Al Jazeera: Between Islamic Journalism and Islamic Da'wah

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Abstract:

This research focuses on Al Jazeera's role as a global media outlet at the intersection of modern journalistic practices and Islamic da'wah values. As a pioneer of press freedom in the Arab world, Al Jazeera serves not only as a conveyor of information but also as a normative actor, framing Islamic, political, and humanitarian issues from a perspective considered more inclusive and just. This raises critical questions about the extent to which its journalistic practices truly represent Islamic da'wah values or merely follow international journalistic norms. The purpose of this research is to identify Al Jazeera's journalistic characteristics rooted in Islamic principles, explore the role of da'wah in its reporting, and examine the tension between the media's demands for objectivity and its moral mission. The method employed is a qualitative approach, utilising case studies, which involve analysing news content and discussion programs on Al Jazeera. The research also utilizes secondary data from relevant academic literature. Discourse analysis techniques are applied to explore how this media outlet frames important issues and how global audiences respond to the narratives it constructs. The research results demonstrate that Al Jazeera effectively integrates the idealism of da'wah (Islamic preaching) with journalistic professionalism. Nevertheless, the media outlet continues to face significant challenges, including geopolitical pressure and accusations of bias. This synergy between moral mission and professional standards makes Al Jazeera not only a source of information but also a global educational instrument that plays a vital role in shaping international public opinion.

Keywords: Al Jazeera; Islamic journalism; Islamic preaching; framing; global media; objectivity.

INTRODUCTION

Over the past few decades, international media has become a crucial arena for the dissemination of ideas, including religious ones, amidst the globalization of information. In the Middle East in particular, satellite news networks and online media have transformed how Islam is understood, presented, and internalized not only by Muslim communities but also by non-Muslim audiences. Among the most prominent media outlets in this transformation is Al Jazeera. Since its launch in 1996 as an Arabic-language news channel from Qatar, Al Jazeera has grown into a multi-channel network with international reach, including Al Jazeera English, documentaries, and an online platform (Jazeera, 2024). The Al Jazeera phenomenon has drawn attention because its role goes beyond simply delivering news, but also through framing Islamic and Islamic political issues. This has led to Al Jazeera often being viewed as exceeding the journalistic neutrality generally upheld by mainstream media. In various reports, the

view has emerged that Al Jazeera tends to give greater space and more positive coverage to certain Islamic groups. This stance is often associated with Qatar's close political interests and its ideological alignment with organizations like the Muslim Brotherhood. Thus, Al Jazeera functions not only as an information medium but also as an actor playing a role in shaping public opinion on Islam and Islamic politics globally. This situation demonstrates how the media can be both a political instrument and a means of representing certain ideologies (Jazeera, 2023).

Furthermore, the study also shows how Al Jazeera uses new media and open source data for investigations, enabling coverage of issues less accessible to official sources, but also posing challenges to credibility and objectivity (Jazeera, 2024). From the perspective of Islamology and Islamic communication studies, debate has arisen regarding Al Jazeera's position as a media outlet. A frequently asked question is whether Al Jazeera can be categorized as a medium that carries out Islamic journalistic functions, or whether it instead possesses other dimensions that merge with da'wah interests. This has given rise to discussions about the boundaries between the Islamic journalism profession, which emphasizes objectivity, and Islamic da'wah, which focuses on spreading religious values. Some view Al Jazeera as a disguised da'wah medium that uses journalistic language to convey Islamic messages, while others view it as more of a news entity that strives to uphold journalistic principles, even though it sometimes blends with certain political and ideological agendas. Thus, Al Jazeera presents an ambiguous role: between an information medium, an ideological instrument, and a potential means of modern da'wah.

Theoretically, Islamic journalism is often defined as media practices based on the principles-Islamic principles, such as amar ma'ruf nahi munkar, justice, truth, and moral responsibility, not only-The eyes of neutral objectivity in the Western sense. Theories of religious communication and theories of da'wah media emphasize that media is not only a means of conveying information, but also an agent of change in values and norms. The concept of media as a means of da'wah reflects that media can be a bridge to invite, guide, and shape the religious awareness of the community. The relationship between Islamic journalism theory and da'wah media theory provides a framework for assessing the extent to which Al Jazeera operates within the spectrum of normative journalism (i.e., neutral/objective) and normative da'wah (i.e., voicing values).-Islamic values, calling for goodness, expressing religious truth) in an international context.

The urgency of this research stems from the complexity and controversy surrounding Al Jazeera's role in the global media arena. On the one hand, Al Jazeera is seen as a pioneer of press freedom in the Arab world, capable of presenting alternative discourse and a critical voice against the dominance of Western narratives. However, on the other hand, this media outlet frequently draws criticism for alleged political bias, specific framing strategies, and its ties to the interests of patron states, which are considered to influence editorial independence. This ambivalent situation makes Al Jazeera an important phenomenon to examine academically and contextually (Jazeera, 2023). In the context of the increasingly rapid development of digital and social media, the flow of information and narratives, including religious narratives, is much faster and broader. This situation makes a critical examination of the practices of international media outlets like Al Jazeera increasingly important. This media outlet exists not only as a news provider but also operates at the intersection of journalistic functions that emphasize objectivity and the role of da'wah (preaching) that carries a moral dimension and Islamic values. Therefore, a thorough understanding of how Al Jazeera manages this dual role is necessary to assess its impact on various groups, from Muslims as its primary audience, to communication academics, media policymakers, and the global community at large. The urgency of this research is further heightened by the limited number of studies explicitly examining Al Jazeera from an Islamic da'wah perspective. Most previous research has focused more on the political, ideological, or propagandistic aspects of the media's reporting. Therefore, research examining Al Jazeera through an Islamic da'wah lens can not only enrich the academic literature but also provide new insights into how global media plays a role in constructing a broader, more ethical, and more contextual Islamic discourse (Zakiyah et al., 2025).

