

Academic Research about Al Jazeera

PhDs, Masters, Books & Research Papers

1996 - 2012

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**Compiled & Edited by
Sara Nasr**

**Under the supervision of
Ezzeddine Abdelmoula**



**مركز الجزيرة للدراسات
ALJAZEERA CENTER FOR STUDIES**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Academic Research on Al Jazeera: 1996-2012

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Introduction

The Al Jazeera Centre for Studies is pleased to present to its readers this compilation of over two hundred academic works attending to Al Jazeera, whether as a central research topic or in the context of comparative studies with other global channels and networks. The chapters of this guide cover doctoral theses, master theses, and books. The fourth chapter, which includes a sample of research papers published in academic journals, has been added to this volume. We hope we can add more papers in the next editions.

This unprecedented effort seeks to accomplish two goals. First, to introduce as many of academic research about Al Jazeera as possible. Each of these works, which have been conducted in different universities around the world, is presented in the form of basic information along with a short abstract. We believe that these details will help students and researchers alike with valuable information regarding the current state of research on Al Jazeera so they build on the existing literature rather than replicate it. Second, we hope that, by shedding light on this enormous and increasing amount of research, this guide will benefit Al Jazeera itself. It informs the network's staff as well as executives of the magnitude of its presence within the academic sphere. It is so interesting to see how Al Jazeera is perceived, researched and portrayed by an influential community such as the academics.

The reason why we have called this volume a "guide" is twofold. On the one hand, it guides new researchers through such an uneven and relatively new, but extremely rich area of academic research accumulated throughout the years. Media students and researchers will be exposed to dozens of research topics, methods and analytical approaches in each of the four categories included in this guide. On the other hand, this volume demonstrates that Al Jazeera's influence is no longer limited to the media or politics. It reaches other spaces that are less prominent but just as significant and influential in both the medium and long run such as the academia.

The process of data gathering and categorizing was by no means an easy or straightforward task. For, unlike published works such as books, that are available to virtually anyone, this endeavor encountered great challenges in terms of university theses, whether doctoral or master dissertations. Acquiring information about unpublished works dispersed among numerous academic institutions from the United

States and Canada in the west, all the way to China and Japan the east, required the exercise of different search and communication methods. While we were able to acquire some information directly from the researchers themselves, especially those who happened to visit Al Jazeera during their studies, we had to either contact the research institutions or search for additional information online. Language also proved to be an impediment in the attainment of another sum of work especially in less common languages.

Despite the amount of effort exerted in this guide and the amount of work it compiles, we do not claim to have included all the academic work attending to Al Jazeera. We do, however, feel that by and large we did our utmost best given the short amount of time allotted. We hope that these studies will not be constrained to library shelves and serve only as reference indexes. Most of them are of great quality and represent a significant contribution to knowledge should they be published and widely circulated.

This guide will be an ongoing project, open to the adding and editing of any previously excluded or newly produced materials.

In conclusion, this project would not have been possible without the concerted efforts of a number of colleagues and friends, especially the researchers who kindly provided us with materials concerning their own research and, sometimes, with information that led to the inclusion of additional research materials. Many thanks to them and to my colleagues at the Al Jazeera Centre for Studies for contributing to the production of this guide. I would particularly like to thank our Centre Director, Dr. Salah Eddin Elzein for his zeal for the project idea since the very beginning and for his opinions, guidance and encouragement. A special thanks to my colleague, Sara Nasr, for her great effort in gathering, sorting the materials of this guide, writing, as well as helping with the design concept and development.

We hope that this volume, achieves the desired goals for the highly significant academic materials it contains.

Ezzeddine Abdelmoula

Doha, March 2013

Section One

PhD Theses



The Relationship between Relying on TV Stations and the Levels of Knowing the News Content in Yemeni Society through TV Channels of Al Jazeera, MBC, Abu Dhabi, and Yemen TV

by
Mohammed Fagih

Cairo University, Egypt

2002

Language: Arabic

Abstract:

This study is composed of five chapters: the research methodology and problem, the theoretical framework of the study, live satellite television broadcasting, general results of surveys of news bulletins and television viewers and hypothesis results. Fagih conducts an analytical study of a sample of news bulletins from Al Jazeera, MBC, Abu Dhabi TV and Yemen TV. He also conducts a field survey on a non-random sample of 500 which he divides into three categories: low-level quarters, medium-level quarters and high-level quarters. In addition, he performs a survey study on a deliberate sample of 40 expatriates from January to February 1999.

The study reaches the following conclusions:

- There are major statistical differences between males and females in terms of exposure to television channels and news bulletins.
- There are static differences between expatriates of different educational backgrounds and their exposure to television channels.
- Both Al Jazeera and Abu Dhabi TV gave more time to news coverage.
- Generally, these channels are characterized by negative news coverage.
- Arab countries, particular those hosting the channels, play a substantial role in news coverage.
- Al Jazeera and Abu Dhabi TV accord in their arrangement of topics.

Al Jazeera Satellite Channel from Regional to Global

A Question of Objectivity and News Flow

by

Ahmad Al-Theidi

University of Sussex, UK

2003

Language: English

Abstract:

This thesis explores the establishment and development of Al Jazeera Satellite Channel, which represents an important step in news flow reciprocity. Drawing on multiple theoretical approaches, including interviewing, observation and content analysis, this thesis focuses on three key stages in Al Jazeera's development: its emergence and early development in November 1996, its coverage of the Palestinian intifada in 2000 and the aftermath of the dramatic events of 11 September 2001. Since its inception, Al Jazeera has challenged the political setting of the Arab world by questioning various social and political taboos.

The thesis highlights how the channel has encouraged freedom of speech in the region and brought a collective Arab public opinion into being. It also explores how the Western-style operation of the channel has caused an ongoing controversy about its agenda and raised questions about its goals and objectives. Al-Theidi engages with the question of "objectivity" in two ways: through content analysis of Al Jazeera's coverage of the second Palestinian intifada, which broke out in September 2000, comparing to that of CNN and through interviews with staff members of the channel as well as Kuwaiti elites. Al Jazeera's coverage of important international events such as the Desert Fox Operation in Iraq and the US-led war in Afghanistan indisputably made it a news leader in Arab-Islamic affairs relied on by even news media in the "north" despite clashing points of view.

Al Jazeera's Discourse of 'Arabness'

An Examination of the Discursive Construction of Identity in Talk Show Programming

by

Julian Awwad

McGill University, Canada

2005

Language: English

Abstract:

Al Jazeera asserted itself in the global media scene shortly after the attacks of 11 September 2001. The station's regional prominence had already been entrenched in the new Arab media environment before it was overshadowed by the station's newfound global fame. Subsequently, Al Jazeera was considered an Arab media ambassador and the "voice of the Arab world". This dissertation provides an analysis of Al Jazeera's programming in Arabic that is lacking in burgeoning English-language academic literature.

The dissertation highlights the way treatment of global current affairs informs a sense of Arab identity on a regional level. Moreover, it argues that, apart from competitive broadcast journalists, Al Jazeera offers an oppositional discourse of identification that does not necessarily challenge the hegemony of Western media discourses. By employing an oppositional stance expressed in typical anti-colonialist and anti-imperialist terms, it constructs an overarching notion of "Arabness" that is predominantly discursive.

The dissertation analyses three live talk shows: *Al Ittijah Al Mu'akis* ("The Opposite Direction"), *Bila Hudud* ("Without Boundaries") and *Lil Nisa' Faqat* ("For Women Only"). These talk shows are ideal sites for examining this oppositional discourse because they constitute important forums in which perceptions of identity are cultivated in the discussion of current affairs. Each episode is treated as a media "text" that contributes to the formation of a discourse of "Arabness". The objective of the analysis is to identify the recurrent discursive patterns and strategies in providing a basis for the discursive category of identification across Arab state borders.

Al Jazeera Satellite Channel and its Role in the Construction of an Arab Diasporic Public Opinion in Britain and France

by

Noureddine Miladi

University of Westminster, UK

2005

Language: English

Abstract:

Respondents from the Arab communities in Britain and France were recruited as part of a survey research as well as for focus groups and family interviews in order to understand their perceptions of television messages. The perceived impact of Al Jazeera and its role in the construction of public opinion has been measured in this research by analysing the Arab audience's reception and use of satellite TV.

This research finds that in spite of challenges to censor it, Al Jazeera enjoys more credibility than any other television network, whether Arab or Western and state- or private-owned. However, Western channels are perceived by Arab viewers to have biased reporting when covering news about the Arab and Muslim world. Viewers claim they watch BBC, CNN and other Western channels to compare their news coverage with that of Al Jazeera.

This thesis also argues that bilingual Arab audiences in diaspora have cultivated the ability to choose, compare and contrast television messages across various satellite channels. Arab satellite television led by Al Jazeera increased communication and the exchange of views and information between Arab audiences surveyed in this research. Al Jazeera also can be seen to have influenced the practice of journalism in the Arab region and irritated Arab and non-Arab politicians through its occasionally daring editorial policy. However, the claim that it plays a key role in creating a public sphere for the transnational Arab audiences has been found to be an overstatement. The channel's impact does not exceed the role of informing, educating, and increasing the awareness of its worldwide Arab-speaking audiences.

The Dealing with News of the Palestinian Issue on both TV5 and Al Jazeera

by

Hibah Atiya

Cairo University, Egypt

2005

Language: Arabic

Abstract:

This thesis consists of five chapters: the methodological framework, the theoretical framework, perspectives of the Palestinian cause, its developments and repercussions on the international arena, and the impact of the political positions of France and Qatar's new coverage of the issue on TV5 and Al Jazeera. Atiya conducted analytical and field studies using surveys. In her analytical study, she relied on a sample of publications and news programmes on both TV5 International and Al Jazeera broadcasted from early March 2003 to late May of the same year. In her field study, however, she relied on a sample of 200 researches carried out by Egyptian elite.

