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**Western Media Discourse and Its Mechanisms of Influence on Public  
Opinion: A Descriptive Analytical Study of the Content of the Televised  
Interview Between Piers Morgan and Bassem Youssef.**

الخطاب الإعلامي الغربي وآليات تأثيره على الرأي العام  
دراسة تحليلية وصفية لمضمون المقابلة التلفزيونية بين بيرس مورغان وباسم يوسف

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## Abstract:

This research falls within descriptive-analytical studies, focusing on exploring Western media discourse and its impact on public opinion through content analysis of the televised interview between Piers Morgan and Bassem Youssef. This study employs a descriptive analytical approach, utilizing observation and content analysis tools with an intentionally selected sample. This episode featuring the televised interview between Piers Morgan and Bassem Youssef from the program "Piers Uncensored" is chosen to analyze its discourse, characterized by a distinctive dialogue style, that presents issues in an entertaining manner while avoiding dry political content. The analytical study yielded that political and military topics were the most prominent among those discussed, with the Israeli assault on Gaza being the foremost theme addressed in the interview. The results revealed that the program seeks to mislead and obscure the facts, as host Piers Morgan relied on the Israeli narrative instead of factual evidence, which demonstrated his bias.

**Keywords:** media discourse; Western media; mechanisms of influence; public opinion; Uncensored program.

## الملخص

ينتمي هذا البحث إلى الدراسات الوصفية التحليلية، بحيث تعنى بالبحث في الخطاب الإعلامي الغربي وآليات تأثيره على الرأي العام وهذا من خلال تحليل مضمون المقابلة التلفزيونية بين بيرس مورغان وباسم يوسف حيث اعتمدنا في هذه الدراسة على المنهج التحليلي الوصفي وأداتي الملاحظة وتحليل المضمون، وأختارنا العينة بطريقة قصدية، فكانت الحلقة التي تضمنت المقابلة التلفزيونية بين بيرس مورغان وباسم يوسف من برنامج "بيرس بدون رقابة"، وقد كان تركيزنا على هذه المقابلة بالذات، رغبة منا في تحليل الخطاب الوارد فيها، لاختلاف طريقة الحوار، وتميز القضايا المطروحة بطريقة ترفيهية والابتعاد عن المحتوى السياسي الجاف. توصلنا من خلال نتائج الدراسة التحليلية بأن المواضيع ذات الشأن السياسي والعسكري هي الأكثر بروزا من بين المواضيع التي تم طرحها، كما تصدرت قضية الهجوم الإسرائيلي على غزة سلم القضايا المتناولة في المقابلة محل الدراسة، وكشفت النتائج أن البرنامج يسعى إلى التضليل والتعتيم حيث اعتمد مقدم البرنامج بيرس مورغان على السردية الإسرائيلية بعيدا عن الاعتماد على الحقائق، مما أثبت تحيزه.

**الكلمات المفتاحية:** الخطاب الإعلامي، الإعلام الغربي، آليات التأثير، الرأي العام، برنامج بدون رقابة.

## 1. INTRODUCTION

One of the most prominent mechanisms through which individuals achieve a subjective understanding of an objective truth is media mediation. This mediator enables the journalist to occupy a strategic position, giving them the ability to shape reality through a responsible selection process that organizes the representation of the world, which becomes a variable

dependent on the nature of the descriptive vocabulary used by the communicating journalist.

Considering media discourse as an interactive system open to reading and interpretation, the study of this discourse necessitates investigating the problem of meaning production within it. This meaning is nothing but the perception presented by media as symbolic factors for various manifestations of reality, where individuals

interact with the content of communication media through the symbolism of language, image, or video.

However, the effectiveness of symbols in media discourse varies, and the primary controller of that is what could be called multimedia, which plays a role in defining the paths of media communication. This calls for an examination of the nature of the medium as a technical system, and such a proposition may lead us not far from the boundaries of McLuhan's media theory. However, our central goal is to emphasize the technological specificity of the media medium in receiving the media message by the target audience and then its ability to absorb it and the extent of return from the communicative process, reflecting on cognitive, affective, and behavioral levels. Satellite television is considered the most significant medium through which public opinion is formed, thanks to its rhetorical elements, immediacy, and coverage follow-up, along with the entertainment appeal it offers. Accordingly, it comes to the forefront of both traditional and new media that modern society relies on to satisfy its media and communication needs. The rapid increase in the launch of satellite television stations in the Arab and Western contexts implicitly indicates a kind of competition among specific parties to occupy a space in the public sphere and to form and solidify specific beliefs by broadcasting certain perceptions.

This motivated us to address the topic of Western media discourse and its impact mechanisms on public opinion through content analysis of a single episode of "Piers Uncensored" airing on Talk TV, which has taken on the mission of shaping public opinion. The program covers a wide range of issues related to economics, culture, society, and politics, hosting significant figures from various backgrounds and ideologies.

