



JHUMUNC

THE JOHNS HOPKINS MODEL UNITED NATIONS CONFERENCE



PRESS CORPS
Chaired by Seyun (Lina) Oh

Session XXIII

Press Corps

*Al-Jazeera, Associated Press, BBC, The Japan Times,
The New York Times, The Onion, Russia Today (RT), The Times of Israel*

Committee Overview

Press Corps functions differently from the rest of the JHUMUNC committees. Delegates of Press Corps will be responsible for documenting and reporting on all the occurrences of JHUMUNC, both during committee sessions and after-hours, from the perspective of their publications.

Three to four delegates will represent one of eight news agencies from all over the world. For JHUMUNC XXIII, delegates will be representing *Al-Jazeera, the Associated Press, BBC, Russia Today, The Japan Times, The New York Times, The Onion, and The Times of Israel*. Delegates from each news agency will work together to produce JHUMUNC's daily news publication, which will include articles, editorials, and investigative reports which will be shared with the delegates, staff, and supervisors participating in the conference. Delegates can also expect to produce content on social media platform(s).

Press Corps delegates will have exclusive access to nearly every function of JHUMUNC. They will get a chance to question delegates in standing and specialized committees. Lastly, delegates will work with JHUMUNC's own Crisis Staff to produce press statements in crisis committees. Occasionally, Press Corps delegates will be asked to attend press conferences held by other committees.

The rest of this document highlights each news agencies' history, political

inclinations, target audience, and writing styles. Descriptions of each news agency ends with links to two example articles that the chair has deemed to best reflect the agency's overall purpose, values, and language. The first example article for each news agency is an event-based report. The event-based articles for every news agency except one include links to a report on the bombing of an Afghan wedding that took place in August 2019. The event-based report for *The Onion* is of another fitting news report. Much of delegates' reporting will center on events that take place during the conference, so the first example will be a good template to refer back to during the conference.

The second links are example articles that report on controversial topics. These articles reflect a news agency's proclivities – or the lack thereof. As the delegates' word choices are to reflect the political inclination of their news agency, it is encouraged that delegates refer back to the second example article to resolve questions regarding an agency's political stance. Delegates are highly encouraged to read both articles from their respective news agency in order to be able to identify key features of their news agency. Firm knowledge of the assigned news agency biases and diction is required to fulfil delegates' role as Press Corps journalists.



Publications:

Al-Jazeera

Introduction

Al-Jazeera, a symbol of press freedom in the Arab world, was launched in November of 1996 in the midst of censorship and government control. BBC's Arabic language station had been shut down that April for broadcasting a story on human rights in the Saudi Kingdom.¹

Sheikh Hamad, Qatar's Emir at the time, was disgusted by this censorship and promised *Al-Jazeera* the right to "report the news as they see it."² He and the Qatar government became *Al-Jazeera's* primary investors. *Al-Jazeera* includes 27 news outlets, documentaries, and children's networks in over 130 countries, and its website boasts the title of the most visited websites in the Arab world, with over 65 bureaus worldwide.³

Target Audience

Al-Jazeera Arabic's audience is distributed evenly among various income and education levels. 96% of its viewers are Muslim.⁴ It is the first Arab television station to launch a discussion program geared specifically towards women, titled "For Women Only." As with most of *Al-Jazeera* programs, audience input and involvement are vital to the show. In 2006, *Al-Jazeera* decided to extend its reach beyond

the pan-Arab world by starting *Al-Jazeera English*. This channel exceeded expectations by reaching over 130 million homes in over 100 countries via cable and satellite by 2009.⁵

Political Inclination

Al-Jazeera has a reputation of using sensationalism to appeal to the masses. This reputation was attained mostly during its coverage of the Iraq War, after it was discovered that many of its journalists were part of the radical, conservative group called the Muslim Brotherhood. In addition, the influence of the Qatar government, *Al-Jazeera's* largest investor, can be found in its lack of criticism of the royal family and downplay of Qatar's infringement of workers' rights.

Al-Jazeera's work reflects sympathy towards the global South. Its goal is "putting a face to those who are falling through the cracks of society, while holding the powerful to account."⁶

¹ "Al-Jazeera TV: The History of the Controversial Middle East News Station Arabic News Satellite Channel History of the Controversial Station." *Allied Media*, 21 October 2014.