The study reaches a number of conclusions, including:

- TV5 concentrates broadcasts numerous brief news bulletins while Al Jazeera broadcasts fewer, more detailed news bulletins.
- The number of stories related to the Palestinian cause on Al Jazeera is much larger than those on TV5.
- Al Jazeera has more viewers from the Egyptian elite than TV5 as the latter lacks elements of attraction and thrill in its presentation.
- The Egyptian elite relies more on Al Jazeera than on TV5 as source of information regarding the Palestinian cause.

Imaging Identity

A Study of Al Jazeera's Online News and its Representation of Arabness with Particular Attention to "Arabs in Diaspora"

by

Yasser Abdel Rahim

McGill University, Canada

2005

Language: English

Abstract:

This thesis studies the relations between media image, online news and the framing of identity. It scrutinises current images of Arab identity and their representation on Al Jazeera Net in order to examine how it constructs the "reality" of Arabs. The dissertation begins by defining Arabness in terms of ethnic, cultural and postcolonial identities. It proposes and assesses the sources of Arab identity and examines it as a source of meaning for Arabs.

Similarly, it evaluates the sources of Arab identity in diaspora. Through the lens of a remediation approach, the study explores newly emerging practices in the representation of news, and investigates how the design of Al Jazeera Net alters the construction of meaning in news representation. The frames that govern the representation of Arab identity determine the complexity of the image of Arabness, and reveal the differences between the acknowledged perspectives and evolving identity of Al Jazeera. The study conceives Al Jazeera Net as a space for the reciprocal relationship between Al Jazeera and Arabs in diaspora and as a site for the overlapping of the local and global in media representations. Finally, it considers how Arabs in North America – media experts, academics and community leaders in particular – perceive their identity, and how they evaluate Al Jazeera as pan-Arab media.

Al Jazeera as a Global and Region Media Player

by

Abdo Al-Mikhlafi

The Philipp University of Marburg, German

2006

Language: German

Abstract:

This study presents Al Jazeera as a media and political phenomenon. Al Mikhlafi begins by introducing the reality of Arab media before and during the "age of satellites". Consequently, he emblematically divides the history of Arab media into two periods: pre- and post-Al Jazeera. He then shifts to the establishment and development of the channel, its relationship with the Qatari government, its means of finance, its media philosophy, its consequent journalistic style and the size of its audience. Afterwards, he conducts an analytical study of the content of Al Jazeera's message through a selected sample of programmes. Furthermore, he analyses and critiques Al Jazeera's role in "revolutionising" Arab public opinion through its "controversial" method of addressing problematic issues and breaking the taboos of Arab media.

Subsequently, Al Mikhlafi follows Al Jazeera's transformation from regional to international and observes how it became an important and challenging player on the international political and media stage whether as a strong competitor in the world news market and an important source of news or as an element worthy of consideration when identifying strategies concerning its role in covering events and influencing public opinion.

In his last chapter, Al Mikhlafi attempts to explore the "future of Al Jazeera" as he concludes that Al Jazeera has become an important component of Arab political culture and therefore has contributed to the formation of accumulative political awareness that will be the main motive for change in the Arab world.

Televisual Representation of the "War on Terror"

A Comparative Analysis of Al Jazeera and CNN in Covering the 2003 Invasion of Iraq

by

Rasha El-Ibiyary

University of Newcastle Upon-Tyne, UK

2006

Language: English

Abstract:

This thesis examines the power relationship binding the military and media in the television coverage of contemporary wars, and shaping the visual representations that help produce public opinion. The choice of Al Jazeera is based on the fact that its coverage has deeply challenged the Pentagon's version of the whole issue, as shown on CNN and other US and Western television stations. In this context, El-Ibiyary examines the inherently volatile concept of power and its various interpretations and applications. By consulting the abovementioned power relations through thematic content and discourse analysis, the study attempts to determine the role played by instant television, particularly Al Jazeera and CNN, concerning both the audience and military of both sides of the conflict. It also looks at the extent to which their communicated imagery and perspective reflect this role. The impact of the Pentagon-led propaganda and censorship measures on the visual representation of the "war on terror" has also been analysed in this study.

This thesis demonstrates the decisive impact of military power on televisual knowledge as well as its limitations in fulfilling strategic military goals. The evident power exercised by the aggressors' media-military mechanism on its televisual representation seems to have been deeply resisted, and even challenged, by Al Jazeera's abundant supply of controversial imagery as well as speeches and viewpoints of official figures from the invaded country. The perceived power of Al Jazeera's imagery and its accompanying discourse, vis-à-vis CNN, was strikingly indicated in the comparative content and discourse analyses, where the "collateral" language and imagery of Al Jazeera seems to be the forerunner.

Al Jazeera Arabic TV News and its Relation to the Qatari Government

by

Kamilia Jreij

Université de Nice, France

2006

Language: French

Abstract:

In the study, Jreij surveys Al Jazeera Arabic and its relationship with the Qatari government from which it receives financial support. She aims to prove the extent to which Al Jazeera has introduced Qatar to the international scene and whether, in this case, the channel can still be objective. In this regard, there are two goals: the first is to demonstrate that Al Jazeera was a part of the Qatari audiovisual strategy and the second is to explain the convergence between the editorial line of Al Jazeera and Qatari policy.

In this thesis, Jreij illustrates the coexistence between editorial independence and economic dependence as Qatar supports the auto-financing of Al Jazeera. Certainly, the Qatari channel is not independent but has a large margin of freedom. Qatari interference with Al Jazeera passes through the chairman of the channel, who is a member of the ruling family. The actors of Al Jazeera consider their interventions professional supervision. We find that Al Jazeera fights to preserve the profession of journalism with its assessment of "original journalism". This research entails the relationship between news and history, explaining that the content of Al Jazeera's broadcasting was a strategic way for Qatar to balance its media strengths with the United States. It illustrates that the programs of Al Jazeera reflect Qatari views within the limit of objectivity and professionalism.

Making News out of Al Jazeera

A Comparative Content Analysis of American and British Press Coverage of Events and Issues Involving the Arab Media

by

Nam-Doo Kim

The University of Texas, US

2006

Language: English

Abstract:

In the recent years that involved the U.S.-led wars in Afghanistan and Iraq, the Qatar-based satellite television network, Al Jazeera, became both an important source of news and a controversial actor signifying a challenge to U.S. foreign policy. This cross-national study compares journalistic responses to the rise of Al Jazeera in the United States and Britain, considering both newspaper editorial policy and national context as possible reasons for differentiation.

From multi-theoretical perspectives, Kim examines the extent to which the two countries' newspapers diversified use of Al Jazeera as a source of news, expanded the range of non-official voices in coverage of issues involving Al Jazeera and employed normative ideas about journalism to recognize the value of Arab journalism or problematise the U.S. handling of Arab media. The findings indicate that the differences between the pro-war and anti-war press were far more pronounced than were the differences between U.S. and British press, not only in their editorial view of Al Jazeera but also in other features of reporting. In addition, the results of a thematic analysis show noticeable differences between the two countries' anti-war newspapers as the New York Times frequently invoked themes "defending" Al Jazeera, while the Guardian favored themes "attacking" the U.S. government.

Al Jazeera and US War Coverage

by

TAL Samuel Azran

University of Melbourne, Australia

2006

Language: English

Abstract:

Covering the rebroadcasting of Al Jazeera's images on major US television networks since 9/11, this study draws an alternative picture revealing that the advent of Al Jazeera has actually eroded the counter-hegemonic debate in US war reporting. It shows how the US government persuaded television networks to systematically reformat legitimate war images from Al Jazeera, labelling it a deviant network, in order to eliminate criticism of the war. Moreover, an examination of the US reception of bloggers and network carriers of Al Jazeera's English-language website and channel reveals the US administration's continued resolve and ability to limit public discourse.

Samuel-Azran's dissertation provides a timely and necessary contribution to wider debates about and the theorisation of contemporary global news flows and how new regional news player either help to pluralise and democratise the traditional Western dominance of news and contribute to an emergent global news sphere or, alternatively, become effectively co-opted and politically neutered when re-presented within and through the Western news prism going against the grain of much current thought in the field of international and global media scholarship. Samuel-Azran argues that the spectacular rise of Al Jazeera should not be simply taken as a evidence for an emergent and democratising global public sphere.

The Role of the News Bulletins in the Arab Satellite TV Channels in Setting the Priorities of the Egyptian Public about Egyptian, Arab and International Issues – Al Jazeera and Al Arabiya Channels as a Model

by

Nuha Atif

Cairo University, Egypt

2006

Language: Arabic

Abstract:

This study consists of 6 chapters: the methodological framework of the study, previous studies, TV news industry in the era of satellite broadcasting, analytical study procedures and results, procedures and results of the field study and the relationship between the variables of the study and the results of tests of hypotheses.

The researcher conducted an analytical study on sample programs in Al Jazeera and Al Arabiya that included: news bulletin of 10 pm Cairo time on Al Jazeera (The Harvest of the Day), and the 9 O'clock news bulletin on MBC (evening bulletin). This was done over two months; June and July 2005. The researcher also conducted a survey from 20 April until 10 May, 2005 on a sample of 60 respondents.

She also conducted a field study on a deliberate non-random sample of 420 respondents divided evenly into three social levels: high level (Heliopolis, Al Muhandisin), intermediate (Al Qubba Gardens, the Pyramid) and low level (Shubra, Imbaba).

Key findings:

Females came first in terms of news presentation by 48.7% followed by males (47.3%).

The stories contained in the news are distributed according to their position in bulletin: central (73.6%), introduction and conclusion (13.2%).

The stories contained in the news are distributed according to the length of the story contained in the bulletin: short stories (49.7%), long stories (39%) and medium (11.3%).

The most important news values, in an orderly manner, are: seriousness (79.2), conflict (69.5%), proximity, positivity, fame, neutrality and strangeness.

5. The geographic areas contained in the news bulletins of the study sample are distributed as follows: Arab region (42.7%), the international arena (39.9%) and local area (8.5%). The Arab and international areas are a general field.

Al Jazeera and the War on Iraq

News Coverage and Media Treatment

by

Abdulkrim Ziani

Université Stendhal Grenoble 3, France

2007

Language: French

Abstract:

The Anglo-American war on Iraq was the first war ever to be broadcasted live and indeed viewers took part by following its events by the hour. Also, it witnessed the multiplication of media outlets eager to cover the events.

