

بحوث العلاقات العامة

الشرق الأوسط



معامل التأثير "أرسيف" لعام ٢٠٢٠م = ٢٤٥٦, معامل التأثير العربي لعام ٢٠٢٠م = ٢٠١, دورية علمية محكمة بإشراف علمي من الجمعية المصرية للعلاقات العامة - السنة التاسعة - العدد الثالث والثلاثون - أبريل/ يونيو ٢٠٢١م

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(ENSTINET)

بتصريح من المجلس الأعلى لتنظيم الإعلام في مصر

رقم الإيداع بدار الكتب: ٢٠١٩/٢٤٢٨٠

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المجلة م فهرسة ضمن قواعد البيانات الرقمية الدولية التالية:



مجلة بحوث العلاقات العامة الشرق الأوسط

Journal of Public Relations Research Middle East

التعريف بالمجلة:

مجلة بحوث العلاقات العامة الشرق الأوسط دورية علمية تنشر أبحاثاً متخصصة في العلاقات العامة وعلوم الإعلام والاتصال، بعد أن تقوم بتحكيمها من قبل عدد من الأساتذة المتخصصين في نفس المجال، بإشراف علمي من الجمعية المصرية للعلاقات العامة، أول جمعية علمية مصرية متخصصة في العلاقات العامة (عضو شبكة الجمعيات العلمية بأكاديمية البحث العلمي والتكنولوجيا بالقاهرة).
والمجلة ضمن مطبوعات الوكالة العربية للعلاقات العامة المتخصصة في التعليم والاستشارات العلمية والتدريب.

- المجلة معتمدة بتصريح من المجلس الأعلى لتنظيم الإعلام في مصر، ولها ترقيم دولي ورقم إيداع ومصنفة دولياً لنسختها المطبوعة والإلكترونية من أكاديمية البحث العلمي والتكنولوجيا بالقاهرة، كذلك مصنفة من لجنة الترقّيات العلمية تخصص الإعلام بالمجلس الأعلى للجامعات في مصر.
- أول دورية علمية محكمة في التخصص على مستوى الوطن العربي والشرق الأوسط، وأول دورية علمية عربية في تخصص (الإعلام) تحصل على معامل التأثير العربي Arab Impact Factor بمعامل تأثير = ٢,٠١ بنسبة ١٠٠٪ في تقرير عام ٢٠٢٠م للمؤسسة الأمريكية " NSP نشر العلوم الطبيعية " برعاية اتحاد الجامعات العربية.
- المجلة فصلية تصدر كل ثلاثة أشهر خلال العام.
- تقبل المجلة نشر عروض الكتب والمؤتمرات وورش العمل والأحداث العلمية العربية والدولية.
- تقبل المجلة نشر إعلانات عن محركات بحث علمية أو دور نشر عربية أو أجنبية وفقاً لشروط خاصة يلتزم بها المعلن.
- يُقبل نشر البحوث الخاصة بالتّرقّيات العلمية - وللباحثين المتقدمين لمناقشة رسائل الماجستير والدكتوراه.
- يُقبل نشر ملخصات الرسائل العلمية التي نوقشت، ويُقبل نشر عروض الكتب العلمية المتخصصة في العلاقات العامة والإعلام، كذلك المقالات العلمية المتخصصة من أساتذة التخصص من أعضاء هيئة التدريس.

قواعد النشر:

- أن يكون البحث أصيلاً ولم يسبق نشره.
- تقبل البحوث باللغات: (العربية - الإنجليزية - الفرنسية) على أن يكتب ملخص باللغة الإنجليزية للبحث في حدود صفحة واحدة إذا كان مكتوباً باللغة العربية.
- أن يكون البحث في إطار الموضوعات التي تهتم بها المجلة في العلاقات العامة والإعلام والاتصالات التسويقية المتكاملة.
- تخضع البحوث العلمية المقدمة للمجلة للتحكيم ما لم تكن البحوث قد تم تقييمها من قبل اللجان والمجالس العلمية بالجهات الأكاديمية المعترف بها أو كانت جزءاً من رسالة أكاديمية نوقشت وتم منح صاحبها الدرجة العلمية.
- يُراعى اتباع الأسس العلمية الصحيحة في كتابة البحث العلمي ومراجعته، ويُراعى الكتابة بينط (١٤) Simplified Arabic والعناوين الرئيسية والفرعية Bold في البحوث العربية، ونوع الخط Times New Roman في البحوث الإنجليزية، وهوامش الصفحة من جميع الجهات (٢,٥٤)،

- ومسافة (١) بين السطور، أما عناوين الجداول (١١) بنوع خط Arial.
- يتم رصد المراجع في نهاية البحث وفقاً للمنهجية العلمية بأسلوب متسلسل وفقاً للإشارة إلى المرجع في متن البحث وفقاً لطريقة APA الأمريكية.
- يرسل الباحث نسخة إلكترونية من البحث بالبريد الإلكتروني بصيغة Word مصحوبة بسيرة ذاتية مختصرة عنه.
- في حالة قبول البحث للنشر بالمجلة يتم إخطار الباحث بخطاب رسمي بقبول البحث للنشر. أما في حالة عدم قبول البحث للنشر فيتم إخطار الباحث بخطاب رسمي وإرسال جزء من رسوم نشر البحث له في أسرع وقت.
- إذا تطلب البحث إجراء تعديل بسيط فيلتزم الباحث بإعادة إرسال البحث معدلاً خلال أسبوع من استلام ملاحظات التعديل، وإذا حدث تأخير منه فسيتم تأجيل نشر البحث للعدد التالي، أما إذا كان التعديل جذرياً فيرسله الباحث بعد ١٥ يوماً من إرسال الملاحظات له.
- يرسل الباحث مع البحث ما قيمته ٢٨٠٠ جنيه مصري للمصريين من داخل مصر، ومبلغ \$٥٥٠ للمصريين المقيمين بالخارج والأجانب، مع تخفيض (٢٥٪) لمن يحمل عضوية الزمالة العلمية للجمعية المصرية للعلاقات العامة من المصريين والجنسيات الأخرى. وتخفيض (٢٥٪) من الرسوم لطلبة الماجستير والدكتوراه. ولأي عدد من المرات خلال العام. يتم بعدها إخضاع البحث للتحكيم من قِبل اللجنة العلمية.
- يتم رد نصف المبلغ للباحثين من داخل وخارج مصر في حالة رفض هيئة التحكيم البحث وإقرارهم بعدم صلاحيته للنشر بالمجلة.
- لا ترد الرسوم في حالة تراجع الباحث وسحبه للبحث من المجلة لتحكيمه ونشره في مجلة أخرى.
- لا يزيد عدد صفحات البحث عن (٤٠) صفحة A4- في حالة الزيادة تحتسب الصفحة بـ ٣٠ جنيهاً مصرياً للمصريين داخل مصر وللمقيمين بالخارج والأجانب \$١٠.
- يُرسل للباحث عدد (٢) نسخة من المجلة بعد نشر بحثه، وعدد (٥) مستلة من البحث الخاص به.
- ملخص رسالة علمية (ماجستير) ٥٠٠ جنيهاً للمصريين ولغير المصريين \$١٥٠.
- ملخص رسالة علمية (الدكتوراه) ٦٠٠ جنيهاً للمصريين ولغير المصريين \$١٨٠. على ألا يزيد ملخص الرسالة عن ٨ صفحات.
- ويتم تقديم خصم (١٠٪) لمن يشترك في عضوية الجمعية المصرية للعلاقات العامة. ويتم إرسال عدد (١) نسخة من المجلة بعد النشر للباحث على عنوانه بالبريد الدولي.
- نشر عرض كتاب للمصريين ٧٠٠ جنيه ولغير المصريين \$٣٠٠، ويتم إرسال عدد (١) نسخ من المجلة بعد النشر لصاحب الكتاب على عنوانه بالبريد الدولي السريع. ويتم تقديم خصم (١٠٪) لمن يشترك في عضوية زمالة الجمعية المصرية للعلاقات العامة.
- بالنسبة لنشر عروض تنظيم ورش العمل والندوات من داخل مصر ٦٠٠ جنيه، ومن خارج مصر \$٣٥٠. بدون حد أقصى لعدد الصفحات.
- بالنسبة لنشر عروض المؤتمرات الدولية من داخل مصر ١٢٠٠ جنيهاً ومن خارج مصر \$٤٥٠ بدون حد أقصى لعدد الصفحات.
- جميع الآراء والنتائج البحثية تعبر عن أصحاب البحوث المقدمة وليس للجمعية المصرية للعلاقات العامة أو الوكالة العربية للعلاقات العامة أي دخل بها.
- تُرسل المشاركات باسم رئيس مجلس إدارة المجلة على عنوان الوكالة العربية للعلاقات العامة - جمهورية مصر العربية - المنوفية - شبين الكوم - تقاطع شارع صيري أبو علم مع شارع الأمين، رمز بريدي: ٣٢١١١ - صندوق بريدي: ٦٦، والإيميل المعتمد من المجلة jpr@epa.org.eg، أو إيميل رئيس مجلس إدارة المجلة ceo@apr.agency بعد تسديد قيمة البحث وإرسال صورة الإيصال التي تقيد ذلك.

الافتتاحية

منذ بداية إصدارها في أكتوبر - ديسمبر من عام ٢٠١٣م، يتواصل صدور أعداد المجلة بانتظام، ليصدر منها **اثنان** وثلاثون عددًا متتابعين، تضم بحوثًا ورؤى علمية متعددة لأساتذة ومتخصصين وباحثين من مختلف دول العالم.

وبما أن المجلة أول دورية علمية محكمة في بحوث العلاقات العامة بالوطن العربي والشرق الأوسط - وهي تصدر بإشراف علمي من الجمعية المصرية للعلاقات العامة (عضو شبكة الجمعيات العلمية بأكاديمية البحث العلمي والتكنولوجيا بالقاهرة) ضمن إصدارات الوكالة العربية للعلاقات العامة - وجد فيها الأساتذة الراغبون في تقديم إنتاجهم للمجتمع العلمي بكافة مستوياته ضالته المنشودة للنشر على النطاق العربي، وبعض الدول الأجنبية التي تصل إليها المجلة من خلال مندوبيها في هذه الدول، وكذلك من خلال موقعها الإلكتروني. فقد تحصّلت المجلة على أول معامل تأثير عربي (AIF) للدوريات العلمية العربية المحكمة في تخصص (الإعلام) على مستوى الجامعات والمؤسسات العلمية التي تصدر محتوى باللغة العربية بمعدل = ١.٣٤ في عام ٢٠١٦م، ومعدل ٢.٠١ في عام ٢٠٢٠م، والمعامل تابع لمؤسسة النشر الأمريكية العالمية (NSP) دار نشر العلوم الطبيعية Natural Publishing Sciences واتحاد الجامعات العربية. وكذلك نجحت المجلة في الحصول على معايير اعتماد معامل "أرسيف Arcif" المتوافقة مع المعايير العالمية والتي يبلغ عددها ٣١ معيارًا، وصنفت المجلة في تخصص "الإعلام والاتصال" على المستوى العربي ضمن الفئة "الأولى Q1" وهي الفئة الأعلى.

كذلك تصدرت المجلة الدوريات العلمية المحكمة المتخصصة في التصنيف الأخير للمجلس الأعلى للجامعات في مصر، والذي اعتمدها في الدورة الحالية للجنة الترقية العلمية تخصص "الإعلام" وتقييمها بـ (٧) درجات من (٧). وأصبحت المجلة متاحة على قاعدة البيانات العربية الرقمية "معرفة"، وكذلك أصبحت المجلة ضمن قائمة المجالات العلمية المحكمة التي تصدر باللغة العربية المستوفية لمعايير الانضمام لقواعد البيانات العالمية، والتي تم مراجعتها من وحدة النشر بعمادة البحث العلمي بجامعة أم القرى.

والمجلة مفهرسة حاليًا ضمن قواعد البيانات الرقمية الدولية: (EBSCO HOST - دار المنظومة - العيبكان - معرفة).

وفي العدد الثالث والثلاثين من المجلة نقدم للباحثين في الدراسات الإعلامية والمهتمين بهذا المجال عددًا يضم بحوثًا ورؤى علمية للأساتذة المشاركين والمساعدين وكذلك الباحثين، مقدمة للنشر العلمي بهدف تكوين رصيد للباحثين من أعضاء هيئة التدريس للتقدم للترقية، أو الباحثين لمناقشة الدكتوراه والماجستير.

ففي البداية نجد وعلى صعيد البحوث الواردة بالعدد "الثالث والثلاثين" من المجلة، ومن جامعة النجاح الوطنية بفلسطين، نجد بحثًا باللغة الإنجليزية تحت عنوان: "الفلسطينيين في الصحافة الأمريكية: دراسة مقارنة"، وهو مقدم من: د. سمر إسماعيل الشنار، من فلسطين.

ومن جامعة القاهرة، قدّم: أ.م.د. أحمد محمد خطاب، من مصر، بحثًا بعنوان: "المحددات الاجتماعية لجودة علاقات العلامة التجارية من منظور الاتصالات التسويقية المتكاملة".

ومن الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري، قدّمت: د. **جيهان سيد يحيى**، من مصر، دراسة تحليلية بعنوان: "اتجاهات المغردين المصريين نحو قضايا التعليم في ظل جائحة كورونا.. تحليل شبكة تويتر".

ومن السعودية من جامعة الملك عبد العزيز، قدّمتا: أ.م.د. **خلود عبد الله ملياني**، **بشاير عوض الجعيد** دراسة تحت عنوان: "اتجاهات الجمهور نحو الرسائل الترويجية عبر تويتر ودورها في تشكيل الصورة الذهنية لشركات الطيران الاقتصادية".

أما د. **مؤمن جبر عبد الشافي** من جامعة عين شمس، من مصر، قدّم: بحثًا بعنوان: "التجاوزات في فيديوهات الأطفال على اليوتيوب وعلاقتها باتجاهات الخبراء المصريين نحو أخلاقيات نشرها". ومن جامعة الأزهر، قدّمت د. **دعاء عبد الحكم الصعيدي**، من مصر، بحثًا تحت عنوان: "أداء الصحافة المصرية أثناء جائحة كورونا (كوفيد ١٩) في ميزان خبراء الصحافة والإعلام: دراسة تقييمية".

