| **RESEARCH ARTICLE**

# Analyzing the Rhetoric of the Aqsa Flood War (2023-2024): A Study of Hamas' Official Discourse through Conceptual Metaphor Theory and Critical Discourse Analysis

**Raghad Murad Alminawi**
*Department of English Language and Literature, Hashemite University, Jordan*
**Corresponding Author:** Raghad Murad Alminawi, **E-mail**: 2370018@std.hu.edu.jo

| **ABSTRACT**

This research paper investigated the representation of the Aqsa Flood War (2023-2024) within the authorized discourse remarks of the Palestinian spokesman, Abu-Obaidah, by tackling the conceptual metaphor theory and the critical discourse analysis theory. All of the discourses released by Hamas over the first three months of the war were gathered and analyzed using Van Dijk's critical discourse analysis theory and George Lakoff's Conceptual metaphor theory. The two approaches were utilized to examine the connotation of Hamas' rambling speeches that were full of implied signification. The data were obtained from online videos of Abu-Obaidah discourses, and the transcripts were translated from the source language, Arabic, into English. The result indicated that many war themes were highlighted within the official remarks of Hamas like war rhetorical statements, war's achievements, jihadists' glorifications, implied / direct threats for the enemy, war justifications, and ongoing actions. Indeed, Hamas speeches project their ideologies showing the terrorism of the Israeli party and how they occupied their holy land.

| **KEYWORDS**

## 1. Introduction

Elements of language as a communication tool may be larger or smaller than a single sentence, but the meaning conveyed always goes beyond what the sentences present. The implied denotation of a sentence reveals itself only through a profound analysis of the sentence's constituents which are the building blocks of social relationships and communication. Concerning the discourse meaning of a particular text, critical linguistics analysis is interested in processing the political and ideological implications of spoken utterances or written sentences. Thereby, discourse accommodates implicit knowledge of every aspect of human communication that may be comprehended by various interpretations.  Whatever the field, language can't be communicative without a meaningful context. Social systems and establishments, for instance, are recognised in various analytical discourses carrying the implied investigation of different speeches. One of the most popular and significant speeches currently is the rich ideological discourse used in the conflict between occupied Gaza and Israel at the end of 2023.

The notion of "Terrorism" has become common in our daily language, and its impact can be felt in many ways. It was first circulated during the French Rebellion having a decidedly negative denotation as the determined practice of <u>violence</u> to create a generally fearful atmosphere within a community and thereby achieving a particular tyrannical political objective. The current war in Gaza is considered a critical point in developing a serious demeanour towards Israel and a more rational involvement of the Palestinian community in the Israeli–Gazan conflict. Israelian terrorist groups conducted a significant number of attacks in Palestine –the West Bank, and the Gaza Strip even after a truce, "period of calm", was agreed upon in November. Israeli groups used a variety of terrorist tactics, including massive bombs that are capable of murdering or wounding people more than 1,000 feet away, rocket

attacks, pipe bombs, mortar attacks, roadside bombings and ambushes, and shooting at civilian homes, vehicles and military residents.

Although speeches of Hamas leaders have been part of Palestinian politics for a long time, the year 2023 witnessed an increase in the importance of these discourses due to massive attacks on Gaza. To soothe the tired souls of Palestinian civilians and give rise to optimism and hope, leaders in Gaza deliver a motivational discourse on the importance of persistence during crisis times of war. These speeches convey inspiration, arouse feelings of loyalty, make the Gazan's soldiers more determined and often involve appeals to unity and victory's glory. The effectiveness of war discourse relies on shared traditions and a common understanding of history, portraying the current conflict as a continuation of the struggle to preserve values passed down by previous generations.

Since words have a powerful and effective influence on people's thoughts and attitudes towards war, Hamas has been delivering continuous speeches represented by Abu Obaidah who is the voice for Al-Qassam Brigades and the armed wing of Hamas. He discoursed freely for almost all platforms of social media and press consultation but never revealed his face following the leads of the former Al-Qassam leader Imad Aqel, who was killed by an Israeli attack in 1993. Wearing a red keffiyeh and a green disguise soldier's uniform, he has handled the media war after or before every critical situation with phenomenal professionalism against the Israeli spokesmen. Among his persuasive and effective speeches, he uses suitable language that provokes the audience's feelings, enabling them to interpret and judge the unseen meaning.