The objectives of this study include identifying and analyzing: first, the narrative and editorial characteristics of Al Jazeera that reflect the principles of Islamic journalism; second, the extent to which Al Jazeera performs da'wah functions, such as the dissemination of Islamic values, moral calls, in its coverage; third, investigating the tension or dilemma between maintaining journalistic standards (e.g., accuracy, balance, objectivity) and the demands of da'wah; and fourth, understanding audience perceptions of Al Jazeera's position between Islamic journalism and Islamic da'wah. Relevant previous research includes Zayani's (2016) work which presents Al Jazeera's Complex Legacy: Thresholds for an Unconventional Media Player from the Global South which discusses how Al Jazeera developed from its early stages of establishment to post-Arab Spring, including its editorial and political challenges (Jazeera, 2023). Another relevant study is the recent research on the Use of New Media in Investigative Reporting by the Al Jazeera Media Network, which reveals how the use of new media has transformed Al Jazeera's investigative journalistic practices, including challenges to credibility and objectivity (Jazeera, 2024).

Furthermore, research on War and Peace Journalism from an Islamic perspective on Al Jazeera's coverage of the Israeli–Palestinian conflict also serves as a reference for understanding how the network handles moral and peaceful aspects of conflict reporting (Amelia, 2025). Based on the above description, this research is expected to contribute in two areas. First, theoretically, this research can clarify the understanding of the concepts of Islamic journalism and Islamic da'wah in the context of international media. Second, practically, this research can offer useful insights for Islamic media and da'wah institutions regarding ethical, professional, and effective editorial strategies. Furthermore, this research is expected to encourage critical dialogue on how international media such as Al Jazeera can be more transparent in their framing practices, while also accommodating diverse views within Islam. Thus, the media will function not only as a means of disseminating news or a propaganda tool, but also as a communication space that maintains journalistic integrity, strengthens moral values, and builds an inclusive, moderate, and relevant understanding of Islam for the global community.

METHOD

This study employs a qualitative approach with the aim of gaining a deep understanding of how Al Jazeera positions itself within two key domains: Islamic journalism and Islamic da'wah. The choice of a qualitative approach is based on the consideration that this method is capable of uncovering the meanings, ideas, and identity constructions that are formed and disseminated through Al Jazeera's reporting and broadcasting practices. Through this approach, researchers can explore the dynamics that emerge in news presentation, including internalized values, issue framing strategies, and how certain narratives are directed to create social and ideological influence. In line with the views of Denzin and Lincoln, qualitative research is understood as an effort to understand phenomena in their natural context and interpret the inherent meanings from the participants' or research subjects' perspectives. Thus, this approach highlights not only the technical aspects of journalism, but also the cultural, religious, and political dimensions that underlie Al Jazeera's media practices. The results obtained are expected to provide a comprehensive picture of how this international media plays a dual role, while also opening up a dialogue about the integration of journalistic professionalism and the mission of Islamic da'wah (Denzin & Lincoln, 2018). This research employs a case study method because it is considered the most suitable approach for in-depth understanding of the phenomenon. The primary focus is Al Jazeera's journalistic practices, which combine Islamic values with global news broadcasting. The case study approach allows researchers to examine a phenomenon in detail within a real-world context, thereby capturing its complexities. In line with Yin's view, case studies are highly relevant when researchers seek to explore contemporary phenomena, especially when the boundaries between the phenomenon under study and its surrounding context cannot be clearly defined (Yin, 2018).

The data sources in this study include primary and secondary data. Primary data were obtained through content analysis of Al Jazeera's news broadcasts and discussion programs related to Islamic issues, such as coverage of Palestine, Islamophobic discourse, and environmental ethics. This analysis helps us understand how Al Jazeera frames Islamic issues in the global arena. Meanwhile, secondary data comes from various academic literature discussing the role of international media in influencing Muslim public opinion. Important references include Lynch's work, which highlights the media's relationship to political and religious dynamics (Lynch, 2006) tentang ruang publik Arab baru dan Mandaville (Mandaville, 2007), on transnational Muslim networks. The data analysis technique used in this study is qualitative discourse analysis. This method was chosen to examine how Al Jazeera frames various issues related to Islam and to uncover how Islamic preaching messages are embedded within modern journalistic formats. This analysis also serves to explore how global audiences respond to the discourse constructed by the media. Through this approach, researchers can critically understand the reciprocal relationship between media, Islamic preaching, and global political dynamics. Thus, qualitative discourse analysis provides an appropriate framework for examining the complexity of Al Jazeera's role at the international level (Chng, 1996).

RESULTS AND DISCUSSION

Characteristics of Islamic Journalism in Al Jazeera's Practice

Islamic journalism occupies a unique position in the world of global communications, as it integrates Islamic ethical principles with modern information delivery mechanisms. Its main characteristics lie in its emphasis on justice, honesty, moral responsibility, and the presentation of information that is not only accurate but also directed towards the community's welfare. The foundation of these values is rooted in Islamic teachings, which emphasize

the importance of enjoining good and forbidding evil and the obligation to convey the truth fairly, as stated in the Qur'an (QS. Al-Ma'idah [5]:8). In the context of media practice, these principles require journalists not only to report facts but also to consider the ethical dimensions and social impact of the information conveyed. This is reflected in Al Jazeera's reporting model, which strives to maintain a balance between standards of journalistic objectivity and attention to Islamic values, particularly in its coverage of issues that affect the lives of Muslims globally. Since its launch in 1996, Al Jazeera has established itself as an alternative media outlet, challenging the hegemony of narratives dominated by Western media. Its presence has opened up space for new perspectives that previously lacked a place in global discourse. Mohamed Zayani emphasized that from its inception, Al Jazeera was built with the vision of becoming a "champion of press freedom" in the Arab world. This is reflected in its courage to present issues often ignored by mainstream media, particularly those concerning the Muslim world, regional conflicts, and humanitarian issues. Furthermore, Al Jazeera strives to provide a platform for marginalized groups, allowing their voices to be heard internationally. In this way, Al Jazeera is not just a news outlet, but also an agent of change, playing a role in broadening the horizons of global public understanding (Zayani, 2016).

