Ari (2018) have tried to find out how armed forces are moving into the cybernetic realm of the digital world where they manage their image in the form of public diplomacy in the digital world through different strategies. But, to talk about the Israeli Defense Forces specifically, how it is representing itself as a legitimate institution by showing a soft image of inclusivity. The study tried to examine the IDF's websites and official blogs to find out the themes in their posts. The reason for finding the recurrent themes in the Israeli Defense Force's official websites and blogs was to find how the Israeli Defense Forces are trying to paint their public image as a legitimate social institution. Also, this study finds out themes through which it justifies the use of

violence in their websites and blogs. Another important study on the use of social media in propaganda during conflict times has been conducted by Rodley concerning the 2014 Israel-Gaza conflicts.

Rodley (2014) researched how social media is used by belligerents and their supporters to influence public opinion. It examines the wartime communication of military and non-state actors, and how it's adapting to this environment of the digital world. The study complements those studies on social media and Twitter revolutions that tell us about how public opinion and public narratives are built through social media. The so-called Twitter revolutions in Tunisia, Egypt, and elsewhere showed how social media can be utilized to organize protests, disseminate ideas and narratives, also to build support inside and outside one's country. The propaganda narratives that are used online by Israeli and Palestinian leaders have been investigated by Behrman (2021). Behrman (2021) conducted a study on the Israeli-Palestinian conflict and propagandist narratives generated by their leaders. Behrman (2021) studied how the blame game is played by leaders of both sides. He investigated the ways through which cognition is exploited. The victim narratives are generated by both sides. The focus and objective of Behrman (2021) was how these victim narratives and blame games affect the opinions of the public. His study deals with the manipulation of cognition by leaders of both sides. Concerning the adaptation of social media diplomacy in conflicts by militaries, it is important to mention these studies that deal with the present studies as the current studies fall in the broad domain of the use of social media in propaganda.

In his research on digital diplomacy in the Israel-Palestine conflict, Kretschmer (2017) investigated the reasons why states adopt digital media during conflicts. The study focused on the adoption of social media during war or conflict by states in general, and specifically on the Israeli Defense Forces. The main objective of the study was to examine how states engage in digital diplomacy during conflicts. Kretschmer's (2017) study specifically analyzed the eight-day-long operation known as the 'Pillar of Defense' conducted by Israel. The study aimed to understand how Israel structured its online communication during the operation to shape its image in front of an international audience and to defend its actions while seeking validation from the audience. The research highlighted that social media becomes an additional battlefield during a conflict. The study analyzed Israeli Defense Forces' tweets and conducted semi-structured interviews with Israeli communication officials. The results showed that the Israeli Defense Forces engage in digital diplomacy to present a different

narrative to the public. This digital diplomacy aims to humanize the image of the Israeli military in the Israel-Palestine conflict. The study presented the Israeli Defense Forces' strategy on Twitter as a form of public diplomacy, drawing on the psychological theory of self-presentation to analyze Israeli communication during Operation Pillar of Defense.

Another study related to social media diplomacy by the Israeli Defense Forces (IDF) was conducted by Kruse (2013). Kruse (2013) investigated the social media strategies of the IDF, focusing on two key aspects. Firstly, the study aimed to describe the online public diplomacy of the IDF by examining its social media policies. Secondly, it compared the IDF's social media strategies with those of other democratic armies. Kruse's study drew on Joseph Nye's theory of soft power to analyze the IDF's social media strategies. When discussing the wartime communication of the Israeli Defense Forces on social media platforms and their digital diplomacy to influence public opinion through deceptive communication strategies and online propaganda techniques, it is important to consider these studies within the broader context of the IDF's presence on social media platforms and their digital propaganda efforts.

Previous studies have been conducted on the Israeli Defense Force's (IDF) use of social media and web pages, particularly about the conflicts between Israel and Palestine. These studies aimed to understand how the IDF utilizes social media platforms and web pages to shape its public image and narrative during inter-state conflicts. Some journalists and media professionals have described the IDF's use of social media during conflicts as a form of live war broadcasting. They have criticized the IDF for spreading fake news and propaganda through their verified Twitter account, particularly during the bombing of Gaza and the killing of innocent civilians in Palestine (Fernandez, 2021).

Fernandez (2021) highlighted the IDF's use of propaganda and fake news to portray Israel as a victim. She emphasized that the IDF's Twitter account served as a tool for propaganda, employing various strategies to present Israel as a victim. The presence of the IDF on digital platforms falls within the broader domain of military communication and cyber warfare. A recent study by Massa and Anzera (2022) investigated how military communication is adapting to new technological innovations. The study focused on the phantomization of military communication, particularly in the context of the IDF. It explored how the IDF uses digital media and different communicative strategies to shape its image. The digitalization of military communication serves two

main goals: normalizing militarism and displaying conflicts through digital platforms. Massa and Anzera's (2022) qualitative content analysis of the IDF's Twitter account revealed that IDF uses social media for phantomization, building a coherent narrative, and projecting an attractive image. The IDF establishes an international positioning through Twitter and employs various public diplomacy strategies to engage with international audiences.

The communicative strategies employed by the IDF on Twitter serve to normalize militarism and display current conflicts. The study by Massa and Anzera (2022) identified multiple themes and communicative formats in the IDF's official Twitter account, demonstrating the representational strategies used to build an attractive image and international positioning. Previous research on the use of social media and web pages by the IDF has primarily focused on the conflicts between Israel and Palestine. Researchers have used media theories and framing analysis to understand how the IDF frames and narrate conflicts through its official Twitter account. The present study aims to provide a detailed analysis of the linguistic properties of the IDF's media discourse from 2022.

The use of Twitter by the IDF has been categorized as military communication in the cyber realm. Researchers have also investigated Twitter as an additional battlefield during inter-state conflicts, as military communication has increasingly moved to online platforms and social networking sites. Michael (2012) investigated how wars are waged through Twitter and the benefits of using Twitter for warfare. Terkourafi et al. (2018) analyzed the role of Twitter in shaping controversial messages, using Gricean Pragmatics to understand the linguistic encoding, and layering of meanings in each tweet. Another study focused on Operation Guardian of the Walls, a conflict between the IDF and Palestinian Armed Groups, exploring the IDF's organized persuasive communication in English, Spanish, and French using machine learning techniques such as natural language processing and text mining (Mercado & Garcia, 2022). These studies have shed light on the IDF's wartime communication and the narratives it constructs during conflicts. They have used various methodologies, including socio-pragmatic analysis, machine learning, and content analysis, to understand the IDF's communication strategies and propaganda techniques.

In conclusion, previous research has extensively examined the IDF's use of social media and web pages for propaganda and public diplomacy during conflicts. These studies have employed media theories, framing analysis, and linguistic frameworks to

understand the IDF's communication strategies and narratives. The digitalization of military communication and the use of Twitter as a battlefield has also been explored in the context of inter-state conflicts involving the IDF. The previous studies scrutinized propaganda through social media platforms are elaborative as they pave the way for the present research work to analyze propaganda in multimodal tweets of the Israeli Defense Forces (IDF) Twitter account to ensure the cybersecurity and veracity of online mediums of communication. Therefore, to analyze the multimodal texts of the tweets, the researcher utilizes systemic functional multimodal discourse analysis. This theoretical approach has the utmost significance as it analyzes the meanings in the language and multimodal texts. It is a comprehensive and descriptive approach to analyzing multimodal tweets of the Israeli Defense Forces by the following theoretical approach.

2.7. Systemic Functional Linguistics (SFL)

Systemic Functional Linguistics (SFL) is a linguistic theory developed by Michael Halliday in the 1960s and expanded by various scholars. It offers a framework for analyzing language in terms of its functions and how it operates within social contexts. SFL focuses on the interrelationships between language structure, meaning, and the social context in which language is used. According to SFL, language is seen as a system that serves various functions in communication. SFL emphasizes that language is not only a means of expressing thoughts or ideas but also a tool for achieving social goals, expressing identities, and negotiating meanings in specific contexts. SFL places importance on the functional aspects of language, considering the communicative purposes and social functions of language in different situations.

SFL also acknowledges the role of context in shaping language use. It recognizes that language is influenced by the situational, cultural, and social factors surrounding its production and interpretation. SFL provides analytical tools and frameworks for studying language in context and understanding how language choices are influenced by social and communicative functions. Overall, Systemic Functional Linguistics offers a comprehensive framework for analyzing the structure, meaning, and social functions of language, emphasizing the interconnectedness between language and its social context. SFL distinguishes between three main meta-functions of language: Ideational, Interpersonal, and Textual.

2.8. SFL Three Meta-Functions

1. The ideational meta-function: This meta-function deals with representing and expressing experiences, ideas, and things in the world. It focuses on how language constructs meaning in terms of processes (actions or events), participants (people or things involved), and circumstances (time, place, manner, etc.).
2. The interpersonal meta-function: This meta-function is concerned with the social aspects of language, including how language is used to establish relationships, express attitudes, negotiate power dynamics, and engage in social interaction. It involves analyzing features such as mood (indicative, imperative, etc.), modality (degree of certainty or obligation), and interpersonal meanings (expressing politeness, authority, etc.).
3. The textual meta-function: This meta-function is related to how language is organized and structured to create coherent and cohesive texts. It focuses on the arrangement of information, the use of cohesion devices (e.g., conjunctions, reference, ellipsis), and the overall organization of discourse.

2.9. Systemic Functional Multimodal Discourse Analysis (SF-MDA)

Systemic Functional Multimodal Discourse Analysis (SF-MDA) is a social semiotic approach that not only analyzes the semiotic artifact itself, but also considers the social context in which it appears (O'Halloran, Tan, & Wignell, 2019). SF-MDA has its foundations in Halliday's Systemic Functional linguistics theory (Halliday & Matthiessen 2014). SFT theory is a theory of meanings that considers how language, and other semiotic resources are combined to perform different functions in communication. The semiotic resources in SFT are of two types: (1) semiotic resources as a system of meaning, which contains a series of options; and (2) semiotic resources as texts, which contain choices from the provided options in a system (Halliday, 2008). The choices that have been made to communicate the meaning in the text are not seen in isolation but are seen in the background of the context and will be interpreted (Halliday, 1994). Systemic Functional theory was initially applied to language only in its beginning (Halliday, 1985), it was elaborated to the investigation of multimodal texts to find out how linguistic and non-linguistic semiotic resources (image, gesture, posture, sound, video, gaze) are combined to communicate meanings.

The foundational principle of Systemic Functional theory (SFT) that guides Systemic Functional Multimodal analysis SF-MDA is that semiotic resources realize

three kinds of meta-functions: Ideational/Experiential, Interpersonal, and Textual. One of the most prolific studies conducted recently in this domain is by Wignell, Tan, O'Halloran, and Chai (2021). They used Systemic-functional multimodal discourse analysis (SF-MDA) to find the Ideological and Interpersonal meanings in two sets of tweets. The study analyzed meta-functions in tweets selected from the official accounts of former United States presidents Barack Obama and Donald Trump to analyze how the content of tweets constructs the view of each president to the public. This prolific study in systemic functional linguistics paves the way for the current research work on tweets of the Israeli Defense Forces (IDF), to frame propaganda.

2.10. Appraisal Model

Appraisal theory, developed by Martin and White, is a framework within Systemic Functional Linguistics (SFL) that scrutinizes how language is used to express and evaluate attitudes, emotions, and judgments. It focuses on how language reflects and shapes our subjective experiences and perspectives. Appraisal theory provides a systematic framework for analyzing evaluative language and understanding how subjective judgments, attitudes, and emotions are expressed and negotiated through language. It helps uncover the underlying evaluative meanings and rhetorical strategies employed in various types of discourse, including literature, media, advertising, and everyday communication. The theory has been widely applied in various fields such as discourse analysis, sociolinguistics, stylistics, and communication studies to examine the role of evaluation in shaping meaning, persuasion, and social interaction. It gives insights into how language is used to position individuals, construct ideologies, and influence audience perceptions and responses.

Appraisal theory analyzes three main dimensions of evaluative language: attitude, engagement, and graduation. Out of these three dimensions, attitude is relevant to the present study. Attitude is related to the speaker's or writer's stance towards the subject matter. It involves expressing positive or negative judgments, preferences, or feelings. Attitude can be further categorized into three subcategories: affect, judgment, and appreciation. Affect is concerned with emotional responses, judgment involves making assessments or opinions, and appreciation pertains to expressing values or aesthetic judgments.

2.11. Transitivity Network Systems (TNS)- Ideational Meanings

The Transitivity System Network (TSN) propounded by Halliday (1984), in his

Systemic Functional (SFL) approach, has been employed to analyze the texts in media studies, to check the objectivity or neutrality of the news reported in newspapers by various academics like Fatima, Hashmi, and Shah (2018). It is through transitivity that the mental picture of the writer is expressed to the world (Mäkipää, 2016). These researchers have tried to measure the subjectivity/objectivity of Pakistani newspaper agencies in reporting the news. The researchers tried to find out the types of processes and participant combinations used in the newspapers to report suicide attacks. In Systemic Functional Linguistics (SFL), transitivity analysis is used particularly as a yardstick to analyze the lexical differences accurately (Fatima, Hashmi, and Shah, 2018).

Transitivity analysis is a linguistic framework that examines the relationship between the subject, verb, and object in a sentence. It is used to understand how participants are represented in a sentence (Halliday, 1994). The Ideational meaning in Systemic Functional linguistics (SFL) is branched out in transitivity. The Transitivity System Network (TSN) has six processes: Mental, Material, Relational, Verbal, Behavioral, and Existential. Any text that presents reality realizes any one of these processes (Halliday & Matthiessen, 2004). The reality that is being depicted is evaluated with its subjectivity or objectivity with this parameter (Fatima, Hashmi, & Shah, 2018). The present research attempts to analyze the transitivity processes in the IDF tweets. Firstly, the study analyzes the subjects, transitive verbs, and objects in the tweets to unveil different processes in the clauses of the tweets. Scrutinizing the processes in the clauses of the Israeli Defense Forces' tweets, it examines different actions. It attempts to explore how different actions have been framed as self-defence.

2.12. Conclusion

In conclusion, the literature review has provided a comprehensive understanding of propaganda particularly in the context of the digital age and social media. It has given details of works done on propaganda analysis. According to Marlin (2013), propaganda is the manipulation of language. As per Wanless and Berk (2020), the shift from traditional propaganda techniques to the utilization of online platforms, such as Facebook, Twitter, and Instagram, has transformed the landscape of information. Propaganda is now intricately woven into the fabric of digital communication, allowing for the rapid spread of information, and used in influencing public opinions. The literature review has underscored the pervasive role of social media platforms in

disseminating propaganda, with an emphasis on programmable architectures, that shape public discourse, as per the studies by Dijck and Poell (2013). The emergence of new propaganda techniques is often facilitated by algorithms and machine learning.

Studies on political campaigns, cyber warfare, and misinformation on platforms like Twitter have been discussed in detail. The discussion also delves into the features of computational propaganda, which argues how it is employed for shaping narratives and manipulating public opinion as per the studies done by Ahmed, Rodzi, Shapiei, Yusop, and Ismail (2019). They explored elements of propaganda in online communication, which may also include spreading positive messages, like advocating women's rights, community goodness, racial equality, religious inclusivity, and encouraging people to vote. It discussed; that positive messages given through any online media platform can also be part of propaganda. Because propaganda is a communication, that uses deceptive strategies to attain objectives, by the propagandist. Propaganda has been elaborated on and discussed in detail to provide a background, and how it works in the digital realm.

Moreover, the literature review has explained the theoretical components of propagandist narratives. The framework of 18 propaganda techniques was given by Da San Martino et al. (2019) to analyze at the fragment and clause level. These 18 propaganda techniques have been proposed by Martino et al. (2019) to analyze propaganda in any News article. They have been elaborated on in detail. These 18 propaganda techniques can be analyzed in any online news discourse for framing propaganda. It also highlighted the broader implications of the Israeli Defense Forces' presence on social media, aptly termed as "occupation of social media." Kuntsman and Stein (2015) in "Digital Militarism" highlighted the interplay between military discourse and online platforms and shed light on the role of social media in narrative building during conflicts. Such as the example of the use of Twitter by IDF, during Israeli-Palestine conflicts, for narrative inducing.

The literature review section has discussed previous studies conducted in the domain of the Israeli Defense Forces' Twitter account. It also discussed studies on IDF's websites. Plířtilová (2020) conducted a study to examine the strategic narratives used by the Israeli Defense Forces (IDF) official Twitter account, during the protests in Gaza, also known as 'The Great March of Return'. The study investigated, how Twitter is used as an additional battlefield by the Israeli Defense Forces (IDF). Another study by Halliday (2018), used qualitative content analysis to analyze how the Israeli Defense

Forces framed the (2018) Gaza protests. Bilik and Chiara (2021) studied how the Israeli Defense Forces (IDF) use Twitter to construct the image of their enemy Hezbollah.

Seo (2014) conducted an empirical analysis of Twitter images, during the (2012) Israel-Hamas conflict, and investigated the visual propaganda on Twitter. Golan and Ben-Ari (2018) conducted a study on the official website of the Israeli Defense Forces, and the official English blog from the years (2007) to (2015). It investigated military websites, and how they frame their use of organized violence. Behrman (2021) inquired about how victim narratives are generated by both sides in the Israel-Palestine conflict, which affects the opinion of the public. In other references, Massa and Anzera (2022) identified multiple themes and communicative formats in the IDF's official Twitter account, demonstrating the representational strategies used to build an attractive image and international positioning. Terkourafi et al. (2018) analyzed the role of Twitter in shaping controversial messages and used Gricean Pragmatics to understand the linguistic encoding and layering of meanings in each tweet. Another study focused on Operation Guardian of the Walls, a conflict between the IDF and Palestinian armed groups, explored the IDF's persuasive communication in English.

To conclude, previous studies analyzed IDF's framing of different protests on Twitter. Such as the studies by Plíštilová (2020), and Halliday (2018). Other studies investigated the Twitter strategy of IDF, as militaries adopt 'platformization' to their core expertise, which applied qualitative analysis, conducted by Massa and Anzera, (2022). There has no study yet been conducted to frame propaganda in news disseminated through the Israeli Defense Forces' Twitter account. Therefore, the current study fills the gap and attempts to analyze propaganda on IDF's Twitter account. It analyzes all the linguistic, and multimodal components of Israeli Defense Forces tweets. For this scholarship, the study has employed a mixed-method research design to analyze tweets. It has utilized the Systemic Functional theoretical framework. Systemic Functional theoretical framework was first employed to analyze texts, and it has now been extended for the analysis of multimodal texts. In essence, the literature review sets the stage for the present research. It has provided a background for examining the propaganda in the Israeli Defense Forces' Twitter account. The present study employs the propaganda framework by Da San Martino et al. (2019) and 'Framing' by Robert Entman (2003), as a theoretical lens. Whereas the multifaceted approach incorporating insights from Systemic Functional linguistics and Systemic Functional Multimodal analysis as the analytical framework, offers a comprehensive

approach, to understanding the complex dynamics of propaganda in the digital age.

CHAPTER 3

3. RESEARCH METHODOLOGY

This chapter deals with the overall strategies used in this research. It includes the research design and method, data sampling methods, data collection tools, theoretical framework, and conceptual framework used in the present research.

3.1. Research Design and Method

The present research has used a mixed method for the data collection and analysis. The mixed-method approach is a quantitative and qualitative process of data collection and analysis. Mixed-method research design is a methodology, that includes multiple methods to address research questions in a very principled way. It involves using different tools for data collection, analysis, and interpretation of data, both qualitatively and quantitatively. Firstly, for quantitative data, IBM Watson an online demonstration model has been used. Which is supplemented by qualitative analysis through Martin's (2005) appraisal framework. Secondly, transitive processes have been found by Halliday and Matthiessen (2004). Lastly, tweets containing visual images have been scrutinized through the SF-MDA framework of Halliday (2008), Martin (2005), and O'Toole (2011).

The analysis part works in three dimensions. Firstly, the quantitative data extracted from IBM has been found through the appraisal framework by Martin (2005), for finding interpersonal meanings expressed in IDF's tweets. Secondly, qualitative analysis has been done to find transitivity processes by Halliday and Matthiessen (2004). And, in the last, Images have been analyzed with the systemic functional multimodal discourse analysis SFM-DA framework by Halliday (2008), Martin (2005), and O'Toole (2011).

3.2. Data Collection Procedure

Data for the present research has been collected from the Israeli Defense Forces (IDF)'s official Twitter account, from the year 2022. The IDF's official Twitter account has tweeted 543 times in the year 2022. It contains 196 text-only tweets, 270 tweets with text and images, 64 text-video tweets, 9 GIF tweets, and 4 tweets that contain external links. Excluding 13 tweets with GIFs and external links, the texts of other 530 tweets were taken for data analysis through the IBM tool. Which analyses linguistic properties

like keywords, sentiments, emotions, and attitudinal lexis have been extracted, which are supplemented by manual analysis through the SFA. Secondly, 31 tweets were selected for finding transitivity based on a random sampling method. Lastly, 13 multimodal tweets containing images and text were selected based on random sampling.

3.3. Data Sampling

For data sampling, the tweets of the Israeli Defense Forces were categorized according to their types. The Twitter account of the Israeli Defense Forces (IDF) has tweeted approximately 543 times, which contains 196 text-only tweets, 64 texts with video tweets, 262 texts with embedded image tweets, and 8 Texts with GIF tweets. For quantitative analysis, the researcher has taken a data sample of all 530 tweets, to analyze all the textual components of IDF's tweets through IBM. For qualitative analysis, a data sample of 44 tweets has been taken based on random sampling.

3.4. Analyzing Interpersonal Meanings in Linguistic Components

Text of all 530 tweets has been taken as a data sample for analysis of interpersonal meanings. The text of 530 tweets from the year (2022) was analyzed with the help of IBM, an online demonstration model, for extracting Keywords, Sentiments, and Emotions scores. A data sample of 530 tweets, from the year (2022), helps in an exhaustive examination of the content of the Israeli Defense Forces Twitter account.

3.4.1. Qualitative Analysis

For qualitative analysis of the Israeli Defense Forces' tweets, a sample of 31 tweets was taken to analyze ideational meanings. For data sampling, the random sampling method has been used.

3.4.2. Multimodal Discourse Analysis

A data sample of 13 tweets was selected based on random sampling. The systemic functional multimodal discourse analysis has been used to contextualize meta-functions in the language with that of visual images to analyze meanings in overall texts.

3.5. Rationale for Data Sampling

The rationale for selecting 530 tweets for quantitative analysis, and 44 tweets for qualitative analysis is to provide a complete overview of propaganda in the tweets. And to answer research questions posed at the start of the study.

Rationale For Selecting Different Theoretical Models

The researcher has used different theoretical models to frame propaganda in IDF's

tweets. Propaganda is a complicated term. Analyzing the propaganda in Twitter discourse requires an elaborative approach. Therefore, the study has tried to cover every dimension of propaganda in online discourse, by incorporating the propaganda framework by Da San Martino et al. (2019), and the ‘Framing’ theoretical lens by Robert Entman (2003). Moreover, the present study shows a way for future researchers to show how these frameworks can be used in any online discourse, to frame propaganda.

3.6. Data Analysis Procedure

The present study focuses on the linguistic, and paralinguistic features of the Israeli Defense Forces (IDF) Twitter account and attempts to explore the dissemination of information/news. A comprehensive and elaborative research procedure was required that covered textual and other semiotic resources in tweets. The data analysis procedure includes a combination of automated textual analysis and manual analysis. Quantitative data from IDF’s Twitter account was collected and analyzed through IBM. For manual analysis SF-MDA models have been used, to extract meta-functional meanings across different modalities. For automated textual analysis, an AI tool IBM has been used. IBM’s online demonstration model is an AI tool used for business purposes and linguistic analysis.

Texts of all the tweets of the Israeli Defense Forces (IDF) from the year 2022, have been analyzed through IBM to extract the emotions, sentiments, transitive verbs, and attitudinal lexis. Then, they are manually analyzed with the framework of Systemic Functional to find Interpersonal meanings. The Ideational and Interpersonal meanings are analyzed through the framework of the Systemic Functional multimodal theoretical framework. As a part of discourse semantics within the systemic functional framework, Interpersonal meanings have been analyzed to frame propaganda as per the 18 propaganda techniques by Martin et al. (2019). Ideational meanings that have been analyzed through transitivity, are a part of lexicogrammar within the systemic functional framework. Lastly, the meta-functions in multimodal tweets are analyzed through the SF-MDA lens to show how IDF advertises its army as a legitimized social institution with a very human face.

3.6.1. Data Collection Tool

3.6.1.1. IBM an Online Demonstration Model

IBM Watson an online demonstration model is an NLU tool, that has been used to

identify grammatical patterns, and semantic, and syntactic structures in the text of Israeli Defense Forces (IDF) tweets from the year 2022. It has been used to identify linguistic patterns. It analyses emotions, sentiments, and lexical choices in any text. Thus, it provides scores and values of the lexical choices made in the text.

3.7. Theoretical Framework

3.7.1. Framing Theoretical Framework

As a theory of mass communication, framing describes how the public is presented with information by the media. The theory holds that the media emphasizes specific occurrences and then contextualizes them to support or contradict various perspectives. The media selectively shapes people's perceptions of reality in this way. The theory was first proposed in 1972 by anthropologist Gregory Bateson. Because of its close relationship to Agenda-Setting Theory, framing is sometimes referred to as second-level agenda-setting. (Communication Studies, n.d) Moreover, according to Robert Entman (2003), 'Framing' entails selecting and highlighting some facets of events or issues and making connections among them to promote a particular interpretation, evaluation, or solution. They use words and images highly salient in culture, which are noticeable, understandable, memorable, and emotionally charged. The data analysis and their results in this study would be seen through the lens of the framing theory. Framing theory is the conceptual lens for the present study.

3.7.2. Framework of Finding Propaganda in News Articles Da San Martino et al. (2019)

The theoretical components of the propagandist narratives include 18 different propaganda techniques such as *Loaded Language, Name Calling or labelling, Repetition, Exaggeration or minimization, Doubt, Appeal to fear or prejudice, Flag-waving, Casual oversimplification, Slogans, Appeal to authority, Black and white fallacy, Thought terminating cliché, Whataboutism, Reductio ad Hitlerum, Red Herring, Bandwagon, Vagueness, and Straw men* (Martino et al., 2019, p. 3-5). To find propaganda in News articles, these 18 propaganda components/techniques have been analyzed by many scholars through qualitative and quantitative methods. The study incorporates this theoretical lens by Da San Marino et al. (2019), to analyze data, and to find propagandist elements in the news, given through IDF's Twitter account.

3.7.3. Systemic Functional (SFL) Theoretical Framework

Systemic Functional Linguistics is a social semiotic theory, that studies not only the

semiotic choices in a text, it but also extends its application to study different sign systems, which are combined to create meanings contextually. Halliday's Systemic Functional (SFL) theory studies the function of different semiotic resources in the meaning-making process of communication. Systemic Functional Linguistics (SFL) is a social semiotic theory that deals with meaning-making, social change, and learning it was developed by Michael Halliday in the 1960s. Systemic Functional Linguistics (SFL) has been expanded to many branches of applied linguistics, including educational linguistics, multimodality, and finally critical discourse analysis. This is a major contribution of Halliday in the conceptualization of grammar, as a source of meaning-making. These meaning-making resources of grammar expand to reflect, and construct the cultural, and situational contexts in which semiotic systems are used (Halliday & Hassan, 1985). This is a context-sensitive and multi-modal perspective that stands in the opposite of the behavioural, psycholinguistics, and cognitive concepts of grammar.

Systemic Functional Linguistics (SFL) explains that resources for making meanings in any text should be analyzed in their immediate context, whether they are linguistic or visual semiotic resources. Systemic Functional Linguistics (SFL) theory is a text/context dynamics theory, that is described by three meta-functions meanings: Interpersonal, Ideational, and Textual. Systemic Functional Linguistics (SFL) theory has been designed to understand how language and other semiotic resources are combined. It studies how they are used to perform certain functions in human communication. Moreover, these multimodal resources cannot be understood separately from issues of power, and ideology (Halliday & Hasan, 1985).





There are two different, but complementary views of semiotic resources of meanings in systemic functional theory: (a) Semiotic resources consist of a series of options in a system through which meaning is made, and (b) Semiotic resources as texts are the choices that are made from available options in a system (Halliday 2008). Meanings are created by specific choices or combinations of choices, and they should not be analyzed separately (Halliday, 1994). Instead, semiotic choices or the collection of these choices provide us with the background in which they originated. Thus, we can interpret these choices in that context.

3.7.4. Conceptualization of Language and Visual Images in Systemic Functional Linguistics (SFL)

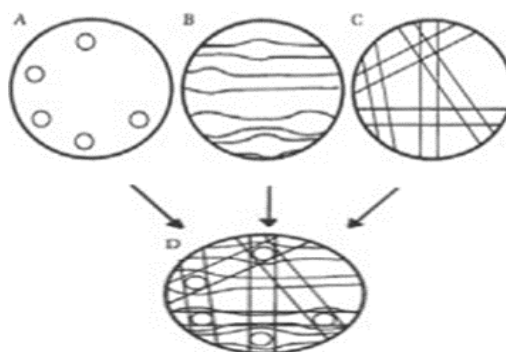
Language and Visual imagery are viewed as two different semiotic resources (O'Halloran, 2008). The systems of visual imagery and language are different, as the

meanings made in both systems are different. Systemic Functional Linguistics (SFL) approaches language and visual images differently (O'Halloran, 2008). The fundamental difference in both systems is the concept that meanings arise in them differently. The meaning in language unfolds syntagmatic as a chain, while meanings in the visual image are perceived as a whole, rather than in parts. The systemic functional (SFL) approaches language and visual images differently, because of their fundamental difference in content and expression strata (O'Halloran, 2008).