## **2. Methodology**

This study utilized a survey approach to highlight the phenomenon under investigation. This method, known in French

as the scientific inquiry method, used by researchers to examine a particular position through investigating the evidence, experiences, and documents that constitute its natural setting to collect data and information that meets the desired scientific purpose, as it is suitable for the subject of Western media discourse and its impact mechanisms on public opinion. The research tool used in this study is content analysis, defined as a means or field tool that enables the collection of field information and data related to the phenomenon being researched<sup>1</sup>.

### **2.1. Study Questions**

The problem of this study revolves around the following question:

What are the mechanisms used by the producers of "Piers Uncensored" to influence public opinion? This main question gives rise to the following sub-questions:

- What type of issues raised in the televised interview between Piers Morgan and Bassem Youssef?
- What topics are addressed in this episode of the program?
- What persuasive strategies are employed by the host and guest in the episode?
- To what extent is parallel language used in the dialogue under study?
- What is the host's stance regarding the issues debated in the interview?
- To what extent did the discussion in this episode contribute to changing the stereotype of the Palestinian issue among Western public opinion?

### **3. Study Objectives**

This study aims to achieve several objectives among which are:

- To describe and analyze the Western media discourse of the international dialogue channel TALK TV and analyze the ideas and propositions presented in the content of the television interview between Piers Morgan and Bassem Youssef.
- To identify the specificity and advantages of Western media discourse.
- To understand the impact mechanism of journalist Piers Morgan.
- To comprehend the deep structure of messages and attempt to uncover the mechanisms, tools, and strategies relied upon by the text producer in creating

communication and influencing the recipient.

- To understand the role played by Western media in shaping cultural identities and ideologies.

#### **4. Study Significance**

The importance of the study lies in its potential as a foundational research contribution for other researchers to utilize as a reference. This particular interview serves as a unique opportunity to study interactions between different cultures and opinions to understand how complex issues are handled in a media context.

The themes of persuasion and influence on public opinion through media discourses have been a topic of discussion among many researchers in the fields of media and even politics. Our study of Western media discourse and its impact mechanisms on public opinion is significant in understanding the extent of Western media's influence in changing opinions and public perspectives on various issues. Despite the increasing significance of media discourse in shaping public opinion, detailed studies analyzing Western television interviews remain limited. This study is expected to contribute to a deeper understanding of the mechanisms of influence of Western media discourse on public opinion.

#### **5. Study Sample**

##### **5.1. Research Community**

Defining the research community is an important step in scientific research, requiring the researcher to specify the community they wish to study. The research community refers to "a group of similar and expressive messages in mediums referred to as communication media, which the researcher wishes to understand their characteristics"<sup>2</sup>. The total research community for this study consists of all episodes of the program "Piers Uncensored" on Talk TV. This is an internationally influential program among politicians and decision-makers, hosting significant and influential figures from various ideologies, discussing various issues in social, sports, and political fields.

##### **5.2. Research Sample**

For the sample, the researcher selected a purposive sample, a non-probabilistic sample that does not adhere to the law of chance but rather to specifications and criteria set them for the purpose of serving their study. The episode containing the interview between Piers Morgan and Bassem Youssef, aired on October 31, 2023, was intentionally selected as it serves the issue under study. It stands out due to the difference in dialogue style from dry political content, addressing issues in an entertaining, sarcastic manner. This interview is considered the most-viewed since the launch of "Uncensored with Piers".

#### **6. Study Concepts**

##### **6.1. Media Discourse**

Linguistically, the Arabic culture has historically been rich in concepts referring to discourse, namely; the word "*Khataba*" (خطب), which portrays active work, movement, behavior, and belief<sup>3</sup>. In the lexicon of "Al-Kashaf," discourse is described as the clear part of speech that the interlocutor understands and is not confused by; it encompasses speech on issues, governance, royal decrees, and communications<sup>4</sup>.

Moreover, it is the expression of thoughts through words, or a conversation between two or more parties, or a formal discussion, or a written treatment of a topic, dialogue, or speech. Discourse in linguistics is viewed as a linguistic extension with a sound logical structure, larger than a single sentence or a complete paragraph. The analysis of discourse applies to linguistic activities or influential outcomes resulting from language use<sup>5</sup>.

Terminologically speaking, Thomlinson defines discourse as "a symbolic language with a semantic meaning used to express the social construction of reality and events"<sup>6</sup>. Lee describes it as a "written or broadcast language conveying a specific meaning through its textual context"<sup>7</sup>. Discourse is a written text that includes meanings referring to a topic that is central to the discourse (its content), produced in specific environmental

conditions, carrying the interpretation of communicative characteristics from sender to receiver and the effects and reactions surrounding the issue raised within the discourse along with available reference frameworks and effective forces as pathways of evidence and persuasion strategies to achieve the intended goal behind the words and meanings of discourse to create a certain orientation towards the discussed issue within the research area<sup>8</sup>.