These characteristics are evident in Al Jazeera's coverage of the conditions of marginalized Muslim communities, such as in Palestine, the humanitarian tragedy befalling the Rohingya ethnic group, and the situation experienced by minority Muslim communities in Western countries. In reporting on conflicts, Al Jazeera often uses a moral narrative as its primary framework. This means that in addition to presenting the facts of events, the media also emphasizes humanitarian aspects, the value of justice, and the spirit of global solidarity for all humanity. This approach demonstrates that Al Jazeera does not merely present information, but also strives to foster collective awareness. Al Jazeera's courage in addressing issues considered sensitive has often led to diplomatic and political pressure from the countries it criticizes. As Zayani (2016) explains, Al Jazeera's editorial stance often challenges the status quo, even when it risks deteriorating relations with other Arab countries and its international partners. This demonstrates that Al Jazeera strives to be consistent with the principles of press freedom and carries moral responsibility in its journalistic practices. These two things can be understood as important foundations that bring Al Jazeera closer to values that are in line with the ethos of Islamic journalism.

These principles of justice and moral responsibility are also evident in Al Jazeera's coverage of the Yemen war, the Syrian conflict, and the humanitarian crisis in Gaza. Rather than solely focusing on military aspects or political strategy, Al Jazeera consistently highlights civilian suffering, human rights violations, and the long-term impact of the conflict on people's lives. The report, "Framing What's Breaking: The Geopolitics of News Bulletins of the War on Yemen," confirms that Al Jazeera's framing is more humanitarian-oriented than other media outlets, which tend to focus on geopolitical dynamics or the interests of major powers (Jazeera, 2024). Al Jazeera's approach positions it not merely as a news outlet but also as a normative actor with an active role in shaping international public opinion. Through its distinctive reporting strategy, Al Jazeera not only presents information but also conveys moral messages related to universal values. From an Islamic da'wah perspective, this reporting pattern aligns with its mission to uphold the values of justice, foster empathy, and instill awareness of the importance of social responsibility. In other words, the news produced does not stop at conveying facts, but also serves to build an ethical framework of thought among a global audience. This demonstrates that Al Jazeera's journalistic practices can be viewed as an extension of the Islamic missionary vision. This role is evident in its efforts to educate the public through critical discourse, touching on the humanitarian dimension, while simultaneously raising public moral awareness on issues often overlooked by mainstream media. Thus, Al Jazeera operates at the intersection of professional journalism and the mission of missionary work, making it a medium that serves not only to inform but also to guide and encourage the creation of global solidarity.

The Function of Islamic Preaching in Al Jazeera's Coverage

Islamic da'wah is essentially a moral call to uphold Islamic values while guiding society to behave in accordance with Islamic law. Da'wah activities are not limited to formal sermons or lectures, but can also be present through modern communication media, including news reporting, narrative selection, and the perspectives presented to the audience. Within the media space, da'wah can be carried out subtly by inserting ethical messages, values of justice, and a humanitarian spirit into the presentation of information. Al Jazeera, although known as an international news network, often presents an educational dimension of da'wah. This media outlet not only conveys factual events but also embeds a moral perspective relevant to Islamic teachings. This is evident when Al Jazeera provides space for Muslim scholars and intellectuals, presents religious

discussions, and presents analysis that emphasizes ethical values and communal solidarity. In this way, Al Jazeera functions not only as a global information channel but also as a medium that helps shape the spiritual and moral awareness of its audience. Its presence proves that Islamic da'wah can transform with the times, without losing its spirit as a call to goodness.

In its reporting, Al Jazeera frequently highlights religious issues beyond mere political and security frameworks. It emphasizes the humanitarian aspects and spiritual values underlying events. For example, in covering Islamophobia, Al Jazeera goes beyond simply presenting figures or statistics regarding attacks on Muslim communities. Instead, its coverage also seeks to uncover the social, economic, and political roots that contribute to the growth of prejudice and discrimination. This encourages audiences to understand the phenomenon of Islamophobia more deeply and comprehensively, rather than simply viewing it as an incidental event. This approach empowers Al Jazeera's coverage to serve a cultural missionary function, conveying moral messages while simultaneously fostering collective awareness for greater justice and empathy toward marginalized groups. Through this framing, Al Jazeera not only informs the public about reality but also guides public opinion, enabling it to interpret social problems from a humanitarian perspective and seek solutions grounded in the values of social justice and cross-cultural solidarity (Jazeera, 2021).

