

Comparative Framing Analysis: BBC News Arabic versus AlHadath on Assad's Fall

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ABSTRACT

Background: The fall of Bashar al-Assad's regime in Syria has prompted various national and international media outlets to reveal how they, with different geopolitical positions, construct contrasting narratives despite covering the same events. **Purpose:** This research reveals how two international online media outlets with different geopolitical backgrounds, BBC News Arabic and AlHadath, frame the issue in response to key figures who were fully involved in the fall of Bashar al-Assad's regime. **Methods:** This study used Robert N. Entman's framing analysis model, which comprises four elements: defining problems; diagnosing causes, making moral judgment; and treatment recommendations. Data collection was conducted using observation and note-taking techniques, with primary data from two news videos: "Assad Speaks for the First Time after His Fall" from BBC News Arabic and "President of the Syrian National Coalition: I Announce the Fall of Bashar Al-Assad's Regime" from AlHadath. The secondary data consisted of scientific articles, journals, and books. **Results:** The study shows that BBC News Arabic defines the problem as political instability caused by an endless civil war and external political pressure. Thus, this media outlet remains neutral by emphasizing diplomatic adjustments. Meanwhile, AlHadath defines the problem as the fall of a dictatorial regime that oppresses the people and civilians due to popular resistance. Clearly, this media outlet criticizes the Assad regime and advocates for a transition of power to the opposition. **Conclusion:** These findings explain how the media works to reveal fundamental domination and institutional bias. The difference between these two frames shows the ideological situation and geopolitical objectives of the two media outlets. **Implications:** This study shows that framing in the media is a strategic tool designed to sway public opinion in the interest of political legitimacy.

Keywords: bashar al-Assad; news framing; comparative analysis; President of the Syrian National Coalition; opposition movement

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INTRODUCTION

In the early hours of December 8, 2024, social media was shocked by political news from the Middle East. The media watched as a leader who had been in power in Syria for more than half a century finally collapsed. This event was marked by the fall of the capital Damascus to the opposition (Suwarno, 2024, pp. 1–2). This fall from power did not happen overnight, but was caused by three main factors: social, political, geopolitical, and economic crises that had long burdened the country (Kadarudin, 2017). This historic collapse was rooted in social, political, geopolitical, and economic crises that contributed to the fall of the regime. It not only marked the end of five decades of authoritarian rule but also changed the regional power dynamics in the Middle East and drew attention to the changes in Syria, beginning with the Arab Spring in 2011 (Pinfold, 2025).

The political turmoil in Syria was caused by various factors, one of which was the leadership system implemented by Hafez al-Assad and his son, Bashar al-Assad, which was perceived as dictatorial towards civilians (Awda, 2024, p. 15542). Therefore, the people believe that the Assad regime has created discrimination and disaster by denying the people their freedom of speech (Zhang & Luther, 2020). In addition, widespread corruption and bribery within the regime have also caused an economic crisis for the people (Ridho et al., 2020, p. 116–117). In Syria, poverty has always been a problem for Bashar al-Assad's government. This can be seen from the large number of Syrians who have low to middle incomes. This has triggered public dissatisfaction with a government system perceived as biased, which turned into a prolonged civil war (Yuliansyah et al., 2023, p. 7).

The conflict, which was initially limited to internal tensions, escalated into a large-scale civil war involving many parties, including local, regional, and international forces (Mustofa, 2021, p. 187). Initially, the protests staged by these people were aimed at demanding political reform and freedom, but the government's harsh response, which involved the use of military force, escalated the conflict, which eventually drew in many countries seeking to further their political interests (Suhartini & Calista, 2022). The countries involved were divided into two camps: the United States, Turkey, and Saudi Arabia openly declared their support for the opposition, while Russia and Iran sided with the government to maintain their dominance in the region (Riezky et al., 2023, p. 12). With the involvement of these major countries, Syria's internal conflict has changed from a civil war to a proxy war that reflects the geopolitical competition between global and local powers in the Middle East (Muttaqin, 2022, p. 471).

The power that Bashar al-Assad's regime had successfully built for more than half a century finally collapsed in a matter of days, at the hands of opposition forces who managed to penetrate the heart of the Syrian capital's defenses, Damascus. The opposition groups formed military forces not only to confront the Syrian military but also to prevent attacks by the regime's government against civilians (Aisyah & Elyta, 2021, pp. 544–545). This change prompted various responses from the political actors involved, former President Bashar al-Assad and the President of the Syrian National Coalition, Abdul Hadi Al-Bahra. Meanwhile, Bashar al-Assad, who had been a symbol of authoritarian power in Syria, now has to face the bitter reality of his own downfall, marking the end of a regime that has been in power for more than five decades (Suwarno, 2024).

