

The bachelor thesis examines the media image of Syrian President Bashar al-Assad in Israeli daily coverage of Haaretz and The Jerusalem Post news websites during the first the Syrian Arab Spring (2011-2012). The research questions this dissertation aims to answer are the following: 1. How the media image of Bashar al-Assad has changed during the years 2011 and 2012 on the web Jpost.com. 2. How the media image of Bashar al-Assad has changed during the years 2011 and 2012 on the web Haaretz.com. 3. What were the key events and developments that have lead to a different views on Bashar al-Assad? The thesis is divided into three main parts, the first theoretical part contains normative media theory, objectivity of the media and role of the media in politics and society as well as the characteristics of both newspapers. Regarding the methodological framework, mixed research methods were chosen in order to combine qualitative and quantitative approaches. Discourse analysis was identified as the ideal approach for the qualitative part, while content analysis was chosen as the most suitable method for the quantitative part. The research analyses 231 media content including media reports, commentaries, and opinion section.