This study deals with the Qatari channel Al Jazeera as a new model of Arab media through its examination as a media institution, from its creation, to its funding, to its editorial policy. It also examines the constant confrontations between the channel and authorities of most Arab countries as well as the numerous campaigns the United States has launched against it.

While taking a look at the international popularity it has gained, Ziani attempts to answer different questions, including: How did Al Jazeera cover the events of the war against Iraq? What were the orientations of this coverage? Which models and styles of treatment did Al Jazeera reporters use for their coverage? Which sources of information did the channel rely on? What role did new communication technologies play in the coverage of the war? The practice of reporters during their coverage of the war events is also part of our study.

The Role of Radio and Television in Shaping Concepts and Trends of the Yemeni Elite Concerning Political Issues

An Analytical Study of News Bulletins of Al Jazeera, BBC Radio and Radio Sawa

by
Bashar Mazhar
Cairo University, Egypt
2007
Language: Arabic

Abstract:

This study is composed of the following elements: the research problem and methodology, theoretical framework, general results of the analytical study, general results of the survey conducted with the Yemeni intellectual elite and the results of examining the hypothesis.

Mazhar conducted analyses on:

-30 news bulletins on "The Day's Harvest", broadcasted on Al Jazeera at 20:00 GMT

-30 news bulletins from "Midday", broadcasted at noon GMT

-30 news bulletins from "The World This Evening", broadcasted on BBC Arabic

-30 news bulletins "The World Today" on Radio Sawa.

He also conducts a field survey study on a purposeful sample of 200 expatriates from the Yemeni elite.

The main findings of the study are as follows:

- The percentage of television viewing is high among the Yemeni elite, reaching 100% whether constantly (68%), sometimes (28%) or scarcely (3.5%).
- Daily exposure to television channels is high among the Yemeni elite, reaching 58.5%.
- Al Jazeera is the research sample's most preferred channel, followed by Al Arabiya.
- News bulletins are the television programmes most watched by the Yemeni elite.

Variables Affecting the Coverage of Arab Issues on Arab News Channels

A Comparative Study of Al Jazeera and Nile News

by

Hala El-Baghdadi

Cairo University, Egypt

2007

Language: Arabic

Abstract:

This research consists of five main chapters: the methodological framework, variables affecting the media coverage of Arab issues, results of the comparative field study on both the Egyptian and Qatari elite, results of the comparative field study on those in charge of communication in both Al Jazeera and Nile TV and an examination of the hypotheses of the two comparative studies on both the elite and communication authorities.

The main findings of the study are as follows:

-The most important news channels on which the Egyptian and Qatari elite rely are arranged in terms of preference as follows: Al Jazeera, Al Arabiya, Nile News, BBC, CNN, Al Hurrah and EuroNews.

-Nile News channel has failed to establish itself as a channel for the Arab elite in general and specifically outside the Arab Republic of Egypt. Elites hardly feel the presence of such a channel, despite the passage of nearly ten years from its inception.

-75.7% of the Qatari and Egyptian elite indicated that Al Jazeera contributes to changing public opinion on current events.

-Results confirm the superiority of Al Jazeera in equipping its journalists with a database of information and communication technology needed to prepare news material. Results have also proven that journalists at Nile TV are not short of professional competence or academic qualification compared to their counterparts in Al Jazeera, but` the nature of work environment is what sets both channels apart.

-All Al Jazeera employees indicate that external political pressure on the channel dramatically affects the news coverage of Arab issues in terms of quality and quantity, especially in countries where the channel's offices have been shut down.

Strategies of Power in Multilingual Global Broadcasters How the BBC, CNN and Al Jazeera Shape their Middle East News Discourse

by

Leon Barkho

Högskolan i Jönköping University, Sweden

2007

Language: English

Abstract:

This study attends to Middle East coverage of three gigantic media institutes that together are largely responsible for refining and shaping our views of events in the world. The informational and communicative division of these giants (Al Jazeera, BBC and CNN) is unprecedented in the history of human communication. BBC, for example, broadcasts in 33 languages and has an army of nearly 10,000 journalists. In only one decade, Al Jazeera has turned into the kind of media whose power policy and decision makers can hardly be ignored. CNN has services in 12 languages and several English editions covering the four corners of the world. However, the study is not about Al Jazeera, BBC or CNN as new phenomena in world media and communication. Its purpose, approach, data and analysis focus mainly on their Middle East coverage, particularly in terms of how they represent the voices involved in the conflict in Iraq and the ongoing struggle between the Palestinians and Israelis.

The investigation is mainly concerned with the language of hard news discourse and how broadcasters intentionally or unintentionally produce and reproduce certain linguistic items and patterns to interpret both the discursive and social worlds of the events they carry. The study comprises five papers, all published in international journals dealing with issues of critical discourse analysis. Together, they highlight the significant role power holders have in shaping the discourse of their institutions. They provide a new theoretical framework to arrive at the discursive patterns and social assumptions to uncover how the strings of power help refine and shape these patterns and assumptions, relying on a variety of sources and empirical data aside from textual material.

Al Jazeera between Symbolism and Professionalism

A Case Study of the Situation of Arab Satellite Television Broadcasting

by

Sleiman El Bssawmaï

Université Paris XIII, France

2007

Language: French

Abstract:

This thesis is divided into three chapters. The first chapter positions Al Jazeera in its geographical, political, social and communication context which distinguishes it from other channels. It presents a general scene of the Arabic satellite channels that have contributed to the consolidation of pan-Arab communication space through their widespread presence. In this chapter, the researcher also explains the success of Al Jazeera and its ability to tap into advanced technology from the West, bring about change and play a revolutionary role in the Arab region within the context of a globalised economy and unequal exchanges between the north and south. While Al Jazeera achieved unprecedented success in its coverage of the 9/11 events and the subsequent political and military repercussions, especially the war in Afghanistan, it is important to consider the standards that have made success a factor supporting the achievement of self-specificity in this Arab media institution. To be an Arab means to speak Arabic and feel belonging to an Arab nation through a language that cannot be absorbed by a non-native speaker. Thus, the Arab is present in a fabric of social relations inherent in political, economic, ideological and religious systems. In chapter two, the author discusses all of these issues, employing some dimensions of linguistic theory on "oral non-verbal communications". Chapter three analyses news content and introduces us to Al Jazeera's most important journalists and how they attend to the news.

The Opinion & Other Opinion

Al Jazeera's Agenda Setting Function in the Arab Islamic World

by

Maha Al-Bashri

University of South Carolina, US
2007

Language: English

Abstract:

Any form of communication is a cultural construction. Today, there are more than 350 agenda-setting studies with only a few examining non-Western cultures. These studies are based on contingent factors that are in most cases unique to Western societies. Cross-cultural studies rarely try to apply theory to cultural, political and social variations present in different societies. In turn, this might lead researchers to incorrect conclusions.

The idea that news networks do set the agenda in politics and diplomacy is not a new one. However, some networks have greater influence than others. CNN is one of those networks that has risen to global prominence because of its coverage of the first Gulf War, hence the "CNN effect". Today, scholars claim that Al Jazeera yields the same influence in the Arab and Islamic world. It is therefore appropriate to say that there is an Al Jazeera effect. Nonetheless, the claim does not rest on any empirical data. This study examines the agenda-setting role Al Jazeera plays in the Arab and Islamic world and looks at the conditional factors for agenda-setting theory in it.

The Role of TV Channels in Providing Arab Communities in Egypt with Political News

A Comparison between Al Jazeera and Al Arabiya

by

Mohammed Sayid

Cairo University, Egypt

2007

Language: Arabic

Abstract:

This study is composed of a number of chapters, the most important being the methodological framework of the study, the role of television channels in providing the public with information and procedures of the analytical and field studies and their results. For the field study, Sayid uses a survey and a deliberate sample of 420 expatriates from the Arab community in Egypt. For the analytical study, however, he relies on the analysis of 122 news bulletins from both Al Jazeera and Al Arabiya, 36 episodes of four programmes on which the Arab community in Egypt as a source of information. This was done in the final quarter of 2006.

The study concludes with the following:

- Topics of the studied news sample are arranged from most important to least important as follows: the war on Iraq, the Palestinian-Israeli conflict, the political situation in Lebanon, conflict in Somalia, American domination of the world and the Darfur crisis.
- According to two thirds of the respondents, Al Jazeera programmes are more exercises emotional and mental stimulants more clearly than those of Al Arabiya.
- The most important sources of media on which the researched sample relies are the internet, television, Arabic newspapers and magazines, foreign newspapers and magazines, foreign television stations and Arab radio stations.
- Programmes the researched sample is keen on watching are arranged from most preferred to least preferred as follows: world news, news of the Arab world, sports news, business news, wars and conflicts, arts and cinema, style and fashion and weather forecast.

The Evolution of Media in the Arab World

A Study of Al Jazeera and Al Jazeera English

by
Aaron Davidowitz

Union College, US
2008

Language: English

Abstract:

Echoing the political environment of the region, media in the Arab world has historically operated as a top-down, state-run apparatus. Print, radio and television have all been predominantly influenced, if not directly controlled, by heads of states or government departments and bureaucracies. As a result, the people of the Arab world have been deprived of free press and the open debates and range of opinions that come along with it. This is not to say that the Arab people have been wholly uninformed about particular issues or varieties of beliefs; surely such discussions took place within the privacy of homes as well as with neighbours and friends. However, with the introduction of satellite television onto the Arab media scene, and particularly with the creation and rising popularity of the Al Jazeera satellite news network (established in 1996), Arab masses throughout the Middle East have been inundated with a multitude of issues and voices never before observed by their region's media.

This thesis looks at the progression of media in the Arab world and the changes that have taken place since the emergence of satellite television. Furthermore, this thesis provides a critical analysis of existing research on Al Jazeera and compares it to an independent research analysis of Al Jazeera English, the newly developed English-language satellite channel (established in 2006). The goal of this analysis is to cover the differences and similarities between the two channels in an effort to discern potential media biases inherent within coverage and understand the larger impacts each network may have on the international community.