The systemic functional linguistics (SFL) approach to the analysis of meaning in language, is concerned with the analysis of the sequence of parts in language, like words, word groups, clauses, paragraphs, and clause complexes. The stages of meaning development in a text are one by one with its parts. These parts of language are called the progressive structures of language/text, that deliver meanings syntagmatic. Systemic Functional linguistics (SFL) has modelled the progressive structures (words, clauses, paragraphs) in a language, according to meta-functions given below (O'Halloran, 2018).

Types of structure		Mode of meaning
particulate		ideational meaning
– orbital [mono-nuclear]		– experimental
– serial [multi-nuclear]		– logical
prosodic		interpersonal meaning
periodic		textual meaning

O'Halloran (2008) has discussed the approach of SFL to language and texts. With the help of the table above, he elaborated the system of language. The table shows the types of structures and modes of meanings given by Martin (1997). And the system of linguistic texture by Pike (1982).



Pike (1982)

The structure of particle-wave, and field, indicates the language system operates in the meaning-making process. This is the progressive dependencies structure of language, where the particulate structure is patterned for Ideational meaning, prosodic is for Interpersonal meaning, and wave-like structure is for textual meaning. Systemic functional linguistics approach to language and visual images is different. Interdisciplinary dialogue across linguistics and visual studies helps in understanding different semiotic resources, like how language and visual images interact together to create meanings (O'Halloran, 2008).

3.7.5. Stratum of Language

The stratum of language consists of discourse semantics (paragraph, and text), lexicogrammar (word group, clause, clause complex), and expression stratum which is typography and graphology. These meta-functions of SFL operate on the content stratum of language differently than the expression stratum of language. The Systemic Functional Linguistics (SF) framework for language is given by Halliday (1995) and Martin (1997).

Table 1 Systemic functional (SF) framework for language (Halliday, 2004; Martin, 1992)

LANGUAGE	
CONTENT Stratum	Discourse Semantics
	Discourse Relations (paragraph and text)
	Lexicogrammar
	Clause complex
	Clause
	Word Group
EXPRESSION Stratum	Word
	(Metafunctionally Based Systems)
	Typography/Graphology and Phonology (Cross-Functional Systems)

The discourse and lexicogrammar systems in language have different meta-functions than the expression stratum of language. For example, for interpersonal meta-function, the MOOD is analyzed, for experiential meaning TRANSITIVITY and EGRATIVITY are noted, THEME is for textual meaning and LOGICAL MEANING the LOGICO-SEMANTIC RELATIONS are analyzed in CONTENT STRATUM. On the other hand, the meta-functions in the expression stratum of the language system have no such distinct classification. The meta-function of the expression stratum in language is noted in terms of its typographical, and graphological systems (O'Halloran, 2008). The typographical systems in the expression stratum of language are font, colour, and style. All these systems have meta-functions. The typographical systems

realizes different functions, depending on the font, colour, and style of a text.

3.7.6. Stratum of Visual Images

The systemic Functional linguistics model for the analysis of visual images by O'Toole (1994) is given below.

Table 2 Systemic functional (SF) framework for visual images (based on O'Toole, 1994)

VISUAL IMAGES	
CONTENT Stratum	Discourse Semantics
	Intervisual Relations
	Work
	Grammar
	Scene
	Episode
	Figure
EXPRESSION Stratum	Part
	(Metafunctionally Based Systems)
	Graphics
	(Cross-Functional Systems)

O'Toole (1994)

This stratification of visual images is an expansion model of O'Toole (1994). This stratification of the visual plane is analyzed for the meta-functions of Systemic functional linguistics. Systemic functional linguistics approaches visual images on the content stratum, and the expression stratum differently. The content stratum of visual images, which are discourse semantics and grammar, are descriptive, and analytical categories, which do not need Systemic functional meta-functions (O'Toole, 1994). The experiential meaning of visual images is the scenes, episodes, and components. The meta-functions of the expression stratum of visual images play the four functions as that of the expression stratum of a Language/text.

The **expression stratum** of visual images is **colour, framing, and perspective**. The framing of the figures in an image realizes the textual meaning, and the colour in the scene realizes the interpersonal and experiential meaning. The expression strata of visual images realize different meta-functions depending on colour, framing and perspective. The conceptualization of the system of language and visual images in systemic Functional Linguistics is different, depending on the fundamental difference between them, based on their content and expression stratum.

3.7.7. Martin's (2005) Appraisal Framework

Martin's (2005) appraisal framework is a model of language, that evaluates Interpersonal meanings in any discourse, based on the 'Attitude' of the speaker.

‘Attitude’ is related to the feelings, emotions, judgments of behaviour, and evaluation of things expressed by the writer or speaker in any discourse (Martin & White, 2005). ‘Attitude’ is divided into three categories, ‘affect’, ‘judgment’, and ‘appreciation’. ‘Affect’ is concerned with emotional responses in discourses, and ‘Judgment’ is related to evaluating the behaviours, the criticism, or any other behaviour, expressed by the speaker (Martin & White, 2005). Interpersonal meanings in language are related to writers/speakers' stance towards the material they present (Martin & White, 2005). Interpersonal meanings in discourse are related to the writer and speakers' position themselves. Their stance and present Attitudes, Emotions, and Feelings about the material they present to the public.

3.7.8. Transitivity Network Systems (TNS)

Transitivity network systems investigate linguistic choices like process types, and choices between the voices (Active & Passive) (Fatima et al., 2018, p. 18).

- **Material process:** Processes that describe the physical action in the actual world are called *Material processes*. Halliday (2004) has named the subject in the material processes as the ‘Actor’ that acts (Halliday & Matthiessen, 2004, p. 179). Whereas ‘Goal’ is the participant affected by that action. Another important component in the material process is the *attribute* that describes the quality of an entity (Halliday & Matthiessen, 2004). The process in the websites mostly belongs to the category of Material processes (Mäkipää, 2016).
- **Mental process:** Processes that describe cognition (thoughts), perception (seeing), and affection are called *Mental processes*. The subject in the mental processes is called *Senser* (Halliday & Matthiessen, 2004).
- **Relational process:** *Relational processes* describe *attributes* and *possessions*. In the relational process, the *subject* is the entity that is *Carrier*, and the entity is described with *attributes*. In the relational process, the subject is called *Token* and the attribution to the subject is called *Value* (Halliday & Matthiessen, 2004, p. 211).
- **Verbal process:** *Verbal processes* have a sayer, an addressee, and the verbiage (Halliday & Matthiessen, 2004, p. 253).
- **Existential process:** Existential processes are linked with something happening (Halliday & Matthiessen, 2004, p. 256).
- **Behavioral process:** Behavioral processes represent psychological conditions and that’s why they are linked with mental processes.

3.7.9. Multimodal Social Semiotic Modal by Michael Halliday (1978)

Multimodal analysis is a social semiotic approach, based on Michael Halliday's Systemic functional framework, that analyzes meanings arising from language, images, and other semiotic resources in multimodal texts (O'Toole, 2011). The meanings are contextualized and re-contextualized to analyze the function they play. The multimodal social semiotic approach analyzes meaning, arising from the interaction of language and other semiotic resources in multimodal texts (Halliday, 2004). The present study attempts to analyze the sample of multimodal tweets based on the following meta-functional principles.

3.7.9.1. Meta-Functions in Language

- **Experiential meta-function:** It structures the experience of the world (Halliday, 1985).
- **Interpersonal meta-function:** It enacts relations and creates a stance towards happenings (Halliday, 1985).
- **Textual meta-function:** To analyze how the message has been organized in coherent form (Halliday, 1985).

3.7.9.2. Meta-Functions in Images

- **Representational meta-function:** Representational meta-function in visual images is an ideational meta-function in the language (O'Toole, 2011). Representational meta-function in image is analyzed by these components Episode (scene, character, action), Figure, and Member (parts of body, forms, objects) (O'Toole, 2011).
- **Modal Meta-Function:** Modal meta-function is the interpersonal meta-function in language. Modal function in images is realized by Light, Frame, and Gaze (O'Toole, 2011).
- **Compositional Meta-Function:** Compositional meta-function is the textual meta-function in language. Compositional function in the image is the composition of all the Episodes, scenes, actions, Figures, Gaze, and interplay of actions, to know how they have been combined to make a whole image (O'Toole, 2011).

3.7.9.3. Rationale For Selecting Different Theoretical Models

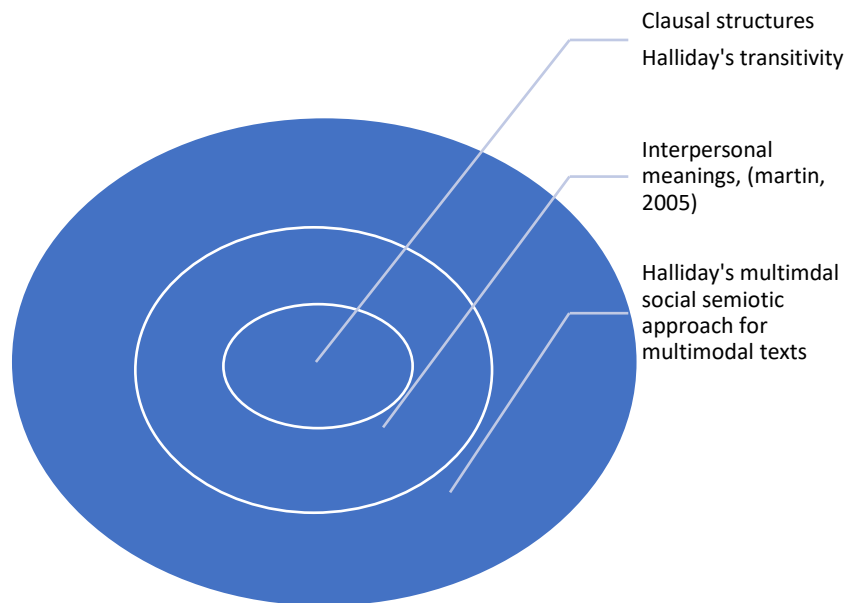
Propaganda is a complex process. It is a complicated task to analyze propaganda in any news, given through social media platforms. Especially, the news on the Twitter account of the Israeli Defense Forces. Moreover, the systems of language and images are completely different as explained by Michael Halliday in his Systemic Functional

Framework (1994). Therefore, help has been taken from different theoretical models, to analyze language and images in IDF tweets. These different models cover every aspect of IDF's tweets to frame propaganda.

3.8. Conceptual Framework

The present study analyzes the linguistic, and paralinguistic features of Israeli Defense Forces (IDF) tweets, for framing propaganda. The Twitter account of the Israeli Defense Forces shares news, about daily conflicts, defines international interlocutors, and tries to build a positive image of the IDF. Therefore, to analyze news shared through IDF's tweets, the study has incorporated different theoretical models for data analysis, for framing propaganda in the tweets. A mixed-method approach has been used for data collection and analysis. For quantitative data collection and analysis, an AI tool called IBM Watson, an online demonstration model was used. Whereas, for qualitative analysis of the IDF's tweets, Martin's (2005) appraisal framework, Halliday's (2004) concept of transitivity processes, and Systemic functional multimodal discourse analysis framework by Halliday (2008), O'Toole (2011) and Martin (2005) has been used.

Martin's (2005) Appraisal framework was used to analyze Categories, Keywords, Emotions, Sentiments, and Attitudinal lexis. The second research question seeks to find transitivity in IDF's tweets. For that inquiry, Halliday's (2004) model of transitivity has been applied, to find processes in the tweets, and to know how actions have been framed. For multimodal texts, Halliday's multimodal social semiotic approach was used. It is based on Halliday's (2008), Martin's (2005), and O'Toole's (2011), to analyze meta-functions through a Systemic functional framework. In the social semiotic approach language, images, and other sign systems are viewed as resources for making meaning. Systemic functional linguistics has been used as the analytical framework in the study. Whereas 'Framing' and Propaganda framework by Robert Entman (2003), and Da San Martino et al. (2019) have been incorporated as theoretical framework. Moreover, framing theory has been incorporated to analyze results in a broader perspective of how media use different frames by Robert Entman (2003). Apart from the framing theory, the 18 propaganda techniques by Martino et al. (2019) help in finding propaganda, in the content of IDF's tweets. The conceptual model is given below:



3.9. Method of Data Analysis

- To answer the research questions proposed at the start of this study, the data has been taken from the official Twitter account of the Israeli Defense Forces (IDF).
- The study applies the Systemic Functional framework as the analytical framework. And it avails the Framing theory, and Framework by Da San Martino et al. (2019) as a lens for analyzing propaganda.
- The tweets of the Israeli Defense Forces (IDF), from the year 2022, have been analyzed in three steps: firstly, the quantitative analysis of 530 tweets was done through an AI tool, IBM Watson an online demonstration model.
- IBM analyzes the linguistic properties of 530 tweets. Quantitative analysis provides Categories, Keywords, Sentiments, Emotions, and Attitudinal lexis.
- The linguistic properties of IDF's tweets have been extracted through IBM Watson, an online demonstration model.
- The qualitative analysis of the Categories, Keywords, Emotions, Sentiments, and attitudinal lexis has been done through Martin's (2005) Appraisal framework, for situating them in Interpersonal meanings.
- For the second query of the study, Transitivity is analyzed in a sample of 31 tweets. These tweets were selected based on random sampling, as mentioned in the data sampling section of this chapter. This deals with clause structure. To know how they frame self-defence.
- The Transitivity processes help analyze different actions taken by IDF, and how

they have been framed as self-defence. In the news given through the Israeli Defense Force's official Twitter account.

- For the third research question, 13 multimodal texts were analyzed based on meta-functional by Halliday (2008), Martin (2005) and O'Toole (2011). For systems of language and visual images respectively. This is based on Halliday's multimodal social semiotics, which analyzes meanings in language and other modalities of multimodal texts. For analyzing the function, they are playing in a social context.
- All these theoretical models within Systemic functional linguistics have helped analyze the data for this project. It helps in analyzing the Interpersonal meanings, Ideational meanings (transitivity processes in clauses), and meanings in multimodal tweets.
- From a broader perspective, it is seen through the theoretical lens of 18 propaganda techniques by Da San Martino et al. (2019), and the theoretical lens of Framing by Robert Entman (2003). To conceptualize how News might contain elements of propaganda on social media platforms.

CHAPTER 4

4. ANALYSIS

This chapter presents a detailed analysis of the Israeli Defense Forces' tweets, from the year 2022. It is a multilevel analysis of the Israeli Defense Forces' official Twitter account, for analyzing propaganda. Firstly, the linguistic components of 530 tweets, from the year 2022, were analyzed using IBM Watson online demonstration model, supplemented by manual analysis informed by Halliday's (2004) and Martin's (2005) Systemic Functional theoretical framework for language. Secondly, multimodal tweets have been analyzed with Systemic Functional Multimodal Discourse Analysis (SF-MDA) by Halliday's (2011) framework for language, and O'Toole's (2011) framework for visual images. This chapter provides a detailed examination of IDF's tweets, from the year 2022, using IBM's online demonstration model, supplemented by manual analysis informed by Halliday (2004), Martin (2005), and O'Toole (2011). The automated textual analysis was done through IBM, to analyze Keywords, Attitudinal lexis, Sentiments, and Emotions, supplemented by manual analysis through Systemic Functional theoretical framework. Ideational meanings have been analyzed by scrutinizing transitivity processes in the tweets. Lastly, the meta-functions in multimodal tweets are analyzed through the Systemic-Functional Multimodal framework (SF-MDA).

4.1. Interpersonal Meanings Analyzed Through IBM

The text of Israeli Defense Forces tweets was copied and pasted, from the year 2022. The tweets have been analyzed using IBM, a natural language understanding (NLU) tool for linguistic analysis. It helps in analyzing linguistic features of any discourse, including parts of speech, keywords, categories, emotions, and sentiment. The present research divides Israeli Defense Forces' tweets over a four months period, to examine variations in text. The IBM tool has been used to extract categories, keywords, sentiments, and emotions, for analyzing the composition and content of the tweets. Twitter is a primary source of news for the public, so it is important to gain insights into the categories of the Israeli Twitter account. And to contextualize Interpersonal meanings. The analysis has been supplemented by the Systemic Functional framework to situate Interpersonal meanings.

4.1.1. The Categories of IDF's Tweets from The Year 2022

CATEGORIES

Results of *Categories Analysis*

Time	Category
January 2022 to April 2022	News and Politics/Politics/war, and Conflicts(0.94%) News and Politics/International News (0.71%)
May 2022 to August 2022	News and Politics/Politics/war and Conflicts(0.96%) News and Politics/International News (0.74%)
September 2022 to December 2022	News and Politics/Politics/war and Conflicts(0.84%) News and Politics/International News (0.62%)

The text was analyzed through IBM's Natural Language Understanding tool, to find categories in tweets. The table shows the content of the Israeli Defense Forces (IDF) official Twitter account categorized as News, International News, Politics, War, and Conflicts. The table above shows the text categorized in four-month intervals with the highest scores in the categories of News, War, Politics, and Conflicts. The Israeli Defense Forces Twitter account consistently maintains high scores in these categories throughout the year 2022, which show tendencies of the content. The scores assigned by IBM's natural language understanding tool for each four-month interval are as follows: News (0.94%, 0.96%, 0.84%), Politics (0.71%, 0.74%, 0.64%), and War/Conflicts (0.94%, 0.96%, 0.84%). This analysis reveals that the Israeli Defense Forces Twitter account disseminate news about politics, and international news with a strong emphasis on war and conflicts. The data given in the table shows the distribution of content and their percentage according to the categories of Israeli Defense Forces tweets, during the year 2022. Here's a qualitative analysis based on the information given:

January 2022 to April 2022:

- **News and Politics/Politics/War, and Conflicts (0.94%):** This period saw a

relatively higher focus on political content related to wars and conflicts.

- **News and Politics/International News (0.71%):** International news also had a significant but slightly lower representation during these months.

May 2022 to August 2022:

- **News and Politics/Politics/War and Conflicts (0.96%):** The focus on political content related to wars and conflicts slightly increased during this period.
- **News and Politics/International News (0.74%):** International news maintained a significant presence but also increased compared to the previous period.

September 2022 to December 2022:

- **News and Politics/Politics/War and Conflicts (0.84%):** Although the percentage decreased, there continued to be attention on political content related to wars and conflicts.
- **News and Politics/International News (0.62%):** International news saw a decrease in representation during these months.

Overall Trends:

There is a focus on political content related to wars and conflicts, throughout the year 2022. While the percentage of international news shows fluctuations over these months.

4.1.2. KEYWORDS

The table shows the keyword analysis for each month.

Period	Keywords
Jan- April 2022	<p>IDF Officers, Terrorist Rocket Fire, Israeli Sovereignty, terrorist activity, different types of fire, Number of IDF troops, coast of central Israel, Palestinian gunmen, Israeli Police Forces, Last Night</p>

May- August 2022	The sacrifice of IDF soldiers, IDF soldiers, Israeli Memorial Day, Victims of terrorist attacks, Pocket of every IDF soldier, defence of Israel, Palestinian Terrorists, Palestinian Islamic Jihad, CHARIOTS OF FIRE, the honour of Israeli Memorial Day
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The table presents keywords in Israeli Defense Forces' (IDF) tweets from the year 2022. The keywords reflect the main themes and entities in IDF tweets and have been extracted from IBM, a natural language understanding tool. The tweets were divided in four months intervals, and the keywords talks about the discourse patterns in the IDF Twitter account. The top ten most frequent keywords for each four-month interval are listed in the table. During the first four months (January-May 2022), the top keywords are related to IDF forces, including IDF Officers, Terrorist Rocket Fire, Israeli Sovereignty, Terrorist activity, Different types of fire, Number of IDF troops, coast of central Israel, Palestinian gunmen, Israeli Police Forces, and Last Night. In the next four-months period (June- Sep 2022), the top 10 keywords with the frequency of high occurrence are Sacrifice of IDF soldiers, IDF soldiers, Israeli Memorial Day, Victims of terrorists, attacks, Pocket of every IDF soldier, defence of Israel, Palestinian Terrorists, Palestinian Islamic Jihad, CHARIOTS OF FIRE, and honour of Israeli Memorial Day. These keywords provide insight into the content, and composition of Israeli Defense Forces' tweets in these months.

The keywords extracted in these four months periods, during the year 2022, reveal the discourse patterns of Israeli Defense Forces tweets. By contextualizing it in an interpersonal context, the discourse reveals that the content of the Israeli Defense Force's Twitter account is about the news of daily conflicts, Israeli cultural days and blaming opponents for terrorism without providing solid proof. It talks about the messaging techniques used by the Israeli Defense Forces to compose the content of the tweets. It situates the text of the tweets by IDF in Interpersonal meanings of meta-functional constituencies of IDF. It analyzes how tweets composed by the Israeli Defense Forces disseminate propaganda.

These massaging techniques are further elaborated with Systemic Functional linguistic theory, that situates the text in three meta-functional meanings according to their broader social context. Systemic Functional linguistics analyzes vocabulary, discourse structure of texts, and grammar in a language for understanding the social functions of language based on three meta-functions. Furthermore, the sentiments, emotions, and attitudinal lexis extracted through IBM are analyzed through appraisal theory of Martin and Rose (2005). This meta-functional analysis examines how the IDF enacts social relations through tweets, by contextualizing them in interpersonal meanings. Over the last four months, the keywords in IDF posts, such as IDF soldiers, Israeli Security forces, terrorists' activities, IDF, IDF forces, Live fire, Injured soldier, Armed terrorists, and Chief of general staff, provide insights into the topics and themes discussed during each respective period.

These keywords show a mix of military operations, security concerns, memorials, and events related to the Israel Defense Forces. The keywords Israeli Defense Forces, IDF, Israel Security Forces, IDF Forces, IDF soldiers, Israeli Police Forces, Number of IDF troops, IDF Officers, and sacrifice of IDF soldiers refer to ongoing updates about the Israeli Defense Forces, and discussions about their deployment during that period and their sacrifices in general. In addition, the Israeli Defense Forces legitimize military violence as a security issue, as the keywords such as Terrorist Rocket Attack, Israeli Sovereignty, Terrorist activity, Different types of fire, Palestinian gunmen, Victims of Terrorist attacks, defence of Israeli, Palestinian Terrorists, Palestinian Islamic Jihad, IDF post, Injured soldier, and Armed Terrorists, have been used. These keywords talks about how IDF blame Palestinians for the terrorist attacks and expresses security concerns. Furthermore, keywords like Coast of Central Israel, Last Night, Israeli Memorial Day, Chariots of Fire, and Honor of Israeli Memorial Day indicate that the content of the Israeli Defense Forces is mostly related to giving importance to their memorials and events of the Israeli Defense Forces.

4.1.3. SENTIMENTS

Table 2 shows the results of the Sentiments Analysis

Results of *sentiments* analysis

PERIOD	SENTIMENT
January- April, 2022	-0.36

May-August, 2022	-0.48
September-December, 2022	-0.41

Sentiment analysis gives insights into the overall sentiments, and their values in the corpus. It identifies sentiment in corpus of news as positive, negative, or neutral. Sentiment analysis through IBM provides the subjective/objective information in any text. If IBM show the value of sentiment in negative, it indicates dissatisfaction, frustration, or disagreement. If the sentiment value is positive, it shows happiness, satisfaction, and agreement in corpus. A neutral sentiment indicates the text is informational and objective. Sentiment analysis is crucial for identifying attitudes, opinions, and emotions in any document or text. It places the text in the domain of psychological behavior, identifying the crucial aspects of the text in the form of attitudinal tone and sentiment values. It is contextualized in the meta-functional meanings of SFL theory, and analyzes the actors and characters discussed in the corpus, as well as the speaker's sentiment orientation towards it, as measured by the IBM online demonstration model for the present corpus.

From the table given above, it is analyzed that the sentiment value of Israeli Defense Forces (IDF) tweets is in the middle negative range. The first period of four months has a lower middle negative range of -0.36, then it reaches the highest negative sentiment score of the year, for the next four months (May-August 2022). With a score of -0.48 and returns to a sentimental score of -0.41, for the last four months. The difference between the highest and lowest sentiment value is 0.12. Based on the sentiment values given in the table above, the corpus of the tweets consistently show negative sentiments. The sentiment value in Israeli Defense Forces tweets shows little volatility, increasing for the second period of four months, and then decreasing for the last four months. The tweets of the Israeli Defense Forces follow a consistent negative pattern in sentiment.

To understand the negative sentiment values in the table above, it is important to look at the top keywords, extracted by IBM. These keywords are related to events, security issues, military operations, and memorials. The negative sentiment values reflect the following aspects of the events: The frequent use of negative connotations in Israeli Defense Forces tweets, such as "Terrorist Rocket fire," "Palestinian Gunmen," "Palestinian Terrorists," "Victims of Terrorist attacks," "Armed terrorists," and "Live Fire." The negative sentiment values for four-month periods are -0.36, -0.48, and -0.41,

indicating that most of the events related to military operations and terrorist activities have been described with high negative emotions like rage and fear. The negative sentiments also show that the objectivity of the news is questionable. The presence of negative sentiment in news shared through the Israeli Defense Forces Twitter account raises questions about the authenticity of news. According to Systemic Functional linguistics theory, these sentiments are analyzed in terms of the meta-function meaning they convey. Sentiments extracted through IBM natural language understanding tool are situated in interpersonal meanings of Systemic functional linguistic framework. For example, the text of the tweets that contain the theme of the text, such as the IDF Soldiers and the Palestinian fighters, the sentiment towards these actors reflect the stance of the Israeli Defense Forces towards them.

The figure below shows emotion analysis.