As for media: According to "Lisan Al-Arab," the essence of media "*I'lam*" (إعلام) comes from the root "*ilm*" (علم), and knowledge is the opposite of ignorance<sup>9</sup>. Media is deemed the dissemination of truthful facts and news serving the public good and characterized by honesty and objectivity.

The concept of discourse is defined at two levels: the narrow level pertains to how meanings produced by sentences and words appearing in the media message are constructed, while the broader level encompasses the topics presented in the communicative message. The content discussed within the discourse consists of statements forming its extensive semantic structure, where construction methods play a crucial cognitive role in understanding the intended meaning of the discourse<sup>10</sup>.

Discourse has evolved through various phases, penetrating all surrounding human mediums including newspapers, radio, television, and the internet, making it communicate with society as a whole and various categories. Thus, media discourse has become a source of knowledge and a tool for guidance and influence across nations, in addition to its high capacity to shape awareness and crystallize it, enabling it to impact cultures and direct them across various dimensions. The strength of media discourse stems from the tools and mechanisms it relies on during the persuasion process, such as the spoken word in radio and audiovisual imagery in television<sup>11</sup>.

Western media discourse refers to foreign media that provides various information to

the world's populations, considered as an effective means of influencing and directing public opinion towards international issues while impacting the minds and souls of communities, especially in developing societies. In our view, the analyzed media discourse primarily belongs to the political discourse within a dialogical format, which is considered argumentative discourse. It is characterized by a set of techniques, linguistic and logical mechanisms aimed at influencing the audience, leading to changes in their perspectives.

## 6.2. Public Opinion

Linguistically, the term "public opinion"<sup>12</sup> is commonly used by writers and researchers and frequently mentioned by politicians and journalists. It appears in parliamentary discussions and is prevalent in our daily lives. The term consists of two words: opinion and public. The word opinion, as defined in "*Al-Mawrid*" means belief, reasoning, contemplation, and reflection.

The term public refers to the collective entity regarding every matter, as shown in dictionaries and refers to a collection known as the general populace. Thus, the description of public opinion as "general" indicates the comprehensiveness arising from the existence of a group of individuals concerned with the public opinion.

Terminologically, scholars differ on providing a specific definition of public opinion, but these definitions often intersect. Public opinion is seen as a consensus of viewpoints among people on a specific subject as they are part of one society. It is also the tendency of people towards a particular issue at a certain level and a collection of ideas and beliefs typically formed by peoples on a specific matter over a defined period.

William Albig, an American public opinion scholar, states that public opinion is the outcome of interpersonal interactions within any form of group, concerning a specific issue open for discussion. It is the prevailing sentiment among the majority regarding one or more subjects directly affecting them or occupying their thoughts, generating heated

debate during a particular period. The presence of competing opinions from certain factions with interests diverging from the majority does not diminish the significance of this opinion, and media and awareness play a role in shedding light on public issues that society should be knowledgeable about or that the public may recognize due to their understanding or awareness limitations.

In the context of our study, public opinion represents the majority's view on the issues discussed, crystallized from the multiple positions contained in the television interview between Piers Morgan and Bassem Youssef.

### 6.3. Impact

Linguistically, impact "*Ta'thir*" is defined in "Lisan Al-Arab" as the change left in the trace of something. The term impact signifies leaving a mark on something<sup>13</sup>.

Terminologically, impact is understood as generating some change in opinion, behavior, and orientations through the information presented<sup>14</sup>. Impact can generally be defined as a change released on the message's recipient as an individual, where the message catches their attention, and they perceive it, possibly adding new information that encourages them to establish new attitudes or modify their previous behavior. Several levels of impact exist, ranging from attention to reinforcing attitudes to eventually changing those attitudes<sup>15</sup>.

In the context of our study, impact refers to the change brought about by Western media discourse among the public when audiences are exposed to the content of the interview between Piers Morgan and Bassem Youssef, reflected in shifts in thoughts, attitudes, and behaviors. As for the mechanisms of impact, they refer to the methods and techniques used by various media outlets to influence the opinions and behaviors of the audience. These mechanisms go beyond merely transmitting information; they aim to shape public opinion and direct it towards making specific decisions.