Furthermore, in its coverage of Palestinian issues, Al Jazeera frequently presents narratives that emphasize the suffering of civilians, particularly women and children, so that the conflict is not merely seen as a political struggle but also as a humanitarian tragedy that demands global concern. This perspective affirms Al Jazeera's position as a media outlet that combines journalistic roles with a moral mission. A similar approach is evident in its coverage of the Rohingya crisis, where Al Jazeera highlights the humanitarian dimension, interfaith solidarity, and the importance of the international community's role in finding peaceful solutions. By presenting personal stories, victims' experiences, and the voices of marginalized communities, Al Jazeera transforms news coverage into a space for moral reflection for its audience. This can be understood as a more subtle strategy of cultural da'wah (Islamic outreach), namely by conveying the values of empathy, solidarity, and justice without resorting to explicit religious rhetoric. This practice makes Al Jazeera not only an information channel but also a medium that facilitates the formation of a global collective consciousness. Thus, Al Jazeera's role in framing religious issues demonstrates the synergy between professional journalistic functions and the responsibility of Islamic da'wah, which is oriented towards universal humanity.

Al Jazeera's da'wah function is clearly evident in its coverage of political Islamic movements, particularly the Muslim Brotherhood. Unlike the tendency of Western media to often portray Islamism in terms of threats and radicalism, Al Jazeera provides a more sympathetic narrative. The channel seeks to portray the Muslim Brotherhood not merely as a group causing security instability, but as a legitimate political actor within the dynamics of Arab world democracy. This is confirmed in a study titled "Al Jazeera: Feeding the Muslim Brotherhood's Political Agenda to the Arab World," which found that Al Jazeera English's coverage tended to portray the Brotherhood as a political force offering alternative solutions to issues of democracy, social justice, and political representation of Muslims. With this approach, Al Jazeera demonstrates a cultural da'wah function that connects Islamic values with contemporary political discourse. Rather than simply reinforcing stereotypes, this framing seeks to foster a broader understanding of political Islam's contribution to building a more just and participatory social order, while simultaneously challenging the dominant narrative that discredits Islamic movements at the international level (Carmon, 2013).

Al Jazeera's approach to reporting can be understood as a form of political da'wah (Islamic outreach), an effort that not only emphasizes the moral and spiritual dimensions of Islam but also directly connects them to the public sphere and political practice. In this way, Islamic values are positioned not merely as normative teachings but are legitimized to serve as a basis for Muslim political engagement. Al Jazeera, through its various coverages, presents narratives that enable the public to see how Islamic principles can contribute to the formation of a more just, equal, and inclusive socio-political order. This role is particularly significant in the Middle East, where debates regarding the relationship between religion and politics remain intense. By highlighting issues of justice, human rights, and solidarity, Al Jazeera not only presents news but also invites audiences to critically reflect on the socio-political dynamics in the region. This allows Al Jazeera to function dually: on the one hand, as a da'wah medium that articulates Islamic values within a modern framework, and on the other, as an arena for political discussion that provides space for Muslims to rethink their place in global society.

Furthermore, Al Jazeera consistently presents narratives about global injustices experienced by Muslims, such as the humanitarian crisis in Gaza, the plight of Syrian refugees, or the persecution of Rohingya Muslims.

By highlighting the plight of vulnerable groups, this media reinforces the principle of amar ma'ruf nahi munkar at the global level, calling for justice and humanitarian solidarity across national borders. This makes Al Jazeera not only a news provider but also a normative actor that contributes to shaping global public opinion to care about issues of the ummah. Thus, although it does not explicitly define itself as a da'wah media, the function of Islamic da'wah in Al Jazeera's coverage can be felt through editorial choices that favor humanity, courage to criticize injustice, and efforts to provide audiences with a comprehensive understanding of the Islamic world. This approach broadens the definition of da'wah to an effort at social transformation carried out through journalism, where news functions not only to inform, but also to invite, guide, and inspire ethical action.

The Tension between Journalistic Objectivity and Preaching Values

In discourse on Islamic media, one of the major questions that frequently arises is how a media outlet can balance the idealism of da'wah (Islamic preaching) with the demands of journalistic professionalism. Da'wah is essentially oriented toward conveying moral messages, calls for goodness, and calls to uphold the values of justice and truth. Meanwhile, modern journalism operates based on standards of objectivity, accuracy, balance, and verification of information. These two realms often overlap, but they also have the potential to create tension due to differing fundamental orientations. In the context of media globalization, this dilemma is further complicated when Islamic media is not only aimed at Muslim audiences, but also at international audiences with diverse cultural, political, and ideological backgrounds. Al Jazeera is one of the most visible examples of this intersection. As a media outlet born in the Arab world but evolving into an international news network, Al Jazeera carries a dual mission: to promote the values of da'wah (Islamic preaching) through narratives of humanity and justice, while maintaining its credibility as a globally recognized journalistic institution. Al Jazeera's strength lies in its ability to voice issues rarely covered by mainstream media, such as the plight of civilians in Palestine, Yemen, or Syria, while still striving to uphold journalistic standards. However, this dual mission also presents significant challenges, particularly regarding the media's editorial independence and its political position in the international geopolitical arena.

Although Al Jazeera features elements of Islamic propagation in its coverage, it operates within the framework of international journalistic standards that demand accuracy, verification, and balance. These principles serve as the foundation for maintaining its credibility with a global audience. However, as Mohamed Zayani notes, Al Jazeera's position is not entirely free from the dilemma of independence. As a media outlet funded by the Qatari state, Al Jazeera often faces limitations in criticizing its patron's policies, particularly on issues sensitive to Doha's geopolitical interests (Zayani, 2016). This dilemma creates tension between two primary interests. On the one hand, Islamic propagation demands the upholding of universal truths based on moral and spiritual values. On the other hand, journalistic practice must contend with various real-world considerations, such as political pressure, diplomatic interests, and the dynamics of international relations. This tension demonstrates the tug-of-war between the normative idealism of Islamic propagation and the media's pragmatism in maintaining its operational continuity. This situation also illustrates the challenges faced by international Islamic media when attempting to balance their moral mission with the demands of journalistic professionalism.