In an online news report uploaded to the BBC News Arabic YouTube channel on December 17, 2024, titled *هطوق بس دعب قرم لوأل شدحتي* (Speaking for the first time after his fall), it was mentioned that for the first time after his fall, Bashar al-Assad finally responded through a letter uploaded on Telegram. This post went viral and was widely discussed by the public and reported on by many international news channels, one of which was BBC News Arabic.

Meanwhile, in the online news media YouTube channel AlHadath, uploaded on December 8, 2024, entitled *دسأل الراشِب ماظن طوقس نلعأ: يروسلا ينطولا فالتنإل سئئر* explained the response given by the President of the Syrian National Coalition, Abdul Hadi Al-Bahra, in his interview with Al-Arabiya media on the fall of Bashar al-Assad's regime and the liberation of the Syrian people from Bashar al-Assad's authoritarian regime (AlHadath, 2024; BBC News Arabic, 2024).

In conducting this research, the researchers used framing analysis to see how the media frames, interprets, and understands an issue/problem reported (Ramadani et al., 2024, p. 888). By framing events in a certain way, the media provides information to its audience and influences their understanding and reaction to the packaged issue (Nuraini et al., 2024, p. 53). The term framing refers to certain aspects of a news story to frame it in such a way as to influence the public in accordance with the interests of the media (Teresa, 2022). Even though the news is factual, the framing presented by the media can confuse the public's understanding, which will benefit the media (Zawawi et al., 2024, pp. 83–84). In every media outlet, presenters have their own perspectives and create narratives as a frame for both responses to be packaged into news stories broadcast on social media platforms and consumed by the public (Beaudoin et al., 2021). To learn more about the framing of issues presented by these two international media outlets regarding the response to the fall of Bashar al-Assad's regime, the researchers used Robert N. Entman's framing model theory, which supported the objectives of this study.

In the framing concept, Robert N. Entman proposes four main stages of analysis: Define Problems, Diagnose Causes, Make Moral Judgment, and Recommend Treatment (Entman, 2007). Entman's framing theory explains how the media shape reality through the way they present an issue or event to encourage certain evaluations or solutions (Entman, 2003). The first stage (Define Problems) relates to efforts to explain the issues that are the focus of the news, so the audience understands the context and urgency of the event. Next, Diagnose Causes outlines the causes of the event, in terms of both the underlying factors and the parties deemed responsible. The third stage (Make Moral Judgment) emphasizes the moral values presented by the media in their reporting, such as good or bad assessments. The final stage, Recommend Treatment, focuses on the recommendations or solutions offered by the media, which can indirectly influence public opinion on the resolution of these issues (Entman, 1991).

In relation to Robert Entman's framing model and the coverage of the fall of Bashar al-Assad's regime, the researchers conducted preliminary research to avoid plagiarism. Research related to Robert Entman's framing includes Analysis of the Framing of Jokowi's Pinocchio Silhouette in the Online Media Detik.com and Suara.com (Setiawan, 2021), Framing the Iran-Israel conflict: Ideological Representation in Al-Jazeera's Nuclear News (Roziki et al., 2025), Robert Entman's framing in the representation of political public figures: the "sins of Anies" episode on the Kick Andy Metro TV program (Widyaya & Setiawan, 2023), Framing of the Unified Examination Certificate by Malaysian Ethnic Newspapers (Lam et al., 2022), Robert Entman's framing analysis of the Kanjuruhan case in detikcom and BBC News (Hafidli et al., 2023), Framing analysis in the coverage of Hamas and Israel (Hardilla & Zawawi, 2024; Henarni & Surwandono, 2024), Framing Analysis of Israel-Palestine Conflict News on Online Media Deik.com and Republika.co.id (Hanief & Ainani, 2024).

In addition, the researchers also found several news items related to the conflict in Syria and the collapse of Bashar al-Assad's regime, including Russia's national role in the Syrian conflict (Riezky et al., 2023), the involvement of the United States and Iran in the conflict in Syria after the Arab Spring (Mustofa, 2021), the socio-cultural changes in Saudi Arabia as a result of the proxy war in the Syrian conflict from 2011 to 2018 (Muttaqin, 2022), framing the

feed: a framing analysis of the 2024 Syrian power shift by CNN, BBC, and Al Jazeera English on Instagram (Bom, 2025), political discourse of President Bashar Al-Assad after the Syrian revolution (analytical vision) (Gaber, 2021), Analysis of President Bashar al-Assad's policy in handling security issues in Syria in 2019-2020 (Aisyah & Elyta, 2021).

