A critical discourse analysis of media political bias on Marvel's Sabra controversy

Aurelia Puti Imani[*], Ribut Wahyudi

UIN Maulana Malik Ibrahim Malang, Indonesia

ABSTRACT

Online news media often employ language manipulation to favor specific parties, potentially reflecting political bias, particularly in coverage of controversial issues. One such issue is Marvel's Sabra, an Israeli Mossad superhero character, whose inclusion sparked controversy due to its association with the 1982 Sabra and Shatila massacre in Lebanon. This study investigates indications of political bias in media portrayals of the Sabra controversy. Data were sourced from six online news articles published by Al Jazeera and The Times of Israel between September and October 2022, addressing Marvel's Sabra, alongside articles from the same period in prior years commemorating the 1982 massacre. The analysis utilized Critical Discourse Analysis (CDA) to examine ideological underpinnings through text structures and Political Discourse Analysis (PDA) to assess practical arguments. Findings revealed contrasting narratives: Al Jazeera opposed Sabra's depiction, viewing it as propagandistic and linked to Israel's alleged role in the massacre, while The Times of Israel supported the character, asserting Israel's lack of direct responsibility for the event.

Keywords: *Controversy; Critical discourse analysis; Marvel Sabra; Political bias; Political discourse analysis*

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[*] *Corresponding author*:

Aurelia Puti Imani
UIN Maulana Malik Ibrahim Malang
Jl. Gajayana No.50, Dinoyo, Kec. Lowokwaru, Kota Malang, Jawa Timur 65144, Indonesia
Email: putiimaniaurelia@gmail.com

1. Introduction

George and Waldfogel (2006) explained that all media sources, whether online or in print, can affect the public's mentality by misinterpretation or misrepresentation (manipulation) of what the media reports through the language or words used. Such manipulation might indicate political bias which could be analyzed through van Dijk's (1998) Critical Discourse Analysis (CDA) and Fairclough and Fairclough's (2012) Political Discourse Analysis (PDA).

So far, studies on news media bias have been conducted by many researchers from various countries. Most of them were about the Israel and Palestine conflicts. The findings from these studies revealed that most Western media, such as America, Australia, and the UK represented Palestine negatively as they represented Palestine or Hamas as a terrorist organization, radicalism, violence, or Islamic extremist militant (Atia et al., 2025; Elewa, 2019; Kareem & Najm, 2025; Li & Zhang, 2021; Samaie & Malmir, 2017).

On the other hand, several Arabic and Indonesian media generally tended to represent Israel negatively as the perpetrator of the attack, while Palestine was represented as the victim (Crowley-Vigneau et al., 2025; Kharbach, 2020; Purnama, 2018). The different representations appear to have a connection with the majority of people and their religious background in the country. In the UK for example, where Muslims are a minority, Palestine or Hamas is represented negatively, while in Indonesia where Muslims are dominant, Palestine is positively represented.

This research focused specifically on analyzing the political bias of Marvel's Sabra controversy. Sabra is one of the characters represented as an Israeli hero in the upcoming Marvel movie called Captain America 4. Her appearance in that movie has drawn much controversy in various media. 'Sabra' in this movie will appear as a representation of an 'Israeli Superhero' which made people and media denounce Marvel's Sabra here as 'propaganda'. The reason is that the name of Sabra itself is the reminiscence of the Sabra camp massacre in Lebanon during the 1982 Lebanese Civil War, where Israeli soldiers and Lebanese military killed around 3000 Palestinian refugees. The relation of Sabra's character in that movie with the Israel-Palestine conflict triggers us to analyze the political bias from the language used in both online media.

There were two online news media used in this study; Al Jazeera and The Times of Israel. Al Jazeera is a news media funded by the Qatari government. Pala and Aras (2015) stated that Qatar led Arabic regional countries/blocks, including Muslim Brotherhood (MB) governments in Egypt and Tunisia, as well as Hamas in Gaza, Palestine. Qatar had extended diplomatic and financial support to Hamas. In addition, Ukka (2022) revealed that Al Jazeera was the most-used news reference among international media (43,4 percent of the study sample) for foreign political studies. Thus, Al Jazeera represents the Arabic news media.