Arab Journalists in the Al Jazeera Era

Negotiating their Professional Culture within a Transnational Space

by
Augusto Valeriani

Università Degli Studi di Siena, Italy
2008
Language: Italian

Abstract:

The thesis focuses on Arab journalists as actors in a “transnational relationship.” Through a discussion of the negotiation process involving journalists in defining the values and practices of their own professional culture, it investigates how far the coverage and practices of pan-Arab news broadcasters have blurred the borders of national media systems, creating new spaces and systems. Analyzing the relationship between pan-Arab broadcast journalists and journalists employed in national news institutions, the study attempts to reconsider the idea of a “national media system” and its access to external influences in the Arab world. Accordingly, field work was not limited to Egyptian newsrooms (as per the national case study), but was also carried out in the Al Jazeera bureau in Cairo and the central newsroom in Doha. Such a multi-sited approach offers a better understanding of how journalists in pan-Arab stations and national news media are involved in a common arena of negotiation of professional values and practices.

The research interest was to define how Arab journalists create the borders and the narratives of their “interpretative community” in a context defined by “high speed transnationalism.” It is in fact while working on these borders and narratives that they negotiate values and practices of their professional culture. Findings show that pan-Arab in-house journalists and correspondents as well as national journalists define their professional culture in terms of both constructive and conflictual relationships with each other. This confirms that professional values and practices are created in a space of exchange, dialogue, and conflict between subjects occupying different positions inside and outside the national media system.

Reporting the Iraq War

A Comparative Analytical Study between Al Jazeera and Al Hurra

by

Omama Lawati

University of Queensland, Australia

2008

Language: English

Abstract:

The purpose of this study is to examine how Arab media presented and constructed news reports concerning crises that occurred in Iraq after the war in May 2003. Television news report from two Arabic channels will be examined, namely Al Jazeera and Al Hurra. The main concern of this study is to examine how news concerning consequential events or crises, such as the Abu Ghraib abuse scandal, the Fallujah battle and US military involvement in Iraqi media, were presented on these selected channels.

In a time when the United States was campaigning to win the "hearts and minds" of Arab and Muslim audiences post-9/11, several stories broke out, contradicting the campaign's overall objective. The US public diplomacy campaign was drawn out mainly to endorse military action in Afghanistan and the war on terrorism. Since then, the campaign has been discussed by many researchers from both the West and the Middle East. The US administration was concerned that its increasing military operation in the region may lead to the hostile attitudes or opposition of Arab and Muslim audiences. Public diplomacy campaigns aim to counter these attitudes, by promoting US values, namely human rights, freedom, democracy and counterterrorism.

The Relationship between Modern Techniques Used in the Arab Satellite TV Channels and the Level of Knowledge of Arab Public of Current Events

Al Jazeera as a Case Study

by

Reem Aboud

Cairo University, Egypt

2008

Language: Arabic

Abstract:

The chapters of this study are divided into the research problem and its approach, the theoretical framework, the development of communication technology and live broadcasting of Arab news on satellite channels, the impact of current communication technology on programme production, the results of the analytical study of publications and news programmes, the results of field research and the results of hypothesis examination.

In May 2006, Aboud conducted an analytical study of 60 news bulletins from Al Jazeera and Al Arabiya. There was a total of 754 news analysis over the duration of 27.21 hours. She also carried out content analysis of 46 programme episodes on Al Jazeera and Al Arabiya including those of In Depth, the Al Jazeera Platform, From Washington, Panorama, The Third Eye and A Point of Order. The field study includes deliberate samples of 400 expatriates, 200 from Egypt and 200 from Syria.

The most important findings of the study are:

- Al Jazeera and Al Arabiya exercise different forms of news coverage such as correspondents' reports and illustrative material.
- Al Jazeera surpasses Al Arabiya in certain forms of news coverage: reports, fixed and electronic maps and dialogue.
- Political news takes precedence followed by security, military and legal news with the weather and health news coming in last.
- Al Jazeera attends more to military news while Al Arabiya attends more to art news.

Regulating Free Speech in the Public Interest

The CRTC and Al Jazeera

by

Felix Nii Lantei

Ryerson University, Canada

2008

Language: English

Abstract:

The Canadian Radio-television and Telecommunications Commission's decision to approve the Canadian distribution of Al Jazeera provoked debate to the extent that it was claimed, based on findings of the potential for abusive speech on the channel, that the decision had the effect of constraining freedom of expression and smacking censorship. However, the CRTC appears to have adopted a more nuanced perspective towards the matter. In this dissertation, Lantei argues that understanding the decision and CRTC's enforcement of abusive speech regulations requires an understanding of public policy as a governmental concept, and of regulation as a device for achieving desired socio-political policy outcomes. It also requires a comprehension of key Canadian broadcasting policy ideas. He therefore draws on the concepts of imagined communities and the right to communicate as perspectives for conceptualising these policy ideas. Using an approach informed by the discourse analysis category of articulation, he interrogates the discursive regulatory conversations that characterised the Al Jazeera proceeding that consequently impacted the CRTC's decision. His analysis of the application, interventions made with respect to the application, relevant media reports and commentary, as well as the decision, suggests that the institutional agency of the CRTC in determining the application was structured by the discourse of Canadian broadcasting policy and regulation to the extent that parties in the regulatory process situated interventions within this discourse and succeeded in impacting the process. Furthermore, in the regulatory proscription of abusive speech on the airwaves, the CRTC balances freedom of expression against the underlying values of Canadian multicultural democracy.

Media Training Centers

A Comparative Study between the Arab Radio and Television Training Centre and the Al Jazeera Media Training and Development Centre

by

Mohammed Hammoud

University of Baghdad, Iraq
2008

Language: Arabic

Abstract:

This thesis addresses the subject of media training with regards to its media and field aspects by conducting a comparison between two Arab centres for media training, the Arab Radio and Television Training Centre and Al Jazeera Media Training and Development Centre. It compares them using the answers of trainees participating in courses at the centres.

The study falls into the framework of descriptive research by using a comparative approach to reach research results after having compared the abovementioned centres and their training processes from every facet and on the extent of their correspondence and commitment to theoretical principles and training requirements as shown in the theoretical portion of the study.

The study is divided into two sections: the first is theoretical-methodological and is composed of four chapters while the second is field-applied and is comprised of three chapters. The first chapter introduces the research methodology, procedures and tools while the second chapter focuses on the formation of the study's theoretical framework by researching theories of learning, education, training and human resources development in the context of communications systems. The third chapter looks into the nature of media training and its objectives, foundations and principles while also introducing different types of media training and its areas, levels and different techniques. In the fourth chapter, entitled "The Media Training Process: Components and Performance", Hammoud discusses components of the training system in terms of regulation of the training process and the planning, executive and corrective activities of training in both centres.

The Role of Arabic Satellite Channels in the Formation of Regional Public Opinion

A Comparative Study between Al Jazeera and Al Manar

by

Yasser Al-Hussein

Omdurman Islamic University, Sudan
2008

Language: Arabic

Abstract:

This study explores the ability of Arabic satellite channels to play the lead role in the framing and shaping of Arab public opinion on major issues concerning the Arab world. It focuses on the influence of Al Jazeera and Al Manar satellite channels and thus finds that Al Jazeera's media discourse is detached from the political environment in Qatar and seeks to be configured by the facts of Arab reality and aspirations of Arab masses while Al Manar's media policy is based on the philosophy of constant stuffing with its contents structured and disseminated with language and techniques that aim to promote Hezbollah's political doctrine and path.

The main study findings are:

- That a large percentage of the sample population watches Al Jazeera regularly while only a small percentage watches Al Manar, most of which only watch occasionally.
- That a large percentage of the sample population find that Al Jazeera's programmes are lead television programmes they are keen on watching while only a small percentage finds this to be true for Al Manar.
- That, according to a survey, Al Jazeera contributes positively to the formation of regional Arab public opinion unlike Al Manar.
- That, in conclusion, Al Jazeera and Al Manar's associations with known political parties (the Qatari government and Hezbollah respectively) affected the mission to form Arab public opinion negatively in the latter's case wherein political discourse is direct but had minimal influence in the former's case wherein Qatar's political aims are met indirectly and perhaps by "broaching nationalism".

Political Trends in the News Coverage of Iraqi Affairs on Al Jazeera Net

An Analytical Study of the Content of News & Reports on Al Jazeera Net

By

Anmar Faidhi

University of Baghdad, Iraq

2009

Language: Arabic

Abstract:

After the tremendous development of satellite communication that has reduced distances and brought peoples together especially after the rise of satellite television channels, the media scene changed dramatically. Viewers are now able to follow up with and analyse events from anywhere in the world and interact with them in a way that was impossible in the past. The presence of Arabs in the field of satellite media at the start of the 1990s provided an opportunity for Arab nationals to be aware of what is happening around them whether locally, regionally and internationally.

The study is divided into five parts. The first part presents research methodology as it introduces the research topic, its significance, its aims and the study population. The second part addresses the historical development of the internet and its multiple uses especially after the emergence of electronic journalism and its contributions to the interaction between the broadcaster and the onlooker. The concept, types and properties of news coverage are dealt with in the third part which also includes a review of the art of news coverage such as the use of news and the professional determinants of publishing news. In the fourth part, however, Faidhi discusses Al Jazeera and its website, Al Jazeera Net, as she researches the personal and professional attributes of its employees by analysing a questionnaire she distributed among some of them. The study concludes with content analysis of news and news reports on Al Jazeera Net.

Television as a Vector of Political Evolution
A Critical Analysis of an Emergent Media Model in the Arab World:
The Qatari Channel Al Jazeera

by
Atef Khayat

University of Burgundy, Dijon, France
2009

Language: French

Abstract:

Twenty-four hour news channel Al Jazeera comprehended how to distinguish itself in the Arab media broadcasting space. Khayat attempts to delve into the reasons of its success and to understand its mode of functioning. Given this aim, he questions the various meta-discursive levels that appear in the programmes that this Qatari channel broadcasts. Therefore, it is in this direction that he selects various occurrences to analyse the meanings that emerge in basic mechanisms used to make the information.