أما د. **إسراء صابر عبد الرحمن** من جامعة سوهاج، من مصر، قدّمت بحثًا بعنوان: "واقع استخدام التكنولوجيا الرقمية في الصحافة المصرية: دراسة لاتجاهات التطوير وإشكاليات التحول". ومن جامعة عين شمس، قدّمت د. **مروى عبد اللطيف عبد العزيز**، من مصر، دراسة حالة لمركز رعاية ذوي الاحتياجات الخاصة بجامعة عين شمس بعنوان: " دور الأنشطة الاتصالية الموجهة للأطفال ذوي الإعاقة في التوعية بجائحة كورونا (كوفيد ١٩)".

بينما تناولت د. **ولاء محمد محروس الناعي**، من جامعة بورسعيد، من مصر، دراسة ميدانية في إطار نموذج تأثيرية الآخرين بعنوان: "تأثيرية المراهقين بالمحتوي غير المرغوب فيه على تطبيق (التيك توك) وعلاقتها بالإرشاد التربوي نحو الاستخدام الآمن".

وأخيرًا وبغرض استكمال مناقشة أطروحة الدكتوراة قدّم **عمار محمد عبد الأمير**، جامعة بغداد، من العراق، بحثًا بعنوان: فعالية الإعلام العربي في مواجهة التحديات الأمنية".

وهكذا فإن المجلة ترحب بالنشر فيها لمختلف الأجيال العلمية من جميع الدول. ومن المعلوم بالضرورة أن جيل الأساتذة وبحوثهم لا تخضع للتحكيم طبقًا لقواعد النشر العلمي المتبعة في المجالات العلمية.

أما البحوث المنشورة لأعضاء هيئة التدريس الراغبين في التقدم للترقي للدرجة الأعلى والطلاب المسجلين لدرجتي الدكتوراه والماجستير فتخضع جميعها للتحكيم من قبل الأساتذة المتخصصين. وجميع هذه البحوث والأوراق العلمية تعبر عن أصحابها دون تدخل من هيئة تحرير المجلة التي تحدد المحكمين وتقدم ملاحظاتهم إلى أصحاب البحوث الخاضعة للتحكيم لمراجعة التعديلات العلمية قبل النشر.

وأخيرًا وليس آخرًا ندعو الله أن يوفقنا لإثراء النشر العلمي في تخصص العلاقات العامة بشكل خاص والدراسات الإعلامية بشكل عام.

والله الموفق،

رئيس تحرير المجلة

أ.د. علي عجوة

الفلسطينيون في الصحافة الأمريكية: دراسة مقارنة

إعداد

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الفلسطينيون في الصحافة الأمريكية: دراسة مقارنة

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جامعة النجاح الوطنية

ملخص:

هدف هذا البحث إلى الكشف عن كيفية تناول وسائل الاعلام المكتوبة في الولايات المتحدة الأمريكية ممثلة بصحيفة نيويورك تايمز، وصحيفة كريستيان ساينس مونيتور للقضية الفلسطينية في افتتاحياتها. وقد اختارت الباحثة هاتين الصحيفتين تحديداً كونهما يعكسان الرأي العام الأمريكي، وهو الأمر الذي سيساعد صناع القرار الفلسطينيين على رسم استراتيجيات مناسبة من شأنها التأثير على السياسة الدولية وإحياء دور العلاقات العامة والدولية في فلسطين لنصرة القضية الفلسطينية.

تم اتباع المنهج الوصفي التحليلي، واستخدمت الباحثة تحليل المحتوى أداة للدراسة، وهو دراسة الوثائق والاتصال، التي قد تكون نصوصاً بصيغ مختلفة، وقارنت بين الافتتاحيات المنشورة في نيويورك تايمز وكريستيان مونيتور، خلال الفترتين الزمنية لرئاسة اثنتين من الرؤساء الأمريكيين: ٢٠٠٩-٢٠١٠م وهو "باراك أوباما"، و٢٠١٧-٢٠١٨م، وهو "دونالد ترمب".

استخدم البحث العينة القصدية في تحليل المحتوى لسبعين افتتاحية، بهدف وصف كيفية تناولها للقضية الفلسطينية من خلال تغطيتها في الافتتاحيات، عبر التركيز على تصنيفات القضايا بالبحث عن الإجابات المتعلقة بالمصادر، وكيفية تناولها للقضية الفلسطينية وموقفها تجاهها.

توصل البحث إلى أن تكرار المصطلحات المتعلقة بالقضية الفلسطينية في صحيفة نيويورك تايمز أكثر من كريستيان مونيتور، كما أنها كانت أكثر في الفترة ٢٠٠٩-٢٠١٠م وهي الفترة الرئاسية لأوباما. كما بينت النتائج أن موقف كلتا الصحيفتين من القضية الفلسطينية سلبي، وأشارت النتائج كذلك إلى أن صحيفتي (نيويورك تايمز وكريستيان مونيتور) تنوع في المصادر المستخدمة لرصد القضية الفلسطينية وتناولها؛ لكن الاعتماد على المصادر الفلسطينية ممثلة بالمسؤولين الفلسطينيين والمصادر العربية منخفض، مقارنة بالاستناد للمصادر الإسرائيلية ممثلة بالمسؤولين الإسرائيليين بدرجة أكبر في كلا الافتتاحيتين خلال فترة الدراسة، ومع ذلك يمكن القول: أن لجوء صحيفة كريستيان ساينس مونيتور في ٢٠١٧-٢٠١٨م، للمسؤولين الفلسطينيين كمصادر أصبح أعلى بفارق بسيط.

ومن معطيات الدراسة يظهر أن الصحيفتين منحازتان في تناول القضية الفلسطينية على مستويات وفترات مختلفة، وعليه توصي الباحثة ببناء الجسور مع وسائل الإعلام الأمريكية كافة، لإطلاعها على حقيقة ما يجري في الساحة الفلسطينية على أرض الواقع، ونقل الرواية الفلسطينية حول العوامل الجذرية والأساسية ذات الصلة بالصراع الإسرائيلي الفلسطيني لوسائل الإعلام الأمريكية، وتزويدها بالمعلومات، ما قد يساهم في تغيير اتجاهات بعض هذه الوسائل في المستقبل نحو القضية الفلسطينية، وتمكين صناع القرار في الولايات المتحدة الأمريكية من اتخاذ سياسات قد تساهم في إيجاد حل عادل وشامل لها، ومحاولة توظيف نظرية التشكيل بطريقة إيجابية للتأثير في صناع القرار الأمريكيين نحو سياسة داعمة للقضية الفلسطينية.

الكلمات المفتاحية: التحرير، الموقف، المحتوى، المحللون الهادفون، أخذ العينات، صفقة القرن، نظرية التأيير.

ISBN/ISSN 9780745329796.
 CALL NO. DS119.7 .P4945 2011.
 AUTHOR Philo, Greg.
 TITLE More bad news from Israel / Greg Philo and Mike Berry.
 PUB/DATE London: Pluto Press, 2011.
 DESCRIPT. Viii, 475 p.: map; 22 cm.
 SERIES EBSCO Academic Collection e books.
 NOTE Unlimited simultaneous user license.
 NOTE "Expanded and updated edition." --T.p. verso.
 NOTE Includes bibliographical references and index.
 SUBJECT -- E-Books.
 SUBJECT Arab-Israeli conflict -- Press coverage -- United States.
 SUBJECT Arab-Israeli conflict -- Press coverage -- Europe, Western.
 SUBJECT Arab-Israeli conflict -- Mass media and the conflict.
 SUBJECT Arab-Israeli conflict -- 1993- -- Foreign public opinion.
 SUBJECT Television broadcasting of news.
 SUBJECT Mass media and public opinion.
 SUBJECT Israel -- Politics and government.
 SUBJECT Israel -- Press coverage -- Evaluation.
 ADDED AUTH Berry, Mike, 1967-
 1 > MEMORIAL LEVEL 2 DS119.7 .P4945 2011 AVAILABLE
 CONNECT to EBSCO Academic Collection version online <http://0-search.ebscohost.com.libus.csd.mu.edu/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=367892>

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LOCATIONS MEMORIAL LIBRARY
 OCLC NO. 909025815.
 ISBN/ISSN 9781137395122.
 ISBN/ISSN 1137395125.
 CALL NO. PN4751 .R63 2015.
 AUTHOR Rodgers, James, 1966- author.
 TITLE Headlines from the Holy Land: reporting the Israeli-Palestinian conflict / James Rodgers.
 PUB/DATE Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave Macmillan, 2015.
 DESCRIPT. Xi, 215 pages; 23 cm.
 NOTE Includes bibliographical references and index.
 SUBJECT Arab-Israeli conflict -- Press coverage.
 SUBJECT Journalism -- Political aspects.
 SUBJECT Press and politics.
 SUBJECT Reporters and reporting.
 1 > MEMORIAL LVL 4 LOWER PN4751 .R63 2015 AVAILABLE

ISBN/ISSN 1893521931.

CALL NO. P95.82.I75 P433 2004.

TITLE Peace, Propaganda, & the Promised Land [DVD video recording]: U.S. media & the Israeli-Palestinian conflict / Media Education Foundation; directors, SutJhally, Bathsheba Ratzkoff; Producer, Bathsheba Ratzkoff; writers, Bathsheba Ratzkoff, Sut Jhally.

PUB/DATE [Northampton, Mass.]: Media Education Foundation, c2004.

DESCRIPT. 2 videodiscs (78 min.): sd., col. with b&w sequences; 4 3/4 in.

NOTE DVD; PDF file requires Adobe Acrobat Reader.

NOTE Narrator: Loretta Alper.

NOTE Originally issued as a videocassette in 2003.

NOTE Includes: 217 min. of additional interview footage, 64 min. of Addition news footage, 14 short films, 31 maps, and a PDF file with close to 400 links.

NOTE Exposes how the foreign policy interests of American political Elites-- working together with Israeli public relations Strategies-- exercise a powerful influence over news reporting about the Middle East conflict. Combines American and British TV news clips with observations of analysts, journalists, and political activists. This video provides a historical overview, insight into the nature of the occupation and examines factors that have distorted North American media coverage and, in turn, public opinion. Features interviews with Noam Chomsky, Hanan Ashwari, Robert Fisk, Rabbi Michael Lerner and Rabbi Arik Ascherman, and others.

NOTE Arabic, English, French, Hebrew or Spanish subtitles.

CONTENTS [short films]. The matrix of control, on the ground realities / Jeff Halper (54 min.) (2004) -- Birth at the checkpoint / Alia Arasoughly (13 min.) (2003) -- The poetry of listening, Middle Eastern stories / Ian Koebner (15 min.) (2003) -- Other voices from Israel Palestine (8 min.) (2001) -- Bethlehem diaries / Kevin Skvorak (25 min.) (2002) -- Jenin Spring, April 14-17, 2002 (29 min.) (2002) -- Jenin Spring, April 20, 2002 (19 min.) (2002) -- A la muqata's / Kevin Skvorak (21 min.) (2002) - Jerusalem day / Kevin Skvorak (10 min.) (2002) -- Jewish voices for peace / Amir Terkel&CecilieSurasky (4 min.) (2004) -- Occupation diary, Ta'ayush in southern Hebron / Rona Even (6 min.) (2002) -- Occupation diary, Ta'ayush in Sulfit / Rona Even (6 min.) (2002) -- FutbolPalestina 2006 [trailer] / Marcelo Piña & Nelson Soza (5 min.) (2004) -- Salt of the Earth, Palestinian Christians in the northern West Bank / Elizabeth &Marthame Sanders (56 min.) (2004)

SUBJECT Mass media -- Political aspects -- Israel.

SUBJECT Press -- Influence.

SUBJECT Arab-Israeli conflict -- 1973-1993- -- Mass media and the conflict.

SUBJECT Arab-Israeli conflict -- 1973-1993- -- Press coverage -- Israel.

SUBJECT Arab-Israeli conflict -- 1993- -- Mass media and the conflict.

SUBJECT Arab-Israeli conflict -- 1993- -- Press coverage -- Israel.

SUBJECT DVDs.

SUBJECT Videos.

ADDED AUTH Jhally, Sut.

ADDED AUTH Ratzkoff, Bathsheba.

ADDED AUTH Alper, Loretta.

ADDED AUTH Media Education Foundation.

ALT. TITLE U.S. media & the Israeli-Palestinian conflict.

ALT. TITLE United States media and the Israeli-Palestinian conflict.

1 > RAYNOR - Video / DVD P95.82.I75 P433 2004 AVAILABLE

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LOCATIONS MEMORIAL LIBRARY

OCLC NO. 742575198.

OCLC NO. 729550568.

OCLC NO. 694147396.

ISBN/ISSN 0745329780.

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ISBN/ISSN 0745329799.

LOCATIONS MEMORIAL LIBRARY

OCLC NO. 989104517.

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ISBN/ISSN 1784532711.

ISBN/ISSN 9781784532727.

ISBN/ISSN 178453272X.

ISBN/ISSN 9781786721761.

ISBN/ISSN 9781786731760.

CALL NO. PN4784.M45 R47 2017.

TITLE Reporting the Middle East: the practice of news in the twenty- first century / edited by ZaheraHarb.

PUB/DATE London; New York, NY: I.B. Tauris & Co. Ltd, 2017.

PUB/DATE ©2017.

DESCRIPT. Xii, 226 pages; 23 cm.

SERIES International media and journalism studies; 3.

SERIES International media and journalism studies; 3.

NOTE How do the media cover the Middle East? Through a detailed country-by-country approach, this book provides detailed analysis of the complexities of reporting from the Arab World. Each chapter provides an overview of the country in question, including the political context, relationship to international politics and the key features that are most frequently covered in Western media. The authors explore how the media can be used to serve particular political agendas on both a regional and international level. They also consider the changes to the media landscape following the growth of digital and social media, showing how access to the media is no longer restricted to state or elite actors. By studying coverage of the Middle East from a whole range of news providers, this book shows how news formats and practices may be defined and shaped differently by different nations. It will be essential reading for scholars and practitioners of journalism, especially those focusing on the Arab World.

NOTE Includes bibliographical references and index.

SUBJECT Middle East -- Press coverage.

SUBJECT Press and politics -- Middle East.

SUBJECT Mass media -- Political aspects -- Middle East.

ADDED AUTH Harb, Zahera, editor.

1 > MEMORIAL LVL 4 LOWER PN4784.M45 R47 2017 AVAILABLE

Record 3 of 6

LOCATIONS MEMORIAL LIBRARY

OCLC NO. 31009736.

ISBN/ISSN 0313292795.

CALL NO. DS63.2.U5 U18 1995.