In contrast, The Times of Israel is an online news media established in Jerusalem in 2012 to cover news in Israel, the Middle East, and the Jewish global community. It was formed by Israeli journalist David Horovitz, born in the UK, and his American business

partner Seth Klarman. The main team and writers at The Times of Israel consist of numerous English-language journalists in Israel. The Times of Israel is incorporated under the name 'Zmanei Yisrael' in Israel. Thus, The Times of Israel represents the Israeli news media.

Analyzing the political bias of the two media with contrasting political affiliations has not been done in our research context. Addressing the gap, this research examines two critical research questions: How are the text structures represented by Al Jazeera and Times of Israel in reporting Marvel's Sabra controversy? How are the political biases represented in Al Jazeera and Times of Israel regarding the controversy?

Significantly, this research could shed light on the indications of political bias that shape media representation. It is to avoid the possible negative impacts such as readers' misunderstanding due to misinterpretation or misrepresentation in the news media. Moreover, this research can also be a reference for further research.

2. Literature review

This research used two main theoretical frameworks, Van Dijk's (1998) CDA and Fairclough et al. (2012) PDA. It used Van Dijk's (1998) CDA to analyze news texts in more depth on their macro, micro, and schema structures. This article also used Fairclough et al. (2012) PDA framework because political elements were found in the topic discussion which could be seen through the practical argument's framework.

2.1. Critical discourse analysis

Dijk (1998) stated that groups with strong ideological dominance have special means to access, control, and manipulate media. CDA analyzes not only the hidden message or ideology in the text's linguistic features but also its relation to the discourse context. In relation to this type of CDA, Degaf (2020) stated that the basic concept of van Dijk's CDA was classified into three dimensions: text analysis, social cognition, and social context.

However, because of the limited access, this paper only covers text analysis. Dijk (1998) stated that in the text dimension, linguistic features were analyzed in the discourse. Therefore, the text dimension here was classified into three types: macrostructure, schema structure (superstructure), and microstructure (Irham & Wahyudi, 2012; Degaf, 2020). First, the macrostructure could be seen in the discourse's general topic, which signaled the most important information and expressed the author's ideology and opinion (Dijk, 1998). Macrostructure was also the chosen theme of the discourse.

For the second component, schemata, Dijk (1998) divided it into conventional categories: introduction and conclusion, problem, and solution, and so on. Furthermore, he explained that for news media and articles, the conventional schemas were shown in the order and the hierarchical position or structure of the text. The last one, microstructure was the linguistic feature of the text. The microstructure can be seen from the word choice, style, and sentences applied in the text (Irham et al., 2012). Firmansyah and Degaf

(2024) also found that microstructural elements created a compelling narrative that not only recounted the events, but also situated them within a broader discourse on justice, race, and community response.

2.2. Political discourse analysis

Fairclough et al. (2012) argued that the political context is an 'institutional context,' which possibly makes the actors insist on or exert and empower their parties to act on the world with an impact on common concern matters. This context can be seen throughout argumentation in the practical reasoning analytical framework.

Fairclough et al. (2012) suggested practical arguments based on two types of premises: circumstances and goals. Certain parties or Agents merge their circumstances' knowledge and means-goals (M-G)/assumptions that might lead them to the future, which is their goal. In their goal's view, agents decide certain actions over others because they find themselves in a particular circumstance. Action A may make an agent or certain party reach their goals (G). It starts with the circumstances (C) by certain values (V) of what is concerned by the Agents or ought to be concerned with that might bring them to do a certain action and lead them to reach their goals.
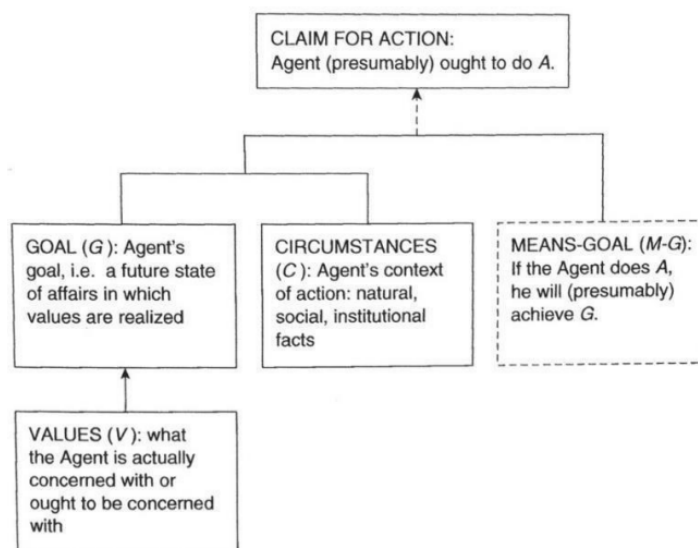