In reporting on international issues, the tension between the ideals of da'wah (Islamic preaching) and journalistic practices is evident in Al Jazeera's framing patterns. Research by Saeed Abdullah and Mokhtar Elareshi shows that in covering terrorism issues, Al Jazeera often adopts episodic framing rather than thematic framing. This means that the media tends to highlight concrete events such as details of attacks, the number of victims, and the identities of the perpetrators. Meanwhile, deeper aspects such as the root causes of extremism, conditions of social marginalization, or the underlying ideological dynamics receive less attention. This episodic pattern is indeed effective in capturing audience attention because it emphasizes the dramatic and emotional aspects of an event. However, this approach also risks neglecting comprehensive analysis that could help the public understand the issue more broadly. Thus, Al Jazeera's framing demonstrates limitations in balancing the informative and educational functions of da'wah (Abdullah & Elareshi, 2015). The episodic approach enables audiences to grasp facts quickly and elicit a strong emotional response. However, this approach has limitations because it doesn't encourage a more comprehensive understanding of the context behind an event. Yet, one of the primary goals of da'wah is to provide in-depth enlightenment through comprehensive explanations, enabling the public to fully grasp the root of the problem. By emphasizing only fragmentary aspects of events, the episodic approach risks reducing the complexity of the issue and weakening the educational function of da'wah, which is supposed to build critical public awareness.

On the other hand, the da'wah element in Al Jazeera's coverage often embodies moral narratives, potentially creating perceptual bias. For example, when covering Middle East conflicts, Al Jazeera often highlights the suffering of civilian victims in depth, which helps build empathy among the global public. However, this choice can also be perceived as biased, particularly when the framing used aligns with Qatar's political interests. In this regard, Al Jazeera must balance its moral support for the victims with the need to maintain editorial neutrality. Another challenge is the pressure to meet the demands of the 24-hour news cycle. The speed of reporting often forces journalists to rely on initial, unverified information, which can potentially result in biased reporting. For media that include da'wah elements, this risk is even greater because audiences may interpret the news as a moral appeal or ideological advocacy, rather than simply factual reporting. Thus, the tension between journalistic objectivity and da'wah values is not merely a technical issue but also touches on ethical and ideological dimensions. Al Jazeera is in a unique position: on the one hand, it has the potential to be a global voice for Islamic propagation, promoting the values of justice, and on the other, it must maintain its reputation as a professional news outlet. The balance between the two depends heavily on editorial transparency, the integrity of its journalists, and the institution's willingness to provide critical coverage, even of those politically aligned with Qatar.

Framing as a Middle Mechanism between Islamic Journalism and Da'wah
Framing is a crucial concept in media studies, serving to understand how social realities are constructed, interpreted, and presented to audiences. Through framing devices, media establish a particular perspective by selecting narratives, language, symbols, and aspects deemed relevant to highlight. Thus, framing not only presents information but also shapes the audience's perspective in interpreting reported events. In the context of Al Jazeera, the practice of framing plays a dual role. On the one hand, framing serves as a means to meet the demands of professional journalism, which require accuracy, balance, and relevance. On the other hand, framing also serves as a medium for conveying moral messages closely aligned with Islamic da'wah values, such as justice, empathy, and solidarity. This combination makes Al Jazeera's coverage not only informative but also normative and educational. Through specific framing choices, Al Jazeera is able to guide audiences not only to understand the facts of events but also to see the broader dimensions of humanity. For example, issues of conflict, marginalization, or discrimination are often presented with a focus on social justice and global responsibility. With this strategy, the news produced serves a dual purpose: it serves as both a credible source of information and a means of social advocacy. Therefore, the framing of Al Jazeera's reporting can be seen as a bridge between journalistic professionalism and a missionary mission oriented toward building moral awareness in the international community.

Research conducted by Mazumdar and Mansourshariﬂoo compared the framing of Al Jazeera English and the BBC in reporting on ISIS. The results showed that Al Jazeera not only associated ISIS with narratives of extremism or global threats, but also highlighted the suffering of civilians, the need for social reconciliation, and the impact of war on people's daily lives (Satti, 2015). This approach shows that Al Jazeera's framing is more holistic, combining a security perspective with a humanitarian dimension, so that audiences not only see events as "terror" that threatens the world, but also understand the roots of the conflict and its impact on Muslim communities. In the case of the Yemen conflict, Al Jazeera's framing emphasized the narrative of human rights and the suffering of civilian victims. The study, "Framing What's Breaking: The Geopolitics of News Bulletins of the War on Yemen," shows that Al Jazeera chose words that evoke empathy, such as "human tragedy" and "crippling blockade," aimed at stirring global moral awareness (Jazeera, 2024). However, the framing employed by Al Jazeera in practice is not entirely neutral or value-free. In some reports, a tendency to highlight groups or parties aligned with Qatar's political interests is observed. Conversely, issues concerning parties close to Doha are often presented with less intensity or even framed in a more lenient manner. This pattern demonstrates how framing strategies not only reflect journalistic ideals and da'wah (Islamic outreach) but are also influenced by political dynamics and state interests. Thus, the news presented by Al Jazeera remains biased according to the context of the surrounding interests.