TITLE The U.S. media and the Middle East: image and perception / edited by Yahya R. Kamalipour; foreword by George Gerbner.

PUB/DATE Westport, Ct.: Greenwood Press, 1995.

DESCRIPT. Xxi, 242 p.: ill. ; 25 cm.

SERIES Contributions to the study of mass media and communications; no 46.

NOTE Includes bibliographical references and index.

SUBJECT Middle East -- Foreign public opinion, American.

SUBJECT Middle East -- In mass media.

SUBJECT Mass media -- United States.

SUBJECT Public opinion -- United States.

ADDED AUTH Kamalipour, Yahya R.

1 > MEMORIAL LEVEL 2 DS63.2.U5 U18 1995 AVAILABLE

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LOCATIONS RAYNOR - Video / DVD

OCLC NO. 56445896.

FURTHER READING:

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Chakravarty, Subatra N. "Fortune's Wheel." *Fortune*, February 10, 1997.

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Saloman, R. S., Jr. "The Outdated Dow Jones." *Forbes*, April 7, 1997.

Spurgeon, Devon. "Dow Jones Teams Up with NBC; Companies Hope to Stem Losses Abroad with TV-Internet Partnership." *Washington Post*, December 10, 1997.

Full Text: COPYRIGHT 2015 Gale, Cengage Learning

Source Citation (MLA 8th Edition)

Badaracco, Claire, et al. "Dow Jones & Company, Inc." *International Directory of Company Histories*, edited by Jay P. Pederson, vol. 166, St. James Press, 2015, pp. 151-157. *Gale Ebooks*, <https://link.gale.com/apps/doc/CX3770800038/GVRL?u=milw10296&sid=GVRL&xid=72d7f715>.

Accessed 23 Oct. 2019.

Gale Document Number: GALE|CX3770800038

Record 1 of 6

LOCATIONS MEMORIAL LIBRARY

OCLC NO. 57494710.

OCLC NO. 57240886.

ISBN/ISSN 0805851666.

ISBN/ISSN 0805851674.

CALL NO. PN4855 .H24 2005.

AUTHOR Hachten, William A.

TITLE The troubles of journalism: a critical look at what's right and wrong with the press / William A. Hachten.

EDITION 3rd Ed.

PUB/DATE Mahwah, N.J.: Lawrence Erlbaum Associates, 2005.

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SERIES LEA's communication series.

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Recommendations:

It is recommended to use the framing theory in a positive manner in future research to reflect positively on the research result.

It is recommended for Palestinian International Public Relations and Public Diplomacy to employ content analysis on media publishing and draw attention to results.

Expose the audience to different resources and try to come up with a conclusion, less reliable should be taken into consideration as well in order to provide a valid argument.

To use other methods of content analysis because some terminology used could be unintended.

As for the two newspapers: Try to read from a variety of recourses to avoid bias as much as possible and try to be objective.

Building bridges with American mass media spontaneously, and updating them with information about the Palestinian reality on one hand, and to improve and survive storytelling about the Palestinian issue and the core factors related to Palestinian and Israeli conflict.

To continue conducting research in terms of content analysis for American and European mass media in the next period.

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- A Palestinian state – yes or no? Constructing political discourse in the Israeli print news media – an experimental design
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particular, were prohibited from using the word "occupation"; many American newspapers avoided using this word when it comes to the Palestinian –Israeli conflict.

Throughout the study period, the researcher has observed a tangible development, of about 20 times, for using the word "occupation" in the American newspapers at Trump's era, mainly in the New York Times. This development is considered a qualitative development despite a decrease of 92.3% in using this term in the Christian Science Monitor at Obama's era.

3. The attitudes of the two newspapers within the two eras, President Obama and President Trump are confirmed by the statistics obtained by the study that the attitudes range from (with, against, neutral or mixed) statistics has shown that the support for Palestinian's in Obamas era was more than that within Trumps era which is considered a significant factor that could leave an effect on the American public opinion, also, embodies the framing theory in the relationship with the Palestinian issue.
4. Concerning political references and the American media dependence on Israeli officials regarding the Palestinian-Israeli conflict, there is a significant similarity between this study's outcomes and the previous references.

The two newspapers relied on the chart shows the Israeli sources were more than Palestinian sources except in one case for the Christian Science Monitor where the Palestinian official, recorded to sources in comparison to one Israeli source. Moreover, the chart shows a sharp decline of 55, 7 percent in using different sources.

5. In covering the Palestinian issue in those newspapers during the Trump era, framing theory was employed in a negative way which creates biases, and this shows a decline in the interest of the American media towards the Palestinian issue.

In an attempt to affect decision makers in the American administration to adopt more responsible attitude towards the Palestinian issue

The study has shown that matching between the comprehensiveness of tackling the issue and picking of contemporary subject is very decisive in making a difference in research.

- "At the same time, the US should do all it can to bring about just and lasting peace called for the UN Security Council resolution 242(1967) based on *two-state*".

Another example is the New York Times use of the term (the two-state solution):

- " Israel normalized allegations in exchange for a *two-state solution*..." New York Times, 30. May.2009.Editorial 7.

- "Mr. Trump came forward with a no confused statement on Wednesday as he hacked away from *two-state solution*".Feb.2017

- "Since the 1993 Oslo peace accords the United States has been committed to a *two-state solution*".Edit.2.

- "...the big winner is Prime Minister Netanyahu of Israel whose hard-liner government has shown no serious interest in peace, at least not a *two-state solution*, that could win Palestinian support"6.Dec.2017

- "the strip has no future ...the two sides need to enter into serious dialogue on how to attain a permanent trace...hopefully by peaceful means based on the *two state solution*. Dec.1.2018

Conclusions:

1. The difference in tackling the terminology that is connected to the Palestinian issue has been clear on the level of form and content; for example, the term East Jerusalem has been used more by the New York Times than the Christian in Trump era than in Obamas era; it's a significant indication related to the Palestinian issue (The term (East Jerusalem/ Jerusalem) is repeated 7 times in Christian Science Monitor while in New York Times it is repeated more, 29 times in Obama era. As for Trump's era 2017-2018, it is repeated 22 times in Christian Science Monitor while in New York Times it is repeated 41times.

Other examples, such as the right of return and settlement, are also used more, in the Trump's ruling era than in Obama. While the term the two-state solution was used more in the Obama era which is considered a vital factor because it affects the American public opinion and other relevant decisions, in the future. Such a matter embodies the framing theory.

Trying to use the Framing theory positively in the future, in contrast to the two newspaper that used it negatively to affect the American decision makers towards taking more just attitudes in connection with the Palestinian issue.

2. In the context of previous related references to the current study, it has become clear that the Western media in general and the American one, in

The term (P.L.O.) is not mentioned in Christian Science Monitor and in New York Times as well in the Obama era. As for the Trump era 2017-2018, it is not mentioned any time in Christian Science Monitor and as for New York Times, it is repeated once. **An example of New York Times uses for the terms () P.L.O.)**

“Finally, after an extended internal debate that included officials from the Justice Department and a short-handed State Department, Solicitor General Francisco filed the requested document last month. In the end, the administration sided with the *P.L.O.* “New York Times. March 19, 2018.

Blockade

The term (blockade) is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 9 times in the Obama era. As for the Trump era 2017-2018, it is repeated 0 times in

Christian Science Monitor while in New York Times it is repeated 5 times. An example of New York Times used for the terms (blockade):

- **"Israel has *blockaded* Gaza strip for more than a decade. New York Times, 14. February .2018.Editorial 7.**

-**"The Great Return March, the recognizer said: it was intended as a peaceful try raise to raise awareness of the *blockade* of Gaza, and to support Palestinians demand to return".Edit.13**

Economic boycott

The term (Economic boycott) is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 2 times in the Obama era. As for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 27 times. A New York Times use of the term (Economic boycott) **“a new Israeli law approved in Monday to stop entry to any foreigner who supports the BDS movement and economic boycott against Israel ...New York Times, Mar.2017.Editorial 13.**

Two-State Solution

The term (two State Solution) is repeated 3 -times in Christian Science Monitor while in New York Times it is repeated 2 times in the Obama era. As for the Trump era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 4 times. An example of Christian Science Monitor use for the terms (two State Solution):

- **"as Israeli parliament has forgone a two-state solution what is needed is one democratic unit state which includes Israel the west bank and Gaza". Christian Science Monitor, Jan.13.Tuesday.2009"**

the Trump era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 24 times. An example of Christian Science Monitor used for the terms (Settlements):

"...thus close all Israeli settlements in the west bank and establish recognition of a Palestinian state" May.20.2009. Christian Science Monitor

"..President Clinton from building opportunity to build up the confidence of those who want an ultimate *settlement* heading to a Palestinian state". Christian Science Monitor

"What means of resistance against the expansion of illegal *settlements*?". Jan.5.2009

Another example is the New York Times use of the term (settlements):

- "(Mr. Obama has called on the Israeli minister Benjamin Netanyahu to freeze all settlement construction". New York Times, 6.January.2009.Editorial9.

"Mr. Netanyahu has refused President Obama's request to extend a moratorium on construction in the Jewish settlements for a modest 60 days".13.nov.2010.editorial 15.

"once the borders are drowned it will be clear which West Banks settlements would belong Israel and Israel then can resume building those places".2010.efitorial 14.

"The settlement is illegal under international law and resuming the moratorium which expired on Sept. 26 will in no way harm Israel's national interest"30.Oct.2010.Edit14.

Right of Return

The term (Right of Return) is repeated once in Christian Science Monitor while in New York Times it is repeated more, 3 times in the Obama era. As for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 8 times. An example of Christian Science Monitor used for the term:

"...to reverse that would require abandoning the concept of "right of return "of Palestinian refugee".

Another example of New York Times used for the terms (Right of Return):

- "*and to support Palestinian demand to return to the homeland in 1948in what called now Israel* ...New York Times, Editorial 13.

"The Palestinians say his demands intended to negate their insistence on a *right of return* for the Palestinian refugee of 1948. 30." Oct.2010.Edit.14.

"...that means the borders of new Palestinian state security of Israel, the status of Jerusalem, and the return of the Palestinian refugee".Sep.4.2010.Edit.11.

P.L.O.

while in New York Times it is repeated 243 times. An example of Christian Science Monitor used for the terms (Israel):

- **"Israel' church taxes increased tension over Jerusalem “March, 2.2018. Christian Science Monitor"**

-**"After the Gaza war, Mr. Ross may find more acceptance of *Israel* among middle east states". Christian Science Monitor, Jan.30.Monday.2009.Friday.**

-**"He may also find *Israelis* more willing to help Palestinians true to his craft he can use these sentiments to build up trust step by step” Christian Science Monitor, Jan.30.Monday.2009.Friday.**

-**"...Israel to send sanctions on Gaza and to create Palestinian state". , Jan.9.Monday.2009.Friday**

Another example is the New York Times use of the term (Israel):-**" it is a strong statement by the Israeli rightwing intended to characterize supporters of the movement as (BDS) as enemies of *Israel*". New York Times, 15. March.2017.Editorial 3".**

Occupation

The term (Occupation) is repeated 13 times in Christian Science Monitor while in New York Times it is not repeated at all in the Obama era. As for the Trump era 2017-2018, it is repeated 1 time in Christian Science Monitor while in New York Times it is repeated 20 times. An example of Christian Science Monitor use for the terms (Occupation).

- **"Israel policy treat the council of the *occupation* in Israel as a primary concern” Mar, 23.2009. "**

-**".. That Israel is frozen in a status quo which he called an "*occupation-sponsored apartheid*," he says that this is likely to become prominent unless the USS steps in and pushes Israel past its comfort zone, but how the US would accomplish this?". Mar, 23.2009.**

-**"Israel forces can therefore continue the brutal *occupation* and say that conceptually, no civilians are being harmed" Jan.30.2009.Friday.**

-**"How does he measure the suffering of Palestinians under *Israeli occupation*?"Jan.5.2009**

Another example is the New York Times use of the term (occupation)"

-**"movement against Israel for its *occupation* of the west bank” New York Times, Mar. 2017.edit.3".**

-**"Many devoted supports of Israel including many American Jews, oppose the *occupation* of the west bank".Edit.14**

Settlements

The term (Settlements) is repeated 11 times in Christian Science Monitor while in New York Times it is repeated more, 82 times in the Obama era. As for

Science Monitor while in New York Times it is repeated 41time. An example of Christian Science Monitor used for the terms (East Jerusalem/Jerusalem):

-

"Jerusalem head of churches has all decided to close down the doors of churches in East Jerusalem in protest of Christian Science Monitor, Jan.5.Monday.2009".

-"In defiance of international legitimacy and objectivity countries around the world, the US opened its embassy in the occupied city of Jerusalem on May 14..." Christian Science Monitor.5.May.2018.

-"Twelve million Palestinians will not vanish in the air. Palestine will always live on with Jerusalem as a capital" Christian Science Monitor.5.May.2018.

-"Jerusalem as the capital of Israel and more of lack to Tel Aviv, Make Jerusalem an "International city" if Israel accepted." Christian Science Monitor.May.20.2009.Wednesday.

Another example is the New York Times use of the term (East Jerusalem/Jerusalem)"

-Mr. Trump announced that he was recognizing Jerusalem as the Israeli capital and moving the embassy. New York Times, 15. May.2018.Editorial 6.

-"Palestinians anticipated being alive to locate their capital in East Jerusalem and to have access to Muslim holy sites". New York Times. May.6.2017.Editorial 4.

-"...While Jordan's King Abdullah II, in the royal palace said, cautioned against the move, stressing that "Jerusalem is the key to achieve peace and stability in the region and the world". New York Times. May.6.2017.Editorial 4.

-"The Saudi warning might be expected, given that Jerusalem is home to Al-Aqsa mosque and that the Saudi king holds the title of custodian of Islam's two other holiest mosques in Mecca and Medina. New York Times. May.6.2017.Editorial 4.

-"A Saudi sponsored a peace initiative called for a full withdrawal from the east as part of the peace-reaching deal". New York Times. May.6.2017.Editorial 4.

Occupied Territories

The term (Occupied Territories) is not repeated at all in Christian Science Monitor and New York Times in the Obama era and Trump-era 2017-2018 as well.