Figure 1. Model of practical arguments by Fairclough et al. (2012) p.45

One of the studies that have applied this theory was Zakiyah and Wahyudi (2022). Their study investigated Theresa May's use of word choices which constructed and established a positive representation to gain some political purposes.

2.3. Marvel Sabra controversy

The name of 'Sabra' reminds people, especially Palestinians of the massacre of refugee camps in Lebanon named Sabra and Shatila. Sabra was a Palestinian' refugees camp that was located in Lebanon. During the 1982 Israeli-Palestinian conflict in

Lebanon, there were between 1000-3000 people were killed by Israelis and their Phalangist allies (Karmi, 2013). The massacre happened without a clear and true reason. The victims included children, women, and the elderly who appeared to be innocent and harmless. Then, since the Palestinians evacuation from Lebanon in 1982, particularly from the beginning of Oslo negotiations between Israel and the Palestine Liberation Organization (PLO) in 1993, Palestinian refugees in Lebanon felt increasingly marginalized and excluded from the political processes that affected their fate. During this period, the incident has become a manifestation of the pain and suffering of refugees, who legitimize their claim to membership in the Palestinian national government and appeal to the international community for recognition and justice (Khalili, 2008). Thus, the name of Sabra cannot be forgotten by Palestinians because of this violent massacre and marginalization.

It was announced that Marvel released a movie entitled Captain America 4. However, this movie raised a controversy regarding one of the characters who would appear in the movie. The character's name is 'Sabra' which reminds people, especially Palestinians of the refugee camp Sabra's massacre that happened in 1982. Moreover, 'Sabra' in this movie would appear as a representation of 'Israeli Superhero' which made people and media denounced that Marvel's Sabra here as 'propaganda'.

3. Method

This research used the qualitative method as the research design. Snape and Spencer (2003) stated that a qualitative study intends to deeply interpret the understanding of the social world of the participants by analyzing their perspectives, experiences, and histories. Under the qualitative umbrella, Van Dijk's (1998, 1988) CDA is used to analyze text structures and Fairclough et al. (2012) PDA is employed to investigate the political elements using political arguments framework. These two analytical frameworks are used together to provide deeper and more complex analysis compared to only one framework being used.

The data were taken from Al Jazeera and The Times of Israel online news media as the representation of each party regarding Marvel's Sabra controversy. The news was posted between September and October 2020 and 2022. It corresponded to the 1982 Sabra and Shatila refugee camps massacre's timeline.

There were several steps that the researchers used to analyze the data. First, the researchers analyzed the texts' structures on the news based on van Dijk's (1998) text analysis and discourse structures model into macrostructure, schema structure (superstructure), and microstructure. After that, the researchers also analyzed the political context using Fairclough et al. (2012) PDA's practical arguments framework. Subsequently, the researchers analyzed the ideology, social, and historical context related to the research object, Marvel's Sabra Controversy. Then, the researchers analyzed the political bias of the news media chosen based on the chosen theories.

4. Findings and discussion

This section aims to answer the research questions of how the text structures are constructed by Al Jazeera and Times of Israel in reporting Marvel's Sabra controversy and the ways where the political biases are represented in both media.