² "Interview With Wadah Khanfar, Director General, Al Jazeera." *PBS*, 24 October 2014.

³ *Ibid.*

⁴ Zurawik, David. "Of Course Al Jazeera Has a Bias, but It's Not What Most Critics Think." *Baltimore Sun*, 09 January 2013.

⁵ *Ibid.*

⁶ "AL JAZEERA TV: The History of the Controversial Middle East News Station Arabic News Satellite Channel History of the Controversial Station." *Allied Media*, 21 October 2014.

Tone

The tone of many *Al-Jazeera* articles is provocative and passionate, using a wealth of descriptive words in its articles. Statements tend to be more provocative than neutral. This tone is arguably unnecessary to convey the news itself, but fundamental for the intentionally biased interpretation *Al-Jazeera* prods its audience to have about the news.⁷

Syntax, Diction, and Structure

To accommodate for its augmenting audience, the syntax of *Al-Jazeera's* articles is traditional, simple, and patent. Longer sentences are often interrupted with dependent clauses that add detail about the topic of the report.

Al-Jazeera's diction consists of relatively simple vocabulary that could be understood by those of high school education. In addition, its diction is intentionally inflammatory, dramatic, and sensational to invoke compassion.

Paragraphs often consist of no more than three sentences. The sentences within these paragraphs are usually 15-20 words in length, though some lean toward being longer. Quotes are usually introduced with a sentence summary of the impending quote and the context in which it was said. Headlines are written as full sentences.

Sample Articles

The following is a link to an example of an event-based article:

<https://www.aljazeera.com/news/2019/08/afghanistan-scores-killed-kabul-wedding-blast-190818050258914.html>

The following is a link to an example of a report on a controversial topic or event:

<https://www.aljazeera.com/news/2018/05/act-america-encourages-citizens-spy-muslims-180513192237993.html>

⁷ "AL JAZEERA TELEVISION. VIEWERS DEMOGRAPHICS." *Allied Media*, 24 Oct. 2014.

Associated Press

Introduction

The Associate Press (AP) is the oldest independent non-profit news agency in the United States. Initially known as the New York Associated Press, what is now known as *the AP* was formed in 1846, when five New York-based newspapers – including *The New York Herald* and *The New York Times* – collaborated to produce expedited updates on the Mexican-American War.⁸

Since its conception, *the AP* has dealt with a number of legal disputes, many of which resulted in diversifying its member organizations and restructuring the agency as a whole.⁹ Despite frequent transitions in membership and structure, its mission to “ensure the public has access to objective, accurate news and information” has stayed the same.¹⁰ Currently, *the AP* employs “some 4100 administrative, communications, and editorial workers” in 263 news bureaus in more than 100 countries.¹¹

Target Audience

The AP delivers global breaking news, covers war and conflict, and produces enterprise reports to a global audience.¹² It supplies texts, photos, audio, and video content to its member broadcasters, international subscribers, and commercial customers. Though their writing is accessible to laymen, the public usually does not use *the AP* as its main source of news. Its reports are often distributed to other, more front-end news agencies that engage a wider array of readers. Delegates of this news agency should expect to actively collaborate

with other news agencies.

Political Inclination

The AP aims to be politically neutral. Though its articles contain a handful of descriptive adjectives, these words do not convey a skewed position of the author, if any exists. However, *the AP* often covers topics that are of interest to more left-leaning individuals. These topics include the #MeToo movement and updates on climate change policies.

Tone

The AP maintains a neutral and calm tone in all of their articles. Nonetheless, they are able to elicit emotional responses by using a tone, often observed in narratives. In the first sample article, for example, instead of listing the facts of the event, the author describes the scene in detail, illustrating the emotion of the interviewee, the civilians’ visible signs of panic, and the clamor.

Syntax, Diction, and Structure

Delegates of this news agency must write in a truly unbiased manner. However, they may choose to focus on topics or events that appeal to a more liberal (as in not conservative) audience.

Sample Articles

The following link is an example of an event-based report:

<https://www.apnews.com/b5ceb0cfb33d4d73aaaadf5eee19fe9d>

The following link is an example of a report on a controversial topic or event:

<https://www.apnews.com/2103f9c8f46044aeaf1693d641188218>

⁸ Britannica, The Editors of Encyclopaedia. “Associated Press.” *Encyclopædia Britannica*, 05 September 2019.