This type of framing can be seen as a space for "news contemplation" that encourages audiences to ethically reflect on the reality of conflict, while also internalizing Islamic values such as justice (al-'adl) and compassion (rahmah). However, this carries the risk of ideological bias. If the framing is too biased toward one party or fails to present a balanced perspective, the news can become a tool for political legitimacy, potentially undermining the principle of journalistic objectivity. Framing thus serves a dual function: as a means of educating the public with a moral narrative, and as a reality-filtering mechanism that can either strengthen or undermine the media's credibility. For Al Jazeera, its success in maintaining this balance will determine whether it can continue

to be seen as a progressive journalistic representation of Islam or be criticized as a mouthpiece for political interests. A critical approach to framing allows us to understand how media construct public perceptions of Islam, conflict, and global justice, a crucial step in assessing the role of media da'wah in the information age.

Impact on Public Perception and International Implications

The presence of Al Jazeera English (AJE) in the international arena, particularly in reaching Western audiences, has had a significant impact on how the global public and mainstream media understand conflicts, humanitarian issues, and narratives about the Arab world and the Middle East. This phenomenon has given rise to the term "Al Jazeera Effect," a concept that refers to a major shift in the global communications landscape. Through its presence, AJE has succeeded in breaking the dominance of information previously controlled by Western media and official government narratives, thus presenting a more diverse alternative perspective. This effect also emphasizes the important role of transnational media in expanding access to the voices of groups that have previously received less attention or even been ignored. By providing space for the stories of civilian victims, marginalized communities, and often overlooked political dynamics, AJE functions not only as an information channel but also as a means of democratizing global discourse. This impact ultimately fosters a new awareness among Western audiences that narratives from the Islamic world and the Global South have equal legitimacy to be considered. Thus, the Al Jazeera Effect has become a symbol of a more inclusive and representative media transformation (Ifri, 2004).

Research conducted by El-Nawawy and Powers reveals that Al Jazeera English (AJE) strives to emerge as a conciliatory media outlet, prioritizing efforts to build cross-cultural dialogue, foster empathy, and instill moral responsibility in global reporting. This approach is realized by presenting coverage that is more oriented towards the human side and diversity of perspectives, thereby penetrating barriers of identity and ideological differences. Unlike many mainstream Western media outlets that are often trapped in reporting patterns based on stereotypes, ideological bias, or specific political interests, AJE strives to present a more balanced and inclusive narrative. Its focus is not only on political elites or state actors, but also on the real experiences of civil society, victims of conflict, and groups often marginalized in global discourse. In this way, AJE functions not only as a conveyor of information but also as a bridge connecting diverse communities across cultures. These efforts make AJE an important part of the international media ecosystem that contributes to the creation of broader understanding, reduction of prejudice, and the building of a shared awareness of universal human values (El-Nawawy & Powers, 2010).

Through its various coverage, Al Jazeera places special attention on the voices of civilian victims, the suffering of conflict-affected communities, and the humanitarian details often overlooked by Western mainstream media. These elements make Al Jazeera a news outlet with a more empathetic alternative perspective. Rather than simply conveying statistics or official state narratives, the outlet strives to highlight the often-marginalized human side. In this way, Al Jazeera not only reports facts but also raises global awareness about the real impact of war on the lives of ordinary people. A study titled "A Voice for the Voiceless?: A Quantitative Content Analysis of Al-Jazeera English's Flagship News" found that Al Jazeera English (AJE) broadcasts more news content from the Global South than Western media. Furthermore, AJE often relies on firsthand reports from correspondents on the ground and presents a more comprehensive narrative. This strategy allows issues in the Muslim and Arab world to be perceived with a more reflective and empathetic approach. In this way, Al Jazeera has been able to project an image as a media outlet that provides space for voices rarely represented in the global media landscape (Figenschou, 2010). However, this success has also been accompanied by criticism and resistance. Al Jazeera has been accused of having a certain bias, particularly regarding pro-Qatar or pro-political Islamism, which critics argue could affect its identity as a media outlet carrying out a mission of da'wah (Islamic outreach) and moral campaigning. This accusation has important implications: public perception affects the media's legitimacy and credibility. Although Al Jazeera has received international awards and recognition within the global journalism community for its bold reporting, criticism has persisted over claims that in some cases it has avoided direct criticism of Qatari policies or those closely linked to Doha.

This dual perception demonstrates that Al Jazeera operates in a highly complex discursive space, where the media is not only a channel for information but also an arena for discursive battles. For some audiences, Al Jazeera's courage in highlighting the suffering of oppressed communities, raising issues ignored by the mainstream media, and emphasizing humanitarian values represents a form of cultural da'wah relevant to the needs of the times. They believe Al Jazeera has succeeded in presenting a more humane journalism that emphasizes not only factual aspects but also champions global solidarity and social justice. However, for others,

especially governments or groups subject to criticism, Al Jazeera is often perceived as a threat. The narratives it constructs are considered to exceed the limits of journalistic objectivity, leading to the labels "propaganda" or "partisan media." Such criticism typically arises when Al Jazeera's coverage is perceived as emphasizing a particular perspective without providing a more comprehensive structural analysis. This situation illustrates the fundamental dilemma facing international Islamic media: how to maintain a balance between the moral mission of da'wah, the ideals of justice, and journalistic professionalism, without falling into political bias or the interests of particular states. In this context, Al Jazeera can be understood as a concrete example of the eternal tension between the media's function as an instrument of da'wah, an agent of social change, and a global political actor that is inseparable from strategic interests (Figenschou, 2010).