Full Document

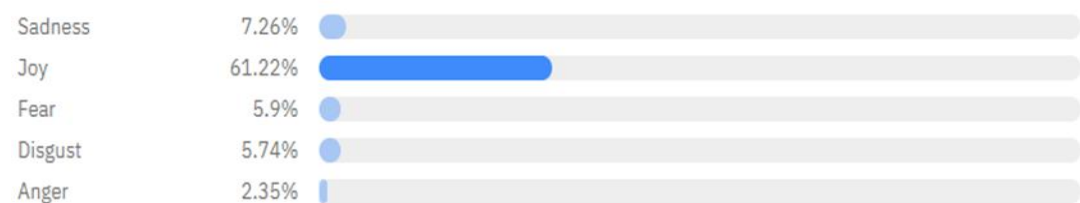


Keyword Emotion Scores

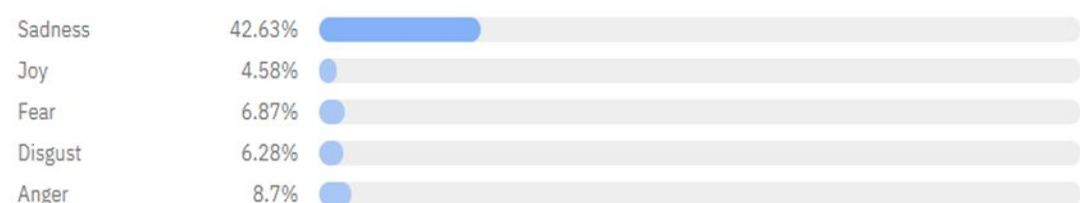
IDF officers

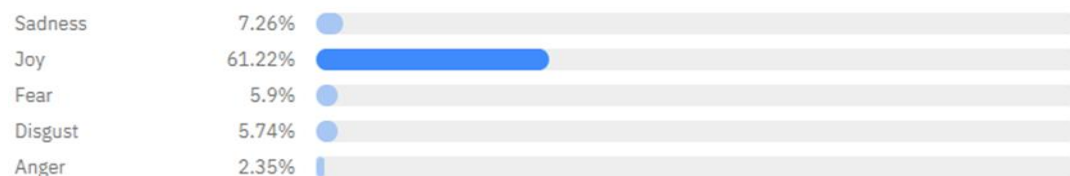
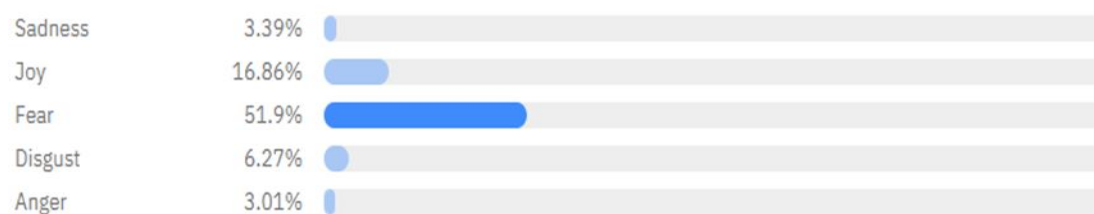
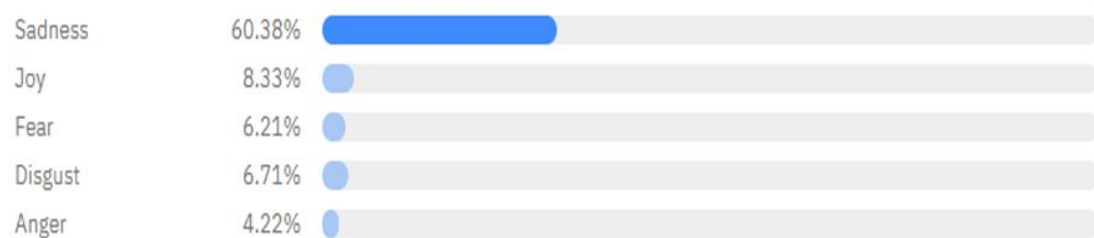


terrorist rocket-fire



Israeli sovereignty



terrorist activity**different type of fire****number of IDF troops****coast of central Israel****Palestinian gunmen****Israel Police forces**

last night

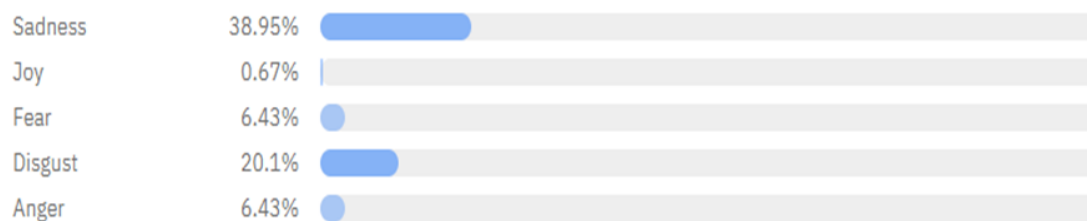
**Figure 1. (Jan – April 2022)**

Full Document



Keyword Emotion Scores

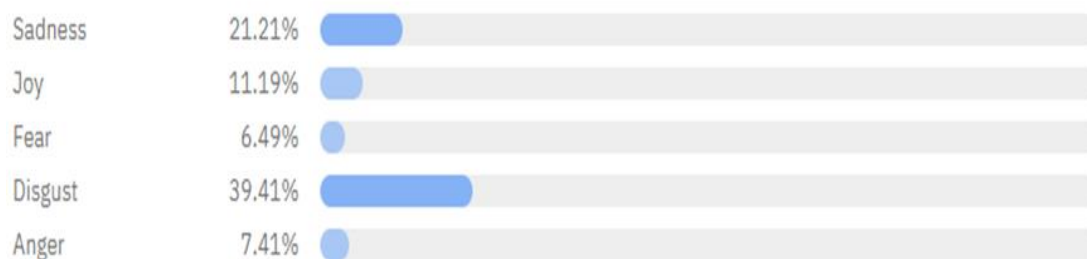
sacrifice of IDF soldiers



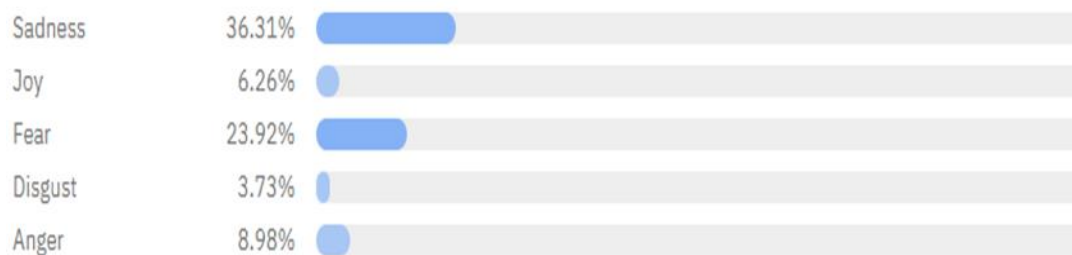
IDF soldiers



Israeli Memorial Day



defense of Israel



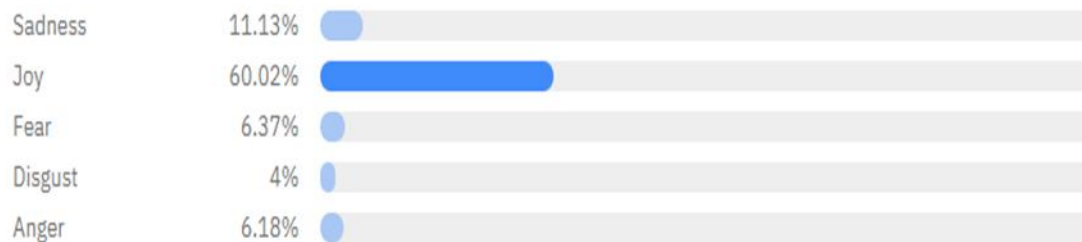
Palestinian terrorists



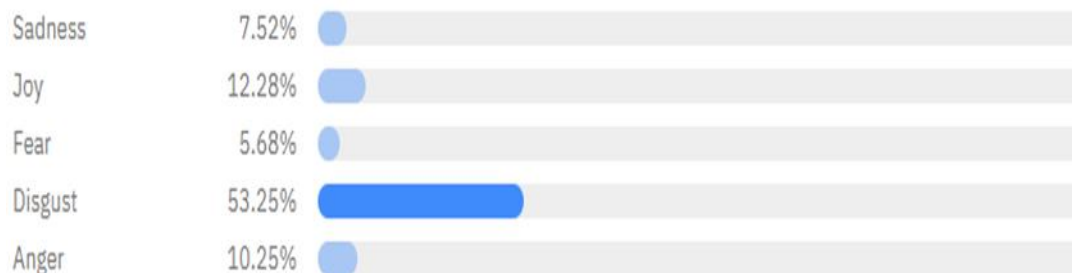
Palestinian Islamic Jihad



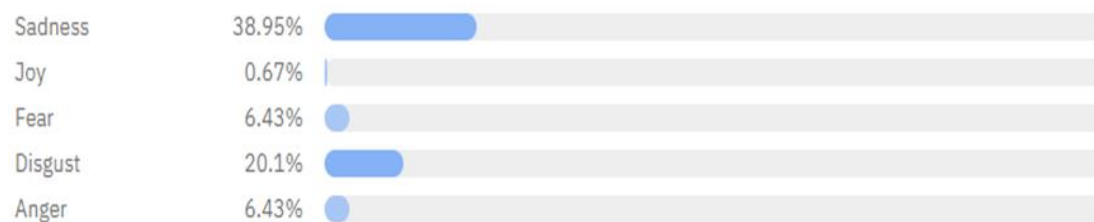
CHARIOTS OF FIRE



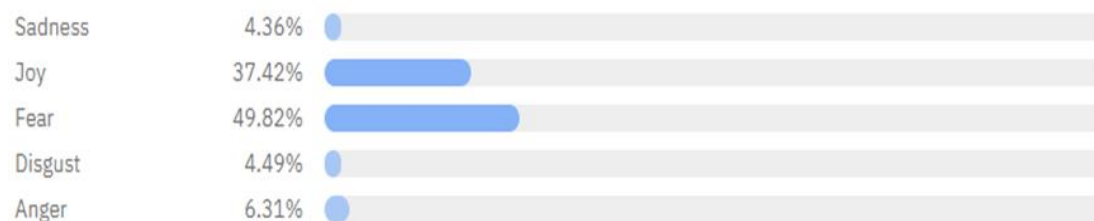
honor of Israeli Memorial Day



victims of terrorist attacks



pocket of every IDF soldier

**Figure 2. (May-August 2022)**

Full Document



Keyword Emotion Scores

IDF soldier



Israeli security forces



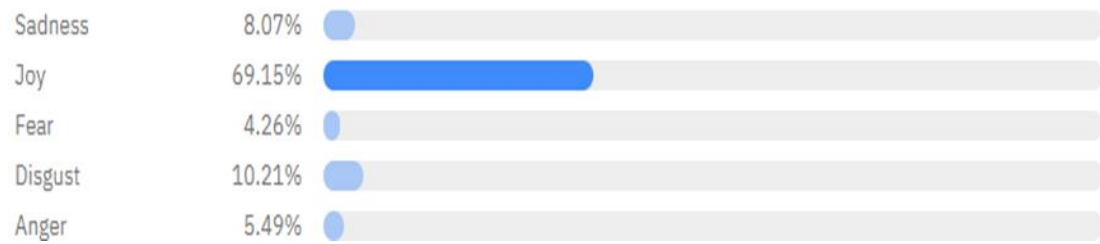
security forces



IDF troops



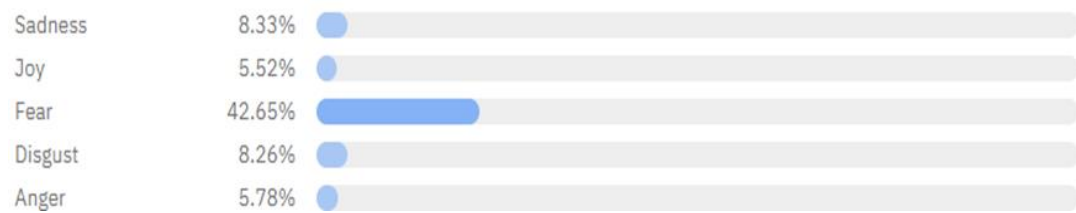
Shabbat Shalom



attempted ramming attack



number of recent shooting attacks



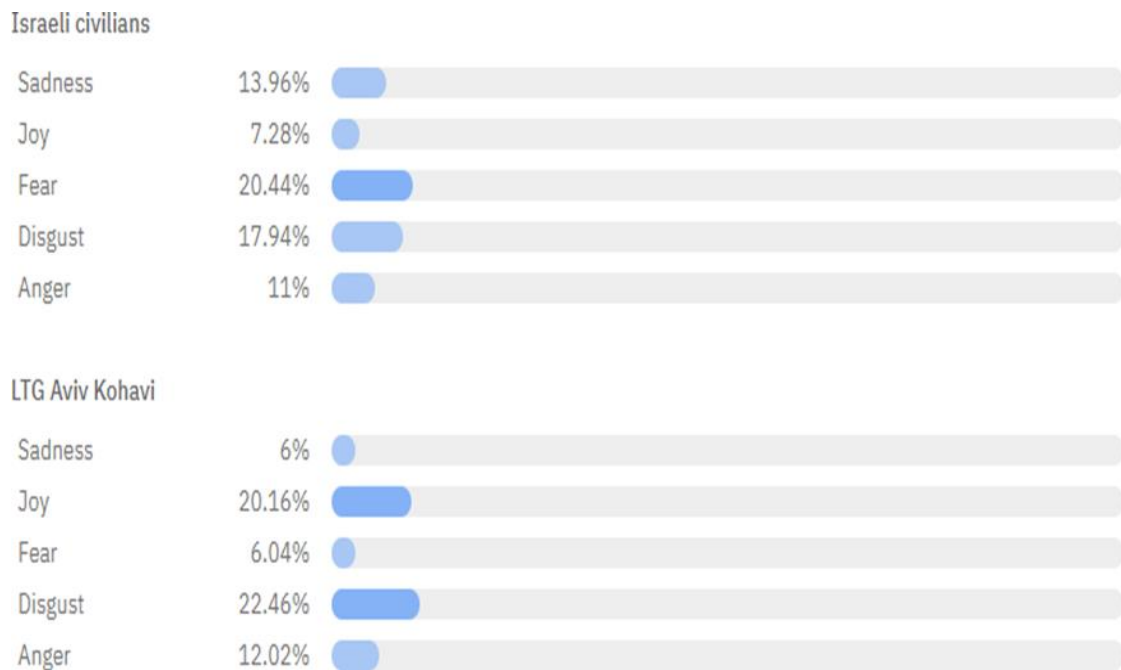


Figure 3. (September-December 2022)

The statistics have been extracted from the IBM Watson online demonstration model. It gives percentage of emotions, such as sadness, joy, fear, disgust, and anger in the entire document/corpus, as well as the top 10 keywords in the corpus during a given period. It reveals the mood and attitude expressed through these entities in the corpus. The corpus of tweets has been divided into four-month periods, and the figures provided explain the statistics as follows: figure 1 explains the statistics of the entire document and the top ten keywords. It shows the presence of 19.79% sadness, 30.69% joy, 14.54% fear, 7.19% disgust, and 8.93% anger. These emotions are expressed in the information provided by the Israeli Defense Forces Twitter account. The top keywords are IDF officers, Terrorist rocket fire, Israeli Sovereignty, Terrorist activity, different types of fire, number of IDF troops, the coast of central Israel, Palestinian gunmen, Israel Police Forces, and Last Night. The statistics assign the highest scores to the emotion of sadness for keywords like IDF officers, Israeli sovereignty, terrorist activity, Palestinian gunmen, Israeli police forces, and last night.

The corpus of the tweets during this period contains emotions of sadness for the IDF forces, and their sacrifices, and portrays themselves as victims of terrorism. The emotion of fear is expressed in the keywords like number of IDF troops and the coast of central Israel, these keywords talk about themes and topics that have been discussed to evoke fear. The keywords "terrorist rocket-fire" and "different types of fire" have a

high emotion of joy, narrating these events with a high intensity of emotion. Figure 2 provides the data for the next four-month period. The statistics give emotion scores in the corpus for the four months. There are emotions of 27.95% joy, 20.43% sadness, 16.38% fear, 7.98% anger, and 7.61% disgust in the whole corpus for the four months. The top ten keywords and their relative emotional values, that represent function they are playing in the data, are also given in the statistics. The keywords like "Sacrifice of IDF soldiers," "IDF soldiers," "Victims of terrorist attacks," "defence of Israel," and "Palestinian Islamic Jihad" have the highest scores of sadness, showing how tweets of the Israeli Defense Forces have been organized to gain sympathy, by presenting their forces as victims of Palestinian Islamic jihad. The keywords "Israeli Memorial Day" and "Honor of Israeli Memorial Day" have the highest emotion of disgust at 39.41% and 53.25%, respectively, denoting that these events have been narrated with the emotions of disgust. The keyword "pocket of every IDF soldier" has the highest score of 49.82% emotion of fear, while "Chariots of fire" has the highest emotion score of 60.02% joy.

The statistics in Figure 3 show emotion scores for the corpus of the last four months. When we examine the statistics in full document, it reveals that 24.53% of the content is Joy, 21.62% is sadness, 16.36% is fear, 8.87% is anger, and 7.29% is disgust in the corpus of the last four months. Joy, fear, and anger are high-intensity emotions, while sadness and disgust are low-intensity emotions. The keywords "IDF soldier," "Israeli security forces," "security forces," "number of recent shooting attacks," "Israeli civilians," and "IDF troops" have the highest percentage of fear emotion. On the other hand, keywords like "Shabbat Shalom" and "LTG Aviv Kohavi" have the highest percentage of joy emotion assigned to them in the statistics, indicating that the Israeli Defense Forces celebrate their cultural and religious festivities, which hold great significance to them in tweets. Additionally, keywords like "IDF injuries" and "attempted ramming attack" have the highest percentage of sadness, signifying that the content of the tweets contains elements of sadness related to attacks on IDF forces.

Emotion scores refer to the degree or intensity of different emotions, expressed in the IDF's tweets corpus. These scores are often generated by Natural Language Processing (NLP) models, which have been trained, to analyse emotions in any text. Each emotion, such as happiness, sadness, anger, fear, etc., is assigned a numerical score indicating its presence and strength in the document. For example, a document might have high scores for happiness and low scores for sadness, suggesting that the

overall sentiment of the text is positive. Conversely, high scores for anger and fear might indicate a more negative or tense emotional tone. It's important to note that these emotion scores are generated based on patterns learned during the training of the NLP model. Different models may use various methodologies and datasets for training, leading to variations in how they interpret and assign emotion scores. Additionally, accurately capturing the complexity and nuance of human emotions in text remains a challenging task for NLP models. Researchers and developers use emotion scores to quantify and analyze emotional content in documents, but it's essential to interpret them with caution. The interpretation may depend on the specific use case, context, and the limitations of the underlying model.

IBM's emotion analysis provides valuable insights into the emotions expressed in the text overall. The top ten words in the text of the documents and the emotional value attached have been given above. It explains what emotions the composer of the tweet has attached to it. Therefore, emotion analysis through the IBM Natural Understanding tool is an AI (artificial intelligence) tool that analyzes the overall emotional tone of the text, helping us understand the composition and content of tweets and their emotional value. It places the text in the Interpersonal meanings of the Systemic Functional theory (Martin & White, 2005). Emotional analysis through IBM reveals the author's or speaker's stance towards events, news, and happenings, thus uncovering interpersonal meaning through Systemic Functional linguistics in the texts. The emotion analysis was conducted at four-month intervals to examine details. IBM analyzes the emotions in the texts and provides the percentage of the highest to the lowest. These emotions are collected for the entire corpus of tweets over four months. Emotion scores are essential for evaluating the corpus of tweets based on the functions they serve in the social context. They define the meta-functions of the tweets and their meanings based on the keywords extracted through the IBM online demonstration tool.

Systemic Functional linguistics analyzes these emotions in the context of their meta-functional orientation. The keyword emotion scores reveal the interpersonal meaning in the context of the meta-functional principles of Systemic Functional linguistics. The emotion scores are assigned to the top ten frequent keywords in the tweets, they reflect the interpersonal meanings of the texts (Martin & White, 2005). Systemic Functional linguistic theory emphasises the meta-functional analysis of texts, based on the social context. When SFT identifies the interpersonal meaning in a text, it seeks to recognize social relationships enacted through language, with the help of the speaker's attitude

and stance towards the events in the form of emotions, sentiments, and feelings (Martin & White, 2005). The emotion in the graphs illustrates how the Israeli Defense Forces have used language to frame adversaries and present IDF forces, revealing the interpersonal meaning discussed in the manual analysis section below. The extraction of emotion scores through the IBM natural language understanding tool is crucial, for understanding the composition of Israeli Defense Forces' tweets.

4.1.4. ATTITUDINAL LEXIS

4.1.5. Table 4. POSITIVE AND NEGATIVE ATTITUDES

Negative		Positive	
ADJECTIVES	NOUNS	ADJECTIVES	NOUNS
Hezbollah terrorist organization		Israeli Sovereignty	
Hezbollah terrorist tunnel, Hezbollah Drone		Innocent Israeli Civilians	
Terrorist Agenda		Defending Israelis	
Terrorist Activities		Innocent Israelis	
Armed terrorists Islamic Jihad terrorist Hezbollah a global threat		Islamic Jihad rocket	
Terrorist funds		Defend Israelis	
		Protect Israelis	

Terrorist organizations in Gaza			
Iranian Threat			
Iran and terrorist proxies			
Hezbollah terrorist Army's activities, Iranian-backed terrorist Army			
A Palestinian terrorist			
Threat of terrorism			
Hamas terrorist operative			
Hamas terrorist drone			
2 Palestinian suspects			
Islamic Jihad, Islamic Jihad terrorist Organization.			
Palestinian rioters, Armed Palestinian Assailants.			
Islamic Jihad rocket launcher			

Islamic Jihad Military posts			
Palestinian Islamic Jihad			
Hamas terrorist organization			
Hezbollah terrorist army			
Hamas weapons			
Hamas' terrorism			
Hamas' terrorists			
Palestinian gunmen			
4 Hamas Terrorist suspects			
Hezbollah terrorist army			
A Palestinian Assailant			
2 Palestinian terrorists			
Hamas weapons			

4.2. Interpersonal Meanings analyzed through Manual Analysis

4.2.1. Interpersonal Meanings

The keywords and categories extracted through the IBM analysis reveal that the Israeli Defense Forces (IDF) are using their official Twitter account controversially.

While it serves as a source of news about conflicts and inter-state war, the credibility and authenticity of the news are questionable. The composition of IDF tweets is examined, and the credibility of the news is attested through the extraction of keywords, emotions, sentiments, and attitudinal lexis using IBM. The content of IDF tweets is composed in three different ways. Firstly, it reports daily encounters and conflicts. Secondly, it defines international interlocutors. Thirdly, it promotes a positive image of the IDF through aesthetically pleasing images. Interpersonal meanings, which are concerned with the evaluation of the content in terms of attitude, emotion, and judgment, are contextualized within the framework of Appraisal theory by Martin and White (2005).

According to Martin (2005), appraisal is related to evaluating the kinds of attitudes negotiated in the text and the magnitude of feelings expressed, in which values are sourced and readers aligned. The Appraisal theory deals with the analysis of the feelings, emotions, and judgments given in the content of the sample of tweets examined in this study. This manual analysis supplements the automated analysis of the tweets of the Israeli Defense Forces (IDF), with an online AI tool of language, the IBM online demonstration model (IBM), which has analyzed the keywords, categories, emotions, sentiments, and attitudinal lexis. In terms of the textual meta-function, Interpersonal meanings within the theoretical framework of Halliday's (1995) functional grammar deals with the evaluation of emotions, attitudes, and judgment. Interpersonal meanings enact social relations and a stance towards what is happening (Halliday, 1995).

The sentiments, emotions, and attitudinal lexis in tweets from the Israeli Defense Forces (IDF) have been analyzed, as detailed in the first section of the analysis. The analysis was conducted using IBM, and the results indicate the presence of negative sentiments in the content of the tweets in the year 2022. When examined in terms of the interpersonal meta-functional principle of systemic functional linguistics (Halliday, 1995) reveals the stance of the author of the tweets, who is most likely the social media manager of the Israeli Defense Forces (IDF) and reflects the stance of the IDF. The negative sentiments, as analyzed through the IBM demonstration model, when evaluated within the framework of appraisal theory (Martin & Rose, 2005) suggest, that the content of the tweets from the Israeli Defense Forces in 2022 is highly subjective, personal, and the news presented through tweets is questionable.

4.2.2. Applying Martin's Appraisal Framework

According to Martin (2005), Interpersonal meanings in any discourse are analyzed by examining sentiments and emotions. The Appraisal theory of emotion focuses on how people evaluate situations, events, and experiences, and how these evaluations lead to specific emotional responses. Emotions are viewed as the result of an individual's subjective appraisal of events, rather than direct responses to external events. Martin's (2005) appraisal model of language assesses meanings in discourse by considering the speaker's attitude. The IBM program is used to extract quantitative data, which is subsequently examined using Martin's (2005) assessment theoretical framework. To assess the attitudes and behaviours reflected in the content of the Israeli Defense Forces Twitter account, this model analyzes quantitative data. 'Attitude' is related to the **feelings, emotions, judgments of behaviour**, and **evaluation** of things expressed by the writer or speaker in any discourse (Martin & White, 2005). Attitude is divided into three categories, '**affect**', '**judgment**', and '**appreciation**'. Hence, the quantitative data extracted through IBM is qualitatively examined by 'Attitude' as follows.

4.2.2.1. ATTITUDE

The interpersonal meanings within the Appraisal framework concerned with how writers adopt the stance towards the material they present (Martin, 2005). According to Martin (2005) attitude in discourse concerns how writers and speakers position themselves, take a stance, and present attitudes, emotions, and feelings about the material they present to the public. IBM categorized the content of the Israeli Defense Forces (IDF) tweets into conflict-related content and International News. From January to April 2022, there was a higher focus on war and conflict-related content (0.94%), with a slightly lower representation in international news (0.71%). From May to August, the focus increased slightly more on conflicts (0.96%), while international news maintained a significant presence (0.74%). From September to December, the percentage decreased in news related to conflicts (0.84%), but international news had a decrease (0.62%).

Thus, the speaker's attitude is analyzed by the scores of the sentiments, and emotions in the content of the tweets. The sentiments table shows the scores in negative. This indicates the presence of highly volatile words while reporting the news in the context of the Israeli Defense Forces (IDF). IBM has reported the sentiments in negative - 0.36, -0.48, and -0.41 from the months of January-April, May-Aug, and Sep-Dec respectively. Therefore, the values of the sentiments suggest, that the news reported

through the Israeli Defense Forces during the year 2022, is quite subjective. It has placed the position of the author in question and has raised questions about the authenticity of the news. The presence of negative sentiments in the content of the tweets indicates a tone of negativity and uncertainty throughout the Twitter account of the Israeli Defense Forces. Sentiments and emotions are analyzed within the Systemic Functional framework of Martin (2005). The content examination of tweets expresses animosity towards Palestinians and pro-Palestinian organizations to justify their actions. When examined in terms of the Interpersonal meta-functional principle of Systemic Functional linguistics (Halliday, 1995), the negativity towards Palestinians is evident, as they are blamed for attacks without providing background information or context, while simultaneously garnering sympathy for the Israeli Forces by portraying them as victims of terrorism, when the situation is quite the opposite.

4.2.2.2. *AFFECT*

The ‘**Effect**’ is a part of ‘Attitude’ within Martin’s Appraisal framework. ‘Affect’ is concerned with emotional responses in a discourse, it situates discourse in Interpersonal meanings (Martin & White, 2005). Thus, ‘Affect’ in the context of Israeli Defense Forces deals with the different types of emotions expressed in the content of Israeli Defense Forces (IDF). The graphs present five types of emotions Sadness, Happiness, Fear, Anger, and Disgust. These graphs extracted through IBM, not only provide emotion scores in the whole document, divided into data of four months each. But it also provides details of emotions in the top ten keywords. Scores and values of the emotions in the context of the Israeli Defense Forces have been analyzed with IBM. **Figure 1** shows the emotional statistics and top keywords for the Israeli Defense Forces Twitter account. The emotions expressed in the tweets include sadness, joy, fear, disgust, and anger. The top keywords and their emotional scores are also provided.

The tweets convey sadness for IDF officers, Israeli sovereignty, and terrorist activity, while joy is expressed in keywords related to rocket fire to show a high volatility of emotions. **Figure 2** presents emotional scores and keywords for four months, showing emotions of joy, sadness, fear, anger, and disgust. The tweets convey sadness for IDF soldiers and victims of terrorist attacks, and disgust for Israeli Memorial Day. Figure 3 displays emotional scores for the last four months, with high-intensity emotions of joy, fear, and anger. The tweets convey fear for IDF soldiers and recent shooting attacks, and joy for cultural and religious festivities. Therefore, analysis

of scores and values of the keywords in the content of Israeli Defense Forces orient the interpersonal meanings. The content of Israeli Defense Forces tweets has high scores of sadness for keywords related to 'Israeli police', 'Israeli forces', 'Israeli sovereignty', 'terrorist activity' and 'terrorist attacks' showing how IDF's tweets have been composed to show a picture of 'Israel' as victims. Moreover, the high scores assigned to the emotion of 'disgust' for Israeli Memorial Days show that Israeli Forces frame their historical days in a sorry picture, to gain sympathy. Lastly, high values of emotions of 'joy' with keywords 'Rocket-fire', and 'live-fire' show news have been reported with high intensity of emotions, thus questioning the neutrality of the news given.

The emotions expressed in the tweets from the Israeli Defense Forces (IDF) in 2022 have been analyzed using the IBM model which is recontextualized within the framework of appraisal theory (Martin, 2005). This shows that the language used by the IDF Twitter account is highly controversial and appears to contain biased and selective information that supports the narrative of Israeli victimhood, suggesting elements of propaganda. Examination of all the tweets from the IDF's official Twitter account in 2022 was conducted to identify words conveying positive and negative attitudes. The analysis, informed by Martin and White (2005), revealed a list of attitudinal lexis, with negative connotations associated with Palestinians and pro-Palestinian organizations, and positive connotations linked to Israel and the Israeli Forces. The use of terms like "innocent" for Israelis and "terrorist" for Palestinians suggests a biased and partial representation of the situation, characterized by misinformation and lack of context.

In conclusion, the analysis of the categories, keywords, emotions, sentiments, and attitudinal lexis used in Israeli Defense Forces Tweets reveals that the text is filled with emotionally charged language directed at various entities. The IDF tweets convey different emotional values for different entities, which situates the text within interpersonal meanings. The tweets express sadness in response to what they label as terrorist activities, while also boasting about the strength of the Israeli Defense Forces. The content of the official Twitter account of the Israeli Defense Forces contains unverified information and justifies the use of organized violence under the pretext of resisting terrorism.

4.3. Ideational Meanings in Israeli Defense Forces (IDF) Tweets

4.3.1. Transitivity Network Systems in Clauses of Tweets

Analyzing transitivity in text is necessary to comprehend how the text structure has been organized to communicate meaning. Transitivity provides important information about the structure and meaning of the texts (Halliday & Matthiessen, 2004). It reveals the agency of participants in a text and identifies the types of participants that have been used to express a social action (Halliday & Matthiessen, 2004). It also reveals the actions of the participants and who is affected by those actions (Halliday & Matthiessen, 2004). Transitivity is about transitive verbs that have a subject and an object. Identifying the subjects of these verbs is essential for determining who is responsible for the actions and who is affected by these actions (Halliday & Matthiessen, 2004). Transitive verbs have a subject and a direct object, or they might have modifiers and relative clauses. In contrast, intransitive verbs do not have a direct object.

Transitivity reveals the intensity of the actions and shows how forcefully the action has been carried out in the text. Transitive verbs, with their direct objects, reveal forceful and intentional actions, while intransitive verbs do not reveal forceful actions. By identifying the transitive verbs in the text, it can be determined what the text focuses on. A high proportion of transitive verbs suggests that the text is focused on conflicts or wars. On the other hand, if the text contains a high proportion of intransitive verbs, it suggests that the text is more descriptive and contemplative in tone.