One of the youngest and most prominent psychological approaches that highlights internal mental processes is the cognitive approach. This theory appeared during the cognitive revolution and shifted psychologists' attention to how the thinking process affects human behaviour. Lakoff & Johnson represented the conceptual metaphor theory which views metaphor as an abstract manufacturing tool for constructing and shaping reality rather than a decorative device. Conceptual metaphor is defined as the use of a concrete object to represent abstract realms and notions that are implied in linguistic elements helping the communication process to be coherent and organized. It proposed that an individual's spirituality unconsciously performs intellectual arrangement.

Conceptual metaphor is considered to keep abreast of developments since it covers all of life's modern spheres such as religion, economy, law, politics and media. Due to its popularity and dominance, the interest in metaphors has become widely investigated by critics not only restricted to discriminatory speech and discourse of stigmatised but rather as the most substantial rhetorical device. During the twentieth century, metaphorical speeches were the centre of rhetorical-political discourses considered socially influential but at the same time a serious constituent of speech that demanded extra immersion by cognitive critics. Nowadays, metaphor isn't recognized as exclusively applicable to the meaning's theory, yet as a predominant element for understanding the human social, physical and internal world by tracing conceptual structure from previously recognizable "source domain" into unfamiliar abstract "target domain ".

Another prominent theory that will be tackled throughout this research paper is the critical Discourse analysis by Van Dijk. The notion of discourse was split from any linguistic content analysis by integrating social, political, cultural, and historical aspects. While emerging language in a social-cultural context, this theory helps language reach its original and intentional meaning that can't be interpreted by typical individuals and can be turned into action through dialogue, knowledge, debates, etc. Additionally, CDA is basically concerned with language function in shaping ideology and uncovering social structure. It also helps in interpreting the critical thinking used in different social situations and untangling the implied political statements based on the social beliefs of a particular society.

Critical discourse analysis can be carried out on the speeches that become accessible to people through various forms of media that contain a written or uttered text along with the process of constructing that discourse. Individuals who are in powerful positions deliver a speech regarding a specific field which projects their ideological orientation. When a war is considered a universal catastrophe and is shifted from internal civil to an external global, like Gaza's war, the discourses through war will be the centre of interest for content creators, critics and analytics. To analyze the speeches of prominent people, CDA is conducted based on methodological or theoretical approaches using two analytical mechanisms: deductive which operates samples in developing their interpretations, and inductive which uses a massive amount of previous information to progress their arguments.

### 1.1 Purpose of the study
This research paper aims to shed light on the influence of Abu Obaida's discourses on Palestinian people and Arabic culture. Since the core topic is political and ideological, this study will tackle Gaza's war speeches using the German scholar van Dijk's critical discourse analysis (CDA) technique and the conceptual metaphor theory (CMT) by George Lakoff and Mark Johnson. This research is also aimed at studying how Western approaches, ironically, like conceptual metaphors or critical discourse analysis depict

linguistically and semantically the social-cultural power of Abu-Obaidah speeches upon not only the Arabic but also the Western culture.

## 2. Literature review

Abu-Obaidah and many other important personages' speeches have been the subject of analysis by many researchers and critics who have utilised cognitive discourse analysis theories like Critical Discourse Analysis theory and Conceptual Metaphor theory to decipher the hidden meaning of various discourses.

According to Van Dijk (2004), "*Critical Discourse analysis is a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political contexts*". Also, *Frohmann* (1994) defined discourse analysis as a means of figuring out and approaching specific obstacles and providing tangible solutions based on scientific research which enables us to comprehend and realize the essence and resolution of that problem. In the context of media discourse, Fairclough (2001) referred to media discourse as a one-sided tool that has a sharp-edged interaction between the producer and the analyst. Therefore, a major role of media discourse is to create public-private communication respecting the media's temporal surrounding possessions.