Based on the preliminary study above, this research has several similarities and differences with previous studies. The similarities lie in the main theme, which uses Robert N. Entman's framing theory, and the object of study, which is news coverage of the conflict in Syria. Meanwhile, the difference lies in the focus of the study. In several previous studies, Robert N. Entman's framing model was comprehensively applied to various issues, but the researchers found that significant areas of research remained unaddressed. Previous studies have mostly focused on the geopolitical dimension, analyzing foreign intervention, proxy wars, and internal security dynamics in Syria, but have not sufficiently explored how media outlets with different ideological views frame the same political issues. The collapse of the Assad regime was a crucial moment in Middle Eastern politics, making this issue essential to understanding how the media frames events to shape public opinion and political legitimacy.

This study fills that gap by analyzing Robert N. Entman's comparative framing framework in relation to two international online media outlets, BBC News Arabic and AlHadath, regarding statements made by two key figures involved in the collapse of the Assad regime. The selection of these two online media outlets is significant, as BBC News operates according to leading broadcasting editorial standards with institutional independence and global reach, broadcasting in over 40 languages, including Arabic, positioning itself as a neutral observer (BBC, 2025). On the other hand, AlHadath, which is an extension of Al-Arabiya and managed by the commercial division of MBC Media Solution, focuses more on coverage of events occurring in the Middle East (CampaignME, 2025). He has actively opposed the Assad regime throughout the Syrian conflict. This comparison of frames is important because it shows how each media outlet has a different ownership structure, target audience, and geopolitical alliances, which will frame the same event differently.

RESEARCH METHOD

This research used a qualitative approach with descriptive-analytical methods to compare the framing of two international online news platforms, BBC News Arabic and AlHadath, regarding the responses of two key figures directly involved in the Syrian conflict related to the fall of Bashar al-Assad's regime. The researchers chose BBC News Arabic and AlHadath as their subjects because both are leading international news channels that comprehensively cover various international issues. These two channels also show significant differences in their framing of different issues. BBC News Arabic, as a British public broadcaster with independent editorial standards, presents Bashar al-Assad's perspective to show the point of view of the ousted observer, reflecting a balanced journalistic approach that stands on neutral ground. Meanwhile, AlHadath, which operates under Saudi Arabia's MBC Group, presents the opposition's perspective through the President of the Syrian National Coalition, Abdul Hadi Al-Bahra, reflecting Saudi Arabia's geopolitical position in supporting regime change in Syria.

This study used primary data sources from two online news videos: on the BBC News Arabic YouTube channel entitled "*Assad Speaks for the First Time After His Fall*", which was uploaded on December 17, 2024, a week after his fall. This video runs 1 minute and 29 seconds and has received 76,840 views since being uploaded on December 17, 2024. It presents former President Bashar al-Assad's response following his downfall, delivered through a written statement uploaded on the Telegram application. Meanwhile, an online news video on the

Al-Hadath channel entitled “*President of the Syrian National Coalition: I Announce the Fall of Bashar al-Assad’s Regime*”. The AlHadath channel features a news video showcasing the President of the Syrian National Coalition declaring the liberation of the Syrian people following the collapse of Bashar al-Assad’s regime through an interview conducted with Al-Arabiya, a sister news network operating under the same parent company. This video runs 1 minute and 58 seconds and has accumulated 130,905 views since being uploaded on December 8, 2024. Secondary data was obtained from various literature, articles, documents, and international journals relevant to the research topic.

The researchers used listening and note-taking techniques as part of the research data collection process. To ensure data validity and reliability, the researchers applied several verification strategies. First, researchers watched each video at least three times to understand the overview of what was presented in the videos. Second, the researchers created complete transcripts of the narratives from both videos to ensure no information was overlooked and that analysis could be conducted in detail and consistently. Third, the researchers compared data from two news coverages, BBC News Arabic and AlHadath, to objectively identify framing differences. Fourth, to maintain reliability, researchers applied the same criteria, namely Entman’s four framing elements, consisting of defining problems, diagnosing causes, moral judgment, and treatment recommendation, to both videos consistently so that the analysis results are trustworthy and replicable by other researchers.