The term (Israel):

The term (Israel) is repeated 172 times in Christian Science Monitor while in New York Times it is repeated more, 308 times in the Obama era. As for Trump's era 2017-2018, it is repeated 45 times in Christian Science Monitor

International Organizations	1	2%	0	0%	-100	3	3%	4	9%	33.3
Audience Opinions/Israeli/ Arab Mass Media	18	40%	7	47%	-61.1	0	0%	0	0%	—
Total	45	100%	15	100%	-66.7	95	100%	47	100%	-50.5

Secondly: Qualitative analysis

Following is the repetition of the terms in the two newspapers (Christian Science Monitor and New York Times) in both periods 2009-2010 Obama's era and 2017-2018 Trump's era:

Palestinian- Palestine- *Palestinian state*:

The term (Palestinian/Palestine) is repeated 66 times in Christian Science Monitor while in New York Times it is repeated more, 184 times in the Obama era. As for the Trump era (2017-2018), the term (Palestinian/Palestine) is repeated 33 times in Christian Science Monitor while in New York Times it is repeated 183 times. An example of Christian Science Monitor used for the terms (Palestinian/Palestine):

- "I rarely see any articles that explain how *Palestinians* suffer under Israeli oppression, I think most Americans and Israelis do not know about Christian Science Monitor, Jan.5.Monday.2009"

- "..But Israel has tried to destroy the *Palestinian state*". Christian Science Monitor, Jan.30.Friday.2009.

- "..Israel sent a message that no *Palestinian state* can be created if it's going to be used for an attack on Israel". Christian Science Monitor, Jan.30.Friday.2009.

Another example is the New York Times use of the term (Palestinian/Palestine)":

- " The Palestinian chief negotiations raised the specter of apartheid and called for and called for the concrete measure to save two-state solution".16.Feb.2017.

East Jerusalem/ Jerusalem:

The term (East Jerusalem/ Jerusalem) is repeated 7 times in Christian Science Monitor while in New York Times it is repeated more, 29 times in the Obama era. As for the Trump era 2017-2018, it is repeated 22 times in Christian

York Times and Christian Monitor) in both periods (2009-2010/2017-2018) except of Christian Science Monitor in 2017-2018 the Palestinian officials were two while the Israeli one was (1). In general, there is a sharp decline by 55.7% in using different sources to cover the Palestinian issues in the both newspapers during Trump's era, this decline was by 66.7% in Christian Science Monitor and 50.5% in in New York Times. This is an indication of the decline in American media interest in Palestinian issues during the Trump's era.

The results below related to the third question, this shows that there is a relationship between the sources which editorials of two newspapers (New York Times and Christian Science Monitor) have an influence on the way of tackling the Palestinian issues during the two presidencies.

Table (3)

Number of times that the (New York Times and Christian Science Monitor) used the editorial sources about Palestinian issues within the last two American presidencies.

	The Christian Science Monitor			New York Time			Both news papers		
	2009-2010	2017-2018	Growth (%)	2009-2010	2017-2018	Growth (%)	2009-2011	2017-2019	Growth (%)
Israeli Officials	7	1	-85.7	24	9	-62.5	31	10	-67.7
Self-Opinion Editorials	5	3	-40.0	29	14	-51.7	34	17	-50.0
Palestinian Officials	1	2	100.0	5	5	0.0	6	7	16.7
American Officials	5	0	-100.0	30	10	-66.7	35	10	-71.4
Arabic Officials	0	0	—	1	3	200.0	1	3	200.0
Correspondence Agents	8	1	-87.5	0	0	—	8	1	-87.5
Foreign Mass Media	0	1	—	3	2	-33.3	3	3	0.0
International Organizations	1	0	-100.0	3	4	33.3	4	4	0.0
Audience Opinions/Israeli/Arab Mass Media	18	7	-61.1	0	0	—	18	7	-61.1
Total	45	15	-66.7	95	47	-50.5	140	62	-55.7

	The Christian Science Monitor					New York Time				
	2009-2010		2017-2018		Growth (%)	2009-2010		2017-2018		Growth (%)
	Frequency	Percentage	Frequency	Percentage		Frequency	Percentage	Frequency	Percentage	
Israeli Officials	7	16%	1	7%	-85.7	24	25%	9	19%	-62.5
Self-Opinion Editorials	5	11%	3	20%	-40	29	31%	14	30%	-51.7
Palestinian Officials	1	2%	2	13%	100	5	5%	5	11%	0
American Officials	5	11%	0	0%	-100	30	32%	10	21%	-66.7
Arabic Officials	0	0%	0	0%	—	1	1%	3	6%	200
Correspondence Agents	8	18%	1	7%	-87.5	0	0%	0	0%	—
Foreign Mass Media	0	0%	1	7%	—	3	3%	2	4%	-33.3

Q3: What sources that editorials of the two newspapers (New York Times and Christian Monitor) depend on or used in speaking of the Palestinian issue within the last American presidencies?

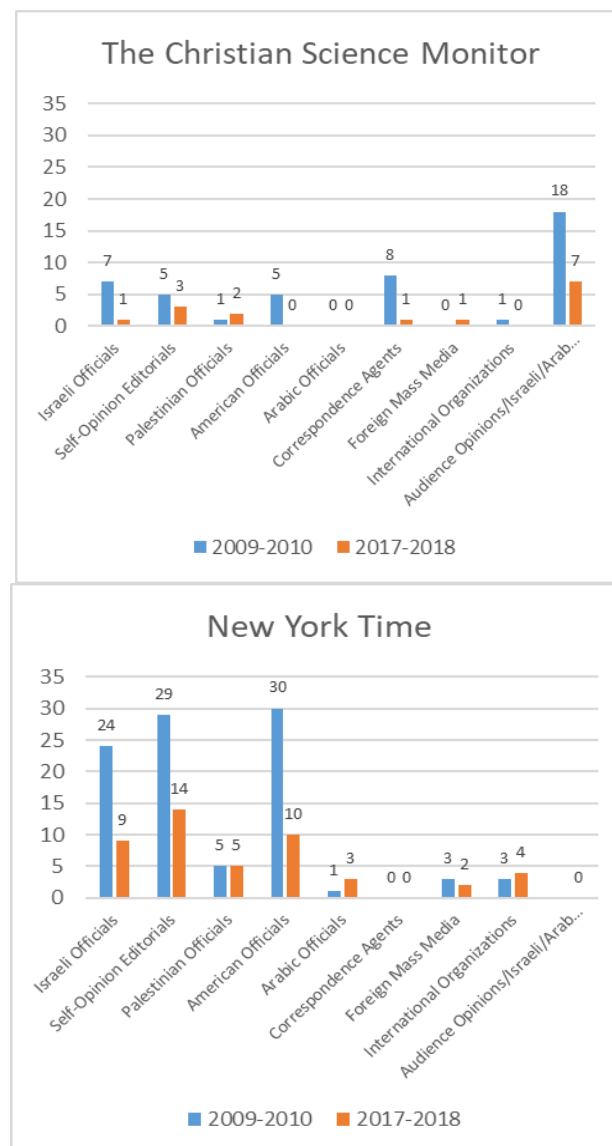


Chart (3)

Number of times that the (New York Times and Christian Science Monitor) used the editorial sources about Palestinian issues within the last two American presidencies.

The chart above discussed the sources that the editorials of the two newspapers (New York Times and Christian Monitor) depend on or used in speaking of the Palestinian issue within the last American presidencies. *It was noted from them* that there is a variety in sources used to cover the Palestinian issue, but the use of Palestinian officials and Arab sources is low (6) in New York times and (1) in Christian Science Monitor in Obama's era and (8) in New York times and (2) in Christian Science Monitor in Trump's era). While the use of Israeli officials is higher than Palestinian officials in both newspapers (New

results are neutral or mixed. New York Times has a more positive attitude than Christian Monitor, the Palestinian pro terminologies in it are clear, for example in the second editorial 23/5/2009 first paragraph the term "two-state solution" has been repeated twice and taking about establishing Palestinian state have been discussed at the end of the same paragraph.

We conclude from the above that the attitude of those two editorials is negative. Table (2) below shows that the attitudes, in general, was declined by 35.3% in the Trump era compared to the Obama era, it was declined by 58.4% in Christian Science Monitor, while it was declined by 26.4% in New York Time. All attitudes declined in both new papers in the Trump era except the mixed attitude in Christian Science Monitor which increased by 7.4%.

The results below related to the second question Related with attitudes of the two newspapers (New York Times and Christina Science Monitor) towards Palestinian issues within two presidencies.

Table (2)

Distribution and growth of attitudes of the two newspapers (New York Times and Christian Science Monitor) relate with attitudes towards Palestinian issues in the last two presidencies.

Attitudes	The Christian Science Monitor					New York Time				
	2009-2010		2017-2018		Growth (%)	2009-2010		2017-2018		Growth (%)
	Frequency	Percentage	Frequency	Percentage		Frequency	Percentage	Frequency	Percentage	
With	109	30%	34	23%	-68.8	297	32%	271	39%	-8.8
Against	175	48%	45	30%	-74.3	310	33%	274	40%	-11.6
Neutral	23	6%	13	9%	-43.5	179	19%	27	4%	-84.9
Mixed	54	15%	58	39%	7.4	152	16%	118	17%	-22.4
Total	361	100%	150	100%	-58.4	938	100%	690	100%	-26.4

Attitudes	The Christian Science Monitor			New York Time			Both		
	2009 - 2010	2017- 2018	Growth (%)	2009 - 2010	2017- 2018	Growth (%)	2009 - 2011	2017- 2019	Growth (%)
With	109	34	-68.8	297	271	-8.8	406	305	-24.9
Against	175	45	-74.3	310	274	-11.6	485	319	-34.2
Neutral	23	13	-43.5	179	27	-84.9	202	40	-80.2
Mixed	54	58	7.4	152	118	-22.4	206	176	-14.6
Total	361	150	-58.4	938	690	-26.4	1299	840	-35.3

Q2. What attitudes in the editorials of the two newspapers?

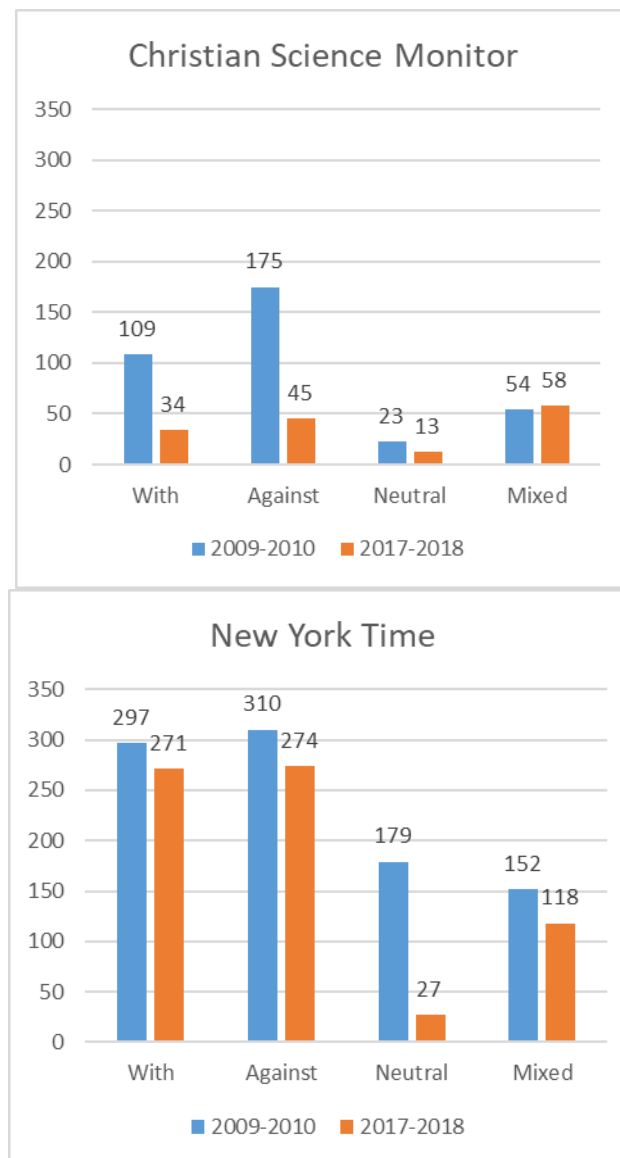


Chart (2)

Distribution of attitudes of the two newspapers (New York Times and Christian Science Monitor) relates with attitudes towards Palestinian issues in the last two presidencies.

Chart (2) above concerning the attitudes in the editorials of the two newspapers aims to explain those attitudes by dividing the repetition of the terms into the four directions above (with/against/neutral/mixed). The numbers in Christian Monitor in 2009-2010 are 109 with the Palestinian issue while 175 against and the rest of the repetition are mixed or natural, the same thing applies to New York Times the repetition numbers that are with Palestinian issue at same time period are 297 while 310 against, which is the period represented in Obama's era. As for the period 2017-2018 this is represented in the Trump era, the repetitions of the terms in Christian Monitor with the Palestinian cause are 34 with, 45 against and in New York Times 271 with, 274 against the other

York Times, it is repeated once. **An example of New York Times uses for the terms (P.L.O.) “Finally, after an extended internal debate that included officials from the Justice Department and a short-handed State Department, Solicitor General N Francisco filed the requested document last month. In the end, the administration sided with the P.L.O. “New York Times. March 19, 2018.**

The term (blockade) is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 9 times in Obama's era as for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 5 times. An example of New York Times use for the terms (blockade) **"Israel has a *blockade* for more than a decade. New York Times, 14. February .2018.Editorial 7.**

The term (Economic boycott) is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 2 times in Obama's era as for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 27 times. A New York Times use of the term (Economic boycott) **“a new Israeli law approved in Monday to stop entry to any foreigner who supports the BDS movement and economic boycott against Israel. New York Times, Mar.2017.Editorial 3.**

The term (two State Solution) is repeated 3 times in Christian Science Monitor while in New York Times it is repeated 2 times in Obama's era as for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 4 times. An example of Christian Science Monitor use for the terms (two State Solution) **"as Israeli parliament has forgone a two-state solution what is needed is one democratic unit state which includes Israel the west bank and Gaza) Christian Science Monitor, Jan.13.Tuesday.2009", Another example is New York Times use of the term (the two-state solution) " Israel normalized allegations in exchange for a two-state solution..." New York Times, 30. May.2009.Editorial 7.**

The term (Occupied Territories) is not repeated at all in Christian Science Monitor and New York Times in Obama's era and trump's era 2017-2018 as well.