## 7. RESULTS AND DISCUSSION

### 7.1. Technical Overview of Talk TV

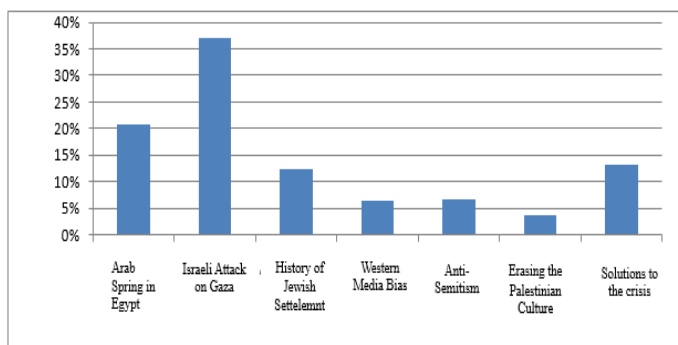
Launched on April 25, 2002, Talk TV is owned by NEWS UK, the media empire of Rupert Murdoch. The channel broadcasts on free view, free sat, media virgin, and Sky, and initially planned to be accessible online through YouTube before deciding to transition to offering only online services starting from May 1, 2014. Its headquarters is in London, England, broadcasting radio programs synchronously during peak hours. The channel features three original programs: "The News Desk", "Piers Morgan Uncensored", and "The Talk." Many journalists left their posts to join Talk TV, with the British journalist Piers Morgan signing a contract with Murdoch, making him the highest-paid journalist in the UK.

### 7.2. Technical Overview of "Uncensored"

This is a talk show hosted by Piers Morgan, distributed on YouTube, originally broadcast on Talk TV during peak hours at 8 PM in the UK from April 25, 2022, to February 8, 2024. It has also been broadcast internationally by Sky News Australia and Fox Nation in the U.S. Starting in 2024, episodes began airing on the program's channel on YouTube. The channel has 3.05 million subscribers and over 758 million total views. The program's premiere featured a two-part interview with the U.S. President Donald Trump, while a long interview with the Ukrainian President Volodymyr Zelensky and his wife aired on July 27, 2022. On October 31, 2023, Piers Morgan hosted the Egyptian satirical media figure Bassem Youssef on his show, achieving the highest viewership ever in the program's history with over 15 million viewers.

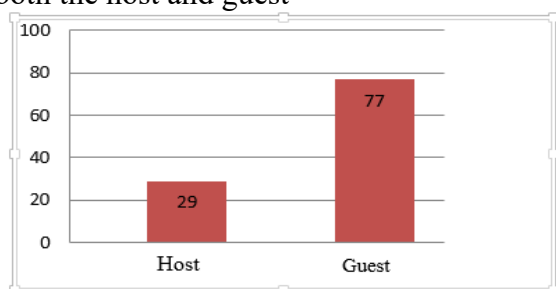
### 7.3. Quantitative and Qualitative Analysis of Data

**Figure 1:** Representing the time allocation for the issues raised in the interview.



After examining the data in Figure 01, which illustrates the time allocated for the topics discussed in the interview, the total duration of the interview was 106 minutes. The results indicate that the issue of the Israeli attack on Gaza occupied 39 minutes, which is equivalent to 37.03% of the total interview time. Meanwhile, the time dedicated to discussing the issue of the Arab Spring in Egypt was 22 minutes (20.75%), while the topic of Jewish settlement history received 13 minutes (12.26%). Solutions to the crisis were allotted 14 minutes (13.21%), and the discussion of anti-Semitism took up 7 minutes (6.60%). The topic of bias of Western media was discussed for 6.75 minutes (6.36%), and finally, the issue of the erasure of the Palestinian culture was allotted 4 minutes (3.77%). This difference in time allocation is attributed to the uniqueness of each issue and how they were presented in the interview, as well as the importance and urgency of each topic. Measuring the time allocated to each issue is significant as it allows us to comprehend the focus placed on the Palestinian-Israeli conflict compared to the Arab Spring issue in Egypt. The discussion of the latter was deemed secondary to the channel's interests, as the Palestinian conflict was prioritized.

**Figure 2:** Representing the time allocated to both the host and guest



From Figure 02, which depicts the time occupied by both the host and the guest, it is evident that the guest Bassem Youssef occupied the majority of the time recorded, with a total of 77 minutes (72.64%), while host Piers Morgan spoke for 29 minutes (27.36%). This discrepancy is due to the host's interventions primarily consisting of posing questions or commenting on Bassem Youssef's answers, in addition to a concluding statement. In contrast, Bassem Youssef utilized the larger share of the interview time to provide a more detailed perspective on the Arab and Palestinian viewpoints, showcasing his strong personality and effective communication style, which played a significant role in dominating the time.