Internationally, public perception of media credibility has a far-reaching impact. Media perceived as independent, ethical, and capable of maintaining integrity tend to gain greater legitimacy, while also opening up opportunities to reach audiences across cultures and religions. This credibility also influences the extent to which a media outlet can contribute to shaping global discourse, whether related to foreign policy, the distribution of humanitarian aid, or public diplomacy. In the context of Al Jazeera, if the media consistently prioritizes factual accuracy and aligns its coverage with a humanitarian framework, it will position itself not merely as an international news channel but also as a normative actor with the power to shape global opinion. Through this approach, Al Jazeera has the potential to become an example of contemporary Islamic journalism that integrates information and da'wah missions. This means that the media does not simply present data and events but also instills moral awareness, invites audiences to understand the value of justice, and fosters empathy for marginalized groups. Al Jazeera's success in maintaining this reputation will contribute to improving Islam's image internationally. By emphasizing universal values such as justice (al-'adl), compassion (rahmah), and human solidarity, Al Jazeera demonstrates that Islam is not only about religious rituals, but also about moral principles relevant to global issues. Thus, this medium has the potential to play a significant role in creating bridges for intercultural dialogue and strengthening moral diplomacy in the modern era (El-Nawawy & Powers, 2010).

However, if bias in reporting is not balanced by transparency of sources, thorough verification, and representation of diverse views, public trust in Al Jazeera could decline. The media's credibility, both as a channel for Islamic propagation and as an international journalistic institution, is largely determined by its ability to maintain a balance between moral idealism and the principle of news objectivity. Al Jazeera's success lies not only in voicing humanitarian values, but also in consistently presenting complete and fair facts. In this regard, criticism from various parties, including the government, ruling groups, and even patron states like Qatar, must be addressed openly and professionally. Without a consistent stance, there is a risk of the perception that the missionary mission being promoted is merely a cover for a particular political agenda. If this occurs, Al Jazeera's legitimacy as a neutral and trustworthy media outlet will be further questioned. Therefore, Al Jazeera's greatest challenge is not only maintaining its reputation as an alternative media outlet that advocates for marginalized groups, but also ensuring that every report is ethically, professionally, and transparently accountable. Only in this way can the media remain a credible global reference (News, 2020).

Synergy and Challenges

Thus, Al Jazeera occupies a unique and strategic position, at the intersection of the ideals of da'wah (Islamic preaching) and journalistic professionalism. As a media outlet rooted in the Arab world but with a global audience, Al Jazeera faces a complex dilemma. On the one hand, it carries a mission to present an alternative narrative that is more just and humane, and promotes universal Islamic values such as justice (al-'adl), compassion (rahmah), and solidarity (ukhuwwah). On the other hand, it must also maintain international standards of journalistic professionalism that demand accuracy, independence, verification, and balance. Synergy between these two dimensions can be achieved by strengthening balanced news framing practices, ensuring a rigorous news verification process, and providing space for a diversity of voices in every report (El-Nawawy & Powers, 2010). In its various reports, Al Jazeera demonstrates its capacity as a media outlet capable of making a significant contribution to the development of global public discourse. One example is seen in its coverage of humanitarian crises in several conflict zones, such as Yemen, Palestine, and Syria. In this context, Al Jazeera focuses not only on presenting victim data or a chronology of events, but also emphasizes the profound humanitarian dimension. The channel frequently highlights the suffering of civilians, particularly vulnerable groups such as children and women, and showcases their voices often overlooked in mainstream media coverage.

Al Jazeera's editorial approach extends beyond the emotional aspect to linking the suffering to broader political analysis and conflict structures. In this way, audiences are encouraged to understand that humanitarian

crises do not occur in a vacuum, but are intimately connected to power dynamics, international policies, and recurring practices of structural injustice. This reporting strategy enables Al Jazeera to function not only as a conveyor of information but also as a means of public education. Its coverage encourages audiences to become more than mere news consumers, but also to view global realities from a moral, critical, and reflective perspective. In this way, Al Jazeera successfully combines its journalistic mission with the values of cultural da'wah, which are oriented towards the universal well-being of humanity (Satti, 2015).

Al Jazeera's strategy can be understood as strengthening its da'wah function in a more comprehensive sense, not limited to the verbal delivery of religious teachings but also through social education relevant to humanitarian issues. In each of its reports, Al Jazeera strives to show a different perspective on global reality, particularly regarding issues of injustice, marginalization, and conflict affecting vulnerable groups. This kind of reporting goes beyond simply presenting data or a chronology of events, but also encourages audiences to develop empathy and moral awareness. Thus, Al Jazeera's role goes beyond the function of conventional media, which is merely to inform. It also inspires audiences to understand the importance of humanitarian values, justice, and solidarity across borders. From an Islamic da'wah perspective, this step aligns with the mission of amar ma'ruf nahi munkar, which emphasizes the call to goodness and the rejection of injustice. Furthermore, this strategy also demonstrates the media's ability to function as an agent of social change, building critical public opinion, and motivating concrete actions based on spiritual and ethical values. In this way, Al Jazeera asserts itself as a global media outlet that combines the power of information with a moral mission.

Nevertheless, Al Jazeera's journey has not been without significant challenges, particularly those related to geopolitical pressure. One major obstacle it faced was the 2017 diplomatic crisis, when Qatar was blockaded by several Gulf states, including Saudi Arabia, the United Arab Emirates, Bahrain, and Egypt. This situation demonstrated how the political position of a patron state can directly impact editorial freedom and public perception of Al Jazeera's independence. During the crisis, Al Jazeera was frequently accused of being a political tool of Doha, perceived as spreading narratives aligned with Qatari interests, calling its objectivity into question. This political pressure created a dilemma for Al Jazeera: on the one hand, it sought to maintain its identity as an international media outlet with professional journalistic standards, while on the other, it faced accusations of bias that eroded its credibility. This situation also exposed the fragile boundaries between its mission of da'wah (Islamic outreach), the idealism of press freedom, and the realities of global politics fraught with competing interests. The 2017 crisis emphasized that media, especially those with ideological or religious bases, never truly exist in a political vacuum. Al Jazeera serves as an example of how international media can function as both an instrument of diplomacy and a target of geopolitical pressure. Thus, Al Jazeera's primary challenge is not only maintaining the quality of its coverage but also maintaining its legitimacy as a media outlet with integrity amidst the tug-of-war of global interests (Miles & Jazeera, 2017).