4.1. Critical discourse analysis

4.1.1. Macrostructure (Al Jazeera)

The general topic of the first and second news were almost the same. They mainly talked about how Sabra's character appeared in the movie, possibly for propaganda that might aim to affect the movie viewers, especially young generations, on how they portrayed Israelis and Arabs, as in: "how Sabra will facilitate the agency's 'branding' with younger audiences: This is the 'TikTok' way, the cartoon way to talk to the new generation." (Fernandez, 2022, para. 9). It could be seen in how the news wrote that Arabs were often depicted as terrorists and villains for the superheroes; it went the same as how Sabra's character in the movie was represented as an Israeli superhero and Arabs as terrorists. Said (1978) in his book "Orientalism" also described that Westerners thought of Arabs as terrorists, camel-riders, hook-nosed, and venal lechers. He also wrote that the struggle between Arabs and Israeli Zionism and its effect on American Jews made it possible to discuss Arabs or Islam dispassionately.

Thus, it could be considered that the American Marvel movie still had a stereotyped colonialist vision of the Eastern people by representing Arabs as terrorists while Israeli Mossad was the superhero. Both news also described the relationship between Sabra's character and the massacre of Sabra and Shatila in 1982 and showed that Israeli forces or military and the Phalange were allies in carrying out the shooting mass of the 1982 Sabra and Shatila massacre. In addition, the third news also described the 1982 Sabra and Shatila massacre and denoted why Israel was found guilty in this massacre case.

4.1.2. Scheme structure (Al Jazeera)

The scheme structure started with a headline that emphasized the context of the news by giving the history and circumstances that supported the news topic. News 1 and News 2 generally had the same structures in which they had comments and expectations that supported their arguments that Marvel's Sabra was propaganda or problematic, while News 3 focused more on the historical context of the event (1982 Sabra and Shatila Massacre) in which it emphasized Israeli forces/authorities' involvement on the massacre.

4.1.3. Microstructure (Al Jazeera)

Word choice in this news mostly used negative words as the reaction of Sabra's character and the 1982 Sabra and Shatila massacre. Words like 'racism', 'bias', 'propaganda', and 'brainwashing people' were used to indicate how Sabra's character in the film got backlash or many criticisms and how Marvel showed biased indications on Israel. In this movie, they used the Israeli Mossad character, Sabra, as the superhero, yet

represented Arabs as the terrorists that could be seen as propaganda and brainwash people to the viewers of the movie later. Phrases like 'Israel's violence', kill without missing, and 'get rid of' were used to describe the Sabra and Shatila massacre at how Israel perpetrated the Palestinian refugees in the massacre. The news used those negative words most likely to defend Palestinians, and reproached Marvel on how they decided to bring Sabra's character in the movie and outraged Israel because of what they did in the massacre. Those words were used as dysphemism that showed the negative representations of Marvel that, decided to bring Sabra's character, and Israel, who was involved in the massacre.

It used both active and passive voices to describe Sabra's character, which was Israeli Mossad and its 'dirty history', as the news stated that Mossad as a defender of the Israel state had kidnapping and assassination, such as it killed a cultural icon, Ghasan Kanafani, a Palestinian author and a leading member of Palestine Liberation party. The most used pronouns were 'they, us, I,' which were used to describe Marvel and Israelis, while 'I' and 'us' were used to describe the Palestinians and the writer. In that context, the writer took the side of Palestinians rather than Marvel or Israel.

The news used the metaphor 'lab rats' as in, "Western cinema and TV have always used us (Arabs) whenever they want as lab rats for their superheroes – people to kill and who no one will be upset over." (Al Tahhan, 2022, para. 29) was used to describe how western TV and cinema often portrayed Arabs as the villains of the superhero characters as mentioned in the news. Hence, this portrayal of Arabs as villains in Western TV or cinema movies would bring negative stereotypes of Arabs. It would reflect that the relationship between the West and Arabs was not good. Relevant to this, Decome (2016) explained that the Chinese have often been represented as villains in Western popular literature. This relationship could be seen in the current geopolitical relations between China and the West, especially the US. where China had been considered the competitor that might threaten the US-led liberal system in economic, political, and institutional areas (Games, 2023).