The term (Israel) is repeated 172 times in Christian Science Monitor while in New York Times it is repeated more, 308 times in Obama's era as for trump's era 2017-2018, it is repeated 45 times in Christian Science Monitor while in New York Times it is repeated 243 times. An example of Christian Science Monitor uses for the terms (Israel)"**Israel' church taxes increased tension over Jerusalem March, 2.2018.Christian Science Monitor, Jan.5.Monday.2009**", Another example is New York Times use of the term (Israel)" **it is a strong statement by the Israeli rightwing intended to characterize supporters of the movement as (BDS) as enemies of Israel ..New York Times, 15. March.2017.Editorial 3.**

The term (Occupation) is repeated 13 times in Christian Science Monitor while in New York Times it is not repeated at all in Obama's era as for Trump's era 2017-2018, it is repeated 1 time in Christian Science Monitor while in New York Times it is repeated 20 times. An example of Christian Science Monitor uses for the terms (Occupation) **"Israel policy treats the council of the occupation in Israel as a primary concern Mar, 23.2009. ".** Another example is the New York Times use of the term (occupation)" **"movement against Israel for its occupation of the west bank New York Times, Mar. 2017.edit.3",**

The term (Settlements) is repeated 11 times in Christian Science Monitor while in New York Times it is repeated more, 82 times in Obama's era as for Trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 24 times. An example of Christian Science Monitor use for the terms (Settlements) **"Thus close all Israeli settlement in the west bank and establish recognition of a Palestinian state May.20. 2009.Christian Science Monitor, Jan.5.Monday.2009"**, another example is New York Times use of the term **"(Mr. Obama has called on the Israeli minister Benjamin Netanyahu to freeze all settlement construction" ...New York Times, 6. January. 2009.Editorial9.**

The term (Right of Return) is repeated once in Christian Science Monitor while in New York Times it is repeated more, 3 times in Obama's era as for trump's era 2017-2018, it is repeated 0 times in Christian Science Monitor while in New York Times it is repeated 8 times. An example of New York Times use for the terms (Right of Return) **"and to support Palestinian demand to return to the homeland in 1948in what called now Israel. New York Times, Editorial 13.**

The term) P.L.O.) Is not mentioned in Christian Science Monitor and in New York Times as well in Obama's era as for Trump's era 2017-2018, it is repeated not mentioned in times in Christian Science Monitor and as for New

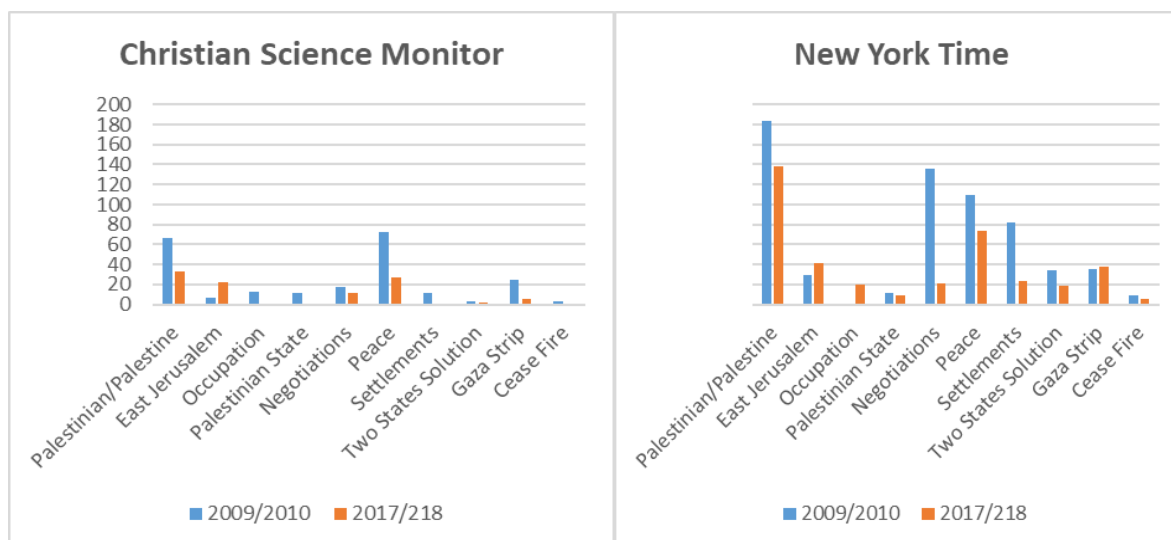


Chart (1)

Number of times that the (New York Times and Christian Science Monitor) used the most phrases of Palestinian issues within the last two American presidencies.

Following is the repetition of the terms in the two newspapers (Christian Science Monitor and New York Times) in both periods 2009-2010 Obama's era and 2017-2018 Trump's era

The term (Palestinian/Palestine) Is repeated 66 times in Christian Science Monitor while in New York Times it is repeated more, 184 times in Obama's era as for Trump's era(2017-2018), the term(Palestinian/Palestine) Is repeated 33 times in Christian Science Monitor while in New York Times it is repeated 183 times. An example of Christian Science Monitor use for the terms (Palestinian/Palestine) **"I rarely see any articles that explain how *Palestinians* suffer under Israeli oppression, I think most American and Israeli does not know aboutChristian Science Monitor, Jan.5.Monday.2009"**, other example is New York Times use of the term (Palestinian/Palestine) **"But, Whatever economic assistance Saudi Arabia or others might pledge to the Palestinians would not be enough. New York Times, 27.June.2018.Editorial 5.**

The term (East Jerusalem/ Jerusalem) is repeated 7 times in Christian Science Monitor while in New York Times it is repeated more, 29 times in Osama's era as for trump's era 2017-2018, it is repeated 22 times in Christian Science Monitor while in New York Times it is repeated 41 time . An example of Christian Science Monitor use for the terms (East Jerusalem/Jerusalem) **"Jerusalem head of churches have all decided to close down the doors of churches in *East Jerusalem* in protest of Christian Science Monitor, Jan.5.Monday.2009"**, another example is New York Times use of the term (East Jerusalem/ Jerusalem) **"Mr. Trump's announcement that he was recognizing Jerusalem as the Israeli capital and moving the embassy. New York Times, 15. May.2018.Editorial 6.**

Table (1)

Number of times and the growth that the (New York Times and Christian Science Monitor) used the phrases of Palestinian issues within the last two American presidencies.

Terms	The Christian Science Monitor					New York Time				
	2009/2010		2017/218		Growth (%)	2009/2010		2017/218		Growth (%)
	Frequency	Percentage	Frequency	Percentage		Frequency	Percentage	Frequency	Percentage	
1) Palestinian/Palestine	66	16%	33	22%	-50	184	19%	138	20%	-25
3) East Jerusalem	7	2%	22	15%	214.3	29	3%	41	6%	41.4
4) Occupied Territories	0	0%	0	0%	—	0	0%	0	0%	—
5) Israel	172	42%	45	30%	-73.8	308	33%	243	36%	-21.1
6) Occupation	13	3%	1	1%	-92.3	0	0%	20	3%	—
7) International Law	0	0%	0	0%	—	2	0%	0	0%	-100
8) Palestinian State	11	3%	0	0%	-100	12	1%	9	1%	-25
9) Negotiations	17	4%	11	7%	-35.3	136	14%	21	3%	-84.6
10) Peace	72	18%	27	18%	-62.5	109	12%	74	11%	-32.1
11) Palestinian Authority	2	0%	3	2%	50	7	1%	6	1%	-14.3
12) Settlements	11	3%	0	0%	-100	82	9%	24	4%	-70.7
13) Two States Solution	3	1%	2	1%	-33.3	34	4%	19	3%	-44.1
14) Right of Return	1	0%	0	0%	-100	3	0%	8	1%	166.7
15) One State Solution	3	1%	0	0%	-100	2	0%	4	1%	100
16) P.L.O.	0	0%	0	0%	—	0	0%	1	0%	—
17) Gaza Strip	25	6%	6	4%	-76	36	4%	38	6%	5.6
18) Cease Fire	3	1%	0	0%	-100	9	1%	6	1%	-33.3
19) Blockade	0	0%	0	0%	—	9	1%	5	1%	-44.4
20) Economic Bycoute	0	0%	0	0%	—	2	0%	27	4%	1250
Total	406	100%	150	100%	-63.1	946	100%	684	100%	-27.7

Looking at chart (1) which show the most critical importance terms of the Palestinian issue, such as the State of Palestine, settlements, the two-state solution, the Gaza Strip, peace, cease-fire, and negotiations, there was a clear retreat in both newspapers during the Trump period than in the Obama's period.

Science Monitor by 92.3% over the Obama period. The word "Palestinian Authority" was mentioned once more in a Trump period compared during the Obama period, in Christian Science Monitor, and decreased once in New York Times, with the result that the mention of this word in the two newspapers was constant. Although the word "right of return" was not mentioned in Christian Science Monitor, its mention 8 times during Trump's tenure in New York Times ultimately led to a doubling of its mention in both newspapers during Trump's period than during the Obama period. On the other hand, the term "Economic Boycott" was not mentioned in Christian Science Monitor, this term was frequently used in New York Times during the Trump period, as it was mentioned 27 times, while it was mentioned only twice during the Obama period.

The results below lead to accepting the first (New York Times and Christian Science Monitor) in the issues that they tackled and terms relevant to Palestinian within the periods of two presidencies.

It was noted from the table (1) below which cover the terms and phrases related to Palestinian issues published editorial in The New York Times and Christian Science Monitor within the last two American presidencies that the repetition of the terms concerning the Palestinian issues in New York Times is more than Christian and that in both editorials the repetition of terms concerning the Palestinian case more in the period 2009-2010 which the period represented in Obama's era. The numbers of the terms used in the first period 2009-2010 in New York Times (946) is more than Christian Science Monitor (406), as for the second period 2017-2018 the terms repetition in New York Times is higher as well; (150) in Christian Science Monitor, (684) in New York Times. We can see that in all the editorials which were used from New York Times, for example, in editorial 15,13 November 2010 "politics over peace" last paragraph "Mr. Netanyahu has refused President Obama's request to extend the construction in Jewish settlement...".

- Revise molding branch categories that are integrated and categories of: what is said? How is it said?
- Under each category of which to choose the most suitable and complete what is missing 2/5 Scientific experts.
- Pre-test: a pre-test for the coding form has conducted on a small probable sample in the two newspapers which helps in understanding the categories.

Preparing the analytical Coding Form in its final shape:

- Prepare the analytical headlines in their primary shape after the step of writing the categories that come under each subject and take the following methodological and style aspects into consideration.

Comprehensiveness: the analytical coding form includes all the data that achieve the study objectives.

Preciseness: to be available in the registered program data.

Clarity: to prepare a glossary for all coding form category

- Revise the coding form from a scientific and methodological point of view and present it to methodological experts to achieve several goals, among which: “perfect choice of sample”.

What concerns us in this edition is to make sure that a perfect choice of sample that represents them original whole depends on respecting the scientific ways either by direct polluting, or by class distribution, the organized sample, or by building a time span as an industrial week through one round or two rounds.

Results:

Firstly: Quantitive analysis

Q1: What terms and phrases related to Palestinian issues published editorial in The New York Times and Christian Science Monitor within the last two American presidencies?

By counting the terminology on the Palestinian issue in the two newspaper based on two different periods, it was found that there was a significant decline by 38.3% in the inclusion of phrases related to the Palestinian issue in the Trump period compared to the Obama period, by 63.1% in Christian Science Monitor and 27.7% in New York Time. However, this decline does not include all the phrases, it was found that there has been a significant increase in the inclusion of the term East Jerusalem, as it was mentioned 63 times in both newspapers in the Trump period, while it was mentioned 36 times during the Obama period, era. It increased by 75%, by 214% in Christian Science Monitor, and 41% in New York Times. The term occupation increased in both newspaper by 61.5% during the Trump period, this increase came from the increase in the Trump period in New York Time by 20 times, despite its decrease in Christian

two records, and N1 and N2 are numbers of observations in each record which have made respectively.¹

The researcher has hired qualified external expertise working at An Najah National University and provided her with the analysis rules, and procedures agreed with the researcher. The agreement between analysts uses the Holsty equation, which calculates the number of categories between the two analysts divided into the group categories they reached. Therefore, the judgment will be on the increase of content analysis stability. If the coefficient is equal or more than 0.85 and if after calculating the agreement factor between the researcher and himself and between the researcher and the external analyst is 0.90, i.e., the tool is reliable.

- Follow the agreed well-known scientific bases and steps:
 - Define the principal goal or goals of the measurement.
 - Put a scale
 - Analyze the concepts or the goals and put them in form of limited features.
 - Design suitable items to reflect these features
 - Put the scale in action.
- Put the analytical questionnaire in its final form
 - Revise it in its final form
 - Do coding
 - Get some consents from IRB (i.e getting the questioner credential from top official, in the admini--- scale)
 - Print enough copies
 - A number of copies put for testing stability between the researcher ad himself, between the researcher and a number of commentators, in addition to more copies for the probability of error in assembling the number of questionnaire pages.
 - Revise the frame charts to check its credibility in achieving the study objectives.
 - Revise category formation to make sure of its clearness, comprehensiveness and abundance to achieve the goals of the study.
 - Revise molding categories and make sure of their clarity, comprehensiveness, and preciseness.

¹ <https://dc.etsu.edu/cgi/viewcontent.cgi?article=2566&context=etd>

It was realized from the tool of content analysis by reviewing it with specialized academics in communication to be sure that this tool is suitable for measuring trusty and spontaneously.

The researcher has guaranteed abiding to the study rules in her preparation for the methodological analysis questioner; in addition to take into consideration some methodologies that determine the style of the analytical units as follow:

Authenticity, Stability, and Sample:

The researcher has guaranteed abiding to the study rules in her preparation for the methodological analysis questioner; in addition to take into consideration some methodologies that determine the style of the analytical units as follow:

*To consider the objectives of the content analysis study

Content Analysis is practically defined by the researcher as dividing the material or the document into primary pieces for the sake of understanding these repeated small parts.

*Authenticity: It is meant to measure the trait that is intended to deal with; measurement authenticity gives us direct evidence for its job validity and its ability to achieve the intended objectives.

*Stability Test: It is meant to measure how the information is independent from the measurement tools themselves or with the presence of the same conditions, categories, analytical units, or the time sample. It is necessary to get the same results despite who are conducting the analysis or suspending it.

Stability is the closeness of the achieved degrees for one tool at the time of performance. (Luo, 2020). In sum, stability process aims at having a high degree of coherence for the two following dimensions:

_Coherence between the researchers who are conduct the analysis means reaching the same results when matching the questionnaire with the content.