These auto repository sequences are an iconic summary that shed light on what the discourse of the information shows or says not only about the world but also about itself and its vision according to a specific discursive strategy. His empirical approach also includes in-depth interviews with Al Jazeera journalists and an online questionnaire for Arab viewers measuring the impact of satellite broadcasting on collective hopes and the building of a social bond in diaspora.

Public Relation and its Role in Incentive Job Performance of Employees in Media Institutions

A Comparative Study of Al Jazeera and Al Arabiya Channels

by

Basheer Nawar

Baghdad university, Iraq

2009

Language: Arabic

Abstract:

The question of this study is determined by the examination of activity levels and public relations in institutes that motivate the job performance of their employees. Consequently, the researcher prepared a questionnaire in order to acquire information from employees in institutions affiliated with the Faculty of Social Work. The research is divided into five sections.

The first section comprises the role of research framework, which includes the research subject, the research problem, the importance of research, the manner and tools of research, the research sample, research aims and, finally, previous studies that the researcher found irrelevant. The second section comprises the definition of public relations and its importance, aims, function research, planning, coordination and communication. It also comprises the definition of population in general and focuses on internal and external populations. The third section comprises the definition and importance of incentive in media-related institutions and methods of incentive as well as social, physiological and economic factors and barriers. The fourth section contains an examination of the definition and importance of job performance, the factors affecting it internally and externally and factors affecting job performance particularly related to media.

The researcher focuses on the scientific aspect of research application which includes a study of Al Jazeera's employees and Al Arabiya's views on their respective public relations departments found in the fifth section of the study.

Media Diplomacy

The Arab Satellite Revolution's Effect on the Relationship between the West and the Arab World

by

Daniela Conte

MT Institute for Advanced Studies, Italy

2009

Language: Italian

Abstract:

This study is based on the assumption that the role of media in the relationship between the West and the Arab world has increased significantly during the last 15 years, particularly after the birth of Al Jazeera in 1996. Today, hundreds of television channels and radio stations replaced the unilateral flow of information typical of the previous era, from the West toward Middle East and North Africa.

Data and interviews collected in this study demonstrate how this phenomenon has had enormous impact on public diplomacy, the communication process between governments and their relationships with national and international public opinion. The dissertation analyses a number of cases studies: Al Jazeera Arabic and International, the U.S. broadcasting system in Arabic, Al-Hurra and Radio Sawa, and more recent experiences like France-24, Arabic-Deutsche Welle, BBC Arabic, and Rusiya al Yaum.

The results identify political elements in terms of affiliation, government sponsorship or political agenda on all these channels. In any case, the different approaches and choices of editorial policies and the ability of each channel to catch the attention of the audience bring the Conte to distinguish between channels that are closer to the classic concept of public diplomacy: propaganda like that of Al-Hurra and Al Jazeera which is described as an effective example of media diplomacy where political objectives exist but are shaped and formulated according to a different and modern approach which is recognized in this study as one of the keys of Al Jazeera's success in the Arab World and worldwide.

Iraq Coverage in Arabic Satellite Channels

An Analysis of the Content of News on Iraq in Al Jazeera and Al Arabiya satellite Channels

by
Faris Al-Mhdawi

The Arab Open Academy, Denmark
2009

Language: Arabic

Abstract:

The focus of this study is coverage Iraq news on Arab satellite channels as a model of current and ongoing news tackled since the US invasion and occupation early in 2003. New styles for editing and writing news on Iraq have emerged. Due to the huge and quickly changing amount of this news, its preparation has become an elaborate, complicated process that goes beyond the traditional depiction of current affairs. It has become a delicate process that has its own means, techniques and philosophy. News is no longer a description of an instant event of interest, but rather an opportunity whereby everyone tries to give their own judgment for or against this or that party or operation during the years of occupation.

To achieve the objectives of the study, the researcher analyses the content of Iraq news coverage on Al Jazeera and Al Arabia, two private channels intentionally selected for this study. The study sample consists of 72 news bulletins from both channels (i.e. 37 news bulletin from each) randomly taken from news bulletins broadcasted during a specific period.

Content analysis is the tool used in the study. While conducting the study, the researcher relied on theoretical literature and previous studies. These previous studies were subjected to validity and verification procedures before they were applied to the news bulletin analyses.

Genre, Discourse and Ideology
Communications' Theoretical Contributions to Translation
Al Jazeera and BBC as Communications Systems

by
Reem Rasheed

Heriot-Watt University, UK

2009

Language: English

Abstract:

This doctoral thesis investigates genre, discourse and ideology in relation to mass media and translation in light of communication theories. The theoretical part of the thesis adopts a multi-disciplinary approach, and integrates communication-scientific works and insights. This part focuses on mass media institutions in general and Al Jazeera and the BBC in particular as social communication systems, and explores the categories of genre, discourse and ideology in these institutions as communicative structures. It also studies the translation of relevant categories as a complex and uncertain act of social and intercultural interaction.

The analytical study then operationalises a methodological framework which proposes a qualitative and exploratory approach, and draws on the tools and methods of critical discourse analysis in order to examine a corpus data of Al Jazeera and BBC news reports pertaining to Turkey's accession talks with the European Union. The analysis explores Al Jazeera and BBC news construction concerning the categories of genre, discourse and ideology, and examines translation between the language cultures of Arabic and English. The results suggest uncertainties in translation, as well as differences in how Al Jazeera and BBC construct their journalistic stories with respect to the examples examined.

The Impact of Al Jazeera TV Channel on the Public Opinion of Palestinians in Palestine and Jordan with Particular Reference to the Promotion of Democracy

by

Robin Kabha

University of West London, UK

2009

Language: English

Abstract:

This study explores the role of Al Jazeera television channel in relation to Palestinian public opinion in Palestine and Jordan. It shows that Al Jazeera puts democracy and human rights first on its agenda, and that there is a close relationship between the content of Al Jazeera programmes and the political attitudes of the Palestinian audience. The research shows that the channel has gained credibility among Palestinian viewers, and that its programmes are the most trusted of the principal Arab satellite television competitors.

The research shows how the channel's news coverage and talk shows have contributed to political awareness among Palestinian viewers, and that they have learned about democracy, both how it works for others and how it might work for them, by watching Al Jazeera. They have become involved through opportunities to respond by phone or email. They also acknowledge that the channel has encouraged political participation including political parties, demonstrations and voting.

In comparison to other television channels, Al Jazeera appears in this research as a key source for Palestinian viewers in developing attitudes toward political and social issues. The research suggests that its television news and current affairs programming play a key part in the formation of Palestinian public opinion. In this manner, it suggests that the channel not only increases political awareness among Palestinian viewers but also contributes to the development of democracy and human rights in Palestine.

Orientations of International Television in Changing the Values of Muslim Society

**An Applied and Comparative Study of Dialogue Programmes
on Qatari Al Jazeera and American Al Hurra**

by

Saleha Bishara

University of the Holy Quran and Islamic Sciences, Sudan

2009

Language: Arabic

Abstract:

This study aims to identify the magnitude of television in the Muslim community and the means and methods used to change its attitudes, and reach Islamic visions and values to disseminate in form of dialogue programmes. It also examines the forms and morals of dialogue and presents an inherent vision of it. Nowadays, international television can reach every device in every home. This could cause cultural and social problems. The transmission of international television in this manner poses a threat to Islamic societies that are not prepared to confront evolving communications media that violate their moral and cultural values and standards.

The study consists of several chapters, each of which contains several sections alongside findings and recommendations, as follows:

Chapter one deals with a definition of international information; its characteristics; its means and methods; the origin and evolution of international television; direct broadcasting; the importance of international television and its functions, goals and impacts; and a definition of Muslim society, its characteristics and factors that influence it. Chapter two touches upon the concept of values in various studies with various philosophies, values and standards of international television in Muslim society and the great potentials of international television in changing such values. Chapter three tackles the various forms of dialogue programmes such as interviews, symposia and debates, and the artistic aspects of producing dialogue programmes such as illustrative design, décor, illustration, etc. Bishar also discusses the etiquette of dialogue in an attempt to reach a consolidating vision of it. Chapter four addresses Al Jazeera and Al Hurra and presents an analytical study.

The Geopolitics of the News

The Case of the Al Jazeera Network

by
Shawn Powers

University of South California, US

2009

Language: English

Abstract:

This study examines how Al Jazeera Network helped foster the rise of a microstate, Qatar, into a regional geopolitical force. At risk of becoming a colony of the Kingdom of Saudi Arabia or Iran just 15 years ago, Qatar now demands global attention and has emerged as a critical actor in the region's ongoing political and religious conflicts. Drawing from over 30 interviews with members of the Al Jazeera Network's Arabic and English news broadcasters, including the current and former managing directors, the study examines the precise strategies behind Al Jazeera's growing popularity in the region and beyond, discussed in the context of the geopolitical aspirations of Qatar and its regional rivals. The project concludes by arguing that Qatar's investment in the network, which includes Al Jazeera English and its numerous sports and children's channels, exemplifies a larger trend towards the convergence of different media networks. This convergence of networks of influence— particularly media and financial networks—is a primary means of achieving power and influence in network society, and no country is moving faster towards this form of networking power than Qatar. Qatar's investment in Al Jazeera is thus part of its continued effort to build a network of media, financial and military "nodes" in order to promote a foreign policy seemingly guided by Immanuel Kant's famous 1795 treatise, "Perpetual Peace".

The Relationship between the Reliance of the Iraqi Public on Arab Television News Channels and the Level of it Knowledge of Political Reform Issues

by

Ihsan Ramadan

Institute of Arab Research & Studies, Egypt

2010

Language: Arabic

Abstract:

Media institutions, particularly satellite television channels, represent one of the most important means of influencing public opinion, especially with regards to the situation in Iraq. Some Arab satellite news channels have proven themselves and became a source of news and analysis, rarely depending on foreign sources. Perhaps observes who follow these channels' programmes notice differences and changes in the way news is made and programmes and talk shows, specifically concerning Iraq, are presented. Al Jazeera Satellite Channel, which is one of a kind, was able to top the list as a leading Arab satellite news channel and bring about comprehensive changes in the field of satellite broadcasting.