4.1.4. Macrostructure (Times of Israel)

Dijk (1998) explained that macrostructure can be seen from how the media displays the general topic of the news to show the writer's ideology. This study analyzed three news that were reported in the Times of Israel. The first one was generally about how the news wanted to give "a new approach" to Sabra's character. However, this news appeared when Sabra's character issue was controversial and criticized by people worldwide. This "new approach" context of the news possibly tried to turn the criticisms down. As mentioned in the news title, the second news generally talked about how several fans anticipated the Sabra character regarding the criticism or the controversy from activists and other international fans. Furthermore, the study also analyzed the third news about the Sabra and Shatila camps of Palestinian refugees, entitled "Why the world cares about the 1982 Sabra and Shatila massacre". The news was published on 16 December 2019.

This news generally described how the 1982 Sabra and Shatila massacre was the only one still talked about extensively, even though many other massacres happened during the Lebanese war.

4.1.5. Scheme structure (Times of Israel)

The scheme structure of the news in Times of Israel contained a headline that pointed to the highest information first (Dijk, 1988), and it was followed by the circumstance (such as the announcement of Sabra's character, except for news 3); then, in general, all news were contained the historical context of the event, 1982 Sabra and Shatila massacre, that took the most length in the news text. They generally showed only the Lebanese militia that carried out the massacre, while Israeli forces only surrounded and allowed the Lebanese militia to enter the camps. In the end, mostly they showed comments of expectation. Two of the news possibly supported Marvel to show Sabra's character, and another one showed an expectation of how people should feel ashamed of how Israel had blamed and only received little credit for the massacre.

4.1.6. Microstructure (Times of Israel)

As Dijk (1998) mentioned, language features or stylistics were the domain to analyze the word choice used in the discourse to find the ideology. The language feature here is a microstructure that can be seen from the word choice, style, and sentences applied in the text (Irham et al., 2012). Dijk (2001) stated that word choice was closely related to the 'us' vs 'them' strategy that was manifested by using euphemism and dysphemism language style. Here, the euphemism was found in some lexical variations that possibly took a side on the character of Sabra and Israel, such as Anti-Israel (the people who criticized Sabra's character/against the character). Moreover, freshly imagined (Sabra's character) was also used to positively represent Sabra's character, while dysphemism words such as 'misogynistic, violent, and antisemitic' were used to give negative connotations to portray Arabs. Thus, it could be seen that 'us' in this news was Marvel, Sabra's character, and Israel, which are represented positively in the text. In contrast, 'them' in this text was the Arabs who were represented negatively, as mentioned before.

The pronouns such as 'they,' 'he,' 'we,' and 'our' showed which side they belonged to. The news used 'they' and 'he' for the critics of Sabra's character or Palestinian people. In contrast, it used 'we' and 'our' for Israeli people or Marvel studios that defended Sabra's character in the movie.

The rhetorical element, such as 'Slew of racist' was employed for Marvel by a pro-Palestinian organization in the US; it was written at the beginning part of the news when it described how the character was criticized. However, the conclusion restated 'a new approach' as if the news wanted to give another side of Sabra's character and described Marvel employing 'cultural consultants' to ensure the minority communities are

represented fairly. Thus 'a new approach' and 'cultural consultants' were possibly written in the news to repulse the negative criticism of Marvel.

4.2. PDA's practical argument
4.2.1. Values

Fairclough et al. (2012) PDA mentioned values here are what the Agent is actually concerned with. There were three values that the agent, Times of Israel, ought to be concerned about by focusing on certain words/phrases, such as excitement, speed, and strength. An example of excitement is – "Several fans are also expressing excitement about the choice to resurrect an Israeli hero for a mainstream film." (Hajdenberg, 2022, para. 18). An example of speed and strength is – "Sabra is a Mossad agent and police officer with superhuman speed and strength." (Hajdenberg, 2022, para.4). These values were pointed out to depict the character of Sabra in positive ways and wanted the readers to be excited to see the character in the movie.

Moreover, there was also responsibility value like in – "Ariel Sharon bore personal responsibility for not taking action to prevent the massacre." This sentence described Sharon only having that "personal" responsibility; the personal here could mean that other Israeli authorities or forces were not involved in being held accountable. In Al Jazeera news, one value was found, namely sensitivity. This value is seen in the following quote – "No one can normalize the massacre or ignore the suffering. There is no sensitivity." (Al Tahhan, 2022, para.15). This value was used to describe how Marvel had no sensitivity by bringing up Sabra's character in the movie regarding the controversy.