⁹ *Ibid.*

¹⁰ “News Values and Principles: AP.” *Associated Press*, 30 November 2017.

¹¹ “Our Story: AP.” *Associated Press*.

¹² “Annual Report: AP.” *Associated Press*, 01 May 2019.

British Broadcasting Corporation (BBC)

Introduction

The British Broadcasting Corporation (BBC) is one of the world's oldest and largest international public service broadcasters, with over 23,000 staff members.¹³ It started as a radio broadcaster in 1922 that housed six telecommunications companies. Since then, it has developed multiple outlets of its own and is regarded as one of the best news sources that is relatively free of bias.

The mission of these programs, and of *the BBC*, is to be independent, impartial, and honest, in order to present news with no one but its audience in mind. In addition, BBC works to promote education and stimulate creativity, but also, on a much wider scale, to represent the UK on an international level and deliver the benefit of emerging communications technologies to the global public.¹⁴

Target Audience

The BBC is one of the most widely viewed news agencies worldwide. In fact, it claims to have a weekly audience of about 74 million views across more than 200 countries, and its website has received 25 million views. They aim to serve as an alternative source of local news within the UK but also outside the UK, in regions where uncensored news is not always readily available.

Political Inclination

Like any news source, *the BBC* is susceptible to reflecting a degree of bias in its writing. Former BBC news director Helen Boaden admitted in a 2013 interview that the corporation has "deep liberal bias,"

especially on the issues of immigration and the European Union.¹⁵ Their polarized language is apparent in local and investigative reports, as they reflect political polarization into the Conservative party leanings. However, its bias is not as overt in articles geared towards a global audience.

Tone

Since *the BBC* caters to a large audience and covers a wide array of different topics from differing regions, minimal effort is wasted on sensationalist or opinionated writing. The tone of most of their articles is generally level and direct.

Syntax, Diction, and Structure

Sentences in an average BBC article are seldom ornate. By keeping their syntax and diction simple, it is able to engage a wider range of audience. Paragraphs are relatively short with sentences with said style. Delegates of this news agency should expect to produce medium-length articles that are around 600 words with simple and concise words and sentence structures.

Sample Articles

The following is a link to an example of an event-based report:

<https://www.bbc.com/news/world-asia-49383803>

The following is a link to an example of an investigative and politically charged report:

<https://www.bbc.com/news/blogs-trending-48356351>

¹³ BBC. "Missions and Values."

¹⁴ Ibid.

¹⁵ Dixon, Hayley. "BBC is biased toward the left, study finds." *The Telegraph*, 11 August 2013.

The Japan Times

Introduction

The Japan Times was created in 1897 by Japanese journalist Motosada Zumoto. His goal was to establish a news agency that invites the Japanese to the global community by delivering their reports in English.¹⁶ The history of *The Japan Times* parallels Japan's political history. At its birth, the paper was independent of government control. This quickly changed in 1933, when the Japanese government pressured the news agency to include government-condoned information in addition to the usual reports of current events.¹⁷ Following a surge in the size of its audience, *The Japan Times* was used as a means to spread Japanese propaganda during World War II with augmenting pressure from the government. *The Japan Times* is currently owned by News2u Holdings, Inc., a public relations company.¹⁸

Their coverage includes domestic and global news, op-eds, editorials, letters to the editor. Reports about domestic and global entertainment news, sports updates, lifestyle entries, cartoons, and more can also be found on its website.

Target Audience

The Japan Times reports to both domestic and international readers. It covers an ample number of international news, but most of its coverage, especially local reports, regards political, social, and economic news in the East Asian region, compared to other regions of the world.

Political Inclination

Under News2u Holdings, *The Japan Times's* coverage and diction reflect a bias for the Abe administration. In 2018, the editor announced that *The Japan Times* will no longer be using words that convey "anti-Japanese" connotations, replacing them with more neutral words. For example, the term "comfort women" is replaced with "women who worked in wartime brothels, including those who did so against their will, to provide sex to Japanese soldiers."¹⁹ Despite complaints from its viewers and employees, *The Japan Times* continues to mirror the Abe administration's political views in their writing today.²⁰

Tone

Despite their patent support for the Abe administration, the articles reported by *The Japan Times* maintain a neutral tone throughout. As such, *The Japan Times's* bias towards the Abe administration is reflected by its content, rather than its language. Strong, descriptive adverbs and adjectives are usually used to describe the nuance of an event, and seldom in a way that incites political uproars.