**Figure 3:** Representing the category of direction (types of shooting angles used in the interview)

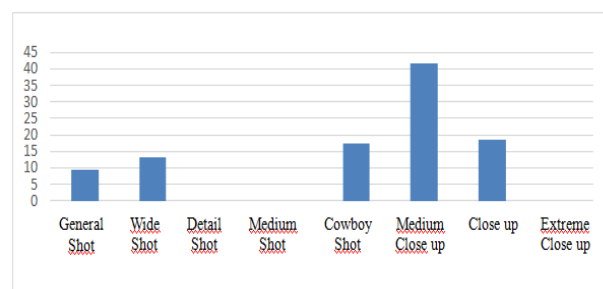


Figure 03 illustrates the types of shooting angles utilized to address the topic from all angles within the allotted time. The medium shot ranked first, with a repetition rate of 41.69%, aimed at highlighting the positions and interactions of the parties involved in the interview with the topics being addressed. This was followed by the close-up shot at 18.45%, which aimed to emphasize the facial features of the conversationalists and focus on the emotions and feelings intended to be conveyed to the audience. The cow-boy shot accounted for 17.34% and served to showcase personalities from head to waist, highlighting hand movements and gestures. Meanwhile, reliance on descriptive shots related to the decor was minimal, with the medium shot recording 13.09%, aimed at emphasizing an important part of the decor,

followed by the wide shot at 9.41%, which intended to present an image of the program's aesthetic background.

**Figure 4:** Represents the category of artistic direction (types of camera angles used in the interview).

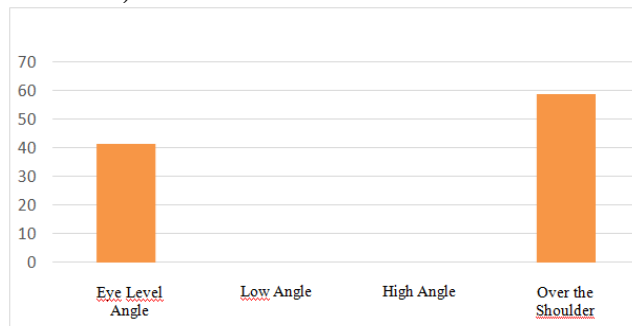


Figure 04 illustrates the camera angles used in the interview, showing that the over-the-shoulder angle was predominantly employed at 58.76%. This was to film the dialogue and exchanges between the host and the guest; the camera was aimed at the interlocutor on the left to effectively capture reactions. This angle provides artistic expressions through the framing around the personality, emphasizing elements within the frame rather than decor, which remains secondary as the dialogue between the two parties is of greater significance. The eye-level angle followed at 41.33%, used to show the decor and the active parties in the interview without one being elevated or lowered in relation to the other.

**Figure 5:** Representing the colors used in the interview

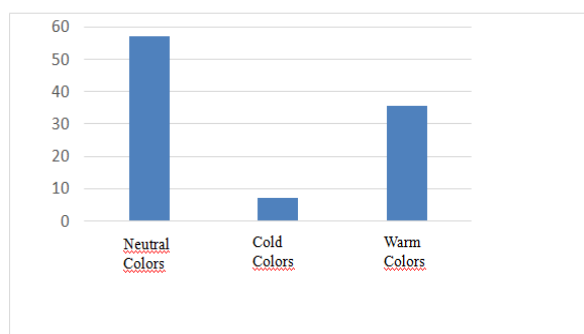
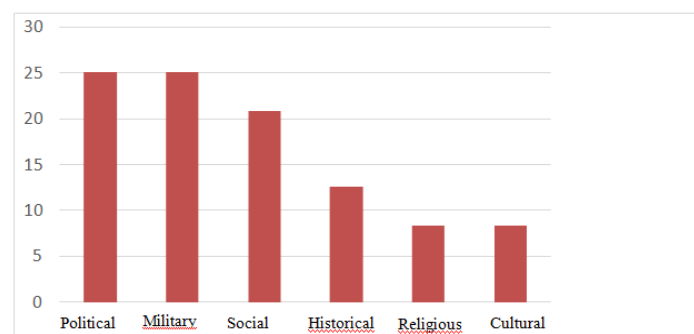


Figure 05 shows the colors used in the interview between Piers Morgan and Bassem Youssef, where neutral colors accounted for 57.14%, indicating the

program's neutral stance. According to the psychological interpretations of colors in visual arts, the predominance of black in the host's clothing suggests sadness and anger over the current events, while the white color conveys hope, good, and peace, which Piers Morgan advocated through his program. Bassem Youssef appeared in both black and white clothing, with gray connoting stability, which in negative contexts could indicate sadness. The warm colors comprised 35.72%, including red in the curtains, flooring, and the guest's shirt, suggesting anger, danger, and violence as they resemble human blood. The cold colors represented only 7.14%, embodied by green, which symbolizes calm and reassurance. Looking at the combined colors in Bassem Youssef's outfit (white, black, red, and green), they evoke belonging, love, and connection to the land and roots, collectively representing the Palestinian flag.

