

## **Abstract**

This study examines the intricate dynamics between media narratives and political power play through a multimodal discourse analysis of Egypt's highly circulated newspaper, Al-Ahram, and its portrayal of the 1973 October War over the last five decades. The media in Egypt is set against a backdrop of the political landscape of the country, marked by low scores in the global freedom index and significant political control over the media. This research investigates how the newspaper has reflected the state narrative amidst different political regimes. The study employs a mixed-qualitative-method approach, combining multimodal discourse analysis of fifteen front pages and insights from three semi-structured interviews with prominent journalists from Al-Ahram, exploring the narrative shifts of the war memory in alignment with political changes, suggesting potential bias. It aims to study the media's role in constructing public perception and the strategic use of war memory in state propaganda by specific political actors. The findings suggest a consistent glorification of military achievements, which shifts according to the prevailing political agenda. This reveals the newspaper's role in reinforcing the regime's legitimacy and enhances the understanding of the broader implications of media narratives in shaping political realities in authoritarian contexts.