Consequently, Ramadan attempts to examine how much the Iraqi public depends on satellite news channels as the main source of information about political reform issues that are addressed on these channels and how aware members of different social, economic and educational backgrounds in the audience are. He investigates whether the Iraqi public discusses issues of political reform in Iraq and demographic characteristics of the country in addition to the relationship between dependence on satellite television news channels and acquaintance with issues of political reform. The study also aims to identify whether these channels are concerned with political reform issues in Iraq and determine the role of Arab television channels in polarising Iraqi public awareness of them.

Between the Mediated and the Performed

An Empirical Contribution to Understanding Arabic Public Spheres

by
Deena Dajani

Loughborough University, UK
2010
Language: English

Abstract:

This thesis seeks to contribute to and inform current debates by means of an empirical exploration of Arab public spheres across the politically mediated realm of news media as well as the performative and cultural sphere of interactive theatre. The Jordanian parliamentary elections of November 2007 offer a framework for the research which is made up of two case studies.

The first case study examines the portrayal and representation of Jordanian citizens in the news coverage of the parliamentary elections. Four transnational broadcasters (Al Jazeera, Al Arabiya, Al Hurra and JTV) were monitored during the lead up to and after the elections and different modes of participations were identified in the coverage. The second case study explores the ways in which Jordanian citizens participated in interactive theatre performances of the elections across Jordan. The performances were developed specifically to elicit responses from audiences in the form of discussion and role playing (as audiences assumed the roles of citizens in a town hall meeting).

Results from the two case studies revealed significant differences in the ways citizens participated, or were portrayed as participating, across the political and cultural spheres. Transnational media portrayed citizens largely as observers of the political process and, less frequently, as commentators on issues of public concern. The mediated public sphere was also found to be gendered and afforded Jordanian women less presence and access to participate. The cultural public sphere, on the other hand, afforded citizens space to discuss issues of public concern and contest dominant and exclusionary narratives.

The Role of the "Code of Ethics"
in Forming a Collective Professional Identity
of the Al Jazeera TV Channel Journalists

by

Sofiène Ammar

University of Paris XIII, France

2010

Language: French

Abstract:

This thesis focuses on the terms of production and broadcasting that Al Jazeera has adopted to implement its Code of Ethical Conduct. The researcher examines the role of this code in shaping and formulating a certain professional identity for the workforce of this Arab media institution. This "referential" text, according to Ammar, is a "perspective discourse" that results in professional organizational, administrative and communications rules. It can also serve as a multifunctional tool. The Al Jazeera Code of Ethical Conduct occupies a central position in the channel's general policy and its daily journalistic practices. It also represents a major tool of mass mobilisation. In addition to its contribution to the consolidation and orientation of the professional identity, the "Code of Ethical Conduct" (issued in 2004) promotes the idea of the Al Jazeera journalist's responsibility towards Arab governments and Al Jazeera competitors.

Orientalism, Pan-Arabism, and Military-Media Warfare A Comparison between CNN and Al Jazeera Coverage of the 2003 Iraq War

by

Tarek Cherkaoui

Auckland University of Technology, New Zealand

2010

Language: English

Abstract:

While CNN represents the pioneering example of a global television news network since its memorable coverage of the 1991 Gulf War, a noticeable growth of satellite television in the Middle East propelled Al Jazeera to become the leading transnational satellite news outlet in the region. During the 2003 Iraq war, a tense competition took place between both networks with an ensuing clash of frames. While on CNN, political and military elites echoed the neo-conservative commitment to pre-emptive war and ultra-expansion in the Middle East, on Al Jazeera, the prevalent discourse resented any foreign hegemony over the region. This PhD dissertation outlines the historical underpinning for this clash of frames, as well as a geo-political and ideological background, which explains and details the legacies of Western – Middle Eastern conflicts. One of the most enduring historical legacies is the prevalence of the Orientalist discourse which produced Western constructions of the Orient, positioning Eastern cultures and religions as inferior to those of the West. In the meantime, the Pentagon has played a major role in trying to influence the nature of the coverage through its increasingly sophisticated propaganda mechanism. As the U.S. military underwent a major reshuffle in the 1990s, referred to as the Revolution of Military Affairs (RMA), it became clear that the Pentagon allocates unprecedented attention to media and communication as a militarized space. Thus, this PhD dissertation also uncovers some aspects of this sophisticated military propaganda. However, while the American news media was largely co-opted through the aforementioned practices, tensions became rife with Al Jazeera.

The South is Talking Back

Al Jazeera English as a Strategic Contra-Flow

by

Tine Ustad Figenschou

Oslo University, Norway

2010

Language: English

Abstract:

This thesis examines the overarching research question: To what extent does Al Jazeera English represent a satellite news contra-flow? Adapting the contra-flow debate to the increasingly complex transnational satellite news landscape and relating the analysis to global power structures, the thesis examines AJE in relation to the vital contexts of Qatari media system and ownership. AJE's editorial and production strategies and news output are analysed. Expanding the literature of news flow and research on media-elite relations, the empirical analysis of AJE examines the points where the mainstream and the alternative converge on each of these levels. Based on extensive content analysis, qualitative interviews, and document analysis, these issues are examined in five journal articles, contextualized and overviewed in the covering paper. The thesis addresses AJE's relationship with its Qatari owners and illuminates key structural limitations affecting the channel. AJE is vital in Qatari foreign policy and public diplomacy strategy, and thus serves as a strategic contra-flow for Qatari authorities. On the level of editorial agendas and production strategies, the thesis examines the channel's particular emphasis on its southern presence, the policy of employing local correspondents and the channel's cooperation with the wider Al Jazeera Network. The analysis emphasises the channel's aim to professionalize an alternative agenda, and highlights the dilemmas and conflicts caused by this inherent structural contradiction. Finally, examining how the contra-flows of news are different from mainstream satellite news, the thesis analyses AJE's editorial distinctiveness as evidenced in its news output. It finds that the channel's news is characterised by a southern emphasis, an alternative source hierarchy and dramatic visualisations of civilian suffering.

Mutual Relationship between News Channels and their Audiences

Al Jazeera as a Case Study

by

Zeyad Al-Hedaithy

University of Griffith, Australia

2010

Language: English

Abstract:

A large amount of research has been dedicated to the relationship between television broadcasters and audiences around the world. Moreover, television broadcasters are usually keen on building a wider and deeper understanding of their audiences' needs and tendencies. Meanwhile, the audiences have their own expectations and views towards the broadcasted material. Accordingly, many theories and models have been designed to study the relationship between television broadcasters and their audiences, and the mutual influences between the two. This study uses qualitative research methods to assess the performance of Arab satellite television channels to answer the central question concerning the relationship between the channel and its audiences. Alhedaithy provides an analysis of politically oriented television channels dedicated to informing the Arab public, and discuss their role in shaping the minds of Arabic-speaking viewers around the world. This thesis presents on Al Jazeera as a case study because it broke many of the Middle East's taboos by causing controversy through interviews with dissidents and convicted terrorists, and showing programmes that encourage social and political debates on problematic issues. In addition, Al Jazeera actively broadcasts images and facts about events as they happen, allowing viewers to see the pictures for themselves before forming their own opinions.

**Public Diplomacy in the Age of Regional Media: Winning the War of
Hearts and Minds in the Middle East
Al Hurra vs. Al Jazeera**

by

Marwa Abdel Samei

Northeastern University, USA

2010

Language: English

Abstract:

This dissertation is a comparative critical discourse analysis of the coverage of specific international events in the American al-Hurra and the Qatari Al Jazeera news channels. It studies how regional satellite media challenge the conduct of US public diplomacy in the Arab world. It examines the factors that contribute to the success or failure of the public diplomacy of the media, and argues that identity representation of the self vs. the representation by/of other plays the major role in this discrepancy. It also discusses how the communications revolution has shifted the paradigm of diplomacy by emphasizing the role of public diplomacy, at the same time complicating the environment within which public diplomacy is conducted.

This study demonstrates that al-Hurra news channel communicates values that primarily serve American policies and strategies in the Middle East. By adopting a clear futuristic approach, it tends to marginalize the role of religion as well as the region's history. It is more inclined to reflect liberal voices in the Arab world as well as Israeli views of the events in the Middle East. In contrast, Al Jazeera is evidently more open to various persuasions and orientations in the Arab world, even if it seeks to promote the idea of Arabness with its constituent elements of identity such as history, language and religion.

Given that Al Jazeera is obviously faring better than al-Hurra, the level of success of both news channels is accounted for on the basis of three factors: context, conception and content.

The Verbal Visual Biography

A Comparative Study of Al Jazeera, Al Majd, Al Ikhbariya and Al Arabiya

by

Amal Al-Tamimi

University of King Saud, Saudi Arabia

2011

Language: Arabic

Abstract:

This study discusses the concept of biography as a literary phenomenon in visual media, the importance of which stems from the breadth of interest in television dialogues that address personal biographies. After the emergence of Al Jazeera, concepts of freedom flourished in Arab media and the culture of bold political discourse dominated interactive television programmes to the extent of provocation. Al Arabia competes with Al Jazeera in consolidating cultural, intellectual dialogue while Al Majd and Al Risala contribute to the consolidation of Islamic dialogue. The research opens up new horizons for academic research and, more importantly perhaps, builds bridges between literature and media science. This element is very important in the sense that it contributes to the renewal of the concept of literary study and introduces a new understanding that counters previous studies that focused only on verbal literature.

The study also opens up broad prospects for the analysis of literature in its visual perspective. Accordingly, Al Tamimi chooses to analyse specific the channels' programmes including: "A Private Visit", "A Witness to the Age", "Female Pioneers", "Appointment in the Diaspora" and "Prison Literature" on Al Jazeera; "Pages of my Life" and "One Family" on Al Majd; "Men in Memory" and "Partners in the Challenge" on Al Ikhbariya and "Tributaries", "Saddam's Trial" and "The Life of King Abdullah bin Abdul Aziz" on Al Arabiya. The study reaches a number of conclusions, the most important of which is that Arab freedom of press has contributed to the establishment of new traditions in professional journalism and provided room for dialogue on various issues that had been previously considered taboo.