4.3.2. Transitivity in IDF's Tweets

The combination of natural language processing techniques and tools is required to extract transitivity in Israeli Defense Forces tweets through IBM. A combination of these techniques and tools have been used in analysis, to extract the transitivity functions in the sentences of tweets. This type of analysis will help to identify the structures, meanings, tone, and style of the texts. It helps in identifying how the communication and messages by the Israeli Defense Forces have been structured and framed. It situates the discourse of Israeli Defense forces in the broader domain of propaganda. The way events, operations, and news in the tweets have been framed and structured to depict different actors are inevitable for the research requirements of this study.

The tweets analyzed in this section have been taken from the year 2022. The researcher has categorized the tweets according to the content. For example, the tweets that are related to operations, are placed in the operation section. Tweets that are related to the conflicts/terrorist activities have been placed in that heading of this research paper, and the same goes for other headings of the study. The rationale behind making

these categories is to analyze the transitivity of these tweets separately. The transitivity varies from text to text depending on the type of verbs used in the clauses and phrases of the tweets. The transitive verbs decide the course of the action in the tweet. They represent objects and identify the subjects of the tweet.

4.3.2.1. *TRANSITIVITY IN TWEET #1*



SUBJECT	VERBS	OBJECT FORM
The IDF	Struck	Weapon manufacturing sites
IDF tanks	Also struck	Military posts along with a security fence

- **The agency of the participants.** The first sentence presents the actions of the IDF in response to rocket fire from Gaza into Israel. ‘The IDF’ is the subject of the sentence, the verb is ‘struck’, and the object is ‘weapon manufacturing sites’ and a storage site belonging to Hamas, along with a military compound used for training terrorists’ operatives. This sentence is transitive, as it has a direct object. The second sentence presents additional actions taken by IDF tanks. ‘IDF tanks’ is the subject of the sentence, the verb is ‘also struck’, and the object is ‘military posts along the security fence’. This sentence is also transitive as it has a direct object. And these actions are presented as justifiable responses to the security threats to Israeli forces.
- **The intensity of action.** Containing the high proportion of the transitive verbs in the tweet shows the intensity of the action, and the forceful action taking place.
- **The focus of the text.** Grammatical components of the tweet have been composed in a way to represent an action and the need for that action as a response to some aggression. It contains the transitive verbs to play to blame game on Hamas.
- **The style or tone of the text.** The style of text is aggressive and forceful in tone to

give news of a conflict.

- **Process type:** The process in the sample of the tweet is a material process as the verb takes the direct object (Halliday & Matthiessen, 2004).
- **Subjectivity:** The more sayers are involved, the more objective the text is (Fatima et al., 2018, 22). Since there are no sayers involved, the news appears to be subjective.

The transitivity in the tweet talks about the action taking place, which has been framed by analyzing the subject and direct object it takes (Halliday & Matthiessen, 2004). In the tweet, the action taken by the Israeli defence forces is against the weapon manufacturing sites of Hamas and the military posts. It shows that the action taken by Israeli forces against the weapon manufacturing site has been justified as a reaction to an aggression made by Hamas from Gaza. It has been made clear that the action taken is a reaction to a rocket launched from Gaza, while no solid proof was provided in the tweet.

4.3.2.2. *TRANSITIVITY IN TWEET #2*



SUBJECT	VERBS	OBJECT FORM
Two Palestinian terrorists	Murdered	Three innocent Israelis
Israeli security forces	Caught	both terrorists

- **The agency of participants.** the agency of the participants is decided by the

presence of **transitive verbs** in the tweet. There are two transitive verbs in the tweet, murdered and caught. These verbs denote the fact that action is taking place. The transitive verb '**murdered**' takes the subject '**two Palestinian terrorists**' and three **innocent Israelis as the object**. The selection and choice of these grammatical components show the framing of the tweet contains the elements of propaganda, calling Palestinians terrorists and using the adjective '**innocent**' for Israelis. Then there is the use of the transitive verb '**caught**' to introduce the object "both terrorists" which denotes action taken against the terrorists.

- **The intensity of action.** The use of transitive verbs in the tweet shows the intensity of action in the tweet.
- **The focus of text.** The use of language such as "**Palestinian terrorists**" and "**innocent Israelis**" shows a clear demonization of one side in the conflict and a framing of the other side as innocent victims. And the lack of context surrounding the events leading up to the attack may be seen as a deliberate attempt to present a one-sided view of the conflict, as a part of its propaganda.
- **The tone and style of text.** The tone and style of the text are forceful and aggressive because of the use of transitive verbs.
- **Process type:** The process in the sample of the tweet is material since the verb takes the direct object.
- **Subjectivity/Objectivity in news reported:** Since there are no sayers involved, the objectivity of the news is questioned. As more the sayers, the more objective the text is (Fatima et al., 2018, p. 22).

Tweet #2 talks about the conflict in which two Palestinian terrorists have murdered three innocent Israelis. Transitivity analysis is a yardstick to measure the lexical differences accurately and to check the credibility and authenticity of the news (Halliday & Matthiessen, 2004). Firstly, the transitivity in the tweet tells us about the action of 'murder' carried out by two Palestinian terrorists. Secondly, the transitive verb 'caught' with the direct object 'both terrorists' signifies the fact that every act of terrorism is dealt with firmly by Israeli forces. As the transitivity templates measure the lexical differences accurately, it brings the choice of words like 'Palestinian terrorists' and 'innocent Israelis' into question. These words show the partiality of the news. Thus, the authenticity of the newsstands is questionable.

4.3.2.3. *TRANSITIVITY IN THE TWEET #3*



Israel Defense Forces ✓
@IDF

...

Two rockets were fired from Gaza toward Israel tonight. One of the rockets landed inside Israel, and one landed inside Gaza.

When terrorists fire rockets, they endanger the lives of civilians—both Israeli and Palestinian.

12:10 AM · Apr 23, 2022

425 Retweets 41 Quotes 1,835 Likes 5 Bookmarks

SUBJECT	VERBS	OBJECT FORM
Terrorists	Fired	Rockets
One of the rockets	Landed	Inside Israel
One	Landed	Inside Gaza
Terrorists	Endanger	The lives of civilians both Israeli and Palestinian

- **The agency of the participants.** Use of the transitive verbs like **fired**, **landed**, and **endanger** shows the action taking place. These verbs introduce the subjects and then the objects that are affected by these actions. The use of 'terrorists' as the subject of the verb and the use of rockets as the objects denote the fact that the text has been framed to show severe aggression and conflict that has been started by the terrorists. The first, second, and third sentences contain transitive verbs as they have direct objects.
- **The intensity of action.** The use of a lot of the transitive verbs in the tweet shows the deliberate framing of the tweet in a way to shows the intensity of the action taking place.
- **The focus of the text.** The use of language such as "When terrorists fire rockets" shows a clear demonization of the other side in the conflict, as it frames all rocket

firings as terrorist actions. The phrase "they endanger the lives of civilians—both Israeli and Palestinian" shows an attempt to present the Israeli military as a military that is concerned for the safety of both Israelis and Palestinians, while framing the actions of the other side as endangering both groups. The tweet is an attempt to present a one-sided view of the conflict.

- **The style and tone of the text.** The style and tone of the text are quite direct and aggressive because of the presence of transitive verbs in the tweet.
- **Process type and voice:** The sample of the tweet has the action and the goal, but the actor is missing, because the voice type is passive. Thus, the process has a passive voice.
- **Subjectivity/Objectivity:** The sayer and doer of the action are missing in the news. There are traces of subjectivity in the news reported.

The transitivity in the tweet talks about the action taken by the terrorists, and the immediate victims of the terrorism have been the ‘Israelis’ and ‘Palestinians’. The tweet talks about terrorism initiated in Gaza, and its victims are Palestinians and Israelis, as the rocket has been fired by terrorists from Gaza. The tweet, though shares major news from the platform of the Israeli Defense Forces, lacks facts and figures. In most of the tweets of the Israeli Defense Forces, Palestinians have been called out as terrorists, but here Palestinians are victims of terrorism. Thus, news and information shared through tweets are confusing and don’t seem to be based on facts.

4.3.2.4. *TRANSITIVITY IN TWEET #4*



The transitivity patterns of this tweet have been analyzed with the help of the IBM online demonstration model by exploring the grammatical composition of the tweet given below in the table form.

SUBJECT	VERBS	OBJECT FORM
A bullet	Fired	From Gaza into southern Israel
A bullet	Hit	an industrial building in the community of Netiv HaAsara
IAF fighter jets	Striking	a Hamas military post in northern Gaza

TRANSITIVITY FUNCTIONS IN A TWEET

The presence of transitive verbs in the text of the tweet reveals the following roles of the participants in the tweet and the function of the tweet.

- **Agency of the participants:** The first sentence talks about the firing of a bullet from Gaza into southern Israel, which hit an industrial building in the community of Netiv HaAsara. "A bullet" is the subject of the sentence, the verb is "fired," and the object is "from Gaza into southern Israel and hit an industrial building in the community of Netiv HaAsara." It is transitive as it has a direct object. The second sentence talks about the response of the Israeli Air Force to the bullet-firing incident. "IAF fighter jets" is the subject of the sentence, the verb is "striking," and the object is a Hamas military post in northern Gaza." This sentence is also transitive, as it has a direct object.
- **Intensity of Action:** The intensity of the action in the text depends on the proportion of transitive verbs in the tweet. Since there are more transitive verbs in the tweet, it talks about the intensity of the action taking place in a tweet.
- **Focus of the text:** The transitivity of the text focuses on aggression and conflict. The use of language such as "A bullet was fired" and "IAF fighter jets are currently striking" suggests a passive voice that removes the agency of those involved in the conflict and denotes the presence of 'propaganda' in the text.
- **Style and tone of the text:** The tone of the tweet is direct and forceful because it contains transitive verbs that state the continuing aggression.
- **Process types and Voices:** The clauses contain both the passive and active voices to report the news. The process in the second sentence denotes the material process (Halliday, 1995).

- **Subjectivity/Objectivity:** The news seems partially subjective since there are passive voices and the missing doer of the action (Fatima et al., 2018, 22)

The transitivity of the tweet refers to the action taking place and the focus of the text (Halliday, Matthiessen, 2004). The news shared in the tweet is apparently about a ‘bullet’ that has been fired from southern Gaza. It describes how Hamas has fired a ‘bullet’ at an industrial building in the ‘Netiv HaAsara’ community. Consequently, the IDF fighter jets are striking against Hamas military posts in southern Gaza. The transitivity in the tweet indicates that the actions taken by the IDF are always a reaction to aggression. This approach is directly related to an online propaganda strategy where aggression and attack are justified without solid proof.

4.3.2.5. *TRANSITIVITY IN TWEET #5*



The grammatical composition of the tweet has been analyzed for the transitivity patterns, and comprehension of linguistic properties, that lie on the key variables of the subject text, object, and action in the sentence. The table is given below.

SUBJECT	VERBS	OBJECT FORM
IDF and Israeli security forces	Conducted	counterterrorismactivities in Judea and Samaria overnight
We	Operated	Against the Hamas terrorist organization
We	Prevent	Attacks
We	Apprehended	Terrorist suspects

We	Protect	Israeli civilians
----	---------	-------------------

Transitivity function in the tweet:

- **The agency of the participants.** Tweets have been structured into grammatical components that perform some actions containing transitive verbs **conducted, operated, prevent, apprehended, and protect**. The transitivity of verbs in the tweet explains these actions. The first phase of the tweet contains the transitive verb **'conducted'** that has the object of counterterrorism activities. The subject of the tweet is IDF and Israeli security forces. The other transitive verb **operated** has the object **'Hammas terrorist organization'**, against which the action is taking place, and it is also attached with a relative clause that defines the transitiveverb operated. The transitivity in the tweet explains the conflict going on and Hammas has been blamed to be the culprit and has been called a terrorist organization in the tweet.
- **Intensity of action.** As the tweet has been framed to contain the transitive verbs in it, it shows the message of the tweet has the intensity of the action.
- **The focus of text.** The focus of the text is conflict and aggression. The tweet primarily serves an informative function, giving updates on the actions taken by the IDF to maintain security and stop attacks.
- **Process type and Voice.** Since the clauses contain the actor, verb and direct object, the processes in the tweet are the material process (Halliday, 1995).
- **Subjectivity/Objectivity.** The use of negative connotations like 'terrorist organization' questions the objectivity of the news (Martino et al., 2019).

The transitivity analysis accurately measures the lexical differences to verify the authenticity of the news (Halliday & Matthiessen, 2005). The tweet's transitivity and linguistic composition describe the actions taken by the IDF and Israeli security forces against terrorists in Judea and Samaria overnight. The tweet portrays these activities as counter-terrorism measures aimed at apprehending terrorists and combating terrorism. It also highlights that these actions were taken against Hamas, labelling it as a terrorist organization. The transitive verbs in the tweet, such as 'conducted', 'operated', 'prevent', 'apprehend', and 'protect', are used to justify, and legitimize the IDF's activities in Gaza as necessary for protecting Israeli civilians. The transitive verb 'protect' takes the direct object 'Israeli civilians', indicating that the actions taken by the IDF are intended to protect Israeli civilians.

4.3.2.6. TRANSITIVITY IN TWEET #6



The grammatical composition of the text explains the functions of the participants in a text. The transitivity patterns of the tweet given above, have been for the semantic properties, by analyzing the subject, object, and action in the text. It is given in the table below.

SUBJECT	VERBS	OBJECT FORM
71 Terrorists	Fired	From Gaza to Israel
9 of these rockets	Fell	INSIDE the Gaza strip

- **The agency of the participants.** The agency of the participants of the tweet given above shows that they are structured to perform certain functions in the tweet. The transitivity of the verbs reveals that there are some objects affected by the transitive verbs and there are subjects of the verbs that are also the agents of the action. There is one intransitive verb '**fired**' that describes the subject **71 rockets** and reveals an action. The transitive verb **fell** has '9 of the rockets' as the subject and object that is 'inside the Gaza strip'. Additionally, the tweet frames the situation as a threat to innocent civilians, both Israeli and Gazan, which stresses the idea that Israel is acting in self-defence.
- **Intensity of action.** The verbs that take the direct objects in the tweet describe the intensity of the action.
- **The focus of text.** The tweet given above frames the situation as a threat to innocent civilians, both Israeli and Gaza, which stresses the idea that Israel is acting in self-

defence. This framing ignores the broader political and historical context of the conflict and does not acknowledge the impact of Israel's policies on the people living in Gaza.

- **The style or tone of the text.** The text contains transitive verbs; thus, the tweet is more forceful in tone. This language is structured to dehumanize the individuals responsible for firing the rockets and to justify the use of force against them.
- **Processes types and Voices:** There are passive voices in the clauses of the tweet. The process types are material (Halliday, 1995).
- **Subjectivity/Objectivity:** The use of negative connotations like terrorist rockets questions the credibility of the news given. It denotes the subjectivity.

By gaining deeper insights into the grammatical components of the tweet from the Israeli Defense Forces, it can be analyzed that the message of the tweet has been structured to communicate a conflict. The news informs that 71 rockets were fired from Gaza into Israel in the last two hours, and it tells how 9 rockets have fallen into the Gaza strip, endangering the lives of not only Israeli civilians but Palestinian civilians as well. The transitive verbs used in the tweet are 'fired' and 'fell', indicating the actions and their victims. The use of these transitive verbs indicates that the news provided by the official Twitter account of the Israeli Defense Forces is about terrorism and how they frame their victims as Israelis and Palestinians. The news containing more transitive verbs lacks factuality and neutrality.

4.3.2.7. TRANSITIVITY IN TWEET #7



The grammatical composition of the tweet has been analyzed with the IBM online demonstration tool to explore the transitivity patterns in the text of the tweet to define

the selection of specific subjects and objects by the transitive verbs.

SUBJECT	VERBS	OBJECT FORM
An 85-year-old Israeli woman	Murdered	In a suspected terrorist attack in Holon yesterday
We	Apprehended	5 individuals in the town of Sartah are suspected of assisting in the attack

The grammatical components of the tweet have been analyzed to find the type of verbs that have been used.

- **The agency of the participants:** By identifying the subjects, objects, and verbs in the text, it can be determined who is responsible for the actions and who is affected by these actions. The presence of transitive/intransitive verbs: There are two transitive verbs, 'murdered,' which takes the subject of an 85-year-old Israeli woman, and 'apprehended,' which takes the pronoun 'we' as a subject. This pronoun 'we' relates to the Israeli Defense Forces. And the second transitive verb 'apprehended' takes the subject 'We.'
- **Intensity or force of actions:** The use of the transitive verb 'apprehended' reveals the intensity of action in the text. The Israeli Defense Force structures tweets in such a way as to narrate the urgency of action.
- **The focus of the text:** The transitivity of the verb 'apprehended' reveals that the focus of the text is conflict and the taking of immediate action against the culprits.
- **The style or tone of the text:** The style and tone of the text are aggressive.
- **Process types and voices:** The use of the passive voice is there and there is no material process since the doer of the action is not present (Halliday, 1995).
- **Subjectivity/Objectivity:** That might be the presence of subjectivity since there is no presence of an active voice (Halliday, 1995).

The tweet contains the transitive verbs 'murdered' and 'apprehended,' denoting the action and the reaction. The transitive verb 'murdered' talks about the action, which is the murder of an 85-year-old Israeli woman. The age of the woman specifically has been mentioned. Then the reaction follows with the transitive verb 'apprehended' five

individuals in the Sartah area who are accused of assisting in the attack on the Israeli woman. Then the last sentence of the tweet mentions the resolution of the IDF to continue operating against terrorism. The use of these transitive verbs indicates how IDF actions and activities in Gaza that might involve innocent civilians are always justified by IDF in their tweets.

4.3.2.8. TRANSITIVITY IN TWEET #8



SUBJECT	VERBS	OBJECT FORM
a shooting attack adjacent to the Adorayim Junction	Reported	with a passing car opening fire toward an Israeli vehicle
a passing car	Opening	Fire
IDF soldiers	Searching	The area

TRANSITIVITY IN THE TWEET

- The agency of the participants:** The tweet contains an action of "opening" classified as a transitive verb. This transitive verb takes an object, which is an Israeli vehicle. The object "Israeli vehicle" is accompanied by the adposition "toward" and the determiner "an." The second verb in the tweet is "searching," which takes the helping verb "are" to describe the present progressive tense. This type of transitive verb explains the attitude of the subject. The subject is IDF soldiers, the transitive verb is "searching," the direct object of the sentence is "the area," and the indirect object of the verb is "suspects." The tweet talks about how no injuries were reported and that IDF soldiers are searching the area for the suspects.

- **The intensity or force of actions:** The transitive verbs in the tweet take objects with the adposition "toward" and determiner "an." The other transitive verb takes a direct and an indirect object, "the area" and "suspects," respectively. The use of these transitive verbs describes the intensity of the actions in the text.
- **The focus of the text:** The transitivity of the tweet reveals that the focus of the text is on conflict and aggression. The use of transitive verbs in the tweet indicates that the focus of the text is on conflict.
- **The style or tone of the text:** Transitivity also reflects the tone and style of the text. The use of transitive verbs in the tweet indicates a forceful tone.
- **Process types and Voices:** There is a use of passive voice in the clauses to denote the action (Fatima et al., 2018).
- **Subjectivity/Objectivity:** Since the actor is missing and Sayer is unknown, therefore the credibility of the news reported can be questioned (Fatima et al., 2018).

The tweet reports an incident of a shooting attack near the Adorayim junction area. It reports how a passing car opened fire at an Israeli vehicle. The transitive verbs used in the tweet, "opening fire" and "searching," indicate the actions taken by apparent terrorists. The transitive verb used in the last part of the tweet is "searching," with the direct object "the area." The transitive verbs used in the tweet always position the IDF forces to act against terrorists. The framing of transitive verbs in the tweet indicates that every action taken by the IDF security forces is a reaction to apparent terrorism and aggression.

4.3.2.9. TRANSITIVITY IN TWEET #9



The grammatical composition of this tweet is analyzed to examine the transitivity of the text. The transitivity in the text reveals the actions going on. What are the subjects

used in the text of the tweet, the type of action going on, and what are the objects in the text? These are given in the table below.

SUBJECT	VERBS	OBJECT FORM
Our soldiers	Spotted	a Hamas terrorist drone attempting to cross into Israeli territory from the Gaza Strip
The drone	Monitored	Throughout the incident
IDF soldiers	Downed	The drone

TRANSITIVITY IN THE GIVEN TWEET

By analyzing the transitivity in the tweet, the meanings of the tweet can be understood. Transitivity reveals the relationships between the participants and the actions described in the text. Transitivity also reveals the agency of the participants, the intensity of actions, the focus of the text, and the style or tone of the text. Therefore, these four variables are examined in the tweet given above.

- The Agency of the participants:** Transitivity can reveal which participants are performing the actions and which are affected by those actions. The main participants of the tweet are the Israeli soldiers/ IDF soldiers and the Hamas terrorist drone. The use of transitive verbs "spotted," "monitored," "downed," and "collected" emphasizes the agency of the soldiers and their capability to respond to threats effectively. The object in the tweet is a Hamas terrorist drone. Hamas and drones are the direct and indirect objects, while the word "terrorist" plays the role of an adjective here. Thus, the tweet author has formulated the text in a way where the IDF soldiers are subjects and Hamas' drone is an object affected by those actions.
- The intensity of the actions:** The sentences of the tweet given above contain transitive verbs like "spotted," "monitored," "downed," and "collected." All these verbs are transitive, which take a direct object, and some take direct and indirect objects as well. These verbs demonstrate the intensity of action in the tweet.
- The focus of the text:** The tweet given above contains many transitive verbs. The

tweet underscores the importance of surveillance and monitoring in preventing security breaches, as the drone was tracked throughout the incident, supporting the use of force by the Israeli forces.

- **The style or tone of the text:** The transitivity reveals the style and tone of the text. The text of the tweet contains a high proportion of transitive verbs. The tone and style of the tweet is forceful and aggressive.
- **Process types and Voice:** There are actor, verb, and direct objects in the clauses of the tweet thus the process in the clauses denotes the material process (Halliday, 1995).
- **Subjectivity/Objectivity:** Due to the use of negative connotations like a terrorist with the object 'Drone'. There seems a presence of subjectivity in the news reported thus the credibility of the news is questioned. It also signifies the presence of propaganda (Martin et al., 2019).

The tweet #9 again shares information about an incident by IDF security forces. The transitive verbs used in the tweet are "spotted," "monitored," "downed," and "collected." All these transitive verbs signify the actions taken by IDF soldiers related to a drone. The tweet talks about how IDF soldiers monitored a drone that was trying to cross the Israeli boundary from the Gaza Strip. Moreover, the drone is named the ' Hamas terrorist drone,' which is quite ridiculous to call an object a terrorist. The tweet talks about the actions taken by the IDF soldiers. They spotted and monitored the drone that was trying to cross the Israeli boundary from Gaza, downed it, and collected it. All these actions mentioned in the tweet denote the fact that the Israeli Defense Forces always show in their tweets that they have security threats, which will justify their actions in Gaza.

4.3.2.10. TRANSITIVITY IN TWEET #10



SUBJECT	TRANSITIVE VERB	OBJECT
Terrorists	Continue to attack	Israeli civilians
We	Continue to defend	Them

- **The agency of the participants** in the given text is clear. The transitive verbs "attacks" and "defend" are used to describe the actions of the terrorists and the Israeli security forces, respectively. The terrorists "attack" Israeli civilians, while the Israeli security forces "defend" them.
- **The focus of the text** is on the ongoing conflict between terrorists and Israeli civilians.
- **The intensity of the action** is conveyed using transitive verbs, which highlight the aggressive nature of the attacks and the defensive response.
- **The tone and style of the text** are direct and descriptive.
- **Process types and Voice:** Since there is the doer of action that has a verb, and it takes the direct object, the process in the clauses of the tweet is a material process (Halliday, 1995).
- **Subjectivity/Objectivity:** The objectivity of the news can be questioned since the news is reported by no other Sayer (Fatima et al., 2018, p. 22)

The use of transitive verbs "continue to attack" and "continue to protect" emphasizes the ongoing nature of the conflict and the defensive actions taken by the IDF. The tweet reflects the IDF's focus on addressing security threats posed by Palestinian terrorists.

4.3.2.11. TRANSITIVITY IN TWEET #11



SUBJECTS	TRANSITIVE VERBS	OBJECTS
IDF soldiers	Apprehended	the terrorist that carried out the stabbing attack adjacent to Al Funduq earlier today
The terrorist	Transferred	To the security forces

- **The agency of the participants.** The tweet contains two transitive verbs, "apprehended" and "transferred," which indicate the action carried out on the object's "terrorist" and "the security forces."
- **The focus of the text.** The focus of the text is on terrorists being apprehended.
- **Process type and Voice:** The process types are the material processes since the verb takes the direct object. The voice used is active voice.
- **Subjectivity/Objectivity:** As there is no Verbal process. There is no other sayers than the news reported through the source of the official account. The news of the operational details can be questioned based on its authenticity.

The use of transitive verbs not only identifies the actors and recipients but also highlights the sequence of actions. This gives a comprehensive account of the event's progression. In summary, the transitivity in the tweet contributes to a clear understanding of the agency of the participants (who is performing the actions) and the specific details regarding the focus of the text (what actions are being taken and their consequences). It enhances the overall informativeness and clarity of the message.

4.3.2.12. TRANSITIVITY IN TWEET#12



TRANSITIVITY IN THE TWEET

SUBJECT	VERBS	OBJECT
A terrorist	Stabbed	An Israeli civilian
IDF soldiers	Evacuated	Him
IDF soldiers	Provided	The civilian
Our Troops	Searching	The area

- **The agency of the participants** is evident in the first sentence, where the verb "stabbed" takes "terrorist" as a subject and is in the active voice. The direct object of the verb is "an Israeli civilian," showing transitivity. In another sentence, there are two verbs: "provided" and "evacuated," both in the active voice and transitive, taking the civilian as an object.
- **The focus of the text** is to highlight the urgency of the action, emphasizing the IDF's commitment to protecting Israeli civilians and providing immediate medical attention to those in need.
- **The intensity of action** is conveyed through the presence of transitive verbs in the tweet.
- **The tone and style** of the text are direct.
- **Process types and Voice:** The processes in the clauses of the tweet are the material process, they take the actor, verb, and the direct object. The active voice has been used to report news of an attack.
- **Subjectivity/Objectivity:** The objectivity of the news is questionable since there are no sayers.

The tweet shares news of an attack on an Israeli civilian. The first transitive verb in the tweet, "stabbed," is related to the subject "terrorists," indicating that the action was taken by the terrorists against an Israeli civilian. The other transitive verbs in the tweet, "evacuated," "provided," and "searching," are related to the actions taken by Israeli soldiers and troops. It describes how Israeli forces evacuated the injured civilians and provided medical care, as well as informs that Israeli troops are searching the area for the terrorists. The framing of the transitive verbs in the tweet shows that Israeli civilians face threats and attacks, while Israeli troops apprehend terrorists.

4.3.2.13. TRANSITIVITY IN TWEET #13



TRANSITIVITY IN THE TWEET

SUBJECT	VERBS	OBJECTS
A terrorist	Stabbed	Civilians in the area
Other civilians	Stabbed	At a nearby gas station
The terrorist	Fled	The scene
IDF soldiers	Searching	The area
The terrorist	Neutralized	The terrorist

- **The agency of the participants** refers to the entities responsible for carrying out the actions described in the text. This includes terrorists, civilians, and IDF soldiers.
- **The focus of the text** is on the response of the IDF soldiers to the threat and their efforts to neutralize it. The text mainly focuses on the ongoing efforts of the IDF soldiers to respond to the incident and ensure the safety of the area.
- **The intensity of action** is conveyed using transitive verbs in the text.
- **The tone and style** of the text are direct.
- **Process types and Voice:** There is the use of both the active voice and passive voice to convey the news. The process types are the material as the verb takes the direct object.

- **Subjectivity/Objectivity:** Since no other sayers are involved, the objectivity of the new is questionable (Fatima et al., 2019, p. 22).

The tweet discusses a stabbing attack on Israeli civilians. The transitive verb "stabbed" is used twice in the tweet to describe the aggressive action against civilians in the area. The same transitive verb is used again to describe an action against other civilians near the gas station. The transitive verb "fled" has the subject "terrorist," denoting the action taken by the terrorist. The transitive verb "neutralized" takes the direct object "terrorists," indicating that the Israeli soldiers have neutralized the terrorist. Lastly, the transitive verb "searching" signifies the action taken by the IDF soldiers. The use of transitive verbs in the tweet by the Israeli Defense Forces always starts by portraying Israeli civilians as victims of terrorism and positions the Israeli security forces as protectors of Israelis from terrorists.

4.3.2.14. TRANSITIVITY IN TWEET #14



TRANSITIVITY IN THE TWEET.

SUBJECT	VERBS	OBJECT
Unspecified	Received	regarding shots fired toward the town of Shaked
A hit	Identified	A hit (implied) in one of the houses
IDF soldiers	Searching	The area for suspects

- **The agency of participants.** The agency of the participants means the entities that are carrying out the actions described in the text of the tweet. In this case, the agency of participants refers to "a report," the shots fired, the house that was hit, and the IDF soldiers who are searching for the suspects.
- **Focus on the text.** The focus of the text is on the incident of shots being fired toward the town of Shaked, the impact of the shots on a house, the response of the IDF soldiers in searching for the suspects, and the fact that no injuries were reported.
- **The intensity of action.** Transitive verbs indicate the intensity of action.
- **The tone of the text.** The tone of the text is direct.
- **Process types and Voice.** The first two clauses of the tweet contain the passive voice to report an incident, while the next clause has the active voice to report the current situation. There are some material processes in the tweet.
- **Subjectivity/Objectivity.** There are no 'Sayers' in the tweet therefore the credibility of the news is questionable (Fatima et al., 2019, p. 22).