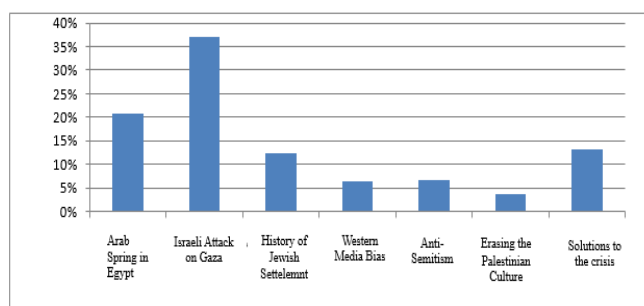
**Figure 6:** Representing the types of topics discussed in the interview



From Figure 06, we notice that the political and military topics are equally represented, each accounting for 25%. This highlights the interviewers' focus on both political and military themes, as they correlate closely. The political discussions covered elections, leadership selection, protests, government decisions, and international relations. The military topic included discussions on terrorism, leadership like Hamas, and matters relating to war and military attacks, encompassing all that concerns defense of the homeland. Social topics were recorded at 20.83%, discussing issues faced by Palestinians such as hunger, isolation, racial

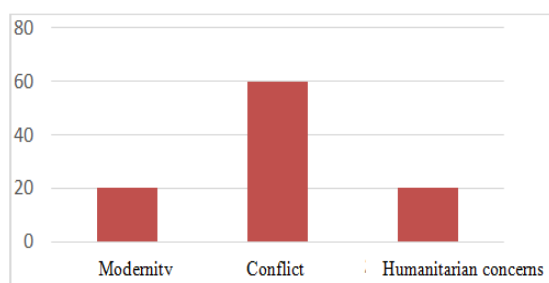
discrimination, violence, and social injustice. Historical topics constituted 12.5%, addressing the origins of the Zionist movement, Jewish settlement history, and persecution. As for religious and cultural issues, they represented 8.33%, with Bassem Youssef discussing Judaism as a religion and the roots of anti-Semitism, as well as Israel's attempts to erase Palestinian identity by appropriating Palestinian heritage, such as branding Palestinian hummus as Israeli.

**Figure 7:**Representing the types of issues addressed in the interview



From Figure 07, it is evident that the issue most covered in this interview is the Israeli attack on Gaza, accounting for 40%, followed by discussions on solutions to the crisis at 20%. The issue of Western media bias registered at 15%, while anti-Semitism came in at 10%. It's noteworthy that the issues of the Arab Spring, Jewish settlement history, and the erasure of Palestinian culture each held equal weight at 5%, indicating that the interviewers prioritized these topics over the latter.

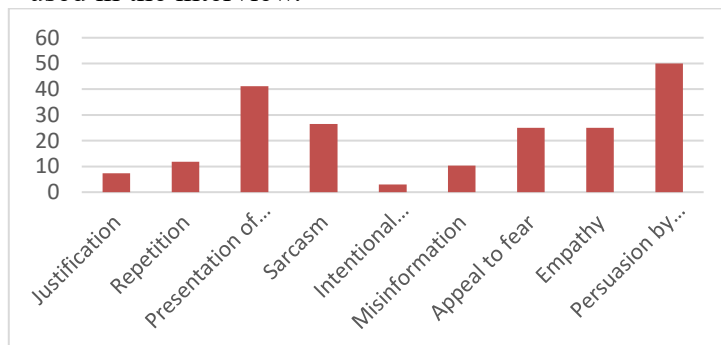
**Figure 8:** Representing the types of values expressed in the interview



We note from Figure 08, that the value of conflict was among the most prominent, at 60%, due to the discussants focusing on the Israeli-Palestinian conflict. The second most discussed value was humanitarian concerns and modernity, both at 20%, emphasizing

the program's focus on urgent and contemporary issues, and human interests by presenting the Palestinian cause with an emotional and humanitarian dimension.

**Figure 9:** Representing the percentage of rational and emotional persuasive methods used in the interview.



The results in Figure 09 reveal the varying degrees of the persuasive methods employed. The presentation of facts based on reliable sources ranked first at 41.18%, primarily through Bassem Youssef providing statistics, historical evidence, and real examples, alongside citing important figures' statements, such as Queen Rania's remarks and President Biden's comments. He also referred to documents, like a map from Israeli authority and a picture of Fatah's logo, and used an olive oil bottle to illustrate the deep-rootedness of Palestinians in their land, paralleling olive trees planted 600 years ago. The second position utilized sarcasm, at 26.47%, to send cryptic messages to the audience for interpretation, exemplified by his remark, "Take the land and leave the hummus" which insinuated that Israel's appropriation went beyond just land grabbing to erase Palestinian culture. As for the repetition method, it achieved 11.76%, reflecting the host Piers Morgan's repeated condemnation of Hamas, using redundancy to reinforce his point. The method of misinformation was also utilized, as he relied on unfounded claims, evidencing the Western media's bias by leaning on the Israeli narrative without factual support. The justification strategy was significant at 7.35%, aiming to validate aggression against Gaza as a right for Israel

to protect its citizens by eliminating Hamas, even at the expense of civilian lives. Intentional neglect was recorded at 2.94%. The study also indicated that emotional and fear-inducing methods both comprised 25%, while persuasion by presenting a positive image of oneself accounted for 50%, as Piers Morgan attempted to illustrate his neutrality, and Bassem Youssef sought to validate his support for the Palestinian cause. Overall, rational methods were employed at 89.47% for persuasive purposes, while emotional strategies did not exceed 10.53%.