4.2.2. Circumstance

Fairclough et al. (2012) explain that circumstance is the agent's, Al Jazeera's, context of action, whether from natural, social, or institutional facts. The circumstances in Al Jazeera news can be found on Marvel's announcement of the Sabra character coincided with the Remembrance Day of the massacre, which triggered Palestinians and other people's criticism of Marvel's action. Moreover, the third news of Al Jazeera also gave the time circumstances of the massacre. These showed how multinational forces did not keep their promise to stay 30 days in Beirut to protect the refugees after the PLO withdrew. In addition, how Israeli forces allowed the Phalange, the right-wing Lebanese militias, to enter the camps with the reason for carrying the massacre did not seem to make sense since PLO had withdrawn from Beirut before Lebanon's president-elect was assassinated.

Unlike Al Jazeera, Times of Israel news gave some circumstances that showed the positive side of Marvel. The following is an example "In recent years, Marvel has sought better ethnicity and gender representation, employing cultural consultants to ensure that minority communities are fairly represented." (Obel, 2022, para.14). This circumstance showed how Marvel had tried to give fair representation to minority communities despite the controversy over Sabra's character. Furthermore, the Times of Israel's third news also

gave different circumstances of the massacre. It provided the timeline of 13 massacres that happened during the Lebanese war instead and compared them with the 1982 Sabra and Shatila massacres. – "Out of these 13 massacres, however, the only one that is still extensively talked about well beyond Lebanon and the Middle East is the Sabra and Shatila massacre of September 16, 1982. Why is that?" (Maroun, 2019, para.15). This circumstance pointed out how that news seemed not to accept how the world paid attention mostly to the 1982 Sabra and Shatila massacres instead of the others. It also could not accept how Israel was blamed indirectly as if Israel did not deserve the blame.

4.2.3. Goals and mean-goals

Goals and mean-goals are some actions that aim to reach a certain party's objective. In Times of Israel news, there were some goals and mean-goals found in the text. For example, "Several fans are also expressing excitement about the choice to resurrect a clearly Israeli hero for a mainstream film." (Hajdenberg, 2022, para.18) This was possibly described to bring excitement to Sabra's character in the movie so that fans could be more excited about it.

Moreover, the third news also showed the mean-goals that the readers might give credit to Israel – For example "I am ashamed that very little credit is given to Israel for the way it reacted to the massacre." (Maroun, 2019, para.26). This was possibly written to get the readers' sympathy for Israel so that it would not get the hate or the blame like it had been received.

Meanwhile, the goals and mean-goals in Al Jazeera news were for fighting to refuse films whose stories or characters crossed the lines – For example "I hope that our efforts in fighting their disgusting behavior will be the first steppingstone in the wall of our red lines." (Al Tahhan, 2022, para. 30). Red lined here means the boundary for Marvel for not showing racism and often using Arabs as their bad characters like terrorists or the villains of their superheroes. In addition, the third news also had a mean-goals of showing the Israeli forces or authorities' involvement in the Sabra and Shatila massacre as reflected in the following quote– "The UN commission found that Israeli authorities or forces were involved, directly or indirectly, in the Sabra and Shatila massacre." (Al Jazeera Staff, 2022, para. 28). This sentence proved to the readers that Israel had been involved in the massacre, whether it was directly or indirectly. This statement could repulse the previous Times of Israel news that said Israel had no direct responsibility for the massacre as stated in the following sentence, "No Israeli was directly responsible for the events which occurred in the camps" (Maroun, 2019, para. 22).

4.2.4. Claim for actions

Claim for action in Fairclough et al. (2012) PDA is considered an assertion of certain party ought to do. There were few claims for actions found in both news media. This study found one claim from Times of Israel news: "Many other people should be far more ashamed than I am." (Maroun, 2019, para. 26). This claim showed that the writer

wanted people to act, mainly just felt ashamed like him, or might give Israel sympathy for being blamed and hated, as said in the previous goals and mean-goals.