From Nasser to Nasrallah Arab Identity through Media Narratives

A Semio-Pragmatic Analysis of the Media Representation of Three Symbols of the Arab Nation

by

Dima Saber

Université Panthéon-Assas Paris II, France

2011

Language: French

Abstract:

This project is a study of the role played by post-colonial Arab media in the mechanisms of identity construction through their representation of three main Arab figures: Gamal Abdel Nasser on Egyptian radio station, The Voice of the Arabs between the fifties and seventies, Yasser Arafat in Syrian and Iraqi newspapers, Al Thawra and Al Jumhuriyya between the sixties and eighties and Hassan Nasrallah on Al Jazeera Satellite Channel since the liberation of Southern Lebanon in 2000 to the July 2006 war.

The study ends with a chapter on Al Jazeera's coverage of Egypt's 2011 uprisings and the effects of social media networks on the satellite's prime time news coverage. The project's main focus is the role of Arab media in the shift from the 1950s' secular pan-Arabism to the 1980s' rising political Islam, depicting how, through its coverage of various Arab wars and events, it affects the way we define ourselves as Arabs.

Al Jazeera's Democratizing Role and the Rise of Arab Public Spher

by

Ezzeddine Abdelmoula

University of Exeter, UK

2011

Language: English

Abstract:

The emergence of Arab satellite television over the last two decades has considerably changed the way the audience receives information and interacts with media. The phenomenal success of Al Jazeera in particular has altered the way the Arab world depicts itself and perceives local, regional and world events. With more and more people turning to satellite television channels like Al Jazeera to freely participate in public discussion, Arab media seems to be paving the way for new communicative space. The creation of such space is certainly a very significant development in Arab media, but its political implications, especially in the absence of democratic institutions that allow for public participation and compel government answerability and accountability, are even more important. The transformative role of Al Jazeera and its impact on the political culture and discourse in the Arab world is undeniable; however, the nature and scope of this role remain problematic.

The aim of this research is to analyse the democratising effects of Al Jazeera and examine the political implications of its journalism. The key assumption of the study is that Al Jazeera, by constructing an intellectual framework for plurality, diversity and mutual recognition, gives coherence to democratic efforts in the region. This research is a contribution to the ongoing debate on whether Al Jazeera indeed contributes to democratisation in the Arab world by empowering ordinary people and widening participation among the various social strata, or whether it, on the contrary, is creating a virtual public sphere whereby media becomes a substitute for real politics.

Women in the Public Arena

The Situation of Female Programme Presenters in Arab TV Channels in Five Countries: Lebanon, Tunisia, Egypt, Qatar and UAE

by

Hasnaa Husein

Lebanese University, Lebanon

2011

Language: Arabic

Abstract:

This thesis is based on an analysis of the multiplicity of female presenters following the satellite television channel revolution in the Arab world. This has created a new debate on the participation of women in media. The focus of the debate is how the involvement of women in news broadcasting has contributed to improving their professional and social status.

This study focuses on the leading role of Al Jazeera in this arena as a result of its professionalism and proliferation. It has opened doors for female reporters in a field traditionally monopolised by men that includes war coverage and talk show and program presenting. Other channels have found themselves forced to follow its track and provide room for female presenters, hoping to maintain their viewership. International Arab satellite television channels have certainly contributed tremendously to reshaping the Arab arena as a number of professional female presenters have redefined the concept of the "appearance of Arab females" and "gender relations" not only in media institutions but also in society. Hussein researched the different positions of female presenters in the social, political and media contexts of each of the five studied cases in addition to the dynamics of image reception and its influence on viewers.

**The Treatment of Political Information
in the Al Jazeera News Bulletins**
The Harvest of the Day and the Maghreb Bulletin

by

Karima Amri

université Stendhal Grenoble 3, France

2011

Language: French

Abstract:

This thesis looks into how Al Jazeera addressed the political news of the 2007 French elections with regards to its form, content, news selection and the objectives pursued considering the targeted audience's orientation and the weight given to the election. The research takes on a multifunctional and theoretical approach and devotes different sections to psychology, political science, media and communications respectively. For the sake of accuracy and objectivity, the researcher conducts content and discourse analysis using a comparison between different visual news bulletins, some of which targeting Maghreb audiences and others wider Arab audiences, as a means of procedural analysis.

Furthermore, this thesis aims to identify and analyse how Al Jazeera addresses political news on the Maghreb separate from the channel's usual coverage of wars in Afghanistan, Pakistan, Iraq and Lebanon. Amiri explores whether its coverage of the French elections would involve something typical of its style or whether it would resemble that of any other international television channel. She therefore investigates whether Al Jazeera would present the French elections the same way it presents news on the Arab region and the Middle East or whether it would give a different perspective considering geographical and cultural differences. Some of the questions raised in the research are: how would Al Jazeera attend to these differences and what are the aspects that would distinguish its coverage of this European/French political event? Would the channel allocate a space of time similar to what it allocates to Arab or American elections or would it just be coverage of a cursory event?

Satellite Channels' News Coverage during Crises and Wars and their Role in the Formation of Public Opinion

Al Jazeera as a Model

by

Mohammed Al-Tijani

University of Khartoum, Sudan

2011

Language: Arabic

Abstract:

This thesis addresses satellite channels' news coverage of crises and wars using Al Jazeera as a model and focusing on its coverage of Darfur from 2008 to 2009, considering it was one of the first channels to convey the events via sound and image.

The study seeks to answer the central question concerning Al Jazeera's commitment to impartiality and objectivity in its coverage and presentation of the Darfur crisis. It also aims to expose the difficulties the channel faced while covering the crisis and how it worked to resolve them effectively.

After identifying the study's theoretical framework and introducing the scientific literature that tackles the research topic, the researcher, Al-Tijani, engages Al Jazeera's coverage of the Darfur affair over the course of two years. As for the field research, the study employs a questionnaire that was distributed among a sample of 155 individuals alongside interviews conducted with a number of Al Jazeera journalists and correspondents.

The results al-Tijani reaches demonstrate the significance of the role satellite channels play in affecting the episodes of crises and wars during coverage. In addition, he finds that although Al Jazeera is the leading Arabic news channel that covered the Darfur crisis, it did not pay enough heed to the crisis in terms of duration. Also, its exposure of the disputing parties' views lacked impartiality despite the distinction of the staff it had working in Darfur and their academic and professional qualifications. In regards to the field work carried out during the coverage, the study finds that Al Jazeera provided its crew with the appropriate safety gadgets required for work in times of war and armed disputes.

**Framing and Agenda Setting Effects of
Al Jazeera Arabic News Channel**
The Effects of Satellite News Channels on Arab Societies

by
May Shigenobu
Doshisha University, Japan
2011
Language: Japanese

Abstract:

This dissertation comprises a case study of Al Jazeera Arabic in the framework of examining of how Arabic satellite news channels have developed and how they could affect Arab societies, by looking at the contents and frames of its programs.

After introducing Al Jazeera's background and structure, the paper presents a qualitative evaluation of the frames Al Jazeera employs when tackling certain news with a look at the kinds of controversial issues it has introduced politically, religiously and socially. It also examines the factors that could influence these frames and contents, such as advertisement, ownership, political pressure and staff affiliations. Furthermore, it contains a quantitative study of the three flagship programs: Al Ittijah al Mua'akis ("The Opposite Direction"), Akthar Min Ra'i ("More than One Opinion") and Bila Hudud ("Without Boundaries"). It examines the kinds of topics regularly tackled during 2006-2007 and their frames to see if they could have a divisive or a unifying effect on the Arab audience.

In addition, the research surveys and compares four landmark events in the Middle East (The Palestinian-Israeli conflict, War on Iraq, War on Afghanistan and Iran's nuclear issue) with the frequency by which these issues were tackled on these three programs in the period of 1998- 2007.

The research concludes that the rich media landscape has allowed for the widening of political discourse. However, the abundant availability of transnational visual media and the variation of narratives alone has not been enough to lead to social mobilisation. It was the pairing of satellite television channels with social media (such as YouTube, Facebook, Twitter and Flickr) that eventually resulted in social and political mobilization resulting in the "Arab springs".

**The Coverage of Jerusalem Issues in Arabic
Language Satellite TV Channels**
A Comparative Study of Al Jazeera, Al Arabiya and Al Alam

by
Mohammed Shtaiwi

Limkokwing University of Creative Technology, Malaysia

2011

Language: English

Abstract:

Everyday many newsworthy events take place in Jerusalem and international media channels tend to be responsive to happenings in this holy city. Iran, Saudi Arabia and Qatar, which are key players in the Arab media market, consider it an Arab and Islamic cause. Television channels based in these three countries claim they influence public opinion regarding the cause but they each express a different attitude and arrange public priorities according to the "agenda-setting" theory according to their own political attitudes and national interests. Despite the fact that Jerusalem remains under Israeli occupation, different Arabic news channels cover but marginalize it, putting it last on their list of priorities. There is a clear lack of programmed activity and coverage is usually seasonal and emotional.

The key question of this study is how do the three leading Arabic satellite channels attend to the Jerusalem cause in their daily programmes from a narrative and visual perspective? Shtaiwi employs the quantitative methodology of content analysis and qualitative research for triangulation of data and results by conducting interviews with renowned media personalities. Among the research findings is that Al Jazeera adopts all technical forms of coverage of the Jerusalem cause during the studied period. In quantitative terms, Al Jazeera gave more coverage duration than Al Alam and Al Arabiya. Furthermore, it was found to be the most objective and professional news channel concerning Jerusalem.