**Figure 10:** Representing the percentage of parallel language used in the interview

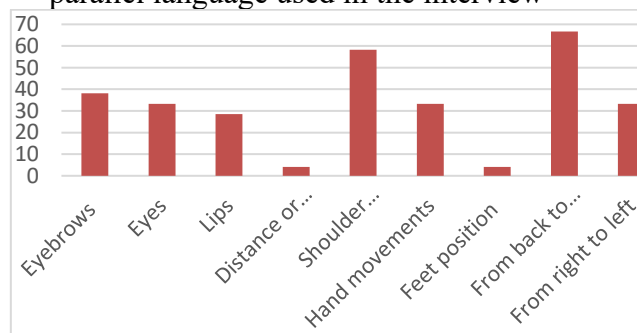


Figure 10 highlights the usage of parallel language, meaning non-verbal language evident in the interview, as the dialogue necessitates an additional system accompanying language: “non-verbal communication represented in signals, gestures, positions, and movements”. Body language holds a significant place in visual media, sometimes overshadowing verbal language, particularly focused on the upper body, as seen in the interview under study. Gestures and movements are swiftly captured in visual communication, often preceding verbal communication and revealing subconscious thoughts that the speaker may not wish to vocalize. Overall, body language in this interview communicated various messages that the receiving self may analyze.

**1- Facial Gestures:** Recorded at 41.18%, the face is a primary avenue for expressing emotions.

**a- Eyebrows:** At 38.09%, Bassem Youssef often raised his eyebrows to indicate disbelief regarding Piers Morgan's opinions,

with furrowing indicating anger and rejection of Morgan's arguments.

**b- Eyes:** At 33.33%, both participants focused on each other's eyes throughout, deepening their connection and comprehension.

**c- Lips:** At 28.57%, Bassem Youssef frequently conveyed silent laughter, indicating ridicule towards Piers Morgan's flawed justifications.

## 2- Body Position

**a- Distance or proximity:** At 4.16%, the gap between interlocutors imparts significance; the close distance highlighted their relational dynamics, with the table positioned to enhance engagement and effective communication.

**b- Shoulder Movements:** Recorded at 58.33%, Bassem Youssef's repeated movements conveyed sarcasm aimed at humor.

**c- Hand Movements:** Recorded at 33.33%, gestures aided expression and drew attention. Notably, Bassem Youssef often crossed his arms, as a powerful message indicating defiance and closed-mindedness.

**d-Feet Position:** At 4.16%, Youssef's leg crossing further indicated rigid thinking and attachment to his views.

**e. Head Movements:** An elevated head signified a neutral stance from either the host or guest.

**Figure 11:** Representing the percentages of objectives sought from the interview

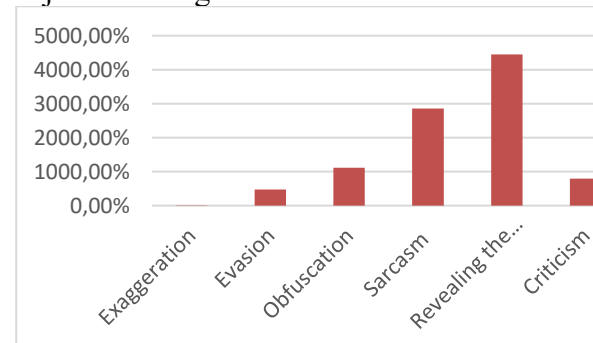


Figure 11 illustrates the targeted objectives of the interview, revealing that the goal of revealing truths was 44.44%, the highest percentage, as Bassem Youssef provided evidence-based information to expose and present the truth to the public. This was

followed by the goal of sarcasm at 28.57%, which Youssef frequently utilized for critique. The objectives of obfuscation, criticism, evasion, and exaggeration were recorded at 11.11%, 7.94%, 4.76%, and 3.17%, respectively. These goals were linked to the program host's bias towards the Israeli perspective, characterized by exaggerated descriptions of Israeli casualties to portray public engagement with Hamas' actions on October 7, 2023.