Syntax, Diction, and Structure

The Japan Times's articles are packed with information, and often include relevant background information and different perspectives from stakeholders in the same article. In the first example article, the facts of the event are intertwined with descriptive phrases that capture the reactions from people on site, that of political figures in quotation marks, and a summary of the historical backdrop underlying the event.

¹⁶ Kamiya, Setsuko. "Japan Times not just wartime mouthpiece." *The Japan Times*, 13 August 2011, p. 3.

¹⁷ Ibid.

¹⁸ Iwamoto, Kenatoro. "The Japan Times sold to Tokyo-based PR company." *Nikkei Asian Review*, 12 June 2017.

¹⁹ "South Korea's top court orders Mitsubishi Heavy to pay compensation for wartime labor," *The Japan Times*, 29 November 2018.

²⁰ McCurry, Justin. "Comfort women!: anger as Japan paper alters description of WWII terms." *The Guardian*, 30 November 2018.

Its reports consist of many paragraphs, each with no more than four sentences. Delegates of this news agency should expect to avoid sensational or dramatic language but still be able to produce articles that convey a biased support for the Japanese government.

Sample Articles

The following is a link to an example of an event-based article:

<https://www.japantimes.co.jp/news/2019/08/18/world/fears-grow-bad-peace-deal-taliban-trump-eyes-quick-withdrawal-afghanistan/#.XgDmpGRKg2w>

The following is a link to an example of a report on a controversial topic or event:

<https://www.japantimes.co.jp/news/2019/08/17/national/politics-diplomacy/abe-eyes-carrying-large-scale-cabinet-reshuffle/#.XV789pNKjOR>

The New York Times

Introduction

The New York Times – *The Times*, for short – was first published in 1851 by Henry Jarvis Raymond and George Jones, with a focus on avoiding sensationalism and increasing objective, factual reporting.²¹ When the publication was close to bankruptcy, it was salvaged by Wall Street investors. Adolph Simon Ochs, the ultimate purchaser of the news agency, increased their readership and prestige to the fame it holds today.²² In 1924, the paper grew further by acquiring *The New York Herald*. This expanded the ways in which information was gathered, developing interviewing as a reporting technique and working closely with foreign correspondents. It also increased the attention given to business, global affairs, and the arts.²³ *The Times* has always prided itself on remaining nonpartisan and objective and has maintained a focus on expanding its national and international readership.

Target Audience

Most articles in *The Times* are geared toward an educated, culturally involved upper-middle to upper class. However, *The New York Times* has been increasing its efforts to engage readers of a younger age. In the past decade they have worked to increase their presence on various forms of social media to engage with a younger audience.²⁴

Political Inclination

The Times' articles exhibit a political view that is slightly left-leaning. The Opinion Pages allows the author a greater freedom in illustrating his political ideology than what the more objective, factual reporting of the news and business sections would allow.

Tone

Though a slight liberal bias is apparent in its articles, *The Times'* mission statement is “to promote fairness, integrity, and truth in journalism.”²⁵ Thus, the tone in its articles is often fairly objective, refraining from using emotional or sensationalist language and only recounting the factually important information. However, in artistic, lifestyle, and opinion pieces, the tone is often much stronger.

Syntax, Diction, and Structure

While many newspapers focus on short sentences with simple syntax, *The Times* distinguishes itself with much longer sentences containing multiple clauses and clarifications. It is not as concerned with simplicity and understandability as it is with the literary quality of its writing.

Sample Articles

The following is a link to an example of an event-based article:

<https://www.nytimes.com/2019/08/18/world/asia/kabul-wedding-bomb-isis.html>

The following is a link to an example of a report on a controversial topic or event:

<https://www.nytimes.com/2019/08/19/health/planned-parenthood-title-x.html?searchResultPosition=1>

²¹ Britannica, The Editors of Encyclopaedia. "The New York Times." *Encyclopedia Britannica*. 11 April 2019.