The tweet talks about the shots fired in the town of Shaked. Another incident of terrorism is shared. The shots were fired in the houses, and it was identified in one of the houses. Tweet reports no injuries. The tweet has the transitive verb 'searching' for the IDF soldiers and says the IDF soldiers are searching the area for the suspects. The given tweet again appears to share the information of aggression and terrorism. While IDF forces are shown to the acts of terrorism and aggression.

4.3.2.15. TRANSITIVITY IN TWEET #15



TRANSITIVITY IN THE TWEET

SUBJECT	VERBS	OBJECT

Our Troops	Monitored/ Downed	The drone
We	Prevent	Any attempt to violate Israeli sovereignty

- **The agency of participants.** Hezbollah and Israeli troops are the agency of participants in the tweet. They are carriers of action.
- **The focus of the text.** The focus of the tweet is on the incident that has been shown to have occurred between Hezbollah and Israeli troops, specifically the crossing of a Hezbollah drone from Lebanon into Israeli airspace and the subsequent downing of the drone by Israeli troops.
- **The intensity of action.** The text has the intensity of actions due to transitive verbs.
- **The style and tone of the text.** The tone and style of the text are direct and urgent due to the presence of transitive verbs.
- **Process types and Voice.** There is the use of the active and passive voice in clauses of the tweet to report the news. There are material processes in the tweet that denote the action that took place and the action going on.
- **Subjectivity/Objectivity.** The use of words like 'Hezbollah drone' denotes the presence of subjectivity while reporting the news about the drone. To call a drone Hezbollah drone itself ends the credibility of the news that has been reported.

The transitive verbs **'monitored'** and **'downed'** with the direct object 'drone'. It shares that IDF troops have monitored and downed drones that have crossed Israeli territory.

4.3.2.16. TRANSITIVITY IN TWEET #16



Israel Defense Forces


@IDF

...

IDF soldiers conducting a routine security activity adjacent to the town of Si'ir today spotted a number of suspects hurling rocks at a main route near the town, endangering passersby.

The soldiers responded with live fire toward one of the suspects. A hit was identified.

7:16 PM · Oct 20, 2022

67 Retweets 14 Quotes 473 Likes 3 Bookmarks

SUBJECT	VERBS	OBJECT FORM
IDF soldiers	Spotted	Several suspects hurling rocks at a main route near the town
The soldier	Responded	With Live fire
The soldier	Identified	A hit

TRANSITIVITY IN THE TWEET

- **The agency of the participants** is determined by the transitivity of the verbs in the text, as there is a good proportion of transitive verbs like "spotted," "responded," and "identified." This denotes the actions taking place. The tweet narrates the conflict with the use of these verbs, focusing on the actions of IDF soldiers and their response to a security threat. The use of transitive verbs such as "spotted" and "responded" points to the agency of the soldiers and their proactive action in protecting the safety of passersby.
- **The use of transitive verbs** in the text denotes the intensity of the action taking place in the tweet.
- **The focus of the text** is on conflict and aggression. The use of the passive voice in the final sentence, "A hit was identified," is a deliberate attempt to downplay the use of force and emphasize the successful neutralization of the threat or danger.
- **Due to the use of transitive verbs** in the tweet, the tone and style of the text are direct and aggressive.
- **Process types and Voice.** In the tweet given above, there is a use of active voice in the first two clauses of the tweet. While there is the use of passive voice while talking about the 'hit'. The process in the tweet is the material process.
- **Subjectivity/Objectivity.** Since there are no 'sayers' present, the sources are the security forces of Israel themselves, then the objectivity of the news is questioned (Fatima et al., 2019, p. 22).

The transitivity in the tweet given above tells us about the agency of the participants, focusing on their actions and reactions. The tweet shares information using different transitive verbs like "conducting," "spotted," "responded," and "identified." It talks about the IDF soldiers conducting a routine security activity near the town of Si'ir,

where they "spotted" several suspects who were throwing rocks at passersby. It also informs that IDF soldiers responded to the aggression with live fire at the suspects and identified a hit. The transitive verbs "conducting," "spotted," "responded," and "identified" all represent the actions of IDF forces.

4.3.2.17. TRANSITIVITY IN TWEET #17



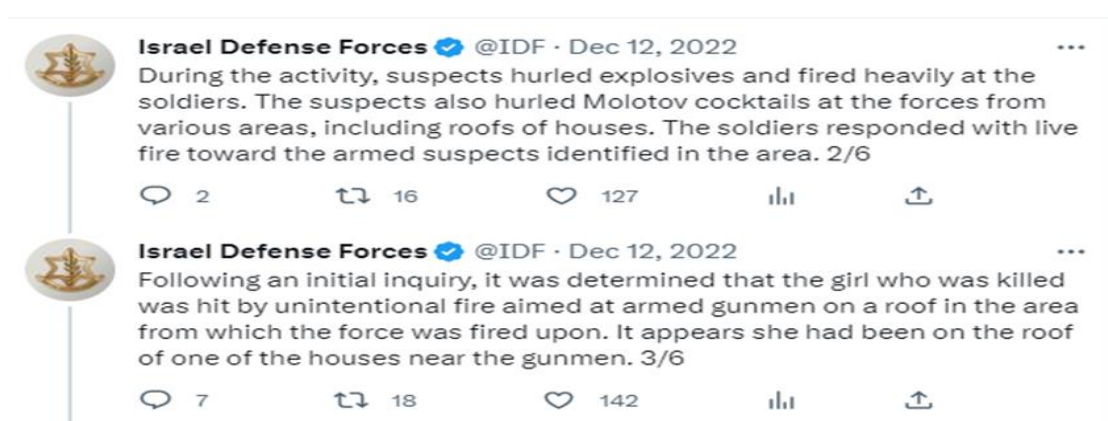
SUBJECT	VERBS	OBJECT FORM
Unspecified	Identified	3 failed attempts to launch rockets from the Gaza Strip
The rockets	Exploded	Inside the Gaza Strip

- **The agency of the participants.** The transitivity in this tweet focuses on the actions and their consequences, instead on people or the organizations. Passive verbs are primarily used to downplay the role of the IDF in the described conflicts.
- **The focus of the text.** The focus of the text of the tweet is on aggression and conflict as it talks about the launch of rockets. The tweet also stresses the lack of impact on civilian populations as the alert was activated.
- **The intensity of action.** the use of passive verbs to downplay the role of the Israeli Defense Forces in the conflict.
- **The style and tone of the text.** The style and tone of the text are direct but less aggressive due to the use of passive verbs.

- **Process type and Voice.** There is a use of passive voice in the clauses of the tweet to report news in indirect form. There is one process in the last clause which is the material process.
- **Subjectivity/Objectivity.** Since there are indirect forms, passive voices, and no clear description of the culprit in the text, the authenticity of the news is questionable (Fatima et al., 2018)

The transitivity in the given tweet indicates aggression, with three failed rocket attacks reported to have been fired from Gaza. The transitive verb "exploded" indicates the detonation of these three rockets inside the Gaza Strip. The tweet first reports an alleged act of aggression from Gaza, and secondly, it highlights the strength of Israel's defensive system. The transitive verbs used in the tweet are "identified" and "exploded", referring to the three rocket attacks from Gaza as mentioned in the tweet.

4.3.2.18. TRANSITIVITY IN TWEET #18



SUBJECT	VERBS	OBJECT

IDF and Israeli security forces	Operated	in the Jenin camp yesterday
Israeli security forces	apprehended	18 wanted individuals, among them three wanted individuals suspected of terrorist activity in Jenin
Suspects	Fired	Heavily at the soldiers

- **The agency of participants.** The transitivity in the paragraph narrates the actions carried out by different participants in the conflict. The agency of the participants is clear from the transitive verbs used in the sentences as given in the table above.
- **Focus on the text.** The focus of the text is the clash between the security forces and the suspects in the Jenin camp, including the arrest of wanted individuals and the exchange of fire. The text also addresses the unintended harm to uninvolved civilians, including the girl who was killed, and the security forces' efforts to ignore the harm to civilians in the future.
- **Tone of text.** The style and tone of the text are too descriptive to explain the actions of the Israeli Forces.
- **Process types and Voice.** There are transitive verbs used in the tweet that take the direct object, and the processes in the clauses of the tweet are material.
- **Subjectivity/Objectivity.** The credibility of the news and justification given for killing an innocent girl is questionable.

The transitive verbs in the tweet are ‘operated’, ‘apprehended’, ‘fired’, ‘hurled’, ‘responded’, ‘hit’, and ‘investigated’. All these transitive verbs denote the actions taken by the IDF and Israeli security forces. It states that during the security activity in the Jenin camp, they were targeted with explosives and fires. It also mentions that suspects hurled explosives and fires at the soldiers from the tops of roofs. In response, the soldiers fired live ammunition at the armed suspects. The tweet says that while IDF soldiers were firing at the armed suspects, a girl was killed who was standing on one of the roofs of the houses. This tweet was posted from the IDF's official Twitter account as a justification or response to the killing of an innocent girl.

4.3.2.19. TRANSITIVITY IN TWEET #19



TRANSITIVITY IN THE TWEET.

SUBJECT	VERBS	OBJECT
Terrorists	Fired	another 4 rockets from Gaza into Israel
Iron Dome Aerial System	Intercepted	The rockets

- **The agency of the participants** is highlighted in this tweet. The terrorists are depicted as the ones who initiated the action by firing rockets from Gaza into Israel.
- **The focus of the text** is on the physical process of the attack and the intensity of the action is conveyed using transitive verbs.
- **The tone and style of the text** is a mix of active and passive voice to report the incident.
- **Process type and Voice.** In the clauses of the tweet, there is an actor, verb, and direct object, therefore the processes in the tweet are material process (Halliday, 1995)
- **Subjectivity /Objectivity.** The subjectivity and objectivity in the news are always questioned through the presence of no 'Sayer' (Fatima et al., 2019).

Tweet #19 provides information about rocket attacks, with the transitive verbs 'fired' and 'intercepted' emphasizing the actions of the participants. It reports that terrorists fired 4 rockets into Israel, while the Iron Dome Aerial Defense system intercepted the rockets, showcasing the strength of the Israeli Defense system.

4.3.2.20. TRANSITIVITY IN TWEET 20



TRANSITIVITY IN THE TWEET

SUBJECT	VERBS	OBJECT
The IDF	Act	Against the entrenchment of the Iranian regime
LTG	Returned	To Israel
LTG Kohavi	Met	Multiple senior members of the US Armed forces

- **The agency of participants.** The first part of the thread of the sample tweet contains the statement from the IDF Chief of general staff while, the second part of the subject IDF chief LTG Kohavi, transitive verb 'return' to object 'Israel'. It also contains the transitive verb 'discussed' and the object regional challenges 'Iranian threat'.
- **The focus of text.** The focus of the text is defining the international interlocutor and international allies of the Israeli Defense Forces.
- **Process types and Voice.** The verbs used in the tweet take the direct object, thus the process in the clauses of the tweet is the material process. Active voice has been used to define international interlocutors by the meeting of the chief of staff.
- **International interlocutor.** The tweet defines international interlocutors and adversaries of IDF by calling Iran a threat.

The given tweet is a thread that contains two sub-tweets. The first tweet is a statement given by the IDF chief, LTV Kohavi, who met with CENTCOM during his recent visit to America and expressed his concerns over the entrenchment of the Iranian regime in the region. The tweet contains the transitive verbs 'act', 'returned', and 'met', all of which are directly linked to the actions of LTV Kohavi upon his return from the USA. The actors, participants, and actions in the tweet focus on the IDF defining international interlocutors and international allies. This type of tweet from the IDF Twitter account not only broadcasts war but also defines its ally, the USA, through tweets.

4.3.2.21. TRANSITIVITY IN TWEET #21



TRANSITIVITY IN THE TWEET

SUBJECT	VERB	OBJECT
	Received	A report

- **The agency of the participants** in the sample tweet is evident in the act of carrying out the stabbing attack by the assailant and the act of neutralizing the
- **The focus of the text** is on the stabbing attack at the Gush Etzion Junction and the subsequent neutralization of the assailant by the security forces of Israel. The text does not provide any additional information on the context of the attack or the motivations of the assailant.
- **The transitivity in the tweet** above informs us about the stabbing attack at Gush Etzion, south of Bethlehem. This information is typically shared through IDF accounts to highlight the security threats faced by IDF.

- **Process types and Voice.** There is an indirect form of the verb used in the tweet to report an incident, thus it has a passive voice.
- **Subjectivity/Objectivity.** The absence of the ‘sayer’ in the clause of the tweet questions the credibility of the news given (Fatime et al., 2018, p. 22)

4.3.2.22. TRANSITIVITY IN TWEET #22



TRANSITIVITY IN THE TWEET

SUBJECT	VERBS	OBJECT
IDF soldiers	Spotted	several suspects attempting to smuggle drugs from Egypt into Israel
IDF Soldiers	Confiscated	31kg of drugs, estimated at approximately 1.2 million NIS
Unspecified	Transferred	The drugs
IDF soldiers	Dispatched	To the scene

- **Agency of the participants.** The agency of the suspects in the given sample tweet is in the act of attempting to smuggle drugs from Egypt into Israel. In the given tweet the agency of the IDF soldiers is in the act of spotting the suspects, being dispatched to the scene, and confiscating the drugs. The agency of the Israeli police is in the act of processing the drugs that were confiscated by the IDF soldiers.

- **The focus of the text.** The focus of the text of the sample tweet is on the actions taken by the IDF soldiers and the Israeli police in response to the attempted drug smuggling from Egypt into Israel. The text provides information on the number of drugs confiscated and their estimated value.
- **Process types and Voice.** Some direct and few Indirect forms of the verbs have been used to report an action. The passive voice has been used as well. There are material processes.
- **Subjectivity/Objectivity.** When there is no ‘Sayer’ in reporting then the credibility of the news given is always questioned (Fatima et al., 2018, p. 22).

Tweet #22 has transitive verbs that show the actions taking place. It has the participants and actions. The focus of the text is on the news of the smuggling of drugs into Israel. The transitive verbs in the tweet are ‘spotted’, ‘confiscated’, ‘transferred’, and ‘dispatched’ which show the kind of actions taking place in the tweet. All these actions are directly related to IDF soldiers. It informs us that IDF soldiers had spotted several suspects who were trying to smuggle drugs from Egypt into Israel. IDF soldiers were dispatched to the scene and confiscated 31kg of drugs in Israel. Lastly, it informs that the drugs were transferred to the Israeli police station. The news is shared through the transitive verbs ‘spotted’, ‘confiscated’, ‘transferred’, and ‘dispatched’.

4.3.2.23. TRANSITIVITY IN TWEET #23



SUBJECT	VERBS	OBJECT
Sirens	Sounded	In open areas

One rocket	Fired	from the Gaza Strip toward Israeli territory
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- **The agency of participants** is between the subject and verb in the second sentence. The subject "one rocket" is the entity acting as the verb "was fired." The direct object of the verb is "Israeli territory," which is the entity receiving the action.
- **The focus of the text.** The main point of the text of the given tweet is to report on the rocket launch itself. The text also mentions that no interceptors were launched, which provides additional information about the rocket launch, but this information is secondary to the focus of the text.
- **Process type and Voice.** Passive voice has been used to report the incidents. Moreover, the doer of action is missing thus the processes aren't completely material.
- **Subjectivity/Objectivity.** Since there are no other 'Sayers' thus the credibility of the newsstands is questionable (Fatima et al., 2018, p. 22).

The tweet reports about the sirens sounded in open areas of Israel. It has the transitive verbs '**sounded**' and '**fired**' that denote the action in the tweet. A rocket has been fired from the Gaza Strip into Israeli territory. It informs that no interceptors were found. The tweet is another example of news that is shared through the official Twitter account of the Israeli Defense Forces about the rocket and missile attack. The news of missile attacks and rocket attacks is shared to protect against the security threats Israel faces on a daily base. These types of news are shared for almost another 2 to 3 hours to show it as emergencies Israel faces, without providing any context.

4.3.2.24. TRANSITIVITY IN TWEET #24



SUBJECT	VERBS	OBJECT
Sirens	Sounded	In the Galilee area in northern Israel
UAV	Crossed	from Lebanon into Israeli airspace
Iron dome interceptors	Launched	According to protocol
Fighter jets	scrambled	To the petrol area

TRANSITIVITY IN THE TWEET

- **Agency of participants.** The text of the tweet contains transitive verbs sounded, crossed, launched, and scrambled which denote the actions mentioned in the text.
- **Style of text.** Straightforward
- **Focus of text.** The focus of the text in the sample tweet is on the events that occurred in the Galilee area in northern Israel, namely the intrusion of a UAV into Israeli airspace and the response of the Israeli military to this incursion.
- **Intensity of action.** The text has a high level of intensity, as it describes the sounding of sirens, the launching of interceptors, and the scrambling of fighter jets. The use of the phrase "according to protocol" suggests that these actions were taken in a systematic and well-organized manner, further suggesting a sense of urgency.
- **Process types and Voice.** The indirect form of verbs has been used to denote an action. There is a passive voice in the clauses. The process types are not material as the material process takes the actor, verb and direct object are not present (Halliday, 1995).
- **Subjectivity/Objectivity.** The absence of a verbal process denotes the only source of the news, which is questionable. Thus, there might be subjectivity in the news. Which is part of propaganda.

Tweet #24 again shares the news of the state of emergency through the tweet. The transitive verbs ‘**sounded**’, ‘**crossed**’, ‘**launched**’ and **scrambled** all states the news of an emergency. The news is about the sirens that are sounded in the Galilee area of northern Israel. It informs that a UAV crossed from Lebanon into Israeli Airspace.

4.3.2.25. TRANSITIVITY IN TWEET #25



TRANSITIVITY IN THE TWEET

SUBJECTS	VERBS	OBJECTS
Radio-controlled aircraft	Crossed	Into the Israel from Lebanon
Sirens	Sounded	Not explicitly mentioned (indicates the activation of the sirens)
Aerial defense system	Activated	Not explicitly mentioned (indicates the activation of the defence systems)
Not explicitly mentioned (referring to the radar or those monitoring it)	Lost	Radar Contact

- **Agency of participants.** The transitive verbs in the tweet are crossed, sounded, activated, and lost. There are some active and passive phrases in the tweet.
- **Intensity of action.** The text has a moderate level of intensity, as it describes the activation of aerial defence systems, but also notes that civilian life has returned to routine.
- **Focus on the text.** The text of the tweet focuses on the incident where a radio-controlled aircraft crossed into Israel from Lebanon, triggered the sounding of sirens and activation of aerial defence systems, and lost radar contact.

- **Style of the text.** The text is written in a straightforward style.
- **Process types and Voices.** There is the use of passive voices in the clauses of the tweets. The actions reported do not take the direct object thus they are no material processes.
- **Subjectivity/Objectivity.** If there is no verbal process present while reporting an incident then the credibility of the news is questioned (Fatima et al., 2018, p. 22).

There are transitive verbs in the tweet given above, that are ‘crossed’, ‘sounded’, ‘activated’ and ‘lost’, they have been used to report news. These transitive verbs signify the actions taking place in the tweet. Transitivity analysis is a yardstick to measure lexical differences accurately. Because the lexical differences whether generated consciously or unconsciously while reporting news create a diversified influence on the minds of the readers. The tweets that inform about the actions taking place in the tweets are mostly related to the Israeli forces taking action against terrorism. Showing that they are trying to protect civilians. The tweet given above, and the transitive verb ‘crossed’ is about the controlled aircraft crossing into Israel from Lebanon. The verb ‘sounded’ is related to the sound of sirens of activation of the defence system, and the verb ‘lost’ is about the loss of radar contact.

4.3.2.26. TRANSITIVITY IN TWEET #26



TRANSITIVITY IN THE TWEET.

SUBJECT	VERBS	OBJECTS
Our soldiers	Identified	A Hamas drone between northern Gaza and Israel
Our soldiers	Downed	A Hamas drone

The IDF	Monitored	The drone
The drone	Did not cross	Into the Israel

- **The agency of participants.** The subjects in the text of the tweet are ‘our soldiers’, ‘The IDF’, and ‘The drone’, they take the transitive verbs while the object in the tweet is ‘ Hamas drone’.
 - **The focus of the text.** The focus of the text of the sample tweet is on the actions of the Israeli military in identifying and downing a Hamas drone that was in the vicinity of the border between northern Gaza and Israel. The text also tells that the drone was monitored throughout the incident and did not cross into Israel.
 - **Intensity of action.** The text suggests a moderate level of intensity, as it describes the identification and downing of a drone.
 - **Style of text.** The text is written in a straightforward style.
- The tweet given above has transitive verbs like ‘**identified**’, ‘**downed**’, ‘**monitored**’, and ‘**did no cross**’.

4.3.2.27. TRANSITIVITY IN TWEET #27



SUBJECTS	TRANSITIVE VERBS	OBJECTS
IDF soldiers & Israel Border Police.	Conducted	counterterrorism activities
IDF soldiers & Israel Border Police	Apprehended	terrorist suspects
Palestinian gunmen	Opened	Fire

Soldiers	Responded	Fire
IDF soldier	Injured	Not explicitly mentioned (referring to someone responsible for the evacuation)
Unspecified	Evacuated	1 IDF soldier

TRANSITIVITY IN THE TWEET

- **Agency of the participant.** The text of the tweet contains the IDF soldiers, & Border police, and the Palestinian gunman as the actors or the subjects of the action.
- **Focus on the text.** The focus of the text in the sample tweet is on the counterterrorism activities conducted by IDF soldiers and Israel Border Police in Jenin, and the subsequent exchange of fire with Palestinian gunmen. The text also notes that one IDF soldier was injured and evacuated to a hospital.
- **Intensity of action.** The text suggests a high level of intensity, as it describes an exchange of fire between IDF soldiers and Palestinian gunmen.
- **Style of text.** The text is written in a straightforward style.

Tweet #27 has transitive verbs ‘conducted’, ‘apprehended’, ‘opened’, ‘responded’, ‘injured’, and ‘evacuated’. These transitive verbs denote the action taking place in the tweet and signify the lexical choices in the text of the tweet. Firstly, it reports about the counter-terrorism activities by IDF troops and Israel border police in Jenin. They apprehended terrorist suspects

4.3.2.28. TRANSITIVITY IN TWEET #28



Israel Defense Forces

@IDF · Apr 21, 2022

In response to the 1st rocket attack on Israel tonight, we struck an underground complex in Gaza used to produce rocket engines.

This will significantly impede rocket manufacturing capabilities in Gaza.

We hold Hamas responsible for all terrorist activities emanating from Gaza.

 130
 378
 1,819



TRANSITIVITY OF THE TWEET

SUBJECTS	TRANSITIVE VERBS	OBJECTS
We (IDF)	Stuck	an underground complex in Gaza used to produce rocket engines
Not explicitly mentioned (referring to the actions taken by "we")	Impede	rocket manufacturing capabilities in Gaza.
Not explicitly mentioned (referring to the speaker or the authority making the statement)	Hold	Hamas responsible for all terrorist activities emanating from Gaza)

- **Agency of the participants.** It has the IDF forces as the subjects and contains transitive verbs ‘stuck’, ‘impede’, and ‘hold’. That signifies some actions taken by the IDF.
- **Focus on the text.** The text of the tweet focuses on Israel's response to a rocket attack, which involved striking an underground complex used to produce rocket engines in Gaza. The text also emphasizes the impact of the strike on the manufacturing capabilities of rockets in Gaza, and places responsibility for all terrorist activities emanating from Gaza on Hamas.
- **Style of text.** The style of the text is declarative and assertive, with an emphasis on Israel's actions and position.
- **Intensity of action.** The text suggests a high level of intensity, as it describes a military strike on an underground complex in Gaza.

The transitive verbs in the tweet given above are ‘**stuck**’, ‘**impede**’, and ‘**hold**’. The tweet reports the news from the Israeli Defense Forces. It reports that IDF stuck an underground complex in Gaza used to produce rocket engines, in an answer to the rocket attack from Gaza. In the last sentence of the tweet, it is made clear that they hold Hamas responsible, for all the terrorist activities emanating from Gaza. The lexical choices in the tweet can influence the minds of the audience. To influence the audience

that all activities of IDF in Gaza are truly justified by their self-defence.

4.3.2.29. TRANSITIVITY IN TWEET #29



TRANSITIVITY IN THE TWEET

a Palestinian terrorist armed with a knife	Entered	the community of Tekoa
A civilian	Operated	Not explicitly mentioned (indicates the action to stop the terrorist)
IDF soldiers	Dispatched	To the scene
IDF soldiers	Searching	the area for additional suspects

- **Agency of participants.** In the text of the tweet, the Palestinian terrorist, the civilian, and the IDF soldiers are the active agents and the subjects of the transitive verbs that denote the action taking place.
- **Focus on the text.** The focus of the text is on the actions taken by the Palestinian terrorist, civilians, and IDF soldiers in response to the terrorist's presence in the community of Tekoa.
- **Style of the text.** The text is written in a straightforward style.
- **Intensity of action.** The text suggests a high level of intensity due to the presence of a Palestinian terrorist armed with a knife in a community.

The tweet has transitive verbs ‘entered’, ‘operated’, ‘dispatched’ and ‘searching’. They signify the actions taking place. The use of transitivity while reporting some news

is always significant to know the lexical choices made. The lexical choices made consciously or unconsciously have an impact on the minds of the reader. The tweet reports a knife attack in the community of Tekoa. The terrorist has been called a ‘Palestinian terrorist’. It has been reported that IDF forces have been dispatched to the area for any additional suspects. While reporting any news it’s always important to maintain neutrality. In the information shared above, the terrorist has been called out as a Palestinian terrorist without providing any proof. Which questions the reliability of the news.

4.3.2.30. TRANSITIVITY IN TWEET #30



TRANSITIVITY IN THE TWEET

SUBJECTS	TRANSITIVE VERBS	OBJECTS
A Hezbollah drone	Crossed	from Lebanon into Israeli airspace
Our soldiers	Downed	The drone
Not explicitly mentioned (referring to the speaker or the authority making the statement)	Prevent	any attempt by Hezbollah to violate Israeli sovereignty

- **Agency of participants.** The main agents of the action in the tweet are the Hezbollah drone and IDF soldiers. Transitive verbs crossed, downed, and prevent denote the actions.
- **Focus on the text.** The focus of the text is on the actions taken by the Hezbollah

drone and the Israeli soldiers in response to the drone's presence in Israeli airspace.

- **Intensity of action.** The text suggests a moderate level of intensity due to the presence of a drone in Israeli airspace.
- **Style of text.** The style of the text of the tweet is objective and straightforward.

The tweet shares the news of the downing of a Hezbollah drone by IDF soldiers. The transitivity in the given tweet is ‘crossed’, ‘downed’, and ‘prevent’. The transitivity in the tweet is a yardstick to measure the lexical differences accurately. The choice of the word ‘Hezbollah drone’ indicates the news given has no neutrality. There is subjectivity in the news given.

4.3.2.31. TRANSITIVITY IN TWEET #31



TRANSITIVITY IN THE TWEET

SUBJECTS	TRANSITIVE VERBS	OBJECTS
A Palestinian assailant armed with a knife	Charged	toward IDF soldiers near the entrance to the city of Nablus
The assailant	Attempted	To stab the soldiers
The soldiers	Responded	With live fire
The soldiers	Neutralized	Him

- **The agency of participants.** The tweet has the Palestinian assailant and the IDF soldiers as the subjects of the tweet that initiates the action.
- **The intensity of action.** The text suggests a moderate level of intensity due to a Palestinian assailant armed with a knife charged toward IDF soldiers and attempted

to stab them. The soldiers' response with live fire and the subsequent neutralization of the assailant further highlights the seriousness of the situation.

- **Focus on the text.** The focus of the text is on the actions taken by the Palestinian assailant and the IDF soldiers in response to the assailant's attack.
- **Style of text.** The style of the text of the tweet is straightforward.

The transitivity in the tweet given above talks about the action taking place. The transitive verbs in the tweet are '**charged**', '**attempted**', '**responded**', and '**neutralized**'. Tweet reports some news about a Palestinian assailant charged with a knife that attacked IDF soldiers in the city of Nablus. It reports that the assailant tried to stab soldiers and they in return attacked with live fire. While reporting the news neutrality of the news is not maintained. The lexical choice 'Palestinian assailant' indicates the partiality in the news that is given through the Israeli Defense Force's Twitter account.

4.4. Transitivity Processes by Halliday

4.4.1. Ideational Meanings in IDF's Tweets

In the theoretical conceptualizations of Functional Grammar, Halliday (1994), presented the three meta-functions of language. This section of the study focuses on Ideational meanings or the representational clause in the text of the tweets of the Israeli Defense Forces. This means focusing on the idea being referred to by the clauses of the tweets. This field of discourse is influenced by the transitivity systems present in the tweets. As Halliday (1985) notes, transitivity analysis involves examining the process and participant choices made in a clause to understand how meanings are constructed. Transitivity patterns have been analyzed in the section above through automated textual analysis. they have been analyzed to find the ideational meanings in the official account of the Israeli Defense Forces. Halliday (2004) argues that Ideational meaning is central to the function of language, as it allows speakers to represent their experiences and understandings of the world.

