Abstract

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AL Jazeera Stance on the 30th of June Egyptian Revolution: A Visual-Verbal Appraisal Study of Online Feature Stories

Abstract The 30th of June Egyptian Revolution has been a controversial event since it was launched. The present work examines Al Jazeera online feature stories issued during that time. The study attempts to decode the evaluative stances and ideologies through which Al Jazeera, as a press institution, identifies the main actors of the 30th of June revolution: Muslim Brotherhood and the Egyptian Military. Two levels of modes have been basically examined visual and verbal levels. Appraisal system, Multimodal Discourse Analysis and Critical Discourse Analysis have been used in the current dissertation to reveal the ideological stances in the features dealing with the ousting of ex-president Morsi. The present work seeks as well to investigate the generic structure of online feature stories to trace how the schematic structure of these stories reveal evaluative stance and position the readers with the stated proposition. In doing so, the study highlights the intersemiotic relations existing between the visual, verbal and hyper elements of the features analyzed. In this respect, the study examines the evaluative stance embedded in the verbal-visual intersemiosis involving the feature stories news photo(s), headlines, by headlines, captions, pull quotes and hyperlinks that introduce the feature articles. The analysis uncovers how the feature stories depict the 30th of June events as a coup along with presenting the military as an oppressive institution that hinders the process of democratization by its intervention in the political affairs of Egypt. On the other hand, the editorial board of Al Jazeera evaluates the ousted President Morsi and his supporters positively. Al Jazeera features legitimize the act of protesting against the military both on the verbal and visual levels.