Furthermore, Richardson (2007) inserts that the critical discourse analysis theory suggests that textual interpretation is formed via various ways of interaction between writer, text, and reader rather than skimming the text in the same way by all readers. His view of the CDA approach shows that language is productive through drawing a discourse which creates illustration and depiction of the social performers. He added that interpreters of critical discourse offer analysis and clarification of the text's implied meaning rather than just deriving meaning by estimating the linguistic features. In addition, Richardson said that CDA construct meaning through interaction among producer, consumer, and product (the text or speech), and it's not a matter of summarizing regularities and patterns, but it situates the intended meaning of the written or spoken context in which it occurred.

Likewise, Tutar & Bag (2022) conducted a critical discourse analysis of the leaders' statements in the Russia-Ukraine war using the critical discourse analysis theory. They conclude that the importance of political rhetoric discourses is very common in world war history. They tried to reveal the connotative hidden meanings beyond the real meaning of the Russian and Ukrainian leaders. They also interpret companionship with social attitudes using CDA which offers long-lasting techniques in the Russia-Ukraine war. In their research, they examined leaders' statements under a macro framework with thematic analysis, then they adapted schematic & situational analysis with different interpretations. On the other hand, they consider the word choice, rhetorical statement and sentence structure under a micro level.  The result showed that leaders' discourses have been constructed intentionally and strategically since the war's first day. For instance, Putin addresses Ukrainian civilians while neglecting the governmental head. Afterwards, Zelensky developed a rhetorical strategy declaring that Ukraine would never surrender to Russia in the face of Putin who neglected him.

Moreover, Kövecses (2017) affirmed that the conceptual metaphor's standard definition can be technically reformulated from a perspective of understanding a specific realm in terms of another as "*a systematic set of correspondences between two domains of experience*". He argued that conceptual metaphor theory is complicated and coherent since it can justify many symbolic issues such as why and how conceptual metaphors emerge into our linguistic system; why various conceptual metaphors are different across cultures; why many conceptual metaphors are universal patterns and why word's senses are directed towards abstractness rather than concreteness; etc. Also, he mentioned that conceptual metaphor can't be isolated, rather it occurs only in a variety of interconnected hierarchical structures.  Why do we use language from one domain of experience systematically to talk about?

Additionally, Vicente (2022) implicated that while conceptual metaphor presents meaning to form in the settings of time and place, conceptual metaphor theory studies the movement of metaphors and how they work in audiovisual and cinematic communication as schemas. Further, Al-Abbas & Alnwihe (2023) carried out a research study on the official remarks delivered by Hamas and Israel during Gaza's war in 2021. They indicate that the two spokesmen of Gaza and Israel tried to use many strengthening tools, but the most effective one was the language of official speeches which was useful to deliver their ideology to people. Abu-Obaidah and Avichai Adraee used the self-defence strategy to persuade their civilians and the whole world that they were on the right track. Spokesman of Israel used remarks trying to convince others that Hamas was the adversary and that Israel had the right to defend itself. On the other hand, Abu-Obaida's speeches indicated that Israeli soldiers were terrorists who occupied their land.

## 3. Methodology

The current research paper is an interpretive qualitative study that provides an analytic interpretation of Abu Obaidah's speeches during the Gazan War- Al Aqsa Flood (2023-2024). The official discourses were collected and then translated into English to be analyzed using two approaches: critical discourse analysis & conceptual metaphor theory.

### 3.1 Data collection

The official discourses delivered during the Aqsa flood of Gaza 2023-2034 were collected from social media. The transcripts of Abu Obaidah were collected from various websites, then they were translated by the researcher. The links of Abu Obaidah's official speech videos are listed below.