²² Ibid.

²³ Ibid.

²⁴ "What We Do." *The New York Times Company*, 2015.

²⁵ "Standards and Ethics." *The New York Times Company*, 2015.

The Onion

The Onion is an American news satire organization founded in 1988 by Tim Keck and Christopher Johnson, two juniors at the University of Wisconsin-Madison.²⁶ In 2006, *The Onion* launched its YouTube channel, which currently has over 1.3 million subscribers.²⁷ In 2013, *The Onion* moved to an all-digital format, ceasing all print operations, but remains a thriving, well-regarded publication.²⁸

The Onion parodies traditional news sources and releases articles that comment on international, national, and local news. It delivers insight on important events through satire, often reporting on fictional events related to real issues. In addition to current events, *The Onion*, also writes articles on fictional “local” events, mundane, everyday happenings that are depicted as surreal, alarming, and dramatic, which in itself satirizes the media in its entirety, mocking traditional coverage. Overall, *The Onion* showcases how ridiculous the news can be.²⁹

Target Audience

The Onion is a humorous, sardonic, edgy publication started by college students and originally meant for their peers, who are other college-aged students. Thus, its main audience is young liberals from the age of 18 to 34.³⁰ *The Onion* is unconventional and therefore not well suited for an older, more traditional audience.

²⁶ “The Onion.” *University of Wisconsin-Madison Knowledge Base*, 20 November 2008.

²⁷ YouTube. *The Onion*, <https://www.youtube.com/user/TheOnion> (accessed Oct. 28, 2019)

²⁸ Ibid.

²⁹ “The Onion: An Interview With ‘America’s Finest News Source.’” *Wikinews*, 25 November 2007.

³⁰ Ibid.

Political Inclination

The Onion is politically left-leaning, satirizing current events and making occasional political comments. It takes current events and stories and puts an outrageous, fictional spin on them (for example: a series of articles on the fictional adventures of Joe Biden, including “Biden Scores 800 Feet of Copper Wire”).

Tone

The Onion doesn’t pretend to be a hard-hitting, serious news source. *The Onion* uses deadpan, dry humor to parody serious news organizations, writing outrageous, fictional stories to mock real ones.³¹ All articles are written with the same professional tone as articles from any other major news source, but are humorous because of the article’s content and diction. Articles cover made-up events related to current news and cover them in a deadpan fashion, treating them seriously, as traditional news sources would. Its local news articles often take on a sensational tone and include excessive detail to further highlight the unremarkable nature of these events.

Syntax, Diction, and Structure

The Onion’s articles are written in the style of a traditional news piece. Sentences are complex and sophisticated with every information and quotations properly introduced. The syntax should remain formal and professional despite offbeat subject matter and casual language.³²

³¹ Keighley, Geoff. “The Onion: Funny Site is No Joke.” *CNN Technology*, 29 August 2003. www.cnn.com/2003/TECH/ptech/08/28/bus2.feat.onion.site/index.html

³² Schillinger, Liesl. “Award-Winning Local Journalists Reflect Own Self-Hatred Back on Nightmarish World.” *Wired*.

The Onion distinguishes itself with its use of contrasting word choices. Diction is sometimes sophisticated and traditional but can also be incredibly informal. Informal language should be used with intention, as a punch line, in contrast with formal language, or in quotations, for example, but should not be too heavy-handed.³³

Lastly, the articles are organized traditionally, divided into a number of small paragraphs. *The Onion* also frequently releases shorter, one-paragraph articles for headlines that have less expansive potential. These articles are shorter because there are fewer angles from which to attack the story.

Sample Articles

The following is a link to an example of an event-based article:

<https://www.theonion.com/brazilian-government-equips-firefighters-with-flamethro-1837487135>

The following is a link to an example of an article that is shorter in length:

<https://politics.theonion.com/democrat-party-moving-left-vs-remaining-moderate-1837300836>

³³ Fallon, Kevin. "Fooled by 'The Onion': 9 Most Embarrassing Fails." *The Daily Beast*, Newsweek/Daily Beast Company LLC, 27 November 2012.