This study employed the Miles and Huberman (1992) data analysis model, which consists of three stages: (1) Data reduction, data reduction based on Entman Element’s, researchers sorted data after watching and transcribing the videos according to Entman’s four framing elements: a.) *define problem*, identifying how both media define the central issue regarding political crisis or liberation and the responses from two key figures involved; b.) *diagnose causes*, documenting explanations for Assad’s fall, whether attributed to civil war and international pressure or popular resistance; c.) *moral judgment*, describing the media’s moral stance, whether neutral or condemning; and d.) *treatment recommendations*, identifying proposed solutions in the form of diplomatic reconciliation or opposition-led transitional governance. Data irrelevant to the research objectives were then eliminated to maintain analytical focus. (2) Data display, which is the second stage after data reduction and conclusion drawing. Using Miles and Huberman’s analysis techniques. Researchers presented the data in tables for each news video platform to display the framing differences between BBC News Arabic and AlHadath across Entman’s four elements, reflecting the ideological differences and geopolitical positions of both outlets. (3) Conclusion drawing, which is the final stage of Miles and Huberman’s analysis. At this stage. Researchers identified the dominant framing patterns of each media outlet and analyzed the causes of these differences. The conclusions link the findings to existing literature on media bias, power relations, and geopolitical interests influencing framing practices and their implications for public perception.

RESULTS AND DISCUSSION

This study employs Robert Entman’s framing model analysis to examine news reports from two international platforms: BBC News Arabic, which featured Bashar al-Assad’s response in an open letter on Telegram following his fall, and AlHadath, which covered the Syrian National Coalition President’s response to the fall of Assad’s regime. Table 1 presents the issue details:

Table 1. Sample News Reports on Responses to the Fall of Bashar Al-Assad's Regime

No.	Media	Title	Framing
1.	BBC News Arabic	دع ب فرم لوأ شذحتي دسألأ مطوقس	BBC News Araby framed the issue of Bashar al-Assad's response after his downfall on December 17, 2024. According to BBC News, the response was written in a statement posted on Telegram, causing the public to discuss the matter widely. It is known that after Bashar al-Assad's regime officially ended, he issued his first public statement through a letter. BBC News Arabic frames Assad's statement following his downfall through a neutral and balanced journalistic approach. BBC defines this issue as a political event through factual headline "Assad Speaks for the First Time After His Fall" without emotive language. In explaining the causes, the media presents Assad's version in full that he was forced to evacuate to Russia because Russian forces were withdrawn and communication was severed, without providing critical commentary. In terms of moral judgment, the BBC maintains complete neutrality by avoiding judgmental terms such as "dictator" or "brutal regime," and concludes the news by a question for the audience to make their own judgment.
2.	AlHadath	ين طولأ فال تن إلأ س يئر مأظن طوقس نلأع: يروسلا دسألأ راشب	AlHadath Media framed the issue around the response from the president of the Syrian National Coalition following the official collapse of the Bashar al-Assad regime. In his interview with Al-Arabiya media, he officially announced the end of Bashar al-Assad's regime in Syria and congratulated the Syrian people on their more dignified freedom. AlHadath frames the fall of Assad's regime through a clear and morally-laden liberation narrative. AlHadath defines this issue as a people's victory with the headline "President of the Syrian National Coalition: Announcing the Fall of Bashar Al-Assad's Regime," which legitimizes the opposition as the authority announcing the downfall. In explaining the causes, AlHadath emphasizes the "great and courageous" struggle of the Syrian people for justice, freedom, and democracy, rather than technical factors such as the withdrawal of Russian forces. In terms of moral judgment, AlHadath explicitly condemns Assad's regime by referring to "the end of tyranny, humiliation, and crimes" and celebrates the transition toward "freedom and dignity," in stark contrast to the BBC's neutrality. AlHadath also advocates for opposition-led transitional governance with instructions for the people to "remain calm" and promises a state based on the rule of law and human rights.

Source: BBC News Arabic and AlHadath, 2024

BBC News Arabic frames the event through a conflict-oriented lens, emphasizing political instability and diplomatic solutions by giving space to Assad's perspective. This framing demonstrates the media's consistency in balanced and neutral reporting, in accordance with British broadcasting editorial standards. In contrast, AlHadath framed the issue more freely by emphasizing the opposition's perspective, which morally condemns the Assad regime. This framing shows Saudi Arabia's geopolitical interests in supporting opposition forces. Analyzing how the two media outlets construct different realities of the same event could reveal how media framing is influenced by ideological views, ownership systems, target audiences, and geopolitical alliances.