1- https://web.facebook.com/AJA.Palestine/videos/-أبو-القسـام-كتائب-باسم-الرسمي-الناطق-كلمة عبيدة/?_rdc=1&_rdr 1645796195947691/
2- https://www.facebook.com/AJA.HKJordan/videos/-أبو-القسـام-كتائب-باسم-العسكري-الناطق-خطاب عبيدة/ 881481770059886/
3- https://www.facebook.com/watch/?v=3492972157636863
4- https://www.youtube.com/watch?v=68OxwRUhyw4
5- https://www.youtube.com/watch?v=iCDEihEszCg
6- https://www.youtube.com/watch?v=yhSaRu-OEg0

## 4. Findings and Discussion

During the Gaza war (2023-2024), each party in the battle tried to deliver powerful direct or implied metaphorical speeches to convey certain ideologies and to strengthen its civilians or deteriorate and frighten the other side. The ideologies thought by the Palestinian spokesman are discussed separately in this section.

### 4.1 Rhetorical statements

| No. | Source statements and remarks | English translation |
|---|---|---|
| **1** | أَفَبِعَذَابِنَا يَسْتَعْجِلُونَ | So, for our punishment, are they impatient?! |
| **2** | إن الإعلان للحرب على غزة والتلويح للدخول البري هو أمر مثير للسخرية، فكيف لهذا الجيش المهشّم الذي أخرجنا فرقة منه عن الخدمة في محيط غلاف غزة أن يجرؤ على مواجهة يتمناها تسعة أعشار جيش القسام | The war declaration on Gaza and the hinting of inland invasion is ridiculous. How can this shattered army which we have decommissioned in Gaza's borders dare to confront nine-tenths of the Qassam Army? |
| **3** | إننا لا نطالبكم بالتحرك لتدافعوا عن أطفال العروبة والإسلام في غزة من خلال تحريك جهودكم ودباباتكم لا سمح الله | We do not ask you to defend the children of Arabism and Islam in Gaza by making your efforts and moving your tanks, God forbid. |
| **4** | هل وصل بكم الضعف والعجز أنكم لا تستطيعون تحريك سيارات الإغاثة والمساعدات الإنسانية الى جزء من أرضكم العربية الإسلامية الخالصة رغماً عن هذا العدو المهزوم المأزوم | Have you gotten weak, deficit and unable to move relief vehicles and humanitarian assistance to part of your exclusive Arab-Islamic land against this defeated enemy? |

The utterance of the first example was on the second day of the battle when Abu Obaidah opened his discourse with a rhetorical verse that indicates a critical metaphorical linguistic element to create a sarcastic sense of the Israeli's operations during the war. According to CMT, the use of metaphorical statements, including rhetorical ones, has a massive social influence which could empower the listener psychologically and release them. Hamas's utterance in the second example is ironic and the use of lexical underestimating is clear. The linguistics context of /lɑː səməḥá ˈælə/ in the third example became trending on social media from the moment it was uttered, and it got a wide interpretation. Ironically, the fourth statement implies restriction removal from the Arab States' league concerning its military intervention to stop the intensive aggression of Gaza.

