

Abstract

The thesis compares how victims were visually depicted in selected online media during the first year of the war between Israel and Hamas. Methodologically, the thesis uses triangulation of methods, combining quantitative content analysis and qualitative socio-semiotic analysis. The research sample consisted of two online versions of global media outlets, namely The New York Times and Al Jazeera, and the domestic Seznam Zprávy. A total of 208 images underwent content analysis. Six of them underwent social semiotic analysis.

The results of the analysis showed different visual coverage, which created different narratives for both sides of the conflict. All media outlets gave preference to Palestinian victims in their visual coverage. In terms of demographics, childhood was coded as clearly Palestinian, while old age, albeit in a small sample, was coded as Israeli. Men were represented exclusively by Palestinians, but regarding women Seznam Zprávy reversed the trend. Furthermore, the analysis of sources showed that international press agencies still play a major role, but they offered different perspectives on the war. The part of the research that focused on the visualization of the roles of victims also showed different narratives. Palestinian suffering was systematically depicted through anonymity, passivity, and physical destruction. Photographs of people in rubble or dead bodies dominated. In contrast, Israeli victims were depicted in a personalized manner, often in active roles as protesters or through civilian archive images that humanized them. The conclusions thus confirm the theoretical part of the work, which consisted, among other things, of the procedures by which the media construct reality.