Framing News Responses to the Fall of Bashar Al-Assad's Regime in Syria on the BBC News Arabic YouTube platform with the title مطوقس دعب قرم لوأ شدحتي دسأل

Define Problems

This stage involves how the media defines and explains a certain event/issue and how a journalist or news presenter interprets it based on the issue at hand (Siregar & Qurniawati, 2022, p. 8).

News highlighted: مطوقس دعب قرم لوأ شدحتي دسأل

As shown in Table 1, BBC News Arabic frames the central issue through the headline "Assad Speaks for the First Time After His Fall". This headline employs a neutral framing strategy by using the factual term "مطوقس" "his fall" rather than ideologically charged alternatives such as "liberation" or "defeat". The BBC's narrative construction prioritizes Assad's voice by presenting his first public response one week after the regime's collapse. The presenter also highlighted the following statement made by Bashar al-Assad:

عيشاً امك هل ططختم لكشيب نطولاً رداغاً ملو ي نطو عورش م بحاص

The video presents Assad's timeline chronologically, showing that he remained in Damascus until the early hours of Sunday, December 8, before departing for a Russian military base to follow up on combat operations. This journalistic framing strategy reflects the BBC's media approach of providing a platform to all parties without critical commentary or counter-narrative. This media defines the issue as a political event in which the perspective of the ousted leader deserves presentation, positioning as a neutral observer rather than an advocate for any particular political side.

Diagnose Causes

This stage explains the causes of an event/problem or who was involved in the event. As presented in Table 1, Assad explains that he fell for two reasons: opposition forces that he calls "terrorists" and the withdrawal of Russian troops from the battle lines. In his Telegram statement, Assad says:

قضراعملا لىءاصفلا هب فصبي يذل او دسأل راشب ناسل ىلع لوادتمل انايبال بسحب
بامرالاب

"When I arrived at Hmeimim base in the morning, forces had withdrawn from all battle lines and the last army positions had fallen."

This is in accordance with Bashar al-Assad's statement, which was spread and published on Telegram as follows:

لاتقل طوطخ ؤفاك نم تاوقلا باحسننا نيبت احابص ميميمح ؤدعاق ىلإ يلوصو دنع نكلو
شيحلا عقاوم رخآ طوقسو

From this statement, Bashar al-Assad stated that the cause of his downfall was the existence of an opposition group that he referred to as terrorists and rebels. This group had complete control over the fall of Bashar al-Assad's regime in Syria. Then, another cause was that Bashar al-Assad's defense forces were defeated and unable to maintain their positions, so that in the end, his army was forced to withdraw from all battle lines for the safety of all soldiers. When he was about to follow up with combat military operations in Russia, government forces had withdrawn from all battle lines, and the Syrian army's last position had fallen.

In its coverage, the BBC does not directly call the opposition terrorists. Instead, the BBC reports that Assad describes them as terrorists by using the phrase "Assad says...". This shows the BBC is only reporting what Assad said, not endorsing it. The BBC presents Assad's timeline without questioning it or adding other perspectives. There is no counter-narrative from the opposition or independent verification. By using phrases such as "according to Assad," the BBC maintains distance from its claims while still giving a space to explain its version of his downfall.

Make Moral Judgment

Based on the previous explanation, the form of moral judgment presented by the media in news narratives is to strengthen their arguments on the issues at hand. Based on what the news presenter said:

باعصأب رداغي ملو هبعش نع لختي مل هنإ اضيأ دسأل لوقي مل بوسنمل نايبلا يف
بصانملل عسي مل هنإ لوقي اريخأو. ىلوالارانل طوطخ ىلع دونجال عم فقو هنإو. برحلا تاونس
يخشلا ىوتسم ىلع اموي

In the statement attributed to him, Assad also said that he had never abandoned his people and had never left during the difficult years of war, and that he had stood with the soldiers on the front lines. In the report, the BBC did not add narratives such as "this is fake" or "this is propaganda". The presenter also did not use negative terms such as "dictator", "authoritarian", or "brutal regime", which indicate moral condemnation of the Assad regime. However, the media remained neutral by covering Assad's claims that he remained loyal to the people and never sought personal power without assessing the truth of the claims. This neutral position reflects BBC News Arabic's approach of presenting what Bashar al-Assad says. This position allows the audience to form their own moral judgments.