### 4.2 War Achievements

| No. | Source statements and remarks | English translation |
|---|---|---|
| 1 | فقد تمكن مجاهدونا بفضل الله خلال ساعات نهار الأحد من الوصول الى منطقة مفكعيم جنوب عسقلان المحتلة وخاضوا اشتباكات ضارية أدت الى الكثير من القتلى والإصابات في صفوف العدو | During the hours of Sunday, our jihadists were able to reach the occupied area of Mufqaim south of Ashkelon. They fought fierce clashes that resulted in many deaths and injuries among the enemy. |
| 2 | تمكن مجموعة من المجاهدين من اقتياد مجموعة جديدة من أسرى العدو | A group of jihadists managed to lead a new group of enemy prisoners |
| 3 | وقد سمعتم اليوم العجوز الخرف يؤاف غالانت يتحدث عن الحيوانات البشرية وكان يقصد أسودنا الذين داسوا على رقاب جنوده الخنازير | Today, you heard the senile Gallant talking about human animals, he meant our lions who trampled on the neck of his piggy soldiers'. |
| 4 | لقد عجز العدو عن مواجهة مقاتلينا في الميدان على مدار أكثر من ٦٠ ساعة حتى الآن رغم امتلاكه لكل أدوات التكنولوجيا العسكرية والأمنية / ورغم انفاقه على جنوده المليارات | The enemy has been unable to confront our fighters on the battlefield until now for more than 60 hours despite having all the military and security technological tools and spending billions on soldiers |
| 5 | احتلوا مواقع عسكرية محصنة وأجهزوا على من فيها وأخرجوا عن الخدمة دبابات المركافا والآليات العسكرية | They occupied fortified military positions finishing them off and decommissioning the Merkava tanks and military vehicles |
| 6 | تم تقدير الموقف العملياتي لتحديد أفضل الطرق لتنفيذ المهمة في ظل دراسة الإمكانيات لدى العدو والصديق | The operational position was assessed to determine the best ways to carry out the mission, taking into account the possibilities of the enemy and friend. |
| 7 | إن هذا الخداع والتخطيط العسكري والتنفيذ المبهر صدم هذا العدو صدمة لا يزال لا يستطيع استيعابها أو التعامل معها، فهو يعلم أنه تعرض لفشل استراتيجي خطير، وكان من أهم ملامح هذا الفشل عدم مقدرته على قراءة نوايانا | This deception, military planning and dazzling implementation shocked this enemy in a way that it is still unable to comprehend or deal with. This enemy knows that it has suffered a serious strategic failure. One of the crucial characteristics of this failure was its inability to read our intentions. |
| 8 | تمكن مجاهدونا بفضل الله من التدمير الكلي أو الجزئي لأكثر من ١٨٠ آلية عسكرية | Thanks Goodness, our jihadists managed to destroy, partially or totally, more than 180 military vehicles. |
| 9 | نصب الكمائن للقوات الراجلة ومهاجمتها بالعبوات المضادة للأفراد والاغارة عليها من مسافة صفر بالأسلحة الرشاشة | Ambushes and attacks on foot forces with anti-personnel packaging and attacking them from zero distance using automatic guns. |
| 10 | وقد بلغت حصيلة الآليات التي استهدفها مجاهدونا منذ بدء العدوان البري أكثر من ٨٢٥ آلية عسكرية | The number of mechanisms targeted by our jihadists since the beginning of the inland aggression is more than 825. |
| 11 | وقد نشرنا الكثير والكثير من الصور التي توثق استهداف مجاهدينا لجنود العدو وآلياته، وهذا غيض من فيض من مجمل عملياتنا على الأرض. | We have published lots and lots of images documenting our jihadists' targeting of enemy soldiers and mechanisms, which is the tip of the iceberg of our land operations. |

Abu Obaidah announced their achievement against Israel during the Aqsa Flood. In the first statement, he felt proud of some accomplishment and wanted to share this feeling with Palestinian civilian to ease their soul. The use of the verb "lead" in the second example connotates the humiliation of the enemy and the glorification of Hamas. Example (3) he turns the lexicalization of insult into a positive metaphor in which he describes the jihadists as brave lions. Simultaneously, Abu Obaidah used a negative abusive lexicalisation depicting the Israeli militaries as pigs. In the fourth example, the underestimation of the Israelian enemy using discourse markers like the verb "unable" and prepositional expressions like "despite" which expresses the contrast between the strength of Hamas and the deficiency of Israel. Abu Obaidah continues praising Hamas's efforts and describing their achievements against the Israeli military forces.

In the sixth and seventh remarks, Hamas stressed its systematic operations as a means to spread fear and panic among the Israelis taking into account its ability to plan professional missions secretly without any kind of information leaking. Paradoxically talking, the use of the lexical items in the ninth utterance indicates the courage of Hamas and the cowardice of the Israeli enemy. Mentioning the number of the mechanisms that have been destructed meant to show the Israeli enemy that the actions taken against them are harshly serious and to make them live in the heart of the horror (example 9). In the eleventh utterance, Abu

Obaidah described individuals who are part of the out-group negatively, while those who belong to his own group are usually characterized neutrally or positively. According to Van Dijk (2006, pp. 728-740), people tend to downplay the negative traits of individuals within their group and accentuate the negative traits of people who belong to other groups.