The transitivity system within the discourse refers to what is happening, who are the participants engaged, and the nature of social action taking place (Halliday, 1995, p. 12). Halliday (1995) explains that the Ideational meaning in any discourse can be analyzed by identifying the six main types of processes: Material process, Mental process, Relational process, Verbal process, Behavioral process, and Existential process. All these processes would help in analyzing how language has been used by

the Israeli Defense Forces to present different actions in the clauses, the participants, actions, and the goals. This Ideological meaning lays bare the linguistic mechanism used by the IDF forces to position itself about its opponents and adversaries to show their propaganda on social media platforms. Israeli Defense Force's Twitter account is used as a source of news for conflicts and wars, and analyzing transitivity in the representational clauses of the tweets can reveal the veracity of the information given through the IDF's Twitter account.

4.1.2. Material Process

A material process is used to describe a physical action or event. The Material Process has the Actor, the Goal, the Range, and the Beneficiary who may be the recipient or the client. It is the action process, or the physical action being carried out (Halliday, 1995). The sample of tweets that have been analyzed for transitivity in the section above contains the material processes like **'stuck', 'murdered', 'rockets fired', 'rockets landed', 'fired', 'striking', 'conducted', 'operated against', 'apprehended', 'fell', 'threaten', 'opening fire', 'searching', 'downed', 'collected', 'attack', 'stabbed', 'evacuated', 'stabbed', 'fled', 'neutralized', 'hit', 'exploded', 'hurled', 'intercepted', 'met', 'received', 'confiscated', 'transferred', 'crossed', 'launched', 'scrambled', 'activated', 'lost', 'identified', 'monitored', 'conducted', 'responded', 'injured', 'evacuated', 'hold', 'impede', 'entered', 'operated', 'dispatched', 'charged', 'attempted', and 'responded'**. These material processes in the representational clauses of the tweets of the Israeli Defense forces not only materialize the actions mentioned in the tweets, but they also contain different participants, the carrier of the action as well as the beneficiary of the action. The beneficiary can be the recipient of the client. The clauses of the tweets of the Israeli Defense Forces are grammatically structured and framed in such a way that the beneficiary of the action is usually the Israeli Defense Forces, and the actions are shown to be conducted in favour of the common public and the defence of Israel and Palestine. All representational clauses in the sample of the tweets taken from the official Twitter account of the Israeli Defense Forces contain the material process that denotes operations, actions, and attacks by the Israeli Defense Forces.

The participants linked with the material processes are the Actor and Goal: The actor is represented as the doer of the action and the Goal is the entity upon which the process is done upon (Berry, 1977). These three elements' Actors (subjects), transitive verbs (material processes), and objects (Goals) are given in tables form in the section above.

According to these tables, the entities that are subjects and doers of action are either the IDF forces or the Terrorists who are allegedly Palestinians, Hamas, and Hezbollah. By analyzing all these entities in texts of tweets it can be seen, that the attacks and operations by IDF are justified as the response to the terrorist activities to frame themselves as the victims of the terrorists, while on the other hand, the actions by any civilian of the Palestine is framed as the major crime and perpetrator of terrorist without providing the context why action was taken in first place. All the activities and actions (material processes) are framed in the clauses of the tweets in such a way that the opponents of Israel like Hezbollah and Hamas are represented as the main perpetrators of the crime while the Israeli Forces and their actions are shown to be the direct response to the terrorism, and in favour of the civilians. All these material processes in the clauses show the propaganda by the Israeli Defense Forces on social media, as a campaign to malign its opponents and to provide false information to justify their gruesome actions against the Palestinians.

4.1.3. Mental Process

The mental process can be defined as the process of psychological and philosophical association of actors' actions with their minds. A mental process is used to describe a cognitive or mental action. The sample of all the tweets of the Israeli Defense Forces contains the material processes, many physical actions but no mental processes. There are material processes in the representational clauses of the tweet but barely any mental process that shows that the grammatical selection of Israeli Defense Forces tweets contains the use of strong physical actions.

4.1.4. Relational Process

A relational process describes a relationship between two or more entities. There are five portions of the relational processes namely intensive, attributive, circumstantial, possessive, and identifying. They describe the abstract relations of the phenomenon. As the participant in the clause is called the Carrier of the action, there are emotive terminologies at the ranks of the adjectives, adverbs, and nouns describing the interpersonal stance of the speaker. These emotive terminologies describe the stance of the speaker as well as build the narrative in the context. This approach targets an entity or an event already in existence when a certain set of narratives is aroused in the context. To build a relational process these include words such as lovely, attractive, fantastic, successful, beautifully, ruefully, superficially, poverty, illness, success, or meaningless (Halliday, 1994, p. 184).

Relational processes that have been mentioned in the tweets of Israeli Defense Forces are ‘**terrorist drone**’, ‘**Palestinian terrorists**’, ‘**Innocent Israelis**’ etc. all indicate the speakers’ attitudinal approach. These relational processes show the Interpersonal stance that IDF frames their tweets to blame Palestinians for everything and call themselves innocents to gain public sympathy.

4.1.5. Verbal Process

The verbal process stands on the border of mental and relational processes, it is formed by the direct or indirect forms of reporting in the text. the “kind of symbolic exchange of meaning” (Halliday, 1985, p. 129). The verbal process shows the linguistic expression of the speaker in which the addressed individual is referred to as Target and the resultant verbiage. To analyze IDF tweets for verbal processes in the ideational meta-function using Halliday's (1995) framework, we would need to look at the types of verbs being used and how they are being constructed within the sentence. Verbs in the ideational meta-function are used to represent events and actions and can be classified into different categories based on their semantic features. The verbal processes in the IDF tweets have transitive verbs that explain the actions being taken by IDF forces. The resultant verbiage denotes the presence of propaganda in the form of **loaded language, blame games, and calling out their opponents with names**. Verbal processes in IDF tweets using Halliday's framework provide insights into how events are being represented and constructed within the text, the operations, events, and participants are structured in such a way as to blame their opponents like Hezbollah, and Hamas as the perpetrators of terrorism.

4.1.6. Behavioural Process

A behavioural process describes a habitual or repeated action in any text. According to Halliday (1985) Ideational meta-function parameters, the behavioural processes in the tweets, emphasizes the professionalism and loyalty of Israeli Defense Forces towards the common public, especially the Israelis while hiding the fact that attacks are initiated by Israeli Forces to evict Palestinians from their homes, occupy their lands and initiate propaganda on social media. Let’s take examples from the sample of tweets above, **tweet #5**, says *“We will continue to protect Israeli Civilians from any threat”*. In **tweet #7**, *“We will continue to operate in the fight against terrorism”*. In **tweet #10**, it says in the last clause *“Terrorists continue to attack Israeli Civilians. We continue to defend them”*. In **tweet #11**, *“We will continue to operate to counter terrorist efforts”*. In **tweet #15**, the clause says, *“We will continue to operate to prevent*

any attempt to violate Israeli sovereignty”. Likewise in sample **tweet #31**, the clause says, *“We will continue to prevent any attempt by Hezbollah to violate Israeli sovereignty”*. The behavioural processes in all these sample clauses taken from the sample data show the presence of habitual action by the IDF forces. The use of these behavioural processes or habitual actions by IDF shows the deliberate use of linguistic terms for propaganda. To build an image of Israeli Forces as an army committed to protecting civilians and safeguarding the values of the global community. As part of its propaganda on social media.

4.1.7. Existential Process

An existential process is used to describe the existence or presence of something in any text. for example, showing the presence of Israeli Forces as a powerful force in the region while painting their opponents as terrorist organizations deemed to destroy the peace of the region. All these processes in the tweets have been used as an organized attempt to propagate propaganda by the Israeli Defense Forces. The analysis of processes in a sample of the tweets reveals the Material processes, Relational processes, and Behavioral processes in a sample of tweets from the Israeli Defense Force's official Twitter account.

4.5. Multimodal Tweets

This part of the analysis deals with the analysis of multimodal tweets. Sample tweets containing multimodal semiotic resources such as visual and textual elements have been taken. This part of the analysis attempts to analyze multimodal data considering Halliday’s Systemic Functional theoretical model for multimodal texts as given in Table 1. Halliday’s Systemic functional theory gives the foundations to model language and images as interrelated systems. Multimodal texts attempt to analyze how choices are made from these systems to create meanings. These multimodal tweets have been analyzed with the help of O’Toole’s (2011) theoretical model for images, and the theoretical model for the analysis of language by Halliday (2008) and Martin (2007). The model is based on three different ranks of constituencies. Which analyzes meanings in terms of Ideational, Interpersonal, and textual meta-functions. This is a multilevel contextual model for analyzing multimodal texts, that involves language and images. The basic assumption of the model is given in the conceptual framework, in CH 3 of the study. This theoretical approach is a social semiotics approach that is concerned with how meanings are created from the interaction of language and other semiotic

resources in multimodal texts.



Figure 1

The tweet in Figure 4.5.1.0 contains an image along with the text. The approach required to interpret this text is a multilevel social semiotic approach, that recontextualized meanings arising from different modalities (O'Halloran, Tan, Wignell et al, 2012, p. 12). Firstly, the meta-functions of the visual image are interpreted. And the meta-functions of the text are analyzed. All the meanings are then recontextualized to infer the message given in a multimodal tweet. Henceforth the meta-functions realized by the visual image are explained through O'Toole's (2011) theoretical model for visual images given below.

4.5.1. Representational Function in Visual Image 1

The representational function in the visual images is equivalent to the Ideational function in language. The representational function is related to themes in a visual image (O'Toole, 2011). The theme in the image is related to the **Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences)**, **Figure (Character, object, position, stance, and Gesture)**, and lastly **Member (basic physical forms, parts of body, objects, components)**. (O'Toole, 2011).

EPISODE

O'Toole (2011) has characterized the episode in the visual images as the representational function which contains scenes, groups, actions, and sub-actions. The scene in the visual image given above is a group of people, they are children, women, and men. Action in the Episode denotes these people standing with their hands raised, and they seem to be walking in front of some armed men wearing uniforms. The

interplay of actions signifies the people walking in some fear with these armed men.

FIGURE

According to O'Toole (2011), Figure in a visual image plays a representational function. The figure is related to the character, object, position, stance, and Gesture in the Image (O'Toole, 2011). There are a lot of characters in the image, women, children, teenage boys, men, and some armed men in uniform. These armed men in uniform seem to be behind these people. The character of the kid with the hat is beside a woman. The woman right in front of the picture seems to be walking with fear, as she rolls her head back and looks at the soldiers. The position, stance and gesture of these figures show that they are afraid of these soldiers in uniform. And they are walking in fear.

MEMBER

Member is an important representational function of a visual image. As per the theoretical framework of O'Toole (2011), Members are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). Therefore, the members in the visual image in Figure 4.5.1 are the hands of the women, children, and men. Their facial expressions show that they all are running away in fear of those armed soldiers behind them. The tilted head of the woman on the front shows fear. Some boys and women are holding their luggage on their heads and shoulders signifies their forced displacement. Therefore, as per the theoretical framework of O'Toole (2011), these are Members of the visual image, that perform the representational function in any visual image.

4.5.2. Modal Function of Visual Image 1

The modal function in a visual image is also called an Interpersonal meta-function in the meta-function of language (O'Toole, 2011). Modal function in any visual image is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). Therefore, the modal function of the visual image is the light, which is the direct sunlight as the setting of the image is in an open setting. The figures and characters are in an open setting, signifying some real-life incident/event. Moreover, the frame of the image is people with raised arms that signify they are running away from the persecution of soldiers in uniform. Their eyes, gaze and facial expression all are one frame that denotes some fearful happening.

4.5.3. Compositional Function of Visual Image 1

The visual image also has a compositional function that is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image.

Therefore, the compositional function of the visual Image given above is the framing of the characters and figures in pictures having their arms raised. Framing of the boy in front who fears soldiers behind him. The composition of episodes. The composition function is realized by members in the visual images, like soldiers with arms, men, women, and children with luggage on their shoulders. The framing of these episodes is in a way that shows something frightful happening.

4.5.4. Ideational Function of Language

Ideational meta-function is also called the experiential function in language. Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. It is realized through the processes, participants, and roles. In Figure 4.5.1 the Ideational function of the text is the taking vow on International Holocaust Memorial Day for never letting this happen again.

4.5.5. Interpersonal Function in Language of Figure 1

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). Interpersonal function is the relationship between the narrator and the reader. Speech function is realized through the exchange of information in the clause (Halliday, 2008). The speech function (Halliday, 2008) of the text “NEVER AGAIN” sets the moral tone to never let this happen again on the day of International Holocaust Day, by remembering the murder of 6 million Jews.

4.5.6. Textual Function of Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The information focus of the text is sharing information about Holocaust on the International Holocaust Day. Remembering the 6 million Jews who have been murdered on that day. Then the text in bold letters says, “NEVER AGAIN”. This is a vow that is written on the picture of a supposedly a holocaust shared in the tweet, to remember that day by the official Twitter page of Israeli Defense Forces.

Therefore, in the light of all the meta-functions realized by the visual and textual semiotic resources in the tweet, recontextualizing meanings arising from different modalities, it can be said that the Israeli Defense Forces (IDF) talk about the Holocaust through its official Twitter account to sympathies of an international audience. The present image is shown to be the visual representation of the supposedly historic picture

of the Holocaust Day. The image has been used by the Israeli Defense Force's official Twitter account to commemorate the memory of Holocaust Day as the textual part of the tweet says. The sample tweet combines textual and other semiotic resources to show the visual representation of the Holocaust. The selection of that specific image is a public stunt to gain sympathy from the official account of the Israeli Defense Forces where they portray themselves as a Jewish state and build a narrative of antisemitism to justify their occupation.



Figure 2

The text in Figure 2 has an image as well as the text. Therefore, the approach required to interpret this text is a multilevel social semiotic approach, that recontextualizes meanings in different modalities (O'Halloran, Tan, Wignell et al, 2012, p. 12). Therefore, the meta-functions of the visual image are interpreted. And the meta-functions of the text are analyzed by the scholar. After that, all meanings are then recontextualized to infer the message given in a multimodal tweet. This approach is called the multilevel social semiotic approach. Henceforth the meta-functions realized by the visual image are explained through O'Toole's (2011) theoretical model for visual images is given below.

4.5.7. Representational Function of Visual Image 2

The representational function in visual images is also called the Ideational function

in language. Representational function in visual images is related to themes in the theoretical framework of O'Toole, (2011). The theme in the image is realized by **EPISODE (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences)**, **FIGURE (Character, object, position, stance, and Gesture)**, and lastly **MEMBER (basic physical forms, parts of body, objects, components)**. (O'Toole, 2011)

FIGURE

The **figure** in any visual image is realized by Character, Objects, Position, Stance, and Gesture (O'Toole, 2011). The figure is a representational meta-function in visual images. The characters in the image in **Figure 2** are three women wearing Israeli forces uniforms. They **position** themselves as if they were taking a selfie together. **The gesture** of these three women in the image is that they are shown as smiling. The physical appearance of the first woman taking a selfie is that she is obese as compared to the other two women standing beside her. And, she is wearing a trinity sign, showing she is Christian. Whereas the second woman is holding a camera and smiling. The third woman in uniform is a bit away from the selfie camera, having her hands in her pocket, and smiling towards the camera. The **object** in the image is a camera and a trinity necklace. The figure in the image is of three women taking a selfie in a pleasant mood.

MEMBER

Member is another significant representational function of a visual image. According to the theoretical framework of O'Toole (2011), Members are **basic physical forms, parts of the body, objects, and components** (O'Toole, 2011). Member in Image 4.5.2 is the hand of the first woman raised for taking a selfie, while the hands of the second woman holding a camera. Meanwhile, the third woman has her hands in the pockets of her uniform. Their physical forms are different, but they are smiling together. The objects in the visual image are the camera and the Trinity necklace. The trinity necklace on the neck of the first woman in uniform points that her religion is different from other women beside her. These are all part of MEMBER of visual images as per the theoretical framework of O'Toole, (2011). These define the representational meta-functions. (O'Toole, 2011).

4.5.8. Modal Meta-Function of Visual Image 2

The modal function in a visual image is the Interpersonal function in the meta-function of language (O'Toole, 2011). The modal function could be analyzed through visual image is realized by the **Light, Gaze, Main features of the setting, and Frame**

(O'Toole, 2011, p. 73). Firstly, the light in the visual is the sunlight, as the three figures are standing in an open setting in broad daylight. Secondly, the main feature of the setting is they all stand before a wall with a trinity sign, giving the impression of a church. Their gaze is toward the camera to take a selfie. Moreover, the main frame in the visual image is the sign of the trinity showing religious harmony. Another frame is these three with supposedly different religions have been shown in uniforms and a bond of friendship. Therefore, to show the audience that IDF is an inclusive force with equal representation of women.

4.5.9. Compositional Function of Visual Image 2

The compositional function in the visual images is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of **Episodes, Members, and Frames in the visual image**. The composition of the visual image given above is the framing of the figures, their relative positions, and Episodes. The composition of the visual image tells us that Figures, Episodes and members are framed harmoniously. They all try to present a picture of a very inclusive IDF force.

4.5.10. Ideational Function of Language

Ideational meta-function is also known as the experiential function in language. Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. The ideational function in the text given at the top of the visual image is three women in uniform. The opening clause of the text tells that these women are Muslim, Jewish, and Christian. And they are told to serve in the IDF.

4.5.11. Interpersonal Function of Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). Interpersonal function is a relationship between the narrator and the reader. Speech function is realized through the exchange of information in the clause (Halliday, 2008). The text of the image unfolds in three clauses. The speech function of the text is narrative, to inform the readers that these three women belong to three different faiths. They are Muslim, Jewish, and Christian. They all are serving in the Israeli Defense Forces. The visual image has been used to create an interpersonal relationship with the reader and give the impression of inclusivity.

4.5.12. Textual Function of Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The focus of the information is on representing three women belonging to three different religions. To represent IDF as the gender-inclusive force. Therefore, combining all the meta-functions in the textual and visual image of the tweet, it can be inferred that IDF through these images tries to present a very positive image of the IDF forces. Through this tweet, Israel tries to project an image of IDF as a military with inclusiveness and tries to build the narrative of itself as a legitimized social institution that safeguards global values, not to mention its heinous crimes of Human Rights violations in Palestine.



Figure 3

The tweet in Figure 3 has multiple modalities to communicate or send a message to the audience. Therefore, the approach that has been used to interpret meanings in the tweet is the multilevel/multimodal social semiotic approach. The social semiotic approach sees meanings arising from different modalities in a social context it was made (O'Halloran, Tan, Wignell et al, 2012, p. 12). Firstly, the meta-functions in the visual image are analyzed in the section given below by the theoretical model of O'Toole, (2011). Secondly, the meta-functions in the language are analyzed by the theoretical model of Halliday, (2008). Then meanings from language are contextualized and recontextualized with that of meanings arising from images to infer the meaning of different modalities used. As used by O'Halloran, Tan, and Wignell et al (2012).

4.5.13. Representational Function in Visual Image 3

The theoretical framework given by O'Toole (2011) analyzes the representational function in visual images. Representational meta-function is also called the Ideational meta-function in language. Representational function in visual images is related to themes (O'Toole, 2011). The theme in visual images is related to **EPISODE (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), FIGURE (Character, object, position, stance, and Gesture),** and in the last **MEMBER (basic physical forms, parts of body, objects, components).** (O'Toole, 2011).

EPISODE

The episode in any visual image is about the actions, sub-actions, scenes, and portrayals (O'Toole, 2011). The episode in the visual image is the portrayal of the man in uniform and he appears to be standing on the cliff. The image has only one episode as there is only one figure in the visual image given above.

FIGURE

Figure in any visual image denotes the **Character, objects, stance, position, and Gesture** (O'Toole, 2011). In the visual image given above, the **character** is a man in uniform. He is wearing the uniform of the Israeli Defense Forces and standing on top of some cliff. He appears to be an IDF soldier in his service. His picture has been shown with his saying with inverted comas on his picture. He appears confident in uniform while touching one of his arms in the picture. The figure is a black-bearded man with a moustache and wearing sunglasses. The beard has been shown coz he has been introduced as a Muslim IDF soldier. Sunglasses signify the confidence and stance of the man. He feels confident and assured in his profession.

MEMBER

Members in any image are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). It is a significant representational function of a visual image. Objects in the visual image are sunglasses of the soldier, signifying the confidence he has, and his hand touching his other arm.

4.5.14. Modal Meta-Function of Visual Image 3

Modal function in the visual image is also called the interpersonal meta-function in the language (O'Toole, 2011). Modal function in the visual image is realized by the **Light, Gaze, Frame, and main features of the setting** (O'Toole, 2011). The Gaze of the figure in the visual image is directly towards the camera, shown as he was told to pose for a picture. The visual image has direct sunlight as the picture is taken in an open setting under the sun. As they want to show a natural setting. The mainframes of the

picture are natural settings, under the sunlight, the figure smiling, and the surrounding of the mountain cliff. Therefore, to create a natural scene.

4.5.15. Compositional Function of Visual Image 3

The Compositional function in the visual images is a Textual function in language. The compositional function in the visual image given above is the combination of all Episodes, Members, and frames in the visual image. It presents an IDF soldier in IDF uniform who is giving his services in the Israeli Defense Forces.

4.5.16. Ideational Function of Language

The ideational meaning in the text of the tweet is the participant that is shown in the picture. The participant is 'Muslim', 'Arab' and Circumstance: location is the 'defence of our shared country'.

4.5.17. Interpersonal Meaning of Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). Interpersonal function is a relationship between the narrator and the reader. Speech function is realized through the exchange of information in the clause (Halliday, 2008). The text at the top of the tweet introduces the soldier as a Muslim IDF officer. The text in inverted comas is a statement by the soldier, which says that he is an Arab Muslim, and he loves his country, Israel.

4.5.18. Textual Function of The Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008).



Figure 4

Figure 4 has different modalities, therefore the approach that is used to infer meanings from the multimodal text is called the multimodal social semiotic approach. This approach analyzes meanings arising from different modalities based on the meta-functions of visual images, and meta-functions of language in the language.

4.5.19. Representational Function in Visual Image 4

The representational function in the visual images can be analyzed as the Ideational function in language. Representational function in visual images is realized as the themes (O'Toole, 2011). The theme in the image is realized as an Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and Member (basic physical forms, parts of body, objects, components). (O'Toole, 2011)

EPISODE

The episode in the visual image has been characterized as the representational function which contains scenes, groups, actions, and sub-actions (O'Toole, 2011). The 'scene' in the visual Image given above is a woman in uniform, she is shown to be wearing an IDF uniform and her arms folded. 'Action' in the picture denotes her standing with folded arms and smiling towards the camera. The episode in the visual Image talks about the scene and actions.

FIGURE

According to O'Toole (2011), 'Figure' in a visual image signifies a representational function. The figure in visual Image is related to the character, object, position, stance, and Gesture in the Image (O'Toole, 2011). The 'character' in the visual image is the woman in IDF uniform. Her position is towards the camera, her posture shows her stance. The IDF female soldier with her uniform on, is smiling towards the camera. The 'Figure' thus shows the aesthetically pleasant picture of a female IDF soldier posing for a picture.

MEMBER

As per the theoretical framework of O'Toole (2011), Members are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). Member is a significant representational function of a visual image. As per the theoretical framework of O'Toole (2011), The members in the visual image given above are the folded hands of a female soldier, the cap in his uniform. Her short hair and her smiling face show her confidence level.

4.5.20. Modal Function Of Visual Image 4

The modal function in a visual image is also called an Interpersonal meta-function in language (O'Toole, 2011). Modal function in any visual image is realized by variables like Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The main feature in the setting of the image is that a female IDF soldier is shown just in front of the Israeli flag, showing her loyalty to the flag. Her squinting eyes showed the direct sunlight on her face. Her gaze is towards the camera showing she is posing for a picture. The main frame in the visual image is her posing in front of the Israeli Flag.

4.5.21. Compositional Function of Visual Image 4

The visual image also has a compositional function that is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image. The compositional function of the multimodal text plays by combining all the Episodes, Members, and Frames in the visual image that they are projecting the Image of IDF as a woman-inclusive force, where women love to work.

4.5.22. Ideational Function of Language

Ideational meta-function is also named the experiential meta-function in language. Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. It is realized through the processes, participants, and roles. The participant in the text given at the top of the picture is MAJ ELLA WAWEYA. Transitivity in the clause is realized as she has been introduced as the trailblazer, leader, and warrior. She is introduced as the highest-ranked Arab Muslim woman in the IDF.

4.5.23. Interpersonal Function of Language

The interpersonal meaning of the language is realized by the tone of the text, it enacts the relationship between the reader and narrator (Halliday, 2008). The statement given in inverted commas is a statement of the female IDF soldier in the picture. It sets the moral tone that the Arab Muslim woman is working at such a high rank who says, every dream comes true in IDF. Presents a woman women inclusive force.

4.5.24. Textual Meta-Function of Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The information has been organized in the textual part in such a way that it first introduces the Arab female in IDF who has been ranked to the highest position. Then information follows with her

statement in inverted commas, to present her point of view. Combining all the meanings described, the viewer is positioned to look at how the IDF advertises its Army by showing it protects global values. Presents a picture of an army with a very human face that safeguards women's rights and gives the highest ranks to Arab Muslims.



Figure 5

To infer meanings from the multimodal text given in Figure 5 the meta-functions of the visual image, and language are analyzed separately. These meanings are contextualized and recontextualized in a multimodal social semiotic approach, to analyze how meanings are arising.

4.5.25. Representational Function in Visual Image 5

The representational function in the visual images is the same as the Ideational function in language. This function is related to themes in a visual image (O'Toole, 2011). The theme in the image can be analyzed by analyzing the **Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences)**, **Figure (Character, object, position, stance, and Gesture)**, and lastly, **Member (basic physical forms, parts of body, objects, components)** as given below. (O'Toole, 2011).

EPISODE

O'Toole (2011) has characterized the episode in the visual images as the representational function which contains **scenes, groups, actions, and sub-actions**. The scene in the visual image is a woman in IDF uniform standing at some high altitude. The surroundings are natural. The scene of a woman in uniform in some green

surroundings. The action denotes her holding the weapon and looking at the other side.

FIGURE

According to O'Toole (2011), figures in a visual image play a representational function. The figure is related to the **character, object, position, stance, and Gesture in the Image** (O'Toole, 2011). The character in the visual image is the female IDF battalion commander. The object in the visual image is the weapon she is holding, to give an impression of a candid picture on duty. She is looking in a other direction than that of the camera, her gesture is that she is looking far away. Her gestures are natural.

MEMBER

Members are **basic physical forms, parts of the body, objects, and components** (O'Toole, 2011). Member is a representational meta-function in a visual image (O'Toole, 2011). The basic physical form in the visual image is the IDF woman battalion form. She is standing and smiling in the opposite direction. The object is the gun she is holding.

4.5.26. Modal Meta-Function of Image 5

The modal function in a visual image is also called an Interpersonal meta-function in language (O'Toole, 2011). Modal function in any visual image is realized by the **Light, Gaze, Main features of the setting, and Frame** (O'Toole, 2011, p. 73). The main feature of the setting of visual is a female IDF soldier standing in green surroundings. Her Gaze is away from the camera, in the opposite direction. The light in the visual image is direct sunlight as her squinting eyes explain. The main frame of the visual image is framing the IDF soldier in natural surroundings, presenting her doing her duty.

4.5.27. Compositional Function of The Image 5

The compositional function in the visual image is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image. The compositional function of the image given above is realized by Episodes, Members, and frames as mentioned above.

4.5.28. Ideational Function of Language

Ideational meta-function is an experiential function in language. Ideational meta-functional in language are actions, happenings, and relations in the clause of a text (Halliday, 2008). It is realized through the processes, participants, and roles. Ideational function in the language of the tweet is realized by the first ever Muslim woman commander battalion in IDF artillery. These roles are mentioned as an introduction to

the tweet. She has been presented as a trailblazer, leader, and warrior.

4.5.29. Interpersonal Function of Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). The speech function of the clause in inverted commas right on the picture is to provide firsthand information about gender equality in IDF.

4.5.30. Textual Function of Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The focus of the information shared is to introduce what appears the first-ever Muslim woman battalion in IDF artillery. The focus of the information is again on presenting the Israeli Forces as a force that has Muslim women in the highest ranks. Combining meanings analyzed through these meta-functions, IDF presents itself as a force that has a high representation of Muslim women, who are shown to be working at high ranks in IDF. They tend to promote a highly positive image of their force contrary to what HUMAN RIGHTS WATCH shows, for seeking validation from the international community.



Figure 6

Figure 6 uses different modalities to communicate, it contains the language and text as well. The approach required to interpret this text is the multimodal social semiotic approach. For this, the meta-functions in the visual image are analyzed through the theoretical framework by O'Toole (2011). And then the meta-functions of the language

are explored.

4.5.31. Representational Function of Visual Image 6

The representational function in the visual images is also called the theme of visual images. The representational function is themed in a visual image (O'Toole, 2011). Therefore, to analyze the theme in the image, these variables like Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and lastly Member (basic physical forms, parts of body, objects, components). (O'Toole, 2011). These are given below.