Russia Today (RT)

Introduction

RT is an English-speaking 24-hour Russian news outlet originally known as *Russia Today*. It was established in 2005 by the Russian government with the intent to promote “a more complete picture” of life in Russia and to act as a soft-power news source comparable to other Western television stations such as the BBC.³⁴ RT’s focus over the years has shifted from promoting a more positive Russian image to providing Russian viewpoints on international events. In this regard, the channel has stood out by separating itself from and challenging the opinion of other Western democratic news sources, particularly in the United States.³⁵

Since 2005, RT has expanded internationally and online; it is now broadcasted across 100 countries in 6 languages, including English, Russian, Arabic and Spanish, and has a YouTube channel with 3.71 million subscribers.³⁶ RT has over 2,000 employees, largely young and eager Russian immigrants and foreign journalists, who work in major studios located in central cities such as Washington, D.C. and London.³⁷

Target Audience

RT has a predominantly European audience, with the United States as a close second, then the Middle East and North Africa. Most of their articles provide Russian insight into domestic or international issues, attracting readers interested in their niche viewpoint.³⁸

Political Inclination

RT has a reputation among critics for being a propaganda tool of the Kremlin. Such critics point to the network’s tendencies to publish provocative fake news articles, entertain conspiracy theorists, and host fringe “specialists”, as well as its fundamental defense of the Russian government.³⁹ This reputation of RT has largely been held in the West due to the network’s controversial reports on a variety of events, including 9/11, in which they hosted “truthers” suggesting America had staged the attacks,⁴⁰ and the 2008 South Ossetia War, in which they presented the Georgians as the aggressors.⁴¹

RT, however, has constantly and openly struggled to fight this reputation of being a propaganda tool. Editor-in-chief Margarita Simonyan has repeatedly stated that while RT does endorse the Kremlin’s position on events, they have a large amount of autonomy and a larger goal to provide “alternate views” to Western television and to give airtime to “unheard voices,”⁴² standing up against what they perceive as “the hegemonic forces of the West,” particularly its elitism and neoliberalism. Nonetheless, because of such aims, RT’s articles on international affairs are written with a heavy pro-Russian bias and often democratic skepticism.⁴³

³⁴ “Russia’s ‘CNN’ Wants to Tell It Like It Is.” *The Age*, 16 August 2005.

³⁵ “What Is Russia Today?” *Columbia Journalism Review*.

³⁶ “About RT.” *RT International*.

³⁷ Erlanger, Steven. “Russia’s RT Network: Is It More BBC or K.G.B.?” *The New York Times*, 08 March 2017.

³⁸ “About RT.” *RT International*.

³⁹ Ibid.

⁴⁰ von Twickel, Nikolaus. “Russia Today Courts Viewers with Controversy.” *Russia Beyond*, 23 March 2010.

⁴¹ Rowland, Kara. “Russia Today: Youth Served.” *The Washington Times*, 27 October 2008.

⁴² von Twickel. “Russia Today Courts Viewers with Controversy.”

⁴³ Erlanger. “Russia’s RT Network: BBC or K.G.B.?”

Tone

RT's articles have a bias for pro-Russian views. They are slow to criticize or question the facts presented by the government, as seen through the second sample article. *RT* often mocks "liberal" views and ideas, especially regarding social issues like Title IX and gender identity.^{44,45} *RT* incorporates many op-ed pieces regarding a number of topics, ranging from perspectives on colonialism, European politics, medical technology, and the #MeToo movement. *RT*'s op-ed pieces often feature writers from across the political spectrum and maintains the author's tone for all of their op-ed pieces.

Syntax, Diction, and Structure

Readers can appreciate the segments *RT* breaks their articles into. Its articles are composed of 7 to 10 paragraphs, each with no more than three sentences. Its articles are easy to understand, as their sentence structures and word choices simple, straightforward, and often colloquial. Delegates of this news agency should expect to produce medium-length articles with simple and concise words and sentence structures that hint at a bias towards the Russian government.

Sample Articles

The following is a link to an example of an event-based article:
<https://www.rt.com/news/466735-dozens-killed-kabul-wedding/>

The following is a link to an example of a report on a controversial topic or event:
<https://www.rt.com/news/427739-russia-rejects-mh17-downing-claim/>

⁴⁴ "Meet the black, transgender Cinderella's godmother you've all been waiting for (or so the woke media tells us)." *RT*, 13 October 2019.