_Time coherence means getting the same results among analytical people on the content at different times>

There are several equations to test stability: Holsty Equation. The Holsti method or equation is used widely to ensure the reliability of the instrument in content analysis. This method is based on calculating the agreement percentage between two records. Reliability coefficients can be used to assess how much the data deviates from perfect reliability. Compared to percentage agreement, Holsti's method (1969) is applicable to situations in which two records have different units of the sample.

The formula is: $PA0 = 2A / (N1+N2)$ where PA0 represents percentage of agreement between two records, A is the number of times of similarity in the

by international bodies as alternative sources of authority to shape their reporting. This study uses framing theory to examine how the United Nations General Assembly and the International Court of Justice (ICJ) became the primary definers for the international media during its coverage of the Israeli–West Bank separation barrier. Using a combination of qualitative and quantitative content analysis, we examine the major news items related to the barrier that appeared between the years 2002 and 2011 in four leading newspapers in the United States and the United Kingdom (New York Times, Washington Post, Guardian, and The Times). We determine what main media frames were being used during coverage of the barrier and point to the drastic change that occurred in their dominance following actions performed by the ICJ.

The area of similarity in writing the Framing theory in research and analyzing the content of the four newspapers, the New York Times, the Washington Post, the Guardian, and the times, on the issue of the separation wall between the West Bank and the Zionist Entity Depending on non-governmental sources as news.

Comment on previous studies:

The previous studies talked about the experiences of the American, European, and the Israeli mass media, including the social media in tackling periods and events connected to the Palestinian issue. Most of these media means used the analytical –descriptive and content analysis approach as a tool that showed most of them bias to Israel and its narrative for events. Also, a number of these media means used theory of framing as a base for the study. The present study is different, it takes the Palestinian issue in a more comprehensive way, and doesn't concentrate on one particular incident when it comes to content analyses. The present study has dealt with a more contemporary subject in comparison with its presiders, but has similarities in term of approach, tool, and using the theory of framing.

Methodology:

The study method is descriptive-analytical, the researcher used content analysis which is the study of documents and communication artifacts, which might be texts of various formats (Science Direct). The researcher compared editorials published in the New York Times and Christian monitor, during two periods of time over the presidency of two American presidents: 2009-2010 and 2017-2018. Purposive sample (which means selecting purposively number of text that went over the Palestinian issue), is used in this content analysis of editorials to describe how these two well-known newspapers tackled the Palestinian issue through their coverage in their editorial by exploring the evolvment of meanings of some terms and words related to the topics through time, taking the first two years (2009, 2010, 2017, 2018) of each presidents' era.

response is cut in half, while Hamas's slightly increases. In addition, the author provides a template for researchers to harness social media to capture the micro-dynamics of conflict.

This study has concentrated on the social media and how it tackles the conflict between Hamas and Israel, and its citizens, the social media means that doesn't put a hand on the core of the conflict between the two parties. However, the present study concentrated on how the two American newspapers tackled the Palestinian issue.

Representations of victimization and responsibility during the Second Intifada and the Gaza War in German quality newspapers¹

BY: Felix Gaisbauer

The study concentrated above all (The German press has often been accused of fanning, through one-sided reportage (bias) on the Israeli-Palestinian conflict, not only anti-Israeli but also anti-Semitic attitudes in their readers. A content analytic study by Maurer and Kempf (2011) of a representative sample of the reportage on the second Intifada and the Gaza war does not support these claims) on escalation vs. de-escalation-oriented representations of the conflict parties. Using the same text material (N = 396 newspaper articles), the present study has the aim of determining the representation (framing) of Israeli and Palestinian victims, as well as the representation of responsibility for this victimization in German quality newspapers. By means of Latent Class Analysis, consistent patterns of style characteristics are identified that emphasize or suppress the aspects of victimization and responsibility. These media frames are then studied in regard to their partisanship (bias) and tendency over time (second Intifada vs. Gaza war). It was found that from the second Intifada to the Gaza war the media frames increasingly show a pro-Palestinian bias, while the pro-Israeli bias in the reportage becomes weaker. In part, this is counterbalanced in that frames that try for balance with a pro-Israeli tendency emphasize Israeli civilian victims. Thereby all the newspapers studied display the here identified forms of bias to the same degree, so that it is not the press "in itself" that can be judged to be biased, but rather the individual articles in all the newspapers take clear positions.

In the German newspapers, there was a bias in these German media towards the Palestinians throughout the second Intifada and the war on Gaza

The Role of Intergovernmental Organizations in the "Battle over Framing": The Case of the Israeli–West Bank Separation Barrier

BY: Elai Rettig¹ and Eli Avraham

The claim of this study is that in the absence of credible state actors to rely on for information during the conflict, journalists will turn to statements made

the six news broadcasts provides important insights into how journalists' routines ensure a steady flow of culturally acceptable news stories that reinforce hatred between enemies.

The exploration study focused on the events that were tackled by the Israeli and Palestinian television and other journalist in a routine way. It shows news and stories that support hatred between enemies. This study is different in terms of analyzing the idioms came in the two newspapers and their effect of the public opinion

Anat First Enemies, fellow victims, or the forgotten? News coverage of Israeli Arabs in the 21st century
Conflict & Communication Online, Vol. 9, No. 2, 2010

This study examined Israeli-Arab citizens' representation in Israeli news media as of 2000, when fundamental changes occurred in the political and social realities of both Arab and Jewish citizens. The present examination paid particular attention to coverage of four momentous events – namely, the protests in October 2000, the announcement of a competitive bid for Channel 2 during 2003-4, the Second Lebanon War, and the publication of Future of the Arab Palestinians in Israel at the end of 2006 by the National Committee for the heads of Arab local authorities – by the national television channels and two newspapers. Qualitative and quantitative textual analyses revealed that Arab citizens are mostly symbolically annihilated, but when presented they are identified chiefly as enemies and very seldom as equal citizens.

This paper looks of the life position of the Palestinians in the occupied land in 1948 and in the narrative of the Hebrew media (Israel TV, the 2nd channel and other journalists) during the second war on Lebanon in October 2000, looked at them as enemies to the Israelis. This paper followed the qualitative and quantitative analysis, and this is similar with the present study in the analysis method in terms of tools, but differs in the concentration on how the American journalists del with the Palestinian issue in a bias way.

Using Social Media to Measure Conflict Dynamics: An Application to the 2008–2009 Gaza Conflict
By: Thomas Zeitzoff

In this study, the author attempts to fill a gap in existing studies. The author employs a vector autoregression (VAR) to measure changes in Israel's and Hamas's military response dynamics immediately following two important junctures in the conflict: the introduction of Israeli ground troops and the UN Security Council vote. The author finds that both Hamas's and Israel's response to provocations by the other side increase (both by about twofold) immediately after the ground invasion, but following the UN Security Council vote, Israel's

Mission statehood: portraits of the second Palestinian intifada in US news media

By: Amani Ismail California State University Northridge, USA, 2008

This study investigates the construction of Palestinian political violence in US news media within the second Palestinian intifada. It sheds light on media's role as agents of social control and influence by examining labels on violence committed by various parties and the use of primordial- and instrumental-type explanations of national identity and mobilization, among others. Two key intifada moments were picked: Israeli Prime Minister Sharon's visit to the Jerusalem shrine and the assassination of Israeli Tourism Minister Ze'evi. Analysis indicated journalist attachment of terrorism exclusively to Palestinians, undermining Palestinian violence as legitimate resistance means. Also, religious and secular identities were conflated in attempting to identify parties of the conflict, thereby mishandling the primordial paradigm. News media's role in social control and influence is thus undeniable, but the adequacy thereof is a separate question.

The study focuses on the news of the second Intifada in the American media and the attempts of these media to picture the Palestinian resistance as violence. However, the present study sheds the light on the two newspapers, the New York Times and the Christian Science Monitor and their bias tackling of the Palestinian issue in favor of Israel.

Covering Death in Conflicts: Coverage of the Second Intifada on Israeli and Palestinian Television* GADI WOLFSFELD, PAUL FROSH & MAURICE T. AWABDY Department of Communication, Hebrew University of Jerusalem, 2008

This exploratory study attempts to explain how journalistic routines for covering violent conflict lead to the construction of ethnocentric news. A distinction is made between two sets of routines.

One set is permanent and ensures ethnocentric control over the flow of information, while a second set varies as journalists construct coherent narratives for particular events. This latter set of routines is further broken down into what is labeled the 'Victims Mode' and 'Defensive Mode' of reporting. The Victims Mode is used when one's own citizens have suffered an especially tragic loss of life, while the Defensive Mode is employed when one's forces have carried out an attack that has inflicted a similar loss on the enemy. It is argued that each of these modes of reporting parallels psychological reactions that have been found in individuals. The ideas raised in the theoretical discussion are investigated by comparing coverage of two events by Israeli and Palestinian television. Two events were chosen for analysis: a Palestinian suicide bombing that killed 19 Israelis, and the killing of Hamas leader Sheik Salach Shehadeh in which 16 Palestinians were killed. An in-depth reading of

This article about conflict and communication concentrates on the connection between the events of September 11 and the Palestinian- Israeli conflict through analyzing the editorials of the New York Times Newspaper. The common thing between the two studies is using the editorial framing method and the effect of this method on forming a public opinion.

A Palestinian state – yes or no? Constructing political discourse in the Israeli print news media – an experimental design
By: Samuel Peleg & Eitan Alimi

This paper describes a research project which examines how attitudes are shaped and formed and how opinion-makers and agenda setters influence such attitudes in their followers. We concentrate on the written media as our research environment. We explore how the framing of news items affect readers. Our research design creates three articles that describe an identical topic, the ratification of a Palestinian state by the Israeli Cabinet. The three articles are framed differently: one advocates the decision and thus is imbued with positive framing, the second condemns it, and accordingly is permeated by negative frames and the third is frameless. Three different reader groups grapple with the texts and are being tested with the same three tests: memory, categorization, and meaning tests. We predict that people who read the pro-state text would respond favorably to the idea of a Palestinian state, whereas those who were exposed to the opposite framing would develop an adverse attitude. In sum, the interaction between leaders and followers is extremely important in shaping attitudes such as adherence, loyalty, and commitment. Leaders with established authority and command have the potential of molding and forging beliefs, judgments, and evaluations. Our results demonstrate significant support for this claim. This research might have long-range implications beyond indicating the nexus between manipulating a text and the comprehension of its readers. The suggestions and conclusions elaborated here can be incorporated into a broader research agenda, which deals with issues such as authority and legitimacy (how do leaders lead, why do adherents follow?), recruitment and mobilization (how to animate and stimulate crowds?), political activism (how to elicit loyalty, commitment and willingness to sacrifice?), propaganda and incitement (how to sway opinions and positions?), and from there, to even larger scaled explorations into the political, psychological and structural dimensions of regimes, political parties, and social movements are acceptable implications, too.

Framing of the Palestinian-Israeli conflict in thirteen months of New York Times editorials surrounding the attack of September 11, 2001

By: Susan Dente Ross

Conflict & Communication Online, Vol. 2, No. 2, 2003

This study sought to determine whether U.S. newspaper framing of international conflict shifted following the Sept. 11 terrorist attack and the U.S. government's initiation of a global war on terrorism. Palestinian/Israeli violence took the focus of international media and scholarly attention has been rhetorically tied to terrorism and is the topic of this research. The questions motivating this study include: How did the terrorist attack on U.S. soil alter the nature and/or quantity of U.S. media commentary about the Israeli/Palestinian conflict? What does this commentary suggest about the nature of U.S. media framing of international conflict that is rhetorically tied to U.S. policy objectives and socio-cultural interests but does not involve direct U.S. military intervention? How far-reaching are the effects of a cataclysmic event on media framing, and what are they? Media effects theory, social construction theory, and framing theory are primary foundations for this study. Thus, media messages are presumed to affect the audience, and significant changes in media content are presumed to alter the audience's understanding of the world. However, this study looks not at the effects of media coverage but at the semantic and narrative elements of media content (the frames) that construct and transmit meanings. A close qualitative reading, supplemented by limited quantitative descriptions, of thirteen months of unsigned editorial comment in The New York Times, provides the data for this analysis. Although much framing research focuses on news content, the editorial-page commentary is a useful bellwether of a newspaper's dominant frames because unsigned editorials express the newspaper's public stance on issues and establish a context for reader decoding of news stories. This study found the attack of Sept. 11 did not influence the frequency of New York Times editorial comments on the Palestinian/Israeli conflict. However, this and other dramatic events during the period of study altered the dominant frame of reference for this discussion. Thus, in the weeks immediately following the Sept. 11 attack, the New York Times editorial page was more likely to frame the Israeli/Palestinian conflict in terms of U.S. strategic interest in the region. Such effects were temporally limited. However, the editorial framing of the two parties to the conflict consistently differed throughout the period. In general, New York Times editorials were likely to depersonalize Palestinians and frame them as aggressors rather than victims. Commentary on Israeli acts of violence, in contrast, often favored law and order frames, and the personal suffering of Israeli victims frequently provided the context for discussion of regional violence.

States pro-Israel bias. After looking at daily reportage and editorial commentary, the author examines pressures on the media by Israel and its supporters, whose efforts in the latest crisis also have targeted CNN.

This report shows negligence and bias from the part of the American media towards Palestinian Issues, and this what the present study has proved. However the report came at Al Aqsa Intifada, while the present study concerns with the written media in the two periods of presidents, Trump and Obama.

The changing image of the enemy in the news discourse of Israeli newspapers, 1993-1994

By: Lea Mandelzis

Conflict & communication online, Vol. 2, No. 1, 2003

This study examines changes that occurred within the news discourse of two leading newspapers as Israeli society evolved from a war culture towards a vision of peace. It focuses on stereotypes and myths relating to the perceived enemy of the State of Israel, namely Yasser Arafat and the PLO. A sample was selected on a weekly random basis over two consecutive periods, separated by the signing of the Oslo accords, which marked a “transitory” breakpoint. (Azar and Cohen, 1979:159), i.e., a turning point and apex in a transformation from war to peace. Discourse content analysis was applied to 1186 news articles published on the first two pages of Ha’aretz, a quality newspaper, and Yedioth Ahronoth, a more popular publication. The chosen news articles are related to security, peace, and politics.