Besides geopolitical challenges, one of the criticisms frequently directed at Al Jazeera is the accusation of ideological bias, particularly regarding its alleged closeness to and support for political Islamist groups such as the Muslim Brotherhood. These accusations are often exploited by political opponents to undermine Al Jazeera's credibility in the eyes of the international public. By highlighting perceived partisan ideological affiliations, critics attempt to create the impression that Al Jazeera is not truly independent, but rather pursues a specific agenda aligned with the political interests of Qatar or certain Islamist groups. This criticism is often used as a weapon in regional and global political rivalries. For some, this narrative of partisanship serves to negate Al Jazeera's contribution to providing alternative voices and addressing the plight of marginalized communities. As a result, the media's reputation becomes vulnerable to delegitimization, particularly among Western audiences sensitive to issues of objectivity. However, it is important to note that such accusations also reflect broader political dynamics, where the media is often used as a tool for discursive battles. Thus, the challenge for Al Jazeera is to maintain transparency, ethical consistency, and journalistic quality in order to prove its independence amidst accusations of ideological bias (Carmon, 2013).

One of the major challenges facing media in the Arab world, including Al Jazeera, is the persistent limitations on press freedom. Journalists often face threats, pressure, and even detention when reporting on sensitive issues that touch on political or ruling interests. This situation presents a serious dilemma for Al Jazeera, as it is committed to providing critical coverage that highlights injustice, while also ensuring the safety of its journalists and field staff in vulnerable situations. To address this challenge, Al Jazeera needs to continue developing editorial strategies that maintain critical reporting space without posing undue risk to its media staff. In this regard, building collaborative networks with international media outlets, journalist organizations, and human rights institutions is a crucial step in strengthening its position and protecting credibility. Furthermore, the

application of strict ethical standards, combined with the use of digital technology to verify data, document evidence, and expand the reach of news, is becoming increasingly relevant as a tool for maintaining professionalism. However, the core issue remains how Al Jazeera can balance its moral mission, which is often oriented towards Islamic da'wah values, such as justice and solidarity, with the demands of journalistic objectivity. This balance is a key determinant of whether Al Jazeera can continue to be viewed as credible or be perceived as partisan. If this balance is successfully maintained, Al Jazeera has the potential to evolve into a distinctive model of global Islamic media: a medium that not only delivers factual information but also serves as a means of cultural da'wah, inspiring social change. As such, Al Jazeera can play a strategic role in shaping international public opinion that is more just, empathetic, and aligned with universal humanitarian values (Zayani, 2016).

However, maintaining this balance is no easy task. In practice, Al Jazeera must continually contend with accusations of bias, indirect censorship, and pressure from governments and interest groups who feel disadvantaged by its coverage. This situation requires the editorial team to be more careful in defining issues, selecting sources, and designing framing that is not only informative but also ethically accountable. Furthermore, the presence of social media and the flow of digital information exacerbates both challenges and opportunities for Al Jazeera. On the one hand, social media provides a space for Al Jazeera to reach a wider audience, especially the younger generation who are more critical and selective in consuming information. On the other hand, the flood of information in the digital space gives rise to the risk of misinformation and disinformation, which, if not anticipated, can undermine the credibility of the media institution. Within this framework, Al Jazeera's ability to adapt to technological dynamics, maintain editorial independence, while upholding its moral mission and values of da'wah (Islamic outreach) is key to its sustainability. If successful, Al Jazeera will become more than just a news provider; it will also become a global actor, playing a role in shaping discourse on justice, humanity, and solidarity across nations.

CONCLUSION

This study highlights Al Jazeera as a media phenomenon with a unique position, as it stands at the intersection of journalistic professionalism and Islamic da'wah (Islamic outreach). As a media outlet born in the Arab world with a global audience, Al Jazeera has successfully established an image as an alternative source of information that challenges the dominance of Western narratives while simultaneously promoting values of justice and humanity. Through a framing strategy that emphasizes moral and humanitarian aspects, Al Jazeera plays a role not only in conveying information but also in educating the public and raising awareness of global issues such as the Palestinian conflict, the refugee crisis, and systemic injustice. However, this study also highlights the dilemma Al Jazeera faces due to its dual role. Its commitment to maintaining journalistic objectivity often clashes with geopolitical pressures, the interests of patron states, and regional political dynamics. This situation often gives rise to accusations of ideological bias, potentially reducing its credibility in the eyes of international audiences. Therefore, Al Jazeera needs to develop strategic measures, such as increasing transparency, tightening news verification, and expanding space for diverse perspectives, to maintain its credibility as a global media outlet. Theoretically, these findings enrich the discussion on the concepts of Islamic journalism and da'wah through media, by demonstrating the potential for synergy between the two. Ethical, critical, and public-interest news presentation can bridge the gap between Islamic da'wah values and standards of journalistic professionalism. Practically, this study recommends that other Islamic media outlets consider Al Jazeera a benchmark for managing editorial staff that balances spiritual interests and professional demands. Al Jazeera's future success will largely depend on its ability to maintain harmony between da'wah ideals, journalistic ethics, and the ever-changing dynamics of global politics. If this balance is consistently maintained, Al Jazeera has a significant opportunity to become a model for global Islamic media, combining the power of information with a mission of just social change.

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