On the other hand, Al Jazeera News made an opposite claim focusing on the refusal of Sabra's character and the movie as stated in the following quote, "It is our main mission as artists and educated individuals, as Arabs in general, to start drawing our lines, that they are not allowed cross again, whether in their films, or their shows, or their news or whatever" (Al Tahhan, 2022, para. 28). This claim was made for people to take action to refuse the movies, shows, or news that brought negative representations to minority communities, here especially Arabs for not always making them the "lab rats" like terrorists nor the villains of their heroes.

In general, our findings show similarity (e.g., in the Times of Israel) with the existing studies where Western media tend to portray Palestine, Hamas, or other subjects related to Islam as undesirable (Atia et al., 2025; Elewa, 2019; Kareem & Najm, 2025; Li et al., 2021; Samaie et al., 2017). Our findings for Al-Jazeera also are identical to the existing studies of Indonesian media where Palestine or Hamas or Islam-related subjects are represented as the victims (Crowley-Vigneau et al., 2025; Kharbach, 2020; Purnama, 2018). These findings suggest that media representation and politics are shaped by ideology.

What is lacking (if not absent) in the previous studies and is offered in our findings is the combination of Van Dijk's (1998) CDA and Fairclouch et al. (2012) PDA as analytical frameworks to analyze data. These offer deeper and broader analysis compared to a single use of the framework.

5. Conclusion

In conclusion, the political bias of both news media (Al Jazeera and Times of Israel) could be analyzed using Dijk's (1998) CDA and Fairclough et al. (2012) PDA. Through van Dijk's model we can see that In Al Jazeera news, the macrostructure focuses on the character of Marvel's Sabra and its relation to the 1982 Sabra and Shatila massacre. The scheme structure delves into the sequence of events leading up to the massacre and Israel's direct or indirect responsibility. The microstructure highlights the suffering of Palestinian refugees and the brutality of Israeli forces and Lebanese militias (Phalange) during the massacre.

On the contrary, The Times of Israel news presented the name "Sabra" in Marvel's upcoming movie comes from the Israeli prickly pear rather than the 1982 Sabra and Shatila massacre. The article's macrostructure focused on various massacres during the Lebanese civil war, questioning why there was such a strong emphasis on the 1982 Sabra and Shatila massacre when other massacres also occurred. The scheme structure focused on the sequence of some massacres that happened during the Lebanese civil war. Furthermore, the news also questioned why people dramatically cared about the 1982 Sabra and Shatila massacres when other massacres happened at that time. Meanwhile, the microstructure of the article highlighted the excitement surrounding Sabra's character in

the upcoming Marvel film. Based on this, we can infer that the Times of Israel appears to support Marvel's portrayal of Sabra as an Israeli superhero in the movie.

Furthermore, each media's political bias could be seen from Fairclough et al. (2012) Political Discourse Analysis, a Practical Argument framework consisting of values, circumstances, goal and mean-goal, and claim for actions. Al Jazeera used the 'sensitivity' value to describe how Marvel had no sensitivity for bringing up and announcing Sabra's character in the time circumstances when people, especially Palestinians, held an anniversary of the 1982 Sabra and Shatila massacre. Then Al Jazeera news aimed for people to take action to refuse or not support the appearance of Sabra's character in the movie regarding its relation with the massacre. Meanwhile, Times of Israel tended to give positive values to the character like 'excitement', 'speed', and 'strength' to Marvel. It also gave the time circumstances of the Lebanese civil war when there were other massacres happened, not only focusing on the Sabra and Shatila massacre. It aimed to make people not put the blame on Israel and be ashamed of the way Israel was blamed and hated because of the massacre.

Practically, this research highlights how the news media political bias is constructed in different fields or contexts, where a political bias could be found not only in the news but also in the film industrial news. Here, it was Marvel's Sabra controversy which was related to the Palestine and Israel conflict, specifically in the 1982 Sabra and Shatila massacre during the Lebanese civil war which was absent in the former studies. However, this research was limited to only analyze the texts in the news media. Future researchers might use deeper aspects such as the images or video in the media as the data, the intonation and gestures of the speakers using other frameworks or theories, and other media on the same issue with the newest publishing date.

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