The pre-Oslo period was defined as lasting from 20 January 1993 to 26 August 1993; the post-Oslo period was defined as lasting from 3 September 1993 to 31 October 1994, when the peace treaty between Israel and Jordan was signed. The most prominent topic or actor in the news article was defined as ‘primary’. The second most prominent topic or actor in the text was defined as ‘secondary’. Quantitative research methods were complemented by qualitative data, i.e., selected quotations from news articles and interviews with key Israeli policymakers. The findings show how mass communications introduce ‘reality’ elements into news discourse. It can be argued that the newspapers faithfully reproduced and legitimated different political attitudes during each period. Comparisons among the representation of security, peace, and political topics and actors in each period show that the routine news strategy was to highlight official policies and their assertions.

This study shed light on Oslo treaty between Palestinians and Israelis through the analysis of two Israeli newspapers from the point of view of the writer, Lea Mandilzis. She tried to picture the Palestinian leadership negatively.

Editorials/Opinions-Columns/Op-Ed, New York (metropolitan), Business, Sports of The Times, Arts, Science, Styles, Home, Travel, and other features. On Sundays, the Times is supplemented by the Sunday Review (formerly the Week in Review), The New York Times Book Review, the New York Times Magazine, and T: The New York Times Style Magazine. The Times stayed with the broadsheet full-page set-up and an eight-column format for several years after most papers switched to six, and was one of the last newspapers to adopt color photography, especially on the front page. (Gay Tales, January 2007)

The Christian Science Monitor (CSM):

Commonly known as The Monitor, it is a nonprofit news organization that publishes daily articles in electronic format as well as a weekly print edition it was founded in 1908 as a daily newspaper by Mary Baker Eddy, the founder of the Church of Christ, Scientists of 2011. Its print circulation was 75,052. According to the organization's website, "the Monitor's global approach is reflected in how Mary Baker Eddy described its object as 'To injure no man, but to bless all mankind.' The aim is to embrace the human family, shedding light with the conviction that understanding the world's problems and possibilities move us towards solutions." The Christian Science Monitor has won seven Pulitzer Prizes and more than a dozen Overseas Press Club awards.

The Christian Science Monitor is the United States' largest nonprofit daily newspaper. Before it went to a Web-first, print weekly format, it had a nationwide circulation of 43,000. At the time, its Web traffic generated 5 million visits monthly; this figure, as of 2011, remained stable, with a total of 25 million pageviews each month (Groves & Brown, 2011). The Monitor announced that it would become a Web-first paper on October 28, 2008, setting off waves of discussion throughout the news industry (Clifford, 2008; Slattery, 2008). As BusinessWeek writer John Fine (2008) noted, The Monitor would be, by far, the most prominent U.S. newspaper to no longer have a print daily. (Nikki Usher, 6/2012).

Related literature:

Al-Aqsa Intifada and the U.S. Media

Author(s): Seth Ackerman **Source:** *Journal of Palestine Studies*, Vol. 30, No. 2 (Winter 2001), pp. 61-74

Published by: University of California Press on behalf of the Institute for Palestine Studies

This report examines what appears to be a systematic absence of context in U.S. reporting on Al-Aqsa intifada. The result is a narrow view of the conflict that ignores the crucial issues of Israel's ongoing occupation and the United

Another example of purposive sampling is the selection of a sample of jails from which prisoner participants will be sampled. This is referred to as two-stage sampling, but the first-stage units are not selected using probability sampling techniques. Rather, the first-stage units are selected to represent key prisoner dimensions (e.g., age and race), with expert subject matter judgment being used to select the specific jails that are included in the study. The opposite approach can also be used: First-stage units are selected using probability sampling, and then, within the selected first-stage, expert judgment is employed to select the elements from which data will be collected. “Site” studies or evaluation studies will often use one of these two approaches. Generally, there is no interest in drawing inferences to some larger population or to make national estimates, say, for all prisoners in U.S. jails. A clear limitation of purposive sampling is that another expert likely would come up with a different sample when identifying important characteristics and picking typical elements to be in the sample. (Lavrakas,2008)

Editorial:

The operational definition: it is a written content by the editor or the co-editor of the journal or the newspaper to reflect the attitudes of the newspaper or the journal. Usually, the editorial comes as a header of the newspaper content. “Usually a brief article written by an editor that expresses a newspaper's view and policy on a current issue. If written by an outsider, it normally carries a disclaimer saying the article does not necessarily reflect the publisher's official views.”(Collins Dictionary, 2020)

The New York Times (NYT or NY Times):

The New York Times (NYT; sometimes also known as The Times) is an American newspaper based in New York City with worldwide influence and readership. Nicknamed The Gray Lady, the Times has long been regarded within the industry as a national "newspaper of record." The paper's motto, "All the News That's Fit to Print", appears in the upper left-hand corner of the front page. Founded in 1851, the paper has won 130 Pulitzer Prizes, more than any other newspaper; as well as being ranked top 18th in the world by circulation and 3rd in the U.S. The paper is owned by The New York Times Company, which is publicly traded and is controlled by the Sulzberger family through a dual-class share structure. Owned by the family since 1896, A. G. Sulzberger and his father, Arthur Ochs Sulzberger Jr.—the paper's publisher and the company's chairman, respectively—are the fourth and fifth generation of the family to head the paper. Since the mid-1970s, The New York Times has greatly expanded its layout and organization, adding special weekly sections on various topics supplementing the regular news, editorials, sports, and features. Since 2008, the Times has been organized into the following sections: News,

which frame is operant, audiences are prompted to interpret a message using different sets of memory traces or cognitive schemas. Framing affects cognitive processing by selectively influencing which sets of experiences the message draws upon and how audiences think about or define a particular topic. Most psychologists agree that people use processes of association and expectation to schematically make inferences and impute meaning that might not be manifested in the message itself. Importantly, audiences might or might not be conscious of these message-framing effects. (Hallahan, 2013)

Types of Framing:

The robustness of framing theory is evident in the many different ways in which the framing concept is used. At least seven different models of framing have been identified that have potential applications to public relations.

Situations:

Researchers from anthropology and sociology were the first to examine the communication process using a framing paradigm. In anthropology, (Gregory Bateson, 2000) defined a psychological frame as “a spatial and temporary bonding of a set of interactive messages” (p. 191). In sociology, Erving Goffman used framing as the basis for studying human interaction and developed an elaborate system for analyzing human interactions. This tradition has been carried forward in studies analyzing discourse, language, and literary storytelling.

Purposive Sampling:

Purposive sampling is also referred to as *judgmental sampling* or *expert sampling*. The main objective of purposive sampling is to produce a sample that can be considered “representative” of the population. The term *representative* has many different meanings, along with the lines of the sample having the same distribution of the population on some key demographic characteristic, but it does not seem to have any agreed-upon statistical meaning. The selection of a purposive sample is often accomplished by applying expert knowledge of the population to select in a non-random manner a sample of elements that represents a cross-section of the population. For example, one might select a sample of small businesses in the United States that represent a cross-section of small businesses in the nation. With expert knowledge of the population, one would first decide which characteristics are important to be represented in the sample. Once this is established, a sample of businesses is identified that meet the various characteristics that are viewed as being most important. This might involve selecting large (1,000 + employees), medium (100–999 employees), and small (<100 employees) businesses.

As defined by (Allport, 1954) 'A special readiness that individuals acquire to varying degrees to respond to the things or situations that confront them by means of support or opposition'.

Framing Theory

The operational definition: A collection of thoughts and attitudes which help researchers to analyze the researched phenomenon and connect its elements together to reach results that has connection with the stud problem in order to explain a public opinion attitudes depending on the published mass media messages.

Framing, a rhetorical device that has received attention from scholars from various disciplines over the past three decades, is a conceptual framework for understanding the construction of arguments and the differential interpretation of public relations messages by audiences. It is a metaphor that compares message construction to draw a border around a painting or picture. The frame helps define the meaning of the message (a) by focusing attention on particular elements and (b) by excluding competing, distracting, or contradictory elements. It draws upon the notions that message producers are involved in the construction of social reality and that message meanings are negotiated, not absolute; thus, framing theory falls within rhetorical and relativist (post positivist) perspectives. This approach suggests that practitioners are prone to frame situations or problems in ways that are favorable to clients. (Hallahan, 2013)

How Framing Works:

Framing is central to the establishment and maintenance of mutually beneficial relationships because it helps organizations and key publics to develop common frames of reference. A-frame essentially limits or defines a message's meaning. Both message creators and receivers are involved in the process. Frames reflect judgments made by message creators, who put information in either positive or negative frames, use particular semantic phrases, and tell stories using particular syntactical, thematic, or rhetorical devices. Framing biases the audience's cognitive processing of a message. Framed messages inevitably contain contextual cues that are intended to trigger associations with ideas stored in audience members' memory. These memory traces can be either positive or negative or can conjure up particular recalled images that facilitate processing. it primes audiences to think about a topic in a particular way. For example, the abortion controversy might be framed as an issue involving (a) a medical procedure, (b) a religious or moral act, or (c) freedom to make personal choices. All three are involved, but depending on

phenomenon. This entry provides an overview of content analysis, including the definition, uses, process, and limitations of content analysis. (Allen, 2017)

Definition and Conception:

The phrase *content analysis*, first mentioned in a 1941 paper by Douglas Waples and Bernard Berelson, became defined in 1948 by Paul F. Lazarsfeld and Berelson. *Webster's Dictionary* has listed *content analysis* since its 1961 edition. However, the practice of analyzing media matter is almost as old as writing. It became of interest to the church, worried about the effects of the written word other than God's; to governments, trying to settle political, legal, and religious disputes; to journalists, hoping to document the changes in newspaper publishing due to its commercialization and popularization; to corporations interested in surveying their symbolic environments for opportunities and threats; and to social scientists, originally drawn into the competition between the press and newly emerging media, then radio and television, but soon discovering the importance of all kinds of mediated communication to understand social, political, economic, and psychological phenomena. Communication research advanced content analysis, but owing to the proliferation of media and the recognition that humans define themselves and each other, coordinate their beliefs and actions in communication and construct the realities they live within communication, content analysis is now used by literally all social sciences.

As a *technique*, content analysis embraces specialized procedures. It is teachable. Its use can be divorced from the authority of the researcher. As a *research* technique, content analysis can provide new kinds of understanding social phenomena or inform decisions on pertinent actions. Content analysis is a scientific tool.

All techniques are expected to be reliable. Scientific research techniques should result in replicable findings. Replicability requires research procedures to be explicit and communicable so that researchers, working at different times and perhaps under different circumstances, can apply them and come to the same conclusions about the same phenomena.

Scientific research must also yield valid results. To establish validity, research results must survive in the face of independently available evidence of what they claim. The methodological requirements of reliability and validity are not unique to the content. (Krippendorff, 2010)

Attitudes:

The operational definition: a state of psychological and emotional readiness the person to help him/her to crystalize an opinion toward important issues and events.

Gaza Blockade:

It is movement restrictions imposed by Israel on the Gaza Strip since the early 1990s. Restrictions intensified in June 2007, following the takeover of that part of the Occupied Palestinian Territory (OPT) by Hamas. Israel later imposed a land, sea, and air blockade on Gaza, for security concerns. Despite the relaxation of some blockade-related restrictions in recent years, 1.8 million Palestinians in Gaza remain 'locked in', denied free access to the remainder of the territory and the outside world. The blockade has undermined the living conditions in the coastal enclave and fragmented the OPT and its economic and social fabric. The isolation of Gaza has been exacerbated by restrictions imposed by the Egyptian authorities on Rafah, its single passenger crossing (OCHA, 2020).

Trump's deal that is called "Deal of the Century":

Trump Administration announced the details of the political portion of a plan to solve the Palestinian-Israeli conflict, a plan known worldwide as the "Deal of the Century." The 181 pages of the complete plan contain 22 sections covering a range of issues such as the legitimate aspirations of both sides; the two-state solution; the status of Jerusalem; sovereignty; borders; security; refugees; detainees; border crossings; the Gaza Strip; and commercial exchange. In economic matters, it promises international investment of more than \$50 billion over ten years as part of a program of regional economic integration. It also has four annexes: one on the proposed borders for the two states; one on Israel's security concerns, particularly its total control over the Jordan Valley; one on the counter-terror criteria that the Palestinian state should meet; and one consolidating Israeli security control over a 'disarmed' Palestinian state, including the right to directly intervene in any potential threats it sees within the latter's borders. Finally, it confirms international crossings with Jordan and Egypt and regulates the territorial waters of the proposed Palestinian state (ACRPS Unit for Policy Studies, 2020).

Second, terms related to the research methodology

Content Analysis:

The operational definition: dismantling the componential elements of the media messages (words, sentences, symbols) to know its connotation and effects on the public opinion.

Content analysis is a widely used method in communication research and is particularly popular in media and popular culture studies. Content analysis is a systematic, quantitative approach to analyzing the content or meaning of communicative messages. Content analysis is a descriptive approach to communication research, and as such is used to describe the communicative

foreign American policy connected with the Palestinian-Israeli conflict which could lead to a just and comprehensive solution to the Palestinian case.

Pertinent Research Questions:

The researcher answers two main questions relevant to the issue and other sub-questions that follow:

1. To what extent the two newspapers (New York Times and Christian Science Monitor) draw attention to the Palestinian Issue throughout the two presidencies?
2. What evolution witnessed in these two newspapers (New York Times and Christian Science Monitor) in tackling the Palestinian Issue throughout the two presidencies?

Sub-questions include:

1. What terms and phrases are relevant to the Palestinian issue mostly used in the two newspapers (during the two presidencies)?
2. What sources do editorials of the two newspapers use in tackling the Palestinian issue during the two presidencies?
3. What are the most influential attitudes in the editorials that tackled the Palestinian issue in the two newspapers during the two presidencies?

Categories of Content Analysis:

Researchers used a set of category analysis as follows:

Firstly; Issue categories – what was said in the editorial about the content.

Secondly; what is said according to which sources?

Thirdly; how it was said. Positively or negatively?

As known for any research there is always important terms and definition employed it and used to enrich it, for this paper the researcher used nine terms (Palestinian issue, Palestine, Editorial, Content analysis, framing theory, Trump's deal that is called "Deal of the Century", Gaza blockade, Nonprobability sampling, Christen Science Monitor, New York Times). In this section, she is touching upon these terms and what they mean, they are divided into two groups, as followed:

First, definitions or terms related to the Palestinian issue: the Palestinian cause which exposed after demanding on confiscation of Palestinian land in 1948 and expelled the indigenous citizens (Palestinian population: every person was born in Palestine or outside Palestine from Palestinian mother or Palestinian father) from their homeland who live now in refugee camps since the occupation, and established Israel state on it.

conducting the research to figure out how the written media in the United States, for example, the New York Times and the Christian Science Monitor have tackled the issue of the Palestinian person in their editorials.