Recommend Treatment

The final stage is the search for solutions to the problems raised in the news video. In this final element, BBC News Arabic does not offer any concrete solutions or recommendations regarding Bashar al-Assad's statement. The media chooses not to direct the audience toward any particular conclusion, such as "this statement must be verified" or "the public needs to demand accountability from Assad". At the end of the news video, the presenter instead poses a question to the audience: "What is your opinion on Bashar Al-Assad's statement?" This question demonstrates that BBC News Arabic does not provide any resolution or clear follow-up steps. The media allows the audience to determine for themselves how they should respond to Assad's claims. By such framing, BBC News Arabic places Assad's statement in a gray area without judgment or recommendation. The media does not frame this statement as something that requires verification, confirmation, or follow-up. This neutral framing allows the audience

to determine for themselves how they should respond to Assad’s claims about his loyalty to the Syrian people.

Robert Entman’s Framing Device on Bashar al-Assad’s Statement after His Fall through a Letter Uploaded on Telegram

Based on Robert Entman’s framing analysis, there are two sides to framing a news story: issue selection and highlighting certain aspects of the issue. Issue selection involves choosing which facts to include and which to exclude in the news coverage. Highlighting makes certain information more meaningful and memorable to the audience (Mulyana & Eriyanto, 2002), Based on the news video about the fall of Bashar al-Assad’s regime on BBC News Arabic’s platform, the framing analysis shows the following:

Issue Selection

Table 2 shows the news article by BBC News Arabic on December 17th focused on Bashar al-Assad’s first statement after the fall of his regime in Syria. Based on the news headline *هطوقس دعب قرم لوأ تدرحتي دسأل* (Assad speaks for the first time after his fall), it appears that the issue selected was his first statement after the fall, which was published on Telegram. This is in line with what the presenter said in the news:

قسائرل اءانق ىلع رشن دسأل راشب برامل سىئرلل بوسنم نايب يقء اجام زربأ اذه
 مارغيليت يف فيروسلا

With the fall of Assad’s regime to Syrian opposition forces, Assad disappeared from public view. However, on December 17, social media was abuzz again due to the appearance of a statement from Assad more than seven days after his downfall. The letter contained a statement from Bashar al-Assad responding to the collapse of the Assad regime, which had been in place for many years. With its chosen focus on Assad’s personal statement, it had important ideological significance. By making Assad’s first statement the headline news, BBC News Arabic shows that Bashar al-Assad’s voice is still important and deserves public attention, even though his position is no longer what it once was. This coverage presents the news neutrally without judgment. The decision to focus the reporting on Assad’s statement provides him with a platform to explain what happened from his point of view without rebuttal or approval.

Table 2. News Structure Analysis using the 5W+1H device in BBC News Arabic online news media

No.	Device 5W+1H	Description
1.	What	Bashar al-Assad's response several days after his downfall.
2.	Who	Bashar al-Assad
3.	Where	BBC News Arabic YouTube platform
4.	When	Tuesday, December 17, 2024
5.	Why	Bashar al-Assad's statement, released more than seven days after his downfall, caused a stir on social media because it was posted on Telegram.
6.	How	Since being declared a fugitive and attempting to hide from the Syrian opposition army, Bashar finally responded to the fall of the Bashar al-Assad regime in a statement posted on the Telegram app.

Source: BBC News Arabic, 2024

Highlighting Issues

In the news video, the emphasis was on the words “for the first time” in the news headline:

هطوقس دعب قزم لوأل دسأل

The issue of Bashar Al-Assad being a fugitive and considered to have fled after his downfall finally prompted him to issue an official statement on December 17, 2024. He expressed that he did not flee and abandon his people. He said that he was following up on combat operations from the Russian base, Hmeimim, Latakia. Emphasis was also placed on the content written in the letter as his response after his downfall.

عضر اعمل لى اص فلما هب فص ي..... دسأل راشب بر اهل سي ئر لل ناي ب يف اء اءام زربا اءه
ب اءر اءاب

As explained in this news report, Bashar Al-Assad’s argument appears to corner the Syrian opposition forces by labeling them as terrorists for rebelling against the government.

Framing of News Coverage of the Fall of Bashar al-Assad’s Regime in Syria on the AlHadath YouTube Platform

Referring to Table 1, AlHadath media framed the issue around the response from the President of the Syrian National Coalition following the official collapse of Bashar al-Assad’s regime. The Framing analysis using Entman’s models is structured as follows:

Define Problems

On AlHadath’s YouTube channel, with the news headline mentioned above, through a statement from the President of the Syrian National Coalition, Abdul Hadi Al-Bahra, during an interview with Al-Arabiya about the fall of Bashar al-Assad’s regime, he congratulated all Syrian people on their freedom from Syrian imprisonment.