**Figure 12:** Represents the host's attitude towards the issues raised in the interview.

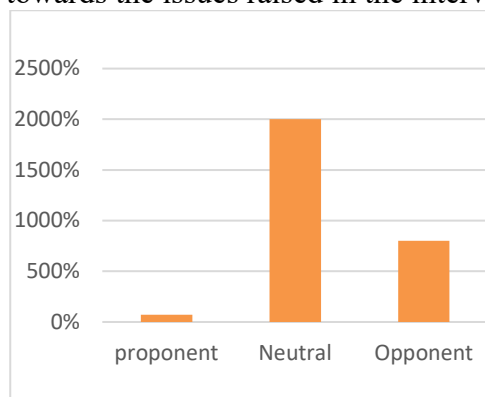


Figure 12 displays the host's attitude toward the various topics discussed in the interview. Given the variance of issues, each was individually assessed. The host Piers Morgan appeared neutral regarding the Arab Spring and the erasure of Palestinian culture, as well as the subject of anti-Semitism. He demonstrated neutrality when addressing Western media bias and Jewish settlement history, as he generally guided the discussion without intervening extensively. However, regarding the Israeli attack on Gaza, his support and bias towards the Israeli perspective were evident, totaling 72%. His stance was reinforced through his use of harsh expressions, such as calling for the eradication of Hamas terrorists and repeatedly questioning whether Hamas is a terrorist organization. His bias was further amplified when he justified the Israeli attacks on Gaza, asserting that Israel has a right to protect its citizens. This bias stems from Britain's position and support for the Israeli presence in Palestine. In discussing solutions to the crisis, he suggested measures favoring the Israeli side, such as

proposing that Egypt host Palestinians, showcasing his explicit supportive position for Israel while attempting to assert his neutrality.

## 8. General Findings of the Study

- The program "Piers Uncensored" focused on allocating significant time to the issue of the Israeli attack on Gaza, which accounted for 37.03% of the total interview time, deeming it the primary issue.

- Concerning the time attributed to both the host and guest, Bassem Youssef dominated the dialogue with 72.64%, allowing for greater explanation, analysis, and justification, thereby enhancing persuasion and influence.

- Analyzing the direction and its elements, the program showed a preference for decor and warm colors, reflecting the conditions and nature of the ongoing conflict to create impact.

- The program equally highlighted both political and military topics at 25% while neglecting cultural, historical, and religious subjects.

- Results indicated that the Palestinian-Israeli conflict received considerable focus, scoring 40%, while discussions on solutions reached 20%, with varying proportions for other issues.

- The analytical results highlighted that the value of conflict was predominant, registering at 60%, followed by values of modernity at 20% and humanitarian concerns.

- The results showcased that interview participants utilized rational persuasive methods at 89.47%, while emotional methods comprised only 10.53%, with body language also used to attract attention.

- For the objectives sought in the interview, the aim of uncovering truths was 44.44%, followed by ridicule at 28.57%, often used for derision.

- The analytical study revealed the host's clear stance, showing support for the Israeli attack on Gaza under the guise of eliminating Hamas, as a means to seek moral justification for committing war crimes against Gaza. Thus, his bias toward

the Israeli side was evident, with a 20% neutral stance and an 8% opposing view.

## 9. Conclusion

This study analyzed Western media discourse and its mechanisms of influence on public opinion, particularly in the context of the region's violent upheaval following events labeled as the Arab Spring, alongside the Al-Aqsa Flood, which intensified Israeli attacks in the Middle East. We engaged with numerous theoretical insights in this regard to analyze a sample represented by a televised interview between Piers Morgan and Bassem Youssef, guided by media framing theory, which informed our research direction.

Upon examining the outputs of the analyzed interview and concluding methodological procedures, the current representation of Arab issues from the perspective of Western media became apparent. In light of the unimpeded flow of information from north to south and the dominance of Western entities over international media to serve their ideologies and interests, our study concluded that Western media, through its discourse, attempts to create negative stereotypes of Arabs and aims to cement them through disinformation and obfuscation, manifesting a racist narrative against Arabs while seeking to push its ideology.

Therefore, it can be contended that Western media discourse—regarding the mechanisms controlling its production or its communicative purpose—falls under subjective discourses as it conveys the positions and viewpoints of the media institution alongside its perceptions and directions. It can also be categorized as persuasive discourse aimed at influencing the cognitive and emotional responses of the audience to engage positively with what the discourse entails, employing argumentative means. There were strategies employed by the guest, Bassem Youssef, in the "Piers Uncensored" program to shape his media

discourse, particularly through sarcasm, associated with exposure, criticism, and derision; he effectively leveraged this approach to shape public opinion.

Moreover, it can be asserted that the bias of Western media necessitates that Arab media make concerted efforts to provide a counter discourse grounded in appropriate arguments and mechanisms to correct the narrative being propagated in the minds of global public opinion and alter the image constructed by biased Western media perspectives.

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