### 4.3 Ongoing actions

Hamas used utterances that indicated their constant actions against Israel to denote that Palestine would never belong to the Israelian people even while being under attack and threat.

| No. | Source statements and remarks | English translation |
|---|---|---|
| 1 | ما زال مجاهدونا يخوضون اشتباكات عنيفة وبطولية / لا تزال قواتنا متواجدة وتدير القتال وتخوض اشتباكات متواصلة في منطقة مفلاسين | Our jihadists continue to engage in violent and heroic clashes/Our forces are still present, fighting and engaging in continuous clashes in the Meflasin area |
| 2 | إطلاق قطعان المستوطنين وعثاث المجرمين | Released the settlers' herds and the criminals' mites |
| 3 | ولا زلنا نستبدل قوات في مواقع القتال ونرسل التعزيزات بالأسلحة والمعدات والأفراد | We still replacing troops on the battlefield and sending weapons, equipment and soldiers' reinforcements. |
| 4 | قوموا أيها الأبطال وأربكوا عدوكم وزلزلوا أركانه وهزوا بنيانه فوالله انه واهن كبيت العنكبوت | Arise, heroes, confuse your enemy, shake his architecture, he is frail as a cobweb. |
| 5 | نعلن استمرارنا في التصدي للعدوان الصهيوني النازي في اليوم الخامس والستين من المعركة | We declare our sustained response to the Nazi-Zionist aggression on the 65th day of the battle. |
| 6 | لا يزال مجاهدونا في الميدان يتصدون للعدوان على مدار الأيام والساعات | Our jihadists in the field still confront aggression for days and hours. |

The use of the verb "continue" and the adjective "continuous" denotes the resistance of Hamas jihadists and carries an implied message indicating that don't expect that Hamas will surrender to Israel (example 1). Abu Obaidah also uses metaphorical positive language to describe the clashes of Hamas as heroic. In the second example, the negative metaphorical terminologies "herds" &" mites" are normally used with animals, the Palestinian spokesman used them to describe the soldiers of Israel. In the third example, he shows the strength and power of Hamas. Also, lexicalization is promoted in the words' choice that expresses actions Hamas is taking against Israel. To encourage citizens to fight against the enemy, In the fourth remark, Abu Obaidah portrays the weakness and frailty of Israel as a cobweb. Two months after the first day of the Aqsa Flood, the Palestinian spokesman keeps declaring their resilience to spread reassurance and a sense of security among the Palestinian citizens. Hamas shows its readiness to thwart Israeli attacks even if they keep bombing and trying to weaken Gazan civilians.

### 4.4 Civilians and Jihadists' Glorification

Because jihadists are a symbol of national pride and sacrifice, Abu Obaidah's speeches are full of linguistic glorification and praise not only for jihadists but also for Palestinian citizens and their courage against the terrorism of Israel.

| No. | Source statements and remarks | English translation |
|---|---|---|
| 1 | تحية لشعبنا العظيم الذي يصنع نصره ويرقب حريته ويجرع عدوه الألم والحسرة والانتصار بسواعد مجاهديه ومقاتليه الأبطال، والتحية والمجد للسواعد الرامية من رجال شعبنا وأمتنا | Tributes to our great people, who achieved their victory, watching freedom and dosed their enemies' pain, heartbreak and triumph with the jihadists' forearms and heroic fighters, greetings and glory for the shooting soldiers and our nation |
| 2 | تحيةً لشهداء شعبنا الأبطال الذين ستكون دماءهم ناراً على العدو بإذن الله تعالى ونوراً في طريق التحرير وكنس هذا الاحتلال | Tribute to the martyrs of a heroic nation whose blood will be a fire on the enemy, God willing the Almighty, and light in the path of liberation and the expulsion of this occupation. |
| 3 | التحية والرحمة لشهداء شعبنا المجاهد الصامد ولجرحاه ومصابيه الأحرار الأماجد ولكل مرابط على هذه الأرض التي تفضل ساعة رباط فيها قيام ليلة القدر عند الحجر الأسود | Greetings and compassion to the martyrs of our jihadists and steadfast people, to the injured and glorious people and to all the stationed on this land where the stationing is better than a revelation night at the black stone of Ka'bah. |
| 4 | إن رمال غزة ستبتلع عدوها، ودخولكم الينا يا حثالة الأمم فرصة جديدة لمحاسبتكم بقسوة على جرائمكم | Gaza's sands will swallow their enemies, and you, scourge of nations, have a new opportunity to be harshly held accountable for your crimes. |
| 5 | وسيخرج شعبنا مرفوع الرأس مكللاً بالكرامة والمجد، وستكون كل قطرة دم زكية سالت من شهيد أو جريح في هذه الحرب المقدسة شاهدة | Our people will emerge full of dignity and glory, and every drop of pure blood from a martyr or wounded in this holy war |