News headline: دسأل راشب ماظن طوقس نل عء: يروس لاي ن طولا فالتن اءل سي ئر

Based on the news headline in Table 1, the main issue highlighted is Al-Bahra’s official declaration about the end of tyranny, humiliation, and crime. He stated, “This day marks the end of his rule, tyranny, and crimes. It is the dawn of freedom, dignity, and democracy.” Al-Bahra congratulated the Syrian people and announced the beginning of a more dignified life.

Al Hadath builds legitimacy by giving Abdul Hadi Al-Bahra a central position as the official voice of the Syrian people. The media establishes the opposition coalition as the rightful authority to declare the fall of the regime. Al-Bahra’s language frames the issue in clear moral contrasts: tyranny versus freedom, crime versus democracy, making the opposition appear as a moral liberating force. AlHadath’s coverage broadcasts this statement without challenge or alternative perspectives, treating it as fact rather than a political claim. Through these choices, the media positions the Syrian National Coalition as the legitimate new power while delegitimizing Assad’s regime as a period of oppression that has ended.

Diagnose Causes

Based on the news video, the cause of the fall of Bashar al-Assad’s regime and the release of prisoners in Syrian prisons was due to the weakening of security control by the Syrian government. Opposition forces, who have been fighting and resisting amid the negligence of the Syrian army, took advantage of this situation to attack and break into the Udhra and Sadhnaya prisons, the worst places for the Syrian people. This is in line with the statement of congratulations delivered by the coalition president:

عورفلا نوم اي اندي صو ا رذع ين جس نم نيررحملا نيلقت عمل او تالقت عمل ا فيرحل كوربم
ةينمألا

After successfully carrying out the attack and freeing the prisoners, Syrian National Coalition President Abdul Hadi Al-Bahra issued an official announcement declaring the end of Bashar Al-Assad's government and warning the Syrian people not to leave their homes unless they had urgent business. He said that the situation was relatively safe, but people should remain vigilant.

Make Moral Judgment

According to a statement by Abdul Hadi Al-Bahra, President of the Syrian National Coalition, in the news video, the moral assessment expressed is that this revolutionary movement is not a platform for seeking revenge or retribution

يروسلا نطاوملا عميق نم عفرتس قروثلا هذه رعث الو ماقتنا قروث تسيل قروثلا هذه
ممالسو قصاخلا هتمالسو هنما اضيأ نمضتو هتمارك نوصتو هتمارك نمضتو هقوقح مرتحتس
متالكلمم

The news narrative attempts to reveal the stance of the president of the Syrian National Coalition after the fall of the powerful regime. Based on this statement, Al-Bahra attempts to foster a spirit of mutual assistance and respect for human rights, as well as mutual protection of the safety and property of all Syrian citizens.

Recommend Treatment

The solution offered in the news video was a statement from Abdul Hadi Al-Bahra, President of the Syrian National Coalition, prohibiting all Syrian citizens from leaving their homes unless they had urgent business.

قروثلل ال لزانملا جراخ اوجرخت الو مويلا مك لزانم اومزلت نأ مك نم اوجر

Although he mentioned that the surrounding conditions were relatively safe, this instruction was presented as a precautionary measure to ensure the safety of vulnerable members of the community. Behind this recommendation, there is a political objective from the opposition. By issuing direct instructions to Syrian citizens about their movement and safety, Al-Bahra positions the Syrian National Coalition as the functioning authority responsible for public order and citizen welfare. This recommendation establishes the coalition's legitimacy as the new governing body of the nation. By framing this as a protective measure for citizens' safety, the coalition presents itself as a responsible and caring leadership, in contrast to the Assad regime's reputation for violence. Through this recommendation, Al Hadath reinforces the political transition by showing that the opposition coalition is already acting as the legitimate government, giving orders and taking responsibility for the well-being of Syrian citizens.