EPISODE

Episodes in visual images as the representational function that contains **scenes, groups, actions, and sub-actions** (O'Toole, 2011). The only 'scene' in the visual image given above is of a camouflaged face of a soldier. The scene has the camouflaged face of the soldier, his face is half hidden in bushes and half open. This scene signifies him performing his duty or giving services in the IDF.

FIGURE

Figures in a visual image play a representational function. The figure is related to the **character, object, position, stance, and Gesture in the Image** (O'Toole, 2011). The character in the scene given above is an IDF soldier. He is wearing a uniform. The object in the scene is the hat on his head, signifying that he is standing in a combat field. 'Object' in the picture is also the bushes. He is hiding behind these bushes. His position and gestures show that he is performing his duties, and the picture has been taken candidly.

MEMBER

Members are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). Member is an important representational function of a visual image. As per the theoretical framework of O'Toole (2011). The member in the picture is the squinting eyes of the soldier. His wrinkled and camouflaged face was hidden behind the bushes.

All these variables are the themes of the visual image.

4.5.32. Modal Function of Visual Image 6

The modal function in a visual image is also called an Interpersonal meta-function in language (O'Toole, 2011). A visual image's modal function is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The main features of the setting in the image are the bushes and the figure standing behind the bushes. The

Gaze of the character is towards the camera, denoting the fact he has been asked to pose for a picture. Moreover, the mainframes in the picture are the camouflaged faces of the person. In another frame is his half face hidden in bushes; half shown.

4.5.33. Compositional Function of Visual Image 6

The visual image also has a compositional function that is also known as the Textual function in language. According to O'Toole (2011), compositional function in a visual image is about **Episodes, Members, and Frames in the visual image**. The compositional function in the visual image given above is that it presents an image of an IDF soldier whose face is camouflaged. He is shown as performing his duty. All these factors combine to show a picture of IDF soldiers as the most diligent and dutiful.

4.5.34. Ideational Function of The Language

Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. The language in the clause of the text explains relations, happenings, and actions by saying that the figure in the picture is defending Israel on the day of 'Purism'. He is called 'a disguise', who is ready for the Jewish holiday of purism to defend Israel.

4.5.35. Interpersonal Function of The Language

Interpersonal function is the relationship between the narrator and the reader (Halliday, 2008). Interpersonal meta-function is realized by the speech function in the clause, and appraisal in discourse (Halliday, 2008). In terms of analyzing the attitudes expressed. The text in the tweet develops a relationship with the reader by trying to build trust and promoting the Israeli cultural days through tweets. Moreover, to show the diligence of IDF soldiers these days.

4.5.36. Textual Function of The Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The focus of the information shared is on the Israeli day of purism, and a soldier has been shown performing his duties in the field. And information follows with the greeting of 'Happy purism' to everyone.

Therefore, by contextualizing and recontextualizing meanings arising from all semiotic resources in Figure 4.5.6, it is inferred that the Israeli Defense Forces is the only force that advertises IDF soldiers, posts their pictures through tweets, and advertises.



Figure 7

The tweet in **Figure 7** has an image as well as a textual part to communicate with the audience. The approach that has been used to interpret this text is a multilevel social semiotic approach, that recontextualized meanings arising from different modalities (O'Halloran, Tan, Wignell et al, 2012, p. 12). The scholar first analyzes meta-function in the visual image through O'Toole's (2011) theoretical framework. Then meta-functions in the language are analyzed through Halliday's (2011) theoretical framework.

4.5.37. Representational Function Of Figure 7

The visual images' representational function corresponds to the Ideational function in language. This function is associated with themes present in visual images (O'Toole, 2011). These themes in the image are connected to Episode (groups, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and finally, Member (basic physical forms, parts of the body, objects, components). (O'Toole, 2011)

EPISODE

O'Toole (2011) has defined the episode within visual images as the representational function, encompassing **scenes, groups, actions, and sub-actions**. The 'scene' in the visual image given above is of a soldier wearing the uniform of IDF. He is a person with Down Syndrome. The actions and sub-actions are raising his hands to make a sign of salute. His actions show he's a disabled person who is standing in an office-type room.

FIGURE

As per O'Toole (2011), the representational function in a visual image is fulfilled by the figure. The figure is associated with the **character, object, position, stance, and gesture** depicted in the image (O'Toole, 2011). The only character in the visual image is the character of a soldier with Down syndrome. His position, gesture of smile, his stance show that he has been asked to stand in that position to take his picture.

MEMBER

Within the theoretical framework of O'Toole (2011), Member holds a significant role as a representational function in a visual image. Members are defined as basic physical forms, parts of the body, objects, and components (O'Toole, 2011). The members in the visual image are the parts of the body of the IDF soldier all showing him a disabled person who has Down syndrome.

4.5.38. Modal Function of Visual Image 7

The modal function within a visual image is referred to as the Interpersonal meta-function in the language meta-function, as outlined by O'Toole (2011). The realization of the modal function in a visual image involves elements such as Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The main features of the setting in the visual image include an office, most probably the office of Israeli forces. The gesture of a soldier with Down syndrome shows he has been specially asked to pose like that for the picture. The main frame of the visual image is the office setting, an IDF soldier with Down syndrome posing for a picture.

4.5.39. Compositional Function of Visual Image 7

The visual image possesses a compositional function, equivalently termed the Textual function in language. O'Toole (2011) explains that the compositional function in a visual image involves the arrangement of Episodes, Members, and Frames within the visual representation. The compositional function in the visual image is related to showing that IDF has people with disabilities serving happily in it.

4.5.40. Ideational Function in Language

The ideational meta-function is concerned with representing the speaker's or writer's experience of the world and involves conveying information about events, actions, entities, and their qualities (Halliday, 2008). The ideational meta-function in the text is evident in the expression of ideas related to encouraging people with disabilities to volunteer for the IDF army. It involves conveying information about an individual named Tal, who has Down syndrome and proudly serves in the IDF Central command

in Israel. The text highlights the specific action of volunteering, the individual's condition (Down syndrome), and the pride associated with serving in the army. Overall, the ideational meta-function is manifested in the communication of experiences, actions, and information about Tal and the encouragement for others to follow a similar path to join IDF.

4.5.41. Interpersonal Function in Language

The interpersonal meta-function in the text is evident in the expression of social relationships, attitudes, and interactions. Specifically:

Addressing the Audience: The text begins with "to all the people with disabilities," which directly addresses the audience, inviting a sense of inclusivity.

Direct Advice and Encouragement: The phrase "Don't be afraid to volunteer for the army" involves a direct imperative, offering advice and encouragement to individuals with disabilities.

Expressing Salutation: The closing statement, "We salute you, Tal," is an expression of admiration and respect, contributing to the interpersonal aspect by acknowledging and praising Tal's contribution.

Overall, the text utilizes language to establish a connection with the audience, provide advice, and express admiration, reflecting the interpersonal meta-function in communication.

4.5.42. Textual Function in Language

Overall, the textual meta-function is responsible for the organization, coherence, and flow of the message, making it clear and accessible to the audience (Halliday, 2008). The text in the figure includes the structural organization which is the statement by Tal to encourage the audience to join IDF. The transition devices, transitional phrases such as "meet Tal" serve to guide the reader through different parts of the text, helping to maintain coherence.

The inclusion of the hashtag "#worldDownSyndromeday" contributes to the textual meta-function by linking the message to a broader online conversation and context. Henceforth, recontextualizing the meanings arising from the text with that of the visual image shown in Figure 4.5.7, it is seen that the Israeli Defense Forces through their tweets advertise their force. They attempt to project a very positive image of their army by including special people with disabilities like Down syndrome in their force.



Figure 8

The tweet in Figure 8 features both text and an image. Interpreting this text requires a multilevel social semiotic approach, as proposed by O'Halloran, Tan, Wignell et al (2012, p. 12). Initially, the meta-functions of the visual image are examined, followed by an analysis of the meta-functions of the text through the theoretical framework of Halliday (2008). Subsequently, all meanings are integrated to deduce the message conveyed in the multimodal tweet. The meta-functions embodied in the visual image align with O'Toole's (2011) theoretical model for visual images.

4.5.43. Representational Function of The Visual Image In Figure 8

The representational function in visual images aligns with the Ideational function in language, emphasizing connections to themes in visual content, as specified by O'Toole (2011). These themes within the image are further linked to **Episode (groups, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and Member (basic physical forms, parts of the body, objects, components)**, as defined by O'Toole's theoretical framework (2011).

EPISODE

O'Toole (2011) has characterized the episode in the visual images as the representational function which contains **scenes, groups, actions, and sub-actions**.

The scene in the visual image is of a female IDF soldier. The actions and sub-actions in the visual image include the female IDF soldier standing with her face towards the fence, intending to hide her identity.

FIGURE

Figure in a visual image plays a representational function. The figure is related to the **character, object, position, stance, and Gesture in the Image** (O'Toole, 2011). The character in the scene appears to be a female IDF soldier. The object in the scene is the long fence, that appears to be of a border. Her position and gestures show that she is hiding her identity.

MEMBER

Members correspond to basic physical forms, parts of the body, objects, and components (O'Toole, 2011). The basic physical forms related to the female soldier denote her standing position. She has a face opposite to the direction of the camera. The **object** in the picture is the gun she is holding, and the long iron fence. All these are the members of the visual image.

4.5.44. Modal Function of Visual Image 8

The modal function in a visual image is the interpersonal meta-function of language (O'Toole, 2011). Modal function in any visual image is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The main feature of the setting is the long iron fence that seems like the border of Israel. The light is broad daylight. And main frame is the visual image is the female soldier who is holding a gun.

4.5.45. Compositional Function of Visual Image 8

The visual image also has a compositional function that is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image. Thus, the compositional function in the visual image is played by all these components and themes that make the whole image.

4.5.46. Ideational Function of The Language

Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations. The ideational meanings in the paragraph convey details about Captain T's identity, role, responsibilities, and personal statement regarding her dedication to protecting Israel. She has been introduced as an IDF intelligence officer. Her statement is also given in the text to emphasize her commitment to protecting the people of Israel. Giving details of a female soldier who's

working in the intelligence department to show high women inclusivity.

4.5.47. Interpersonal Function of Language

The interpersonal meanings in the paragraph involve establishing a connection with the audience, communicating professional and personal aspects of Captain T, and expressing a sense of dedication and honour of a female. To indicates women, love to work in IDF.

4.5.48. Textual Function of Language

The textual meta-function is the information focus, organization of information and point of departure for what follows (Halliday, 2008). The textual meanings in the paragraph relate to the structure, organization, and coherence of the information presented. Key textual elements include **Structural Organization, Transition and Connection, Direct Quotation, and Information Sequencing**. The textual meanings in the paragraph focus on the structural organization, transitions, and the incorporation of direct quotations to convey information about Captain T clearly and coherently.

The meanings combined have the narrative theme of presenting a good face of IDF before the world. Portraying the IDF as a legitimized social institution safeguarding global values by gender inclusivity and gender equality.



Figure 9

Understanding it requires a multilevel social semiotic approach, reinterpreting meanings from different modalities (O'Halloran, Tan, Wignell, et al., 2012, p. 12). Initially, the visual image's meta-functions are assessed, followed by an analysis of the

text's meta-functions. Both modalities' meanings are then recontextualized to infer the message in the tweet. The visual image's meta-functions align with O'Toole's (2011) model for visual images. They are given below.

4.5.49. Representational Function of Visual Image In Figure 9

The representational function in visual images, as per O'Toole (2011), is associated with themes. These themes in the image are connected to the Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and finally Member (basic physical forms, parts of the body, objects, components) according to O'Toole (2011).

EPISODE

O'Toole (2011) has characterized the episode in the visual images as the representational function which contains **scenes, groups, actions, and sub-actions**. The **scene** in the visual image given above is of three black female soldiers who are shown as wearing camouflage berets. It also includes other groups of people that are standing beside these three women. The **scenes and actions** include these females cheering and hugging each other. And scenes include they are smiling to the camera.

FIGURE

A **figure** in a visual image is called a representational meta-function. The figure is related to the character, object, position, stance, and Gesture in the Image (O'Toole, 2011). There are three characters of black female soldiers in the picture. They position themselves in a way of hugging each other as they pose for a picture. Their gestures show they are celebrating.

MEMBER

Member is a representational meta-function. It refers to basic physical forms, parts of the body, objects, and components (O'Toole, 2011). In the visual image given above, the objects are the camouflage berets they have received. Their basic physical forms show they are celebrating something.

4.5.50. Modal Function of Visual Image 9

Modal function in any visual image is realized by the **Light, Gaze, Main features of the setting, and Frame** (O'Toole, 2011, p. 73). The modal function in a visual image is also called an Interpersonal meta-function of language (O'Toole, 2011). The main feature in the setting is the background which most probably seems like a mountainous area. The light in the image is direct sunlight as the setting is natural. The main frame of the visual image is the three black women celebrating in their camouflaged berets.

4.5.51. Compositional Function of Visual Image 9

The visual image serves a compositional role known as the Textual function in language. As per O'Toole (2011), this compositional function involves the arrangement of Episodes, Members, and Frames within the visual image. Consequently, the interplay of these elements and themes collectively contributes to shaping the entire image.

4.5.52. Ideational Function of The Language

Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. The Ideational function in the text is expressed through the content that conveys information or describes a situation. In this case, the statement "It's hard not to smile after finishing four months of combat training" reflects an ideational function by providing information about the completion of four months of combat training and the emotional response associated with it. The mention of soldiers receiving their camouflage berets further contributes to the ideational function by conveying a significant achievement or milestone in their training.

4.5.53. Interpersonal Function of The Language

The Interpersonal function in the text is evident in the expression of interpersonal relationships, attitudes, or emotions (Halliday, 2008). In this case, the use of phrases like **"It's hard not to smile"** and **"Mazal tov to these border protection corps soldiers"** reflects an interpersonal function. The first phrase conveys a personal emotion (smiling) in response to a shared experience, while the second phrase, **"Mazal tov,"** is a Hebrew phrase for congratulations or good luck, emphasizing a positive and congratulatory tone towards the border protection corps soldiers. Both instances involve language that is oriented towards expressing and acknowledging emotions and relationships, highlighting the interpersonal function.

4.5.54. Textual Function of The Language

The Textual function in the text is related to the organization and structure of language to convey information. In this context, the textual function is evident in the overall construction of the sentences and the arrangement of information. The sentences are straightforward and sequentially present information about the completion of four months of combat training, the positive emotional response ("It's hard not to smile"), and the congratulatory message to the border protection corps soldiers who received their camouflage berets ("Mazal tov").

The textual function ensures that the information is logically and coherently

presented, making it easy for the reader to understand the message conveyed in the text. It focuses on how the language is structured to effectively communicate the content. Henceforth, in the end, by contextualizing and recontextualizing all the meanings arising from the textual and visual semiotic resources used in Figure 4.5.9. it can be said that IDF advertises these three black females in their army. Through this advertisement, they intend to seek validation from the international community. It broadcasts its Israeli Army as the legitimized social institution that has inclusivity that safeguards the values of the global community.



Figure 10

Figure 10 a tweet, integrates text and an image. To comprehend it effectively, a multilevel social semiotic approach is necessary, involving the reinterpretation of meanings across various modalities (O'Halloran, Tan, Wignell, et al., 2012, p. 12). The evaluation begins with an assessment of the visual image's meta-functions, followed by an analysis of the text's meta-functions. Subsequently, the meanings from both modalities are recontextualized to deduce the message conveyed in the tweet. Meta-function of the language used has been analyzed with Halliday's (2008) theoretical

framework. The meta-functions of the visual image are by O'Toole's (2011) model for visual images, as detailed below.

4.5.55. Representational Function of Visual Image 10

The representational function within visual images, according to O'Toole (2011), is linked to themes. These themes in the image are related to Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and lastly, Member (basic physical forms, parts of the body, objects, components) as outlined by O'Toole (2011).

EPISODE

O'Toole (2011) has characterized the episode in the visual images as the representational function which contains scenes, groups, actions, and sub-actions. 'Scene' in the visual image given above has two IDF soldiers shown in the image in some open setting. The 'actions' denote them performing two different religious obligations. That signifies the fact that they are shown as belonging to different religions. The 'actions' include, one offering 'salah' which is an Islamic religious obligation and, the other one offering a Jewish prayer. Thus, their actions show that one of them is Muslim, and the other one is shown as Jew. The Episode in the visual image has a theme. The theme shows two IDF soldiers belonging to two different religions. While they are on duty.

FIGURE

The figure is related to the **character, object, position, stance, and gesture** in the Image (O'Toole, 2011). It plays a representational meta-function. There are two characters in the image. The objects in the image are two weapons, that are two guns. And other objects are sunglasses in the image. The position of the Muslim IDF soldier is that he is sitting right on a prayer mat with his shoes on. While the position of the other soldier shows he is standing with one hand in his eyes. The stance and gestures of these two IDF soldiers raise many questions in the minds of the observers.

MEMBER

As per the theoretical framework of O'Toole (2011), Members are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). The basic physical forms of the figures in the visual image are one soldier standing, and another IDF soldier sitting on a prayer mat. The parts of the body and position and objects in the image signify them praying while on duty.

4.5.56. Modal Function of The Visual Image 10

Modal function in any visual image is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). It is an interpersonal meta-function. The main features of the setting are an open background with a fence in the background that shows some military place. The 'gaze' of the Muslim soldier shows that they have especially been asked to pose for the picture. Because pictures look not so candid. The main frame of the image is showing a Muslim and IDF soldier praying side by side. The goal is to attain approval from the audience.

4.5.57. Compositional Function of The Visual Image 10

The visual image also has a compositional function that is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image. The composition of episodes, Member, frames in the visual image shows a picture of IDF as a force that has soldiers belonging to different religions, to show them offering prayers on duty. For gaining religious sympathy and approval from the audience.

4.5.58. Ideational Function of The Language

Ideational meta-functional in language was explained by Halliday (2008), as the actions, happenings, and relations in the clause of a text. The ideational meanings in the text revolve around conveying information and representing the shared experience of a Jewish IDF soldier and a Muslim IDF soldier praying together and defending their country.

4.5.59. Interpersonal Function of The Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). Interpersonal function is the relationship between the narrator and the reader. The information shared is intended to develop a relationship with the audience. It intends to gain approval from social media users internationally, by showing a positive picture of IDF that has religious harmony amongst soldiers.

4.5.60. Textual Meta-Function of The Language

The textual meanings involve how the language is structured and organized to effectively communicate the theme of unity, diversity, and cooperation within the Israel Defense Forces. Contextualizing all meanings described above, the narrative theme of the image is extracted, which is to show diversity in the Israeli Defense Force. The theme of showing an image of IDF that has a harmony between Muslims and Jews. As a social media gimmick to seek validity from the international community through

Twitter, shows IDF has Muslim soldiers who perform along with their Jewish soldiers. This social media gimmick is for the sake of seeking validation while at the same time failing to represent the actual condition of Muslims in Gaza.



Figure 11

Figure 11 incorporates both text and an image. To fully grasp its content, an approach rooted in multilevel social semiotics is required, involving the reinterpretation of meanings across different modalities (O'Halloran, Tan, Wignell, et al., 2012, p. 12). The assessment initiates with an examination of the visual image's meta-functions, followed by an analysis of the text's meta-functions. Subsequently, the meanings derived from both modalities are recontextualized to infer the conveyed message in the tweet. The language's meta-functions have been scrutinized using Halliday's (2008) theoretical framework. The meta-functions of the visual image align with O'Toole's (2011) model for visual images, as elaborated below.

4.5.61. Representational Function of Visual Image 10

The representational aspect in visual images, as per O'Toole (2011), is associated with thematic elements. These themes within the image pertain to Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and finally, Member (basic physical forms, parts of the body, objects, components), as detailed by O'Toole (2011).

EPISODE

O'Toole's (2011) theoretical framework has characterized the episode in the visual images as the representational function which contains **scenes, groups, actions, and sub-actions**. The scene of the image includes five IDF soldiers with guns in their hands. The action includes them holding weapons (guns) and standing in a wheat field.

FIGURE

The figure is related to the **character, object, position, stance, and gesture** in the Image (O'Toole, 2011). **Figure** in a visual image plays a representational function. The characters in the visual image are five soldiers in uniform. The objects shown in the image are the guns and the wheat field. They are standing together and smiling as they are asked to pose for the picture.

MEMBER

The figure is related to the character, object, position, stance, and gesture in the Image (O'Toole, 2011). There are five characters in the image, and all of them are IDF soldiers. The objects are the weapons they are holding and the caps on their heads. They are positioned together as they pose for the picture, their gestures are smiling faces.

4.5.62. Modal Function of The Visual Image 11

The modal function within a visual image is alternatively referred to as an Interpersonal meta-function in the language's meta-function (O'Toole, 2011). The manifestation of the modal function in any visual image involves elements such as Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The main features of the setting are the wheat field and the mountains in the background. It frames the five soldiers in the background of mountains and wheat fields to correspond to some religious or cultural day they are celebrating.

4.5.63. Compositional Function of The Visual Image 11

The visual image also serves a compositional role, alternatively referred to as the Textual function in language. As outlined by O'Toole (2011), the compositional function in a visual image involves the arrangement of Episodes, Members, and Frames within the visual context. The composition of all the variables in the image combine to serve a function. That shows the Israeli Defense Forces as a force that celebrates religious and cultural festivities. Thus, another way of showing a positive image of the force.

4.5.64. Ideational Function of The Language

The ideational meta-function in the text is centered around the representation of ideas, conveying information about the celebration of Shavuot among the Jewish

people. The text discusses two significant events: the giving of the Torah on Mount Sinai and the traditional first wheat harvest, providing information about the occasion. The use of phrases like "Jewish people will celebrate," "the festival of Shavuot," and specifying the events associated with it contributes to the ideational meta-function by conveying meaningful content and facts related to the celebration.

4.5.65. Interpersonal Function of The Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). The interpersonal meta-function in the text is reflected in the expressions of well-wishing and shared sentiments. This adds a relational aspect to the text, engaging with the audience and creating a sense of connection and goodwill.

4.5.66. Textual Function of The Language

In this case, the text is structured to provide information about the celebration of Shavuot, including the events being commemorated and a well-wishing message. By contextualizing meanings arising from the language with visual images, it has been shown how Israeli defence forces uphold the importance of celebrating religious and cultural festivities. It tries to build a soft image of the Israeli Defense Forces.



Figure 12

The tweet in **Figure 12** features both text and an image. Understanding it requires a multilevel social semiotic approach, as meanings from different modalities are

recontextualized (O'Halloran, Tan, Wignell et al, 2012, p. 12). Initially, the meta-functions of the visual image are interpreted, followed by an analysis of the text's meta-functions (Halliday, 2008). These meanings are then recontextualized to infer the message in the multimodal tweet. The meta-functions of the visual image align with O'Toole's (2011) theoretical model for visual images, as detailed below.

4.5.67. Representational Function of The Visual Image 12

According to O'Toole (2011), the representational dimension in visual images is linked to thematic elements. These themes within the image are connected to the **Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and Member (basic physical forms, parts of the body, objects, components), as outlined by O'Toole (2011).**

EPISODE

The episode is a representational meta-function that is also a theme of the visual image (O'Toole, 2011). The episode has scenes, actions, sub-actions, and an interplay of actions. The scene of the visual image given above contains the IDF wearing a uniform. He is standing in an open setting. Actions in the image include him holding the holy Quran in his hands.

FIGURE

According to O'Toole (2011), **Figure** in a visual image plays a representational function. The figure is related to the character, object, position, stance, and gesture in the Image (O'Toole, 2011). There is only one character in the scene, that is the IDF soldier. He is positioned to pose for a picture by holding the holy Quran right before him. His gesture and position show he is asked to pose with the holy Quran.

MEMBER

Member is an important representational function of a visual image. As per the theoretical framework of O'Toole (2011), Members are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). Thus, the basic physical forms and parts of the body of the character show that he is Holding the Quran to pose before the camera. This raises questions for critical thinkers as to what made him do that.

4.5.68. Modal Function of The Visual Image

Modal function in any visual image is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The modal function in a visual image is also called an Interpersonal meta-function of language (O'Toole, 2011). The main

feature of the setting is the open setting where that person is standing. That includes the walls that are shown behind him. The main frame of the image is the holding of the Holy Quran. His gaze is directly towards the camera which shows he is posing for a picture.

4.5.69. Compositional Function of Visual Image

The visual image also has a compositional function that is also called the Textual function in language. According to O'Toole (2011), the compositional function in a visual image is a composition of Episodes, Members, and Frames in the visual image. The compositional function of the visual image signifies that it features a supposedly Muslim IDF soldier holding the Quran and smiling before the camera.

4.5.70. Ideational Function of The Language

The ideational meta-function in the given text revolves around conveying information and representing the real-life story of Pvt. Muhammad was a Muslim soldier in the Israeli Defense Forces (IDF). The ideational meta-function serves to inform the reader about the diverse composition of the IDF and the shared commitment of individuals from different religious backgrounds to defend the country.

4.5.71. Interpersonal Function of The Language

Interpersonal function is the relationship between the narrator and the reader. Speech function is realized through the exchange of information in the clause (Halliday, 2008). The interpersonal meta-function in the given text is evident in the expressions of pride and inclusivity, fostering a sense of unity among individuals from different religious backgrounds within the Israeli Defense Forces (IDF). The text introduces Pvt. Muhammad emphasizes his identity as a Muslim soldier, proudly holding the Quran. The mention of him being sworn into the Golani Brigade in Jerusalem adds a ceremonial and significant element to the narrative.

4.5.72. Textual Function of The Language

The coherent arrangement of details, from individual background to shared commitment, serves the textual meta-function by ensuring clarity and a logical flow of information. The text is designed to convey a specific narrative about diversity and unity within the IDF. Henceforth, Combining the meanings described, the narrative theme of the image in the tweet is the use of communicative and visual choices by IDF on Twitter to present their army with cultural, religious, and ethnic diversity.



Figure 13

The tweet in **Figure 13** features text and an image. Analyzing it requires a multilevel social semiotic approach, as proposed by O'Halloran, Tan, Wignell, et al. (2012, p. 12). The process involves interpreting the meta-functions of the visual image and analyzing those of the text. The combined meanings are then recontextualized to understand the message conveyed in the multimodal tweet. The meta-functions of the visual image align with O'Toole's (2011) theoretical model for visual images, as detailed below.

4.5.73. Representational Function of Visual Image in Figure 13

The representational component in visual images, according to O'Toole (2011), is linked to thematic elements. These themes depicted in the image encompass Episode (group, sub-actions, scenes, interplay of actions, portrayals, and side sequences), Figure (Character, object, position, stance, and Gesture), and lastly, Member (basic physical forms, parts of the body, objects, components), as specified by O'Toole (2011).

EPISODE

The episode in the visual images has the representational function which contains scenes, groups, actions, and sub-actions (O'Toole, 2011). The scene in the visual image contains two females in uniform. The action in the image denotes both smiling, and her head tilted a bit down.

FIGURE

The figure is related to the character, object, position, stance, and gesture in the Image (O'Toole, 2011). **Figure** in a visual image plays a representational function. The

characters in the visual image are two females. Their position and stance show them happiness in their profession.

MEMBER

Member is an important representational function of a visual image. As per the theoretical framework of O'Toole (2011), Member are basic physical forms, parts of the body, objects, and components (O'Toole, 2011). The basic physical forms and parts of the body have shown them to be cheering and smiling. Therefore, they have been shown in a celebratory gesture.

4.5.74. Modal Function of The Visual Image 13

Modal function in any visual image is realized by the Light, Gaze, Main features of the setting, and Frame (O'Toole, 2011, p. 73). The modal function in a visual image is also called an Interpersonal meta-function in the meta-function of language (O'Toole, 2011). The interpersonal function in the visual image is realized by gaze and mainframes in the image. Showing two Female IDF soldiers in two different military uniforms suggests the women's inclusivity in IDF. They portray their military as having equal opportunities for all women.

4.5.75. Compositional Function of The Visual Image 13

The visual image serves a compositional role, which is also referred to as the Textual function in language. As explained by O'Toole (2011), the compositional function in a visual image involves the arrangement of Episodes, Members, and Frames within the visual context. Thus, the compositional function presents a portrait of two female IDF soldiers in two different uniforms, giving their services happily.

4.5.76. Ideational Function of The Language

The ideational function in the text is evident in the expression of ideas related to the impact and contributions of Colonel Yael Grossman and Brigadier General Liron Donel. The statement acknowledges the significant role of these women, emphasizing that "we would not be where we are today" without their efforts. The ideational function is focused on conveying information about the influence and achievements of Colonel Yael Grossman and Brigadier General Liron Donel, highlighting their role in paving the way for the younger generation.

4.5.77. Interpersonal Function of The Language

Interpersonal meta-function is realized through the speech function in the clause, and appraisal in discourse (Halliday, 2008). Interpersonal function is the relationship between the narrator and the reader. In terms of enacting relations with the public. The

text intends to show the audience that IDF gives equal rights to women in their military. It intends to develop a positive image of the Israeli military.

4.5.78. Textual Function of The Language

The text serves the textual function by presenting information in a logical sequence, effectively communicating the message of gratitude and recognition for the impact of these women on the current and younger generations. Therefore, combining the meanings described through these constituencies, the theme in the tweet is that the IDF's existence on Twitter has been propagandist, it portrays itself as the legitimized social institution, safeguarding women's rights. They project themselves as protectors of women's rights, who give equal opportunities to women in the military.