| | على النصر والفتح الكبير والتحرير القادم بإذن الله | will be a witness to victory, the great conquest and the coming liberation, by Allah's permission. |
|---|---|---|

The verb "dose" usually means a quantity of a therapeutic agent to be taken at once. However, in the first example, "dose" metaphorically signifies the massive psychological losses & damages for the enemy, yet the triumph & glory for Gazan civilians. In example two, Abu Obaidah uses a metaphor to describe the process of Israel's expulsion like sweeping the floor from the dust using the Arabic word /Kəns/, which indicates the easiness of the mission. He also mentioned the significance of jihad and stationing at Al Aqsa according to Islam using comparative lexical items. Abu Obaidah depicted the Gazan sands as a harsh graveyard that buries enemies' fighters if they enter Gaza. In the fifth remark, he's spreading positivity using personified language by portraying the blood drop of the injured or martyr during the Gazan War as a witness of the victory.

### 4.5 War Justification
To make the war sound reasonable, Hamas must defend itself by justifying its reasons for fighting Israel.

| No. | Source statements and remarks | English translation |
|---|---|---|
| 1 | بعد أن بلغ الطغيان الصهيوني منتهاه في تدنيس الأقصى المبارك والعدوان عليه وعلى شعبنا في كل مكان | After the Zionist tyranny reached its end in the desecration and aggression of Al-Aqsa and our people |
| 2 | كان طوفان الأقصى ردا على عدوان قد بدأ الاحتلال به ودفاعا عن مقدساتنا | Al-Aqsa's flood was a response to the aggression of the occupation and to defend our sanctities |

The use of "apologia" which doesn't imply a confession of guilt, but instead a strong means of defending Hamas and its reaction to the Israeli's oppression, is obvious in the first example. At the same time, readers can interpret this statement as a threat to the desecration and contempt of Al Aqsa. Abu Obaidah added and used repetition to insist on the idea that the Aqsa Flood was a reaction to the occupation's deeds.

### 4.6 Implied/ direct threat
Hamas spokesman used some utterances to threaten Israel as a means of enforcing Hamas ideologies and domination.

| No. | Source statements and remarks | English translation |
|---|---|---|
| 1 | قضية الأسرى هي ملف استراتيجي له مساره الواضح والمعروف وأثمانه التي سيدفعها الاحتلال لا محالة / فعلى العدو أن يوفر جهده ويستعد لدفع الثمن | The prisoners' issue is a strategic file that has a clear and well-known path that will be paid inevitably by the occupation. The enemy must save its effort and prepare to pay the price. |
| 2 | لذا فإننا نقول للاحتلال إن عهد انتصاراتك في غفلة من الأمة قد ولى بإذن الله الى الأبد وآن أوان عهد انكسارك وويلاتك وهزائمك | So, we say to the occupation that your triumphs era in the nation's heedlessness has passed by God's permission forever, and it is the time for your breakthrough, scourge and defeats. |
| 3 | طوفان الأقصى لا زال يتشكل ليغرق عنجهية هذا الاحتلال ويعلمه درساً تاريخياً | Al-Aqsa's Flood is still in the process of sinking the arrogance of the occupation and teaching it a historical lesson. |
| 4 | معادلة الحرب الإقليمية مقابل العدوان على الأقصى لن تكون شعاراً، بل ناراً وطوفاناً يحرق ويغرق هذا العدو | The territorial war equation versus aggression against Al-Aqsa will not be a slogan, but a fire and a flood that burns and sinks this enemy. |
| 5 | ونحن نعلم أنهم سيدفعون أثمان باهظة تتعلق بمستقبلهم السياسي والعسكري | We know that they will pay an extravagant price for their political and military future. |