Robert Entman's Framing Device on the Syrian National Coalition President's Response to the Fall of the Assad Regime on AlHadath YouTube Channel

Based on Robert Entman's framing device, the explanation regarding issue selection and issue salience in certain aspects is as follows:

Issue Selection

As shown in Table 3, based on what is conveyed in the following news reports:

ةيبرعلا عم اقل يف قرحبلا يداهلا دب ع يروسلا ينطول ا فالتنإل سيئر اضيأ ناكو اذه
ةيروسلا نوجسلا نم اوجرخ نيذلا نيلقت عمل ا عيمج اينم دسألا راشب طوقس نع شدحت

Table 3. News Structure Analysis using the 5W+1H device in AlHadath online news media

No.	Device 5W+1H	Description
1.	What	Response of the President of the Syrian National Coalition to the Fall of Bashar al-Assad's Regime
2.	Who	Abdul Hadi Al-Bahra
3.	Where	AlHadath YouTube Channel
4.	When	Monday, December 9, 2024
5.	Why	The President of the Syrian National Coalition also stated in his interview with Al-Arabiya about the fall of Bashar al-Assad's regime and the beginning of freedom and a more dignified life
6.	How	Following the official statement from the former Prime Minister, "Muhammad Ghazi al-Jalali," who declared his willingness to hand over power to lead military operations and announced the end of the Bashar al-Assad regime's rule. The elected President of the Syrian National Coalition officially announced through his interview with Al-Arabiya that the Bashar al-Assad regime has officially ended.

Source: AlHadath, 2024

In this report, AlHadath raised the issue of the Syrian National Coalition president's response through his statement delivered during an open interview with Al-Arabiya media after the fall of Bashar al-Assad's regime. The statement also announced the official fall of Bashar al-Assad's regime and the beginning of a more humane life. This media outlet focused on the statement delivered by the president of the Syrian National Coalition, who proclaimed his victory over Bashar al-Assad's regime as the representative of the Syrian people and the Syrian opposition army.

Highlighting Issues

The issue highlighted by AlHadath was the statement made by the president of the Syrian National Coalition, Abdul Hadi Al-Bahra, as follows:

يذلا ةبيناسن إلاماركلاو ةيرحلا رجف غوزبو مارجإل او لذل او دادبتسالا ةيامن نل عن مويلا
 ميظعلا رحلا بعشلا اذه هقحتسي

Referring to Table 3, the coalition president congratulated the victory and freedom that had been achieved and officially declared the end of the tyrannical, humiliating, and criminal regime of Bashar al-Assad. This media outlet emphasizes the connotations used in the statements delivered by the coalition president. The use of the words "regime" and 'tyranny' as well as "a more dignified life" describes the previous system of government as bad and disturbing to the lives of the Syrian people. Therefore, this media highlights every argument and connotation of the diction used in the delivery of the Syrian National Coalition president's statement.

A comparative analysis of two international media outlets, AlHadath and BBC News Arabic, reveals contrasting framing strategies. AlHadath presents the opposition narrative by emphasizing words such as "freedom" and "dignity" as a depiction of the people's liberation from a cruel regime. Morally, AlHadath openly condemns the Assad regime as dictatorial and cruel tyranny. On the other hand, BBC News Arabic avoids using loaded terms, maintaining neutral phrasing by merely reporting Assad's claims without any judgment. This analysis compares how the two present the same political events yet differ based on their editorial

positions. AlHadath's approach actively undermines the legitimacy of the Assad regime through emphasis on negative connotation, while BBC News Arabic, with its neutral framing, leaves the interpretation to the audience.

CONCLUSION

This study shows how BBC News Arabic and AlHadath presented the same issue in different frames in response to two key figures involved in the Syrian conflict over the fall of Bashar al-Assad's regime. BBC News Arabic framed the issue as Assad's statement in a letter posted on Telegram, claiming that he would not abandon his people or flee in the wake of the events. On the other hand, AlHadath frames the same event but from the perspective of the opposition, which shows victory for the Syrian people and their freedom from a tyrannical regime. These different framings expand on Robert N. Entman's framing theory that in divided conflicts, the media present an event beyond what is happening. It creates a reality that fits its ideological background and geopolitical alliances. The BBC's approach reflects its commitment to neutrality and balance, while AlHadath, which is under the umbrella of Saudi Arabia's MBC Groups, expresses its support for the opposition.

This study contributes to media research by presenting clear evidence of how international media construct political narratives, particularly political legitimacy during regime change, a topic that has received little attention compared to Western media studies. This study shows that Robert N. Entman's framing model effectively serves to analyze the comparison of two international media outlets' news frames on the same issue, which can produce different perspectives. However, this analysis is limited to two news videos, which limits the extent to which these findings can be widely applied. Future research is expected to analyze framing patterns across diverse international platforms to examine global political dynamics using Robert N. Entman's framing model. In addition, studying how audiences respond to the issues packaged with these different perspectives could reveal whether these frameworks shape different opinions among the public. Expanding this comparative approach to other regional conflicts and media outlets could clarify how political positioning influences journalism practices in the Middle East.

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