CHAPTER 5

5. CONCLUSION

5.1. Findings

The present study aims to find answers to the three research questions that were posed at the very start. This includes finding Interpersonal meanings in linguistic components of Israeli Defense Forces (IDF) tweets, probing into the Transitivity processes, to find how self-defense has been framed in representational clauses, and lastly, how meta-functions have been used in linguistic and visual semiotic resources to build a positive image of IDF. To find answers to these research questions, the current study employed a mixed-method approach for data collection and analysis. The quantitative analysis of 530 tweets was done through the IBM Watson tool, which analyzed Keywords, Categories, Attitudinal lexis, Sentiments, and Emotions in IDF's tweets. Systemic Functional linguistics has been used as an analytical framework in the present study. For finding Interpersonal meanings through Martin (2005), Transitivity processes (Halliday & Matthiessen, 2004), and meta-functions in multimodal texts through Halliday (2008), O'Toole (2011), and Martin (2005). These models are based on Systemic Functional linguistics framework. Whereas 'Framing' theory by Robert Entman (2003), and propaganda framework by Da San Martino et al. (2019) are proposed as theoretical lens to frame propaganda in IDF's tweets.

- ❖ Focusing on the first research question, to analyze Interpersonal meanings in Israeli Defense Forces tweets. Text of 530 tweets from the year 2022, was analyzed through the IBM Watson tool. And automated textual analysis of the Israeli Defense Forces (IDF) through IBM provided Categories, Keywords, Sentiments, and Emotions.
- ❖ For data analysis through IBM, Firstly, the Israeli Defense Forces' tweets were divided into four-month period to show the variations in the content. From January (2022) to April (2022), this period had a relatively higher focus on political content related to wars, and conflicts with a value of 0.94% (see **Section 4.1.1, CH: 4**), and international news also had a significant, but slightly lower representation during these months at 0.74%. From May (2022) to August (2022), the focus on political content related to wars and conflicts slightly increased during this period at 0.96%.

and lastly, from September 2022 to December 2022, the percentage decreased to 0.84%, but there continued to be attention on political content related to wars and conflicts. International news saw a decrease in representation during these months at 0.62%. Therefore, the statistics have shown that IDF tweets are mostly about news related to conflicts. The analysis of 'categories' through IBM showed the content of IDF is related to news about conflicts/Wars. Which paved the way for present study to find impartiality and objectivity in the News given through IDF Twitter account. Therefore, the Framing theory has been incorporated as a theoretical lens.

- ❖ Keywords in IDF's tweets were analyzed through IBM, to show tendencies in the News given. the From January to April (2022), keywords extracted through IBM are *IDF Officers, Terrorist Rocket Fire, Israeli Sovereignty, terrorist activity, different types of fire, Number of IDF troops, the coast of central Israel, Palestinian gunmen, Israeli Police Forces, and Last Night*. From May to August (2022), the keywords have been *Sacrifice of IDF soldiers, IDF soldiers, Israeli Memorial Day, Victims of terrorist attacks, Pocket of every IDF soldier, defense of Israel, Palestinian Terrorists, Palestinian Islamic Jihad, CHARIOTS OF FIRE, the honour of Israeli Memorial Day*. Lastly, from September to December, the keywords extracted through IBM are *IDF post, IDF soldiers, Israeli Security forces, terrorist activities, IDF, IDF forces, Live fire, injured soldiers, armed terrorists, and Chief of general staff*.
- ❖ The keywords describe the messaging techniques by the Israeli Defense Forces in tweets. Israeli Defense Forces tweet about daily encounters, conflicts, Israeli memorial days, and victims in daily encounters. They tweet about daily conflicts, apparently with the terrorists. However, it has been proven that the news has elements of subjectivity in it. They blame Palestinians for terrorism, as analyzed in **section 4.1.4, CH:4** in the Attitudinal lexis. They call them terrorists, without providing any solid proof of terrorism. The study argues that using such negative connotations in News questions objectivity. Meanwhile, the Twitter account uses victim cards for IDF's soldiers, putting them in the frame of a high-moral army, fighting terrorists.
- ❖ Moreover, Sentiments and Emotions in the text of the tweets were also analyzed through IBM, which proved subjectivity in the news given through IDF's Twitter account. The sentiment value of IDF's tweets was -0.36%, -0.48%, and -0.41% in

2022, for four months intervals, respectively. Sentiment analysis through IBM analyzes the subjective information in the text. If the sentiment identified through IBM has a negative value, it indicates dissatisfaction and frustration. If sentiment value is extracted to be positive, it shows happiness, satisfaction, and agreement in the text analyzed. And the neutral sentiment tells that the text is informational and objective.

- ❖ So, Sentiment scores in Israeli Defense Forces' tweets show that news provided by the IDF's account is subjective. There has been use of negative words in IDF's tweets for example, Terrorist Rocket fire, Palestinian Gunmen, Palestinian Terrorists, Victims of Terrorist attacks, Armed terrorists, and Live Fire. News that is given through an official account must be void of any subjectivity. Whereas the negative sentiment values of four months periods -0.36, -0.48, and -0.40 say otherwise. It has been proven that news has been given in highly volatile language.
- ❖ Percentage and scores of 'Emotions' in the Israeli Defense Forces' Twitter discourse were also extracted through IBM. Emotion graphs prove that the Israeli Defense Forces (IDF) show highly negative emotions toward Palestinians while reporting the news. The graphs showed a high percentage of sadness in news related to Israeli military operations, and Israeli memorial days. The keywords 'Israeli sovereignty', 'Israeli Memorial Days', 'Victims of terrorist attacks', and 'Israeli Forces', have the highest values on the graph of 'sadness' emotion.
- ❖ Similarly, keywords 'Islamic jihad', 'Palestinian gunman', and 'number of the recent shooting attacks' have the highest scores in the emotion of 'anger' in the graph.
- ❖ To conclude, the IBM Watson online demonstration tool has been beneficial for analyzing the content of IDF's Twitter account. And it has helped in contextualizing Interpersonal meanings. It has analyzed the news dissemination through the IDF Twitter account in detail.
- ❖ The composition of IDF tweets was examined, and the credibility of the news has been attested. The content of IDF tweets is composed in three different ways. Firstly, it reports daily encounters and conflicts. Secondly, it defines international interlocutors. Thirdly, it promotes a positive image of the IDF through aesthetically pleasing images. Therefore, the Keywords, Categories, Emotions, and Feelings extracted through IBM, reveal that the Israeli Defense Forces (IDF) use their official Twitter account controversially. It serves as a news source for conflicts and inter-

state wars, for Twitter audiences. However, the credibility and authenticity of the news are questionable.

- ❖ Qualitative analysis has been done to find interpersonal meanings (See sections 4.2, 4.2.1, 4.2.2). Interpersonal meanings in language concern how writers/speakers in texts adopt stances toward the material they present (Martin & White, 2005). Attitude is related to the Feelings, Emotions, Judgments of behaviour, and evaluation of things expressed by the writer or speaker in any discourse (Martin & White, 2005). 'Affect' is concerned with emotional responses in discourses, Judgment is evaluating the behaviours, the criticism, or any other behaviour expressed by the speaker (Martin & White, 2005). Therefore the 'Effects' are those emotional responses that have been associated with Israeli Memorial days, daily conflicts, and encounters with the opponents of Israel.
- ❖ Keeping an eye on the second research question. Analysis of Transitivity involves examining the processes and participants in representational clauses, to understand how meanings are constructed (Halliday & Matthiessen, 2004). Analysis of the Transitivity processes in the sample of the Israeli Defense Forces (IDF) tweets has revealed that most of the processes in the tweets are *Material processes*, some are *Behavioral processes*, and few are *Relational processes*. *Material processes* in IDF's tweets are **stuck**, **'murdered'**, **'rockets fired'**, **'rockets landed'**, **'fired'**, **'striking'**, **'conducted'**, **'operated against'**, **'apprehended'**, **'fell'**, **'threaten'**, **'opening fire'**, **'searching'**, **'downed'**, **'collected'**, **'attack'**, **'stabbed'**, **'evacuated'**, **'stabbed'**, **'fled'**, **'neutralized'**, **'hit'**, **'exploded'**, **'hurled'**, **'intercepted'**, **'met'**, **'received'**, **'confiscated'**, **'transferred'**, **'crossed'**, **'launched'**, **'scrambled'**, **'activated'**, **'lost'**, **'identified'**, **'monitored'**, **'conducted'**, **'responded'**, **'injured'**, **'evacuated'**, **'hold'**, **'impede'**, **'entered'**, **'operated'**, **'dispatched'**, **'charged'**, **'attempted'**, and **'responded'**.
- ❖ Transitivity has revealed that actions in the representational clauses about terrorist activities such as **'murdered'**, **'rockets fire'**, **'fired'**, **'stabbed'** etc., have been alleged on Palestinians. Whereas verbs such as **'evacuated'**, **'received'**, **'apprehended'**, **'monitored'**, **'responded'**, **'impede'**, **'operated'** **'searching'** etc. have been linked to Israeli Forces. Clauses of IDF tweets show the framing of Palestinians as culprits, criminals, and terrorists. *Relational processes* in Israeli Defense Forces' tweets are **'Terrorist drone'**, **'Palestinian terrorists'**, and **'Innocent Israelis'**, indicating the speakers' attitudinal approach (Halliday, 2004).

Lastly, a *Behavioural process* describes a habitual or repeated action in any text (Halliday, 1985). The behavioural processes have been used to emphasize the professionalism and loyalty of the Israeli Defense Forces toward the common public. The behavioural processes in the tweets are: *“We will continue to protect Israeli Civilians from any threat”, “We will continue to operate in the fight against terrorism”, “Terrorists continue to attack Israeli Civilians”, “We continue to defend them”, “We will continue to operate to counter terrorist efforts”, “We will continue to operate to prevent any attempt to violate Israeli sovereignty”. And “We will continue to prevent any attempt by Hezbollah to violate Israeli sovereignty”.*

- ❖ In conclusion, to answer the second research question, Transitivity processes were examined to find the processes used to frame actions. There are Material processes (Halliday & Matthiessen, 2004), Relational processes (Halliday & Matthiessen, 2004), and Behavioural processes (Halliday & Matthiessen, 2004) in IDF’s tweets, which represent different actions in representational clauses. These processes have been used by IDF, to justify their actions. They frame self-defence.
- ❖ Lastly, analysis of meta-functions in multimodal tweets through Halliday’s multimodal social semiotic approach (Halliday, 2008; O’Toole, 2011; Martin, 2005) has proved, that the Israeli Defense Forces (IDF) try to build a positive image, to change the narrative about the genocide happening in Gaza. IDF try to present a very human face of their army.
- ❖ Analysis of the linguistic and visual components of Israeli Defense Forces (IDF) tweets reveals, that the Twitter account employs multiple semiotic resources to create a soft image, in front of the public. For building a narrative of their army as a social institution with high morals, that protects global values. They use different frames in visual images, for which the ‘Framing’ theoretical lens by Robert Entman (2003) has been applied.
- ❖ The study also incorporates the framework of propaganda by Da San Martino et al., (2019). Da San Martino et al., (2019) introduced 18 propaganda techniques to find propaganda in any news. The theoretical components of the propagandist narratives include 18 different propaganda techniques, such as *Loaded Language, Name Calling or labelling, Repetition, Exaggeration or Minimization, Doubt, Appeal to fear or prejudice, Flag-waving, Casual oversimplification, Slogans, Appeal to authority, Black and white fallacy, Thought terminating cliché, Whataboutism,*

Reductio ad Hitlerum, Red Herring, Bandwagon, Vagueness, and Straw men (Martino et al., 2019, p. 3-5). Many of these 18 propaganda techniques have been found lexical analysis of IDF's tweets, in the Attitudinal lexis (see section 4.1.4.) Most of these propaganda techniques were found in the text of IDF's tweets. For example, the attitudinal lexis (see 4.1.4, 4.1.5), analyzed in Ch:4, have many of these propaganda techniques. Such as **Name calling, labelling, Repetition, Exaggeration, Appeal to fear or prejudice, Flag-waving, Slogans, Black and White fallacy, thought-terminating cliché, and Whataboutism** (see 4.1.4, 4.1.5). Moreover, the negative sentiment values analyzed through IBM indicate **loaded language** in IDF's tweets. This is also one of the major components of propaganda in any news, as per the Propaganda framework by Da San Martino et al., (2019). In representational clauses, the actions by the IDF have been framed as taken in self-defence. There have been elements of propaganda like **tweet #5, which** says "*We will continue to protect Israeli Civilians from any threat*". In **tweet #7**, "*We will continue to operate in the fight against terrorism*". In **tweet #10**, it says in the last clause "*Terrorists continue to attack Israeli Civilians. We continue to defend them*". In **tweet #11**, "*We will continue to operate to counter terrorist efforts*". In **tweet #15**, the clause says, "*We will continue to operate to prevent any attempt to violate Israeli sovereignty*". Likewise in sample **tweet #31**, the clause says, "*We will continue to prevent any attempt by Hezbollah to violate Israeli sovereignty*". These are some of the examples of **slogans** in the IDF's tweets. And which is one of the components of propaganda techniques by Da San Martino et al., (2019).

- ❖ These have been analyzed in section (4.4.6 of chapter 4.) They were analyzed in behavioural processes through Transitivity network systems by Halliday and Matthiessen (2004).
- ❖ And the Framing theoretical lens by Robert Entman (2003), entails selecting and highlighting some facets of events or issues and making connections among them to promote a particular interpretation, evaluation, and solution. The data results of the current study suggest that the Twitter account of Israeli Defense Forces highlights some facets of events, to promote a particular interpretation. Present their army as a legal institution that protects and safeguards global values. For example, visuals of gender inclusivity analyzed in **Figure 4, Figure 8, Figure 9, and Figure 12**. IDF has used frames of religious harmony, and gender inclusivity in their tweets. Three women of three different religions, were shown working together in IDF (see

Figure 2). Other frames, that have been used in visual images are of ‘Muslim Arab men’ working in IDF (see **Figure 3**). That is a strategic move in the cybernetic realm, to advertise their army as a legal social institution.

- ❖ According to the Framing theoretical framework by Robert Entman (2003), media frames different news, under agenda. This framing includes blurring some facts and showing one side of the story. The agenda is to create reality and build narratives. Similarly, IDF’s Twitter analysis shows that IDF frames news per agenda. They blur facts and show one side of the story. It is a part of their online propaganda. To win a media war.

5.2. Discussion

The sources to share information have changed over time. Print and electronic media used to be a major source of information. Social media has become a primary source of News/Information for the public. Twitter has become an important social media network to share news. Now the state and non-state actors use social media networks, especially Twitter to disseminate inaccurate information and build narratives (Erbschloe, 2017). For that inquiry, the Twitter account of IDF has been a focus of attention for researchers in political studies, international relations, and media studies. Previous studies by Michael (2012), Mercado and Garcia (2022), Kruse (2013), Kretschmer (2017), Behrman (2012), Seo (2021), Billick and Chiara (2012), investigated the use of Twitter by the Israeli Defense Forces (IDF), during inter-state conflicts. These studies investigated different protests in Gaza, and how they have been portrayed by IDF on Twitter. Previous studies have been in journalism, media studies, and political science. However, the present study attempted to frame propaganda on the Israeli Defense Forces (IDF) Twitter account. Since the present study has been a complex amalgam of Media studies and a linguistic inquiry. The scholar integrated the theoretical framework of linguistic theory and Media studies. The analytical lens for the present study was the Systemic functional linguistics framework and, the conceptual lens was Framing theory by Robert Entman (2003), and Da San Martino’s (2019) 18 propaganda techniques, frame propaganda in News.

The official Twitter account of IDF was founded in January 2009, and it has 2.6 M followers, to this date 18 June (2023). The Twitter account of the Israeli Defense Forces (IDF) works in two dimensions, it shares news about daily conflicts and tries to present a very human face of their military. Therefore, to analyze elements of propaganda in

the news, it is significant to understand propaganda. Propaganda is information that is fake, biased, and misleading (Da San Martino, 2019). Propaganda aims to influence people, to advance a specific agenda. In the past, print and electronic media were the only sources of news. Therefore, propaganda was disseminated through these channels, to control public opinions. With the advent of the internet and social networks, the channels of propaganda have changed. Now information disseminated through social media networks is used to build narratives. In this regard, Da San Martino (2019) introduced 18 propagandist techniques, for finding propaganda in news, at the sentence and fragment level. These 18 propaganda techniques include *Loaded language, Name calling or labelling, Repetition, Exaggeration, Doubt, Appeal to Fear, Flag waving, Black and White Fallacy, Thought-terminating cliché, Whataboutism, Reductio ad Hilterum, and red herring*. These propaganda techniques have been discussed in detail in the literature review. Da San Martino et al., (2019) and Yu et al., (2021) analyzed propaganda in news articles.

Analysis has shown the presence of these propaganda techniques in tweets. Most of those Propaganda elements were present in the Attitudinal lexis (see 4.1.4, 4.1.5), for instance, which was examined in Chapter 4. Name-calling, labelling, repetition, exaggeration, appeals to prejudice or fear, flag-waving, and slogans, are propaganda tactics, used in IDF's tweets. Additionally, the IBM analysis of the negative sentiment values reveals that IDF uses loaded language in tweets. This is also one of the main components of propaganda in News. Propaganda also includes aspects such as "appeal to fear or prejudice." Analysis of the Categories (see **section 4.1.1.**) through IBM, shows that the Israeli Defense Forces (IDF) Twitter shares news about Politics, War, and International News. It showed the highest percentage at 0.94 %. Firstly, a quantitative analysis of 530 tweets, from the year 2022, was done through IBM. It gave the Categories, Keywords, Sentiments, and Emotion values. The quantitative analysis through the IBM Watson demonstration model provided an analysis of the content of IDF's Twitter account. It has provided the details of Categories, Keywords, Attitudinal lexis, sentiments, and emotion scores.

The interpersonal meanings revealed IDF's Twitter strategy, and how they compose tweets to share news. Data analysis proved the objectivity of the news is questionable. Israeli Defense Forces (IDF) share news with highly volatile language, that shows subjective involvement. When it is seen in the context of propagandist techniques. The attitudinal lexis in tweets such as **'A Palestinian Terrorist', 'Palestinian rioters', 'A**

Palestinian Assailant', **'Armed Palestinian Assailants**', and **'Palestinian gunmen**', signifies the propagandist elements such as **name calling and labelling**. These are one of the propaganda techniques by Da San Martino et al (2019). It has been discussed before in the findings section. Moreover, analysis of the Representational clauses in IDF's tweets revealed, that IDF frames their actions against Palestinians as always taken in self-defence. The analysis of the clauses revealed the use of phrases to defend their actions. Which is to misguide the public. And to build the narrative. As Marlin (2013) said, language plays a major role in the dissemination of propaganda. 'Persuasion' is one of the components of propaganda (Marlin, 2013).

Lastly, the Systemic Functional Multimodal discourse analysis SF-MDA framework by Halliday (2008), Martin (2005), and O'Toole (2011) was used to analyze multimodal texts. Which contextualized meta-functions in language, and visual image. For that purpose, the present work took a sample of 13 multimodal tweets. For giving another dimension of propaganda in IDF's tweets. Also to show the operationalization of SF-MDA in multimodal texts. It proves that IDF try to build a positive image for the narrative building. They present visuals of Muslim women working in the highest ranks in the IDF. Visuals of Disabled/special persons serving in the IDF. Arab Muslim men and women have been shown working together with Christians and Jews, to give an impression of religious inclusivity in IDF. These are some of the strategic narratives employed by IDF, to control public opinion. And for building a positive image. These visual images though analyzed with Halliday's multimodal social semiotic theory. But have been further elaborated with media theory "Framing". Moreover, these strategic narratives are used by political actors to construct the meanings of the past, present, and future to change the behavior of domestic, and international actors (Miskimmon et al., 2013).

5.3. Results

The present research worked in three dimensions: firstly, it analyzed interpersonal meanings in the linguistic components of the tweets, during the year 2022, through automated textual analysis, supplemented by manual analysis through the SFL framework. For that scholarship, the researcher used an AI tool, IBM Watson, an online demonstration model, for extracting Keywords, Categories, Sentiments, and Emotions. These linguistic components were further elaborated with Appraisal theory by Martin and White (2005). Appraisal theory deals with discourse semantics and situates

interpersonal meanings. The graph of Emotions and Sentiments revealed the Twitter strategy of the Israeli Defense Forces. Israeli Defense Forces share news about daily conflicts with a highly volatile language, that questions the authenticity of the news shared. In the analysis part, the scores of the sentiments graph showed consistent negative values of -0.36, -0.46, and -0.41, for consecutive 4 months each for the year 2022. The Twitter account of the Israeli Defense Forces (IDF) follows a consistent negative pattern in News as proved by values of Sentiments and Emotions. Qualitative analysis through Martin's (2005) appraisal framework situated the Sentiments' and 'Emotions' in 'Affect' and 'Judgement'.

The second objective of the research dealt with the representational clauses in IDF's tweets. For that purpose, a sample of 31 tweets was taken for Transitivity analysis, to analyze the types of processes and participants, in representational clauses of IDF's tweets, through Halliday and Matthiessen's (2004) framework. Transitivity analysis has revealed that the IDF frames their actions as always taken against terrorism. The processes analyzed in IDF's tweets were Material and behavioural. Analysis of these processes shows how IDF frame actions taken by them. An attempt to create a reality of their own and change the perspective of the public, about the genocide happening in Gaza. As analyzed in Behavioral processes. The use of phrases such as **"we will keep defending Israel"** and **"Palestinian terrorists target innocent Israelis; we will keep defending Israel"** explains how the IDF frames all its actions. The attribute of **'innocent'** has been used for Israel, while the adjective **'terrorist'** has been used for the Palestinians and pro-Palestinian organizations. The analysis of Transitivity processes shows that Israeli Defense Forces on Twitter frame their actions are always against terrorism or terrorists. Whereas the reality is quite the opposite.

Lastly, the third objective of the study was to analyze meta-functions in multimodal tweets. They have been used by the IDF to build a positive image of their force. The study analyzed meta-functions in multimodal texts through the Systemic Functional Multimodal Discourse Analysis Framework by Halliday (2008), O'Toole (2011), and Martin (2005). The visuals of Arab Muslim men and women working in the Israeli Defense Forces were shown. To show religious and women's inclusivity in the IDF, Muslim women have been shown working along with Christians and Jews. To represent their army with high moral ground, the person with Down syndrome was shown wearing an IDF uniform. Moreover, analysis of the compositional meta-function revealed that IDF soldiers have been shown as 'one of us' logic, for changing the

narrative. It is an attempt by the Israeli Defense Forces (IDF) to present itself as an army with a very human face. The meta-functions realized by linguistic and visual artefacts are not seen in isolation but in their ideology and power dynamics (Halliday & Hasan, 1984). Therefore, the Israeli Defense Forces (IDF) ideology behind this is to build a positive image. At the same time, it tries to divert attention from the genocide happening in Gaza.

5.4. Conclusion

In conclusion, the analysis of the Israeli Defense Forces' tweets has revealed elements of propaganda. Amnesty International has called Israel an apartheid state (Chappell, 2022). Israel has been called out various times, for violating Human Rights in Gaza, by World Human Rights Organizations. The presence of the Israeli Defense Forces on Twitter is part of their digital strategy, to disseminate fake news, as part of their online propaganda. To create reality and manipulate the public, to attain agenda. When it comes to understanding propaganda, it has taken negative connotations with the rise of social media. Before the rise of social media and internet, propaganda was seen as a communication process controlled by the government (Zienkowski, 2021). Before social media and the internet gained popularity, propaganda was thought to be a government-controlled communication tool (Zienkowski, 2021). However, propaganda has acquired negative connotations with the rise of social media, and it is now linked with advertising, war endeavours, totalitarian governments, and commercial interests (Zienkowski, 2021). In the digital age, where information can be shared by anybody with an internet connection and access to social media platforms like Facebook, Instagram, YouTube, Twitter, and so forth, traditional propaganda sources have been supplanted by new approaches. These platforms are frequently employed in disinformation campaigns (Brighton, 2019).

Ahmad et al. (2019) stated that propaganda on social media networks like Facebook, Twitter, and Instagram typically consists of true and semi-true material, to disseminate fake news, to accomplish a particular objective. As a result, verifying the accuracy of the information given to the public is now imperative. To protect people from the psychological tactics used by propagandists. People need to be made aware of the nuances involved in the spread of propaganda via social media. To create a story that fits their agenda, propagandists omit information or distort the facts. To sway public opinion, they would employ sensationalism, emotional appeals, or false figures. Israeli

Defense Forces have been using the same propaganda tactics, in their official Twitter account.

In this aspect, the current project attempted to frame propaganda in the linguistic and visual elements of IDF's tweets. The study employed Systemic Functional linguistics as the analytical framework by Halliday (2008), O'Toole (2011), and Martin (2005). However, the Propaganda Framework by Da San Martino et al., (2019), and Framing theory by Robert Entman (2003), has been used as the theoretical lens. The current project is the amalgamation and intersection of linguistic inquiry and Media studies. It was necessary to incorporate the theoretical perspective of Media studies. The 'Framing' theoretical framework investigates these aspects through the lens of media studies. Entman (2003), in the *Journal of Communication Studies*, argued that Media uses different frames in News coverage, to convey a story that suits their goal or agenda. Which also includes blurring facts and showing one side of the story. Similarly, the Israeli Defense Forces use these frames to blur facts and tell a one-sided story. Which is part of their propaganda.

Analysis of Israeli Defense Forces' tweets has shown framing of those aspects, which suits their agenda. Building the narrative that Israeli Defense forces are victims of terrorism. There has been framing of self-defence in the clauses of the tweets. Actions have been framed as always taken in self-defence. Framing of IDF as an army with a high moral ground, that protects global values. The analysis has also shown that IDF frames their opponents as terrorists. Moreover, they throw allegations of terrorism on Palestinians, without providing any solid proof. This is part and parcel of information warfare on social media platforms, especially on IDF's Twitter. This information warfare is used in narrative building. Which is a part of Israeli propaganda. It is being used to have control over public opinion. This is to divert attention from the genocide happening in Gaza. Because this is the 21st century, the peak of modern sciences and media war. People rely on social media heavily for the news. Which is dangerous, as propaganda is disseminated through social media networks. As Ahmad et al (2019) argued propaganda on social media networks such as Facebook, Twitter, and Instagram consists of accurate and semi-accurate information, which is used to influence people to spread various agendas and to achieve a specific goal.

Therefore, findings suggest that IDF's Twitter account is being used as a tool in information warfare. The news disseminated through IDF's Twitter account contains highly volatile language. The objectivity in the News has been compromised. The

percentage of Sentiments and Emotions shows that there has been subjective involvement and partiality in the News. Moreover, there are elements of propaganda in tweets, as per the 18 propaganda techniques by Da San Martino et al., (2019). There are broader implications of digital war. This information warfare can have broader implications since it is being used as a tool of propaganda in the Israeli-Palestinian conflict. It is being used to control public opinion. While the facts are no longer hidden. Israel has been committing serious crimes against humanity in Gaza, which has been called out by Amnesty International. Then, there must be ban on social media access for these apartheid states. As Uddin (2021) stated, Israeli Defense Forces (IDF) is the only military in the whole world that uses its official Twitter account to broadcast war crimes live. Twitter of Israeli Defense Forces broadcasts live war crimes, by justifying it with resisting terrorist activities.

In summary, the present research comprehensively examined the linguistic, and visual semiotic resources, for framing propaganda on IDF's Twitter account. The analysis of both linguistic and visual elements revealed components of propaganda. By shedding light on all the linguistic mechanisms of propaganda dissemination, the study contributes to enhancing public awareness and promotes sensitivity to information consumption through social media platforms, particularly Twitter. It is important to note that the research focused on the linguistic and visual aspects of the IDF Twitter account, for framing propaganda, deviating from previous studies that examined IDF discourse during inter-state conflicts. By adopting a social semiotic inquiry within the domain of linguistics, the present study offers a unique perspective, by analyzing the linguistic and visual artefacts used by the IDF Twitter account. The findings have highlighted the propaganda in News disseminated through IDF tweets. Hence, the study has provided valuable knowledge in propaganda analysis. It might help to sensitize worldwide Twitter users, to verify the accuracy of information before accepting it as factual. The study found that the account operates in two dimensions: presents a one-sided story and shows a human face of their military. For building a positive narrative. They frame the use of violence as 'self-defence'.

Therefore, considering these findings, the present study has proved that Twitter use by the Israeli Defense Forces (IDF) is controversial. It is a strategic move to win information warfare. This includes showing a one-sided picture of the conflict and providing misleading information, and fake news, is a part of IDF's propaganda on Twitter. The agenda is to change public opinion about the genocide happening in Gaza.

Recommendations For Future Research

The present research focused on the linguistic and visual components of Israeli Defense Forces (IDF) tweets to frame propaganda. It analyzed propaganda in the linguistic and multimodal text of the tweets through automated textual analysis and manual analysis by incorporating the propaganda framework by Da San Martino et al. (2019), and the 'Framing' theory by Robert Entman (2003). Future researchers could investigate elements of propaganda in statements given by top authorities of Israel. They are advised to work on videos in the IDF's tweets, to check authenticity.

They could do a comparative analysis of the content of ISIS websites with that of the Twitter account of the Israeli Defense Forces to see similarities and differences of conveying messages to the audience.

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