The first and second statements implied direct threats to Israeli forces. A metaphorical threatening language like "pay the price" was also included which means that Israel has to suffer the consequences of its actions. The words of the third and fourth utterances are pictorially figurative and metaphoric. The power of the correspondence between the source conceptual domain (e.g., flood) and the target conceptual domain (e.g., the act of being overpowered, scary, and terrifying) is exemplified in the choice of words. This mapping reflects how Hamas's powerful speeches and the lexical item they used are rooted in the domain of linguistics to strike terror in the heart of their enemy.

5. **Conclusion**

During the Gazan War 2023-2024, both sides of the conflict used linguistic discourses that were full of metaphorical and rhetorical symbols for various purposes. This research paper is meant to shed light on the impact of Abu Obidah's speeches on the psychology of the Arabic culture specifically and the whole world in general. By highlighting several themes to transmit Hamas ideology to the world and using powerful speeches with rhetorical meanings, the Palestinian spokesman influenced the two sides of the war: the Palestinian & the Israeli sides. The highlighted themes of Abu Obaidah's speeches were rhetorical utterances, war achievements, war glorifications, war justification, implied or direct threats, and ongoing actions. The critical discourse analysis theory and the conceptual metaphor theory were used to analyze the speeches of Abu Obaidah. The remarks presented in his speeches were widely interrupted in various ways and methods which enabled the listener or addresser to comprehend the intentional connotational meanings. Indeed, worldwide awareness of terrorism's notion is required to criticize and fight aggression against Gaza which poses a great threat to the security of the territory as well as global harmony and establishes a scandalous violation of human law's principles. Future studies are recommended to continue analyzing the powerful speeches of Hamas and other parties.

**Conflicts of Interest:** The authors declare no conflict of interest.

**Publisher's Note**: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

**References**

[1]    About, M. (2023). *Abu ubaida...al-Mulatham: Symbol of the Gaza Battle*. Awsat. https://english.aawsat.com/features/4643556-abu-ubaidaal-mulatham-symbol-gaza-battle

[2]    Jaber, R. (2023). *Russia consolidates its gains in 2024 and prepare for the rift in the Western camp to widen*. Awsat. https://english.aawsat.com/features/4757461-russia-consolidates-its-gains-2024-and-prepares-rift-western-camp-widen

[3]    Kövecses, Z. (2017). *(PDF) Conceptual metaphor theory - researchgate*. Research gate. https://www.researchgate.net/publication/311403391_Conceptual_metaphor_theory

[4]    Merriam-Webster. (n.d.). Dose. In Merriam-Webster.com dictionary. Retrieved January 8, 2024, from https://www.merriam-webster.com/dictionary/dose

[5]    Tutar, H., & Bağ, S. M. (2023). Critical discourse analysis on leader statements in the Russia-Ukraine war. *Etkileşim*, *6*(11), 44–66. https://doi.org/10.32739/etkilesim.2023.6.11.189

[6]    Tutar, H., & Bağ, S. M. (2023). Critical discourse analysis on leader statements in the Russia-Ukraine war. *Etkileşim*, *6*(11), 44–66. https://doi.org/10.32739/etkilesim.2023.6.11.189

[7]    The study of metaphor as part of critical discourse analysis (n.d) https://www.researchgate.net/publication/239790425_The_study_of_metaphor_as_part_of_critical_discourse_analysis/citation/download

[8]    Vicente, P. N. (2020). Conceptual metaphor theory. *The SAGE International Encyclopedia of Mass Media and Society*. https://doi.org/10.4135/9781483375519.n145