⁴⁵ "Trans rights and state-sponsored sexual assault: How Democrats want to strip YOUR constitutional freedom." *RT*, 11 October 2019.

The Times of Israel

The Times of Israel is one of the largest English language online newspapers based in Israel. Launched in 2012, it seeks to “document developments in Israel, the Middle East and around the Jewish world.”⁴⁶ *TOI* was founded by UK-born Israeli journalist David Horovitz and American billionaire Seth Klarman.⁴⁷ Unlike other popular publications which grew from print newspaper, *The Times of Israel* emerged online. *The Times* encourages contributions from freelance journalists as well as original content from non-English language journalists in Arabic and French editions.

Editors, staff, and contributors of *The Times of Israel* include renowned English-language journalists hailing from the US and Israel, some of whom previously worked for Haaretz English Edition.⁴⁸

Target Audience

As of 2017, *The Times of Israel* averages 20 million monthly page views.⁴⁹ *The Times* seeks to appeal to those in Israel, the US, and those around the world reporting on developments in Israel, the Middle East, and the Jewish diaspora. At the same time *TOI* connects Jewish communities and acts as a “focal point for the Jewish world – informing and engaging members of the tribe everywhere.”⁵⁰ *The Times of Israel* has partnered with local Jewish newspapers in several countries including New York’s *The Jewish Week* and Britain’s *Jewish News*.⁵¹

Political Inclination

The Times of Israel makes clear that it has “no partisan political affiliation”. It seeks to “present the news fair-mindedly and offers a wide range of analysis and opinion pieces.”⁵² *The Times of Israel* prides itself on having a “marketplace of ideas.”⁵³ *TOI* features a unique blog and opinion section which allows contributions from anyone across the political spectrum. Whereas other news outlets have a rotating group of columnists and contributors, *TOI*’s pieces come from a wide array of writers. Some critics, however, argue that the range of opinions generally gravitates towards center or center-left of the political spectrum, with hardline left or right wingers preferring to have their pieces published by other outlets.⁵⁴

Tone

The Times of Israel generally keeps to a level and fairly objective tone throughout their main news pieces, seldom using loaded language to cover Israeli or regional news. Their reporting on the Israeli-Palestinian conflict is usually objective and *TOI* makes a concerted effort to cover both sides fairly. *TOI* also draws reporting from news agencies such as the *Associated Press* and the *Jewish Telegraphic Agency*, which also maintain a neutral and calm tone.⁵⁵

In addition to news reporting, the website features blogs and opinion pieces which can vary a great deal in their tone and bias. Many blog posts and opinion pieces reflect a center-left slant.⁵⁶

⁴⁶ "About the Times of Israel and its Staff." *The Times of Israel*.

⁴⁷ Ibid.

⁴⁸ Ibid.

⁴⁹ *TOI* Staff. "New York Jewish Week, the Times of Israel's new local partner, launches its new website." *The Times of Israel*.

⁵⁰ Ibid.

⁵¹ Ibid.

⁵² About the Times of Israel and its Staff." *The Times of Israel*.

⁵³ Horovitz, David. "From today, The Times of Israel is also in Arabic." *The Times of Israel*, February 4, 2014.

⁵⁴ Plosker, Simon. *Honest Reporting*.

⁵⁵ "Times of Israel." *Media Bias Fact Check*.

⁵⁶ Ibid.

Syntax, Diction, and Structure

Similar to Al-Jazeera, *The Times of Israel* includes short paragraphs, each around 25-30 words in length and with some being longer. *The Times of Israel* generally features medium length articles with relatively straightforward language. *TOI* utilizes diction and vocabulary understood at the high school level, employing very lucid yet pointy writing style.

Sample Articles

The following is a link to an example of an event-based article:

<https://www.timesofisrael.com/islamic-state-claims-bombing-at-kabul-wedding-that-killed-63/>

The following is a link to an example of a report on a controversial topic or event:

<https://www.timesofisrael.com/us-envoys-condemn-savage-west-bank-bombing-that-killed-teenage-girl/>

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- "About the Times of Israel and its Staff." *The Times of Israel*, <https://www.timesofisrael.com/about/>.
- "Al Jazeera television. Viewers demographic." *Allied Media*, 24 October 2014.
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