The researcher believes that these newspapers reflect the public opinion in the States, a matter that will help the Palestinian decision-makers to draw suitable strategies that could affect international politics and revive the role of both public and international relations in Palestine.

Theoretical Importance:

The theoretical importance in this research lies in knowing how to properly employ the framing theory to know the directions of the United States is talking about the Palestinian issue, by shedding light on the American newspapers, specifically, *Christian Science Monitor* and the *New York Times*, which is the gap in previous research, the main focus in previous studies was never on newspapers. The study obtained an evaluation between the two eras; Obama and Trump rule. This paper added new terms and important concepts to the body of knowledge.

Study Objectives:

1. To explore the nature of terms, idioms, meanings and words related to the Palestinian – Israeli conflict in the written American media represented in the New York Times and Christian Science Monitor throughout two presidential periods.
2. To figure out the nature of change and development in using the important meanings related to the Palestinian-Israeli conflict by the two newspapers (New York Times and Christian Science Monitor) throughout the study period in comparison to previous periods through relevant literature.
3. To rate the attitudes of the two newspapers (New York Times and Christian Science Monitor, the sample of the study) according to: With, against, or Neutral towards the Palestinian-Israeli conflict within the time frame of the study.
4. To show the nature of sources that the two newspapers (New York Times and Christian Science Monitor) depend on in tackling the Palestinian-Israeli conflict.
5. To know how the two newspapers (New York Times and Christian Science Monitor) have been using the Framing Theory in the Palestinian-Israeli conflict.
6. An attempt to explore the future mechanisms and developments that could affect in the mass media which could result in changes in the

anger. Withholding the word occupation, and it is clear that both sides avoided blaming it for causing the outbreak of the conflict from the language used to express the conflict. For example, the word “Occupation”, which is forbidden in Western media, appeared once in the articles studied. As a result, the occupation of the Palestinian territories is not really clear to readers of the newspapers in question. The New York Times and the Washington Post have little difficulty in saying that the Palestinian casualties were inevitable, although they view these losses as a regretful and a product of "Palestinian violence" in the occupied Palestinian territories. The general view is that it is difficult to hold Israel responsible for its gross violations of human rights, a description that intersects with the consensus on Israel's status largely as an occupying power. Despite this, the media skipped the topic, and the word occupation remained “forbidden”. (Abu Snaneh, 2018)

In addition, the American media presents an unreal and completely distorted image of the Israeli-Palestinian conflict. The sources that give a terrible negative picture of the Palestinians and their leadership include the following elements: (1) the systematic context based on removing the conflict from its context, by deleting the word "occupation" from reports of violence from Gaza or the West Bank (2) Jewish settlements have caused a boom. The desert through the establishment of many cultural settlements throughout the region at a time when the Arab Palestinians left the land neglected (3) the Palestinians and their leaders are terrorists (4) The Israeli-Palestinian conflict stems in its foundation from the Arabs and Muslims's anti-Semitism and Judaism (5) Israel and the United States are fighting an enemy One. Promotion of Israel This type of distortion and bias in the coverage of the Palestinian-Israeli conflict includes a lot of media coverage of Israel and little coverage of the Palestinians (except for the Houston Chronicle), as this leads to more familiarity and thus bias towards Israel. Moreover, the analysis of the study shows that the American media coverage of the conflict adopts double standards when judging the practices of Israel and the Palestinians, for example describing Palestinian attacks against Israelis as "terrorist" while Israel's targeting of the West Bank and Gaza is described continuously as "reactions".

The research problem:

The core of the problem is in the deadlock of the peace process in the Middle East concerning finding a just solution for the Palestinian issue in one hand, and also concerning the increase in violation of the Palestinian rights in the occupied Palestinian land and the confiscation of the Palestinian land which was occupied in 1967 on the other hand.

The siege of Gaza, the increase of attacks on civilians, and the proposing of unjust solutions to the Palestinian issue, all have encouraged who has been

One of the major work which discussed the history of the Media bias in the United States is Jim A. Kuypers in his book *Partisan Journalism*, The book begins with an overview of newspapers during Colonial times, explaining how those papers openly operated in an expressly partisan way; he then moves through the Jacksonian era's expansion of both the press and its partisan nature. After detailing the role of the press during the War Between the States, Kuypers demonstrates that it was the telegraph, not professional sentiment that kicked off the movement toward objective news reporting. The conflict between partisanship and professionalization/objectivity continued through the muckraking years and through World War II, with newspapers in the 1950s often being objective in their reporting even as their editorials leaned to the right. This changed rapidly in the 1960s when newspaper editorials shifted from right to left, and progressive advocacy began to slowly erode objective content. Kuypers follows this trend through the early 1980s, and then turns his attention to demonstrating how new communication technologies have changed the very nature of news writing and delivery. In the final chapters covering the Bush and Obama presidencies, he traces the growth of the progressive and partisan nature of the mainstream news, while at the same time explores the rapid rise of alternative news sources, some partisan, some objective, that are challenging the dominance of the mainstream press. (KUYPERS, 2015)

A study prepared by the researcher at the Center for Political and Development Studies, Hani Abu Asheiba, who specializes in political science and media, on the coverage of the American media of the Palestinian issue and the Palestinian-Israeli conflict included monitoring and analysis of the journalistic story published by four newspapers, namely, the New York Times and the Washington Post, And USA Today, and the Houston Chronicle during the period 2010-2012, that Israeli officials have more preference than their Palestinian counterparts in the mentioned newspapers, with the exception of the Houston Chronicle, in which their preference was limited, indicating that these newspapers resorted to adopting unofficial Palestinian press sources, unlike what Follow it with Israeli sources, as it relies on the version issued by official sources The researcher quoted the Israeli spokesperson, Naham Shai, to the Los Angeles Times, saying, "The media is not only covering the real war, but the media coverage may be the actual war", referring to the seriousness of the media war he is directing The occupation is with the Palestinians through the American and international media, and he said: In general, the two parties to the conflict seek all that they have Power to mobilize supporters to gain national support for their own causes in relation to the conflict and to co-opt international public opinion to adopt their point of view in the way they see fit. According to these data, neither side wants to be blamed for causing the violence nor each side tends to claim that they are the victims of the other's

In addition to journalist Tompkins, the famous writer Edmund Gharib presented in his book "Schizophrenia, the image of Arabs in the American media." Through the interviews and articles in the book of its English origin, a number of the main points mentioned in it can be presented: The book confirms that there is bias in American newspapers. Basic The New York Times, The Washington Post, etc., and ABC TV stations. NBC. CBS This bias takes many forms. The Zionist entity is considered in these means an oasis of democracy and an extension of the Arab world, and when the editor, Hodding Carter, the official spokesman in the Carter era, was asked about this bias, he was clear in his assertion. In the interview published with him in the book, he said: The image of the Israelis in our country is that they are part of the democratic world and represent the Western way of life in the middle of the Middle East, and the image of the Arabs as part of the third world is a distorted image for the average American, this fact as he says, although many are reluctant to admit it. (Kitabat, 2015)

Also, Edward Said in some of his work, especially *Orientalism*, is one of the few modern thinkers, along with Raymond Williams and Michel Foucault, who raised critical question marks about the modernist project. He was able, through both his literary works and his cultural criticism, to record, in a comprehensive view, the tremendous successes and at the same time the disastrous failures of modernity. Saeed did not defend Islam or Arabs specifically as much as he attacked the stereotypical concepts of "East" and "West". His main concern was to identify Western sources of knowledge about non-Western societies. In his view, *Orientalism* reflects, like a mirror, Western tyranny and its imperial appetite. In order to save knowledge production from colonial constraints, Said used a human critique centered on individual personality capacity and intuition, rather than prepared and approved ideas. For Said, the true task of an intellectual is to promote freedom and human knowledge and to resist the temptations of power and specialization. An independent intellectual must give a universal character to the crisis that any nation faces at any time, by linking that experience with the suffering of others. Saeed uses precisely these moral considerations to probe the Palestinian issue and all other issues of the Middle East. (AlNajar, 2019).

Mass media of the United States are world-known, a lot of people use American mass media especially internet resources. A media that able to attract all these followers , millions of viewers and readers, spread in many languages or one global language, will be able, after gaining the trust of the listeners, to form a public opinion on any issue and can be used to serve particular political agendas on both a regional and international level. In the early part of the 20th century, state and corporate propagandists used the mass media to promote the valor and rightness of ascending U.S. hegemony on the global stage, but the American media is proved to be biased by the political analysts and academics. (ANDREWS, 2016)

This research will shed the light on the evolution and transition of meanings of important words and terms in the life of the continuous conflict between the Palestinians and the Israelis and how the printed media in the US represented by The New York Times and The Christian Science Monitor went over these terms within the US politics and Public Relations.

For this purpose, the study depends on the content analysis to track the evolution of these terms and come up with recommendations at the end of the research.

This research will draw the attention of those who are involved in the conflict in the Middle East to the transition and evolution of the meanings of these words and terms, and give who are interested in the politics of the Middle East a picture of how American print journalism looks at the conflict.

Today the media has become one of the most important means used to communicate with individuals, governments, and all strata of society alike, which contributes to conveying various issues in society and in all fields, it has an important role in highlighting the Palestinian cause and working to create a state of international solidarity. The American media interferes in the process of formulating foreign policy, but it remains only a part of the decision-making machine and not the source from which the policies are derived, in addition to the dependence of American diplomacy on the media to the extent that a large number of diplomatic reports consist of analyzes written by journalists in this field, It can even be said that the media are the eyes and ears of diplomacy. However, the Palestinian-Israeli conflict in the United States of America lacks credibility and impartiality in media and press coverage, and the American media bias is noted for the occupation state, some media outlets, especially in the wars on Gaza, try to be (neutral) news by reporting what is happening in the Gaza Strip, and sometimes there is some objectivity.

The book (The Arab-Israeli Conflict in American Opinion) dealt with a group of American opinion polls regarding the Arab-Israeli conflict, and these polls showed the amount and size of American sympathy with Israel, in contrast, a high percentage of Americans who view the Palestinians as terrorists (70% found that The Palestinian struggle against the occupation is a terrorist behavior, while 24% found it legitimate.)

Journalist “Al Tompkins” is a professor of visual media at Poynter University in Florida, who specializes in journalism. Said 'I am not proud of the American media's coverage of the Middle East affairs ... our coverage is superficial and focuses on disasters, which is a shame. I admit the existence of duplication in the American media's handling of your issues, which is reflected in the American public perception and opinion, which is often indulged in its internal issues and does not know where they are located. Those Arab countries, even if he followed their news, he sees only the bad side, which is a big problem. (Bahnasawe, 2017)

used to cover the Palestinian issue. The use of Palestinian officials and Arab sources is low; Israeli officials' use is higher than Palestinian officials in both editorials in both periods except in the Christian Science Monitor between 2017-2018, the Palestinian officials are a bit higher, and the difference is small. It is concluded from discussing the three main categories (term repetition, attitude, and source) that both newspapers are biased in tackling the Palestinian issue on different levels and different periods, and it differs in both editorials.

The most important recommendation is to build bridges with American mass media spontaneously, update them with information about the Palestinian reality on the one hand, and improve and survive storytelling about the Palestinian issue and the core factors related to Palestinian and Israeli conflict.

Keywords: Editorial, Attitude, Content, Analysts purposive, Sampling, Deal of Century, Framing Theory.

Introduction:

This research is a comparative study between the editorials published in the New York Times and the Christian Science Monitor, two significant American media outlets that are respected as reporting unbiased, and thoughtful news, telling (Britannica), during two periods of time that cover the presidency of two American presidents: 2009-2010 and 2017-2018 Barak Obama and Donald Trump respectively. The researcher uses a purposive sample in this content analysis of editorials. This comparative research describes how these two well-known newspapers tackled the Palestinian issue through their coverage in their editorials. She focused on this period because it included many events related to Palestine (Palestinian) areas. These events include the stagnation of the peace process regarding Palestinian-Israeli negotiations, the war and blockade against the Gaza Strip, and lastly, what is called “Deal of the Century” from Trump’s Administration.

It has been very much interested in exploring the evolvement of meanings of some terms and words related to the topics through time, taking the first two years (2009 and 2010; 2017 and 2018) of each presidents’ era as a study period. These terms are:

1) Palestinians 2) Palestine 3) East Jerusalem 4) Occupied Territories 5) Israel 6) Occupation 7) International Law 8) Palestinian State 9) Negotiations 10) Peace 11) Palestinian Authority 12) Settlements 13) Two-State Solution 14) Right of Return 15) One-State Solution 16) P.L.O. 17) Gaza Strip 18) Cease Fire 19) Blockade 20) Economic Boycott.

Palestinians in the American Press: A Comparative Study

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Abstract

This paper examines two highly elite prestigious American newspapers' editorials on Palestine and the Palestinian editorial position. These two newspapers echo the public opinion in the United States, which will help the Palestinian decision-makers draw suitable strategies that can affect international politics and revive public and international relations in Palestine. In addition to using the descriptive-analytical method, the researcher has used content analysis, a study of documents and Communication artifacts, or texts of various formats. She has compared the New York Times and the Christian Science Monitor editorials during two office terms of two American presidents: Barak Obama 2009-2010 and 2017-2018 (Donald Trump).

The study used a purposive sample in the content analysis of 70 editorials which draw attention to the Palestinian issue, to describe how these two well-known newspapers tackled the Palestinians through their coverage in their editorials by exploring the evolvement of meanings of some terms and words related to the topics through time, taking the first two years (2009, 2010, 2017, 2018) of each presidents' era respectively. A set of category and analysis has been used: Firstly; the issue categories – what was said in the editorial about the issue of the study and how it helped exploring the center of interest of the issue and "What terms and phrases related to the Palestinians that published in the editorials of The New York Times and the Christian Science Monitor within the last two American presidencies?". "Secondly, who says according to which sources for the second question." "What attitudes have been taken in the editorials of the two newspapers" and thirdly; How it was said: Positively or negatively?

It's found that the repetition of terms concerning the Palestinian issue in the New York Times is more than the Christian Monitor; also, the researcher noted that in both editorials, the repetition of terms concerning the Palestinian case is more in the period 2009-2010 which is the period of Obama's era. Second, she found that the attitudes in the editorials of the two newspapers are negative. Third, the two newspapers' editorial sources (New York Times and Christian Monitor) depended on speaking of the Palestinian issue within the last American presidencies. It was noted that there is a variety of sources that are



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