Determinants of Al Jazeera's Media Discourse amidst Technological Innovation and Media Engagement

by

Mongi Mabrouki

Press and Information Sciences Institute, Tunisia

2011

Language: Arabic

Abstract:

Indeed a reading into the development of Al Jazeera, as one of the leading Arabic television news channels within a system of Arab media that had been regulated for decades, is dictated by a semi-exclusive perspective of national and international affairs with an approach that does not allow for the diversity and variation that develop the Arab media discourse. Such a reading enables us to understand and analyse strategies of change in the Arab media discourse in terms of limits and horizons especially if we consider that the channel's system of creation is not detached from the chronological context of its development and that it does not stem from the terms of its pertinence to geopolitical space. The problem statement of the thesis falls within this context because it is concerned with a critique of the performance of Arab media during a crucial turning point as a result of the changes taking place in the Arab region. Because Al Jazeera presents itself as the channel of "all Arabs" and because its launch coincided with all forms of controversy over its role in regenerating and redeveloping Arab media, the background in which it adopted this media course and the extent of its connection and disconnection from its local, regional and international context. All of these concerns are branches of the overarching problem.

The study answers questions directed at it through an in-depth reading of the determinants of Al Jazeera's programme production in terms of selection patterns; editorial command lines; selection and engagement of the human element and financial and technological ability allowing for effective broadcasting, renovation and competition. The channel's contribution to and arousal of the spring of Arab revolutions was the best context for the induction of its capability to work, interact and change the Arab reality.

The Influence of Al Jazeera and TF1 on the Voting Behaviour of French from North African Origins during the 2007 Presidential Elections

by

Monia Chabaane

Université Stendhal-Grenoble 3, France

2011

Language: French

Abstract:

This study aims to explore what variables linked to modern information and communication technologies played a significant role in the 2007 presidential vote of French citizens of North African ancestry. By studying the content of the evening newscasts of two television channels as different as TF1 and Al Jazeera during the official campaign (April 9th-May 5th), it attempts to explain how these voters reacted to the electoral choices presented by the channels and how this group deepened its political reflection in a context where it had become a political and strategic issue that no party, union organisation or association could ignore. Starting with the hypothesis that television during a campaign contributes to showing the formal conditions of the vote, the significance of the election and the competing forces' tactics and facilitates individuals' reaching an enlightened electoral choice, the thesis seeks to analyse the political preferences of French voters of North African ancestry as expressed in electoral behaviour. Another principal hypothesis is that messages promulgated by the examined channels, as well as personal contacts and the citizens' environments, help voters in their political deliberation. Thus, the study's orientation starts from the basis of social, economic and cultural contexts, all inextricably intertwined. The goal of this process is to aim for the most representative sample possible and to be sensitive to all the subtleties of the phenomenon.

Television Intifada on the Air

by

Mahmoud Raouf Al-Sadi

The University Of Memphis, USA 2011

Language: English

Abstract:

Al Jazeera has become, and continues to be, the most popular and trusted news channel in the Arab world. Media scholars and commentators agree that the popularity of Al Jazeera derives mainly from its identification with the radicalism of the Arab public, as evidenced by the starkly anti-establishment tone characterizing much of the medium's discourses. There is a disagreement, however, over the meaning and implications of the Channel's antiestablishment discourses.

Some argue that Al Jazeera is radicalizing the Arab audiences; others argue that it is moderating the beliefs of both the Arab public and the Arab regimes. Not taking the Channel's radical discourses literally, however, a third group of scholars and commentators argues that Al Jazeera is in line with other official mass media whose primary objective is to advance and defend the interests of the host-government. Al-Jazeera, then, may help perpetuate Arab autocracy.

Alternatively, the author argues that both the radicalizing- and moderating-effect perspectives do not provide an accurate interpretation of the Channel's anti-establishment discourses and their implications. He also contends that the third group's argument has more credibility. However, while the proponents of the third argument tell us what Al Jazeera does, they rarely tell us how Al Jazeera does it.

To answer this animating question, and in order to discern the true nature and motives of Al Jazeera's political rhetoric, the author offers a close reading of the Channel's political discourses on issues that sharply divide the Arab public from the Qatari government and other Arab regimes.

Textual evidence indicates that by initially identifying itself with the viewers' radicalism, Al Jazeera, indirectly, deflects such radicalism and channels it towards nonviolent political ideologies that are conducive to the Qatari interests and policies. Furthermore, by indirectly connecting Qatar with the anti-establishment viewers, Al-Jazeera re-invents Qatari autocracy depicting it as an acceptable form of governance.

Al Jazeera Satellite Channel's Media Discourse and the Formation of Public Opinion

by

Abdelsalam Razzaq

Cairo University, Egypt 2012

Language: Arabic

Abstract:

This dissertation aims to resolve two central questions. The first explores the testimony of Al Jazeera's media discourse and its manifestations, pertaining to televised media production since its launch in 1996 (news bulletins, talk shows and live coverage). To answer this question, the dissertation employs working hypotheses that hold that Al Jazeera, in the Arab media and political frameworks, has surpassed four interconnected stages:

- 1) shock and rarefaction,
- 2) confrontation and agenda modification,
- 3) rationality and orientation toward globalism and
- 4) support for revolutions and adoption of citizenship media locally and regionally.

By analysing linguistic and cultural structures in discourse statements, the study finds that the media/political discourse of Al Jazeera experienced a bang through each of the four stages. We often found a case of cohabitation of Islamism, nationalism, socialism and liberalism in the same discourse at the same time. The researcher, Razzaq, finds that this characteristic is what makes Al Jazeera a melting pot that fuses all political discourses in the Arab public and effectuates its motto, "Al Jazeera is the opinion of he who has no opinion".

The second question, however, relates to determinants of Arab public opinion before and after the emergence of Al Jazeera, how the channel contributed to the formation and reformation of this opinion and how it works to direct it.

To address this question, the study procedurally divides and differentiates between Middle Eastern, Gulf and Maghreb public opinions. From this perspective, the dissertation finds that Al Jazeera was successful in forming and reforming Arab public opinion in accordance with controversial views that aim to break the traditional paradigm and work to accomplish diversity and debate in Arab public space.

Al Jazeera Satellite Channel and the Central Issues of the Ummah

Liberation, Unity, Democracy and conflict

by
Al-Zahra Belalia

University of Algiers, Algiers 2012
Language: Arabic

Abstract:

There have been so many satellite channels claiming that they provide Arab citizens with something they never even dreamed of. They also claim to attend to their problems and try to solve them by exposing their concerns to decision-makers and explore the truth through information and communication. Among these is the Doha-based Al Jazeera. This study attempts to identify whether it actually applies its slogan, "An opinion and another opinion", through its numerous interactive and opinion programmes.

It also seeks to examine whether Al Jazeera emerged to serve the central issues of the Arab nation or whether it is just an umbrella for the hidden agendas of anonymous parties. Furthermore, many years after its inception, Belalia seeks to establish the link between its experience in addressing the issues of the Arab and Islamic nations and explore whether it achieves the professionalism, objectivity, transparency and credibility it claims. In order to inspect the reality of this matter, she scientifically and accurately analyses the contents of Al Jazeera programs. She focuses on the most central issues of the Arab nation in terms of how the channel deals with them, the characteristics of coverage and, thus, the channel's general orientation and the extent it accommodates issues.

The Reporting of Wars in the Middle East

Negotiating the Journalistic Ethos of Al Jazeera and Al Arabiya

by

Bader Al-Saud

Goldsmiths University of London, UK 2012

Language: English

Abstract:

This research analyses the degree to which Al Jazeera and Al Arabiya news channels adhere to their own stated journalistic ethics in the production of war coverage. Such an approach will provide a basis for understanding how strictly the theoretic template of accuracy, fairness and truth is actually implemented, and explain how it is possible for each news channel to claim to be journalistically ethical while producing such radically different products. The research includes three case studies, namely the wars in Afghanistan, Gaza and Iraq. In examining the structures of Al Jazeera and Al Arabiya and their respective news output, a two-tiered applied methodology is adopted.

In-depth interviews will be conducted with media experts as well as news producers and editors from Al Jazeera and Al Arabiya, combined with questionnaires directed to audiences from the Arab minority in Britain, Saudi Arabia and Egypt. The information collected has been correlated and analysed to find out the mechanisms at work in both organisations. Accordingly, questionnaires will reinforce the findings generated from formal interviews and allow a quick and efficient method of collecting extraneous material and developing new lines of enquiry.

Media Coverage of the Proliferation of the Swine Flu (H1N1) Worldwide and in the Arab Region

Al Jazeera as a Model

by

Reem Al-Meddeb

Catholic University of Louvain, Belgium
2012

Language: French

Abstract:

This thesis looks into Al Jazeera's coverage of the proliferation of `swine flu (H1N1) worldwide and in the Arab region. In her study, Al-Muadab analyses the statements Al Jazeera devised and presented on programmes that addressed this issue. In the theoretical portion of the study, she exercises sociological approaches to later extract and classify a group of ideas and observations according to which the virus was described and its dangers and cures were explained. She also dismantles the recurring discourse that prompted these statements.

For analysis, al-Muadab chooses a sample of Al Jazeera programmes that address the proliferation of H1N1 between June and December 2009. The sample includes serial and non-serial programmes that were produced particularly for the coverage and addressing of the swine flu phenomenon.

The Mass Media and the Evolution of the Arabic Language

Al Jazeera as an example

by

Mohammed Al-Hafiz

University of Moulay Ismail, Morocco

2012

Language: Arabic

Abstract:

The research aims to identify characteristics and levels of the language of Arab media through Al Jazeera television channel. Al Jazeera is a leading channel and the most influential in the Arab public not only in terms of shaping public opinion and general political trends but also in influencing language competencies in the Arab public. The language of Al Jazeera today is more present in cultural and political debates and is an aspect of revolt against discourse dialects.

Accordingly, Al Hafiz tries to trace the editing stages at Al Jazeera in order to identify the general editorial technical features of the channel as well as language checking and scenario writing. He presents the views of those involved at the levels of editing and language checking within Al Jazeera for the purpose of improving Arabic language in form and content and creating a professional technical language concerned with the use of appropriate language relevant to the nature of the targeted programme and audience.

Al Jazeera and Arab Revolutions

by

Mohammed Ali

Kingston University, London 2012

Language: English

Abstract:

For years, state-owned media and the lack of impartial news reportage were the definitions of Arab news media services. Therefore, the inception of Al Jazeera Satellite Channel represented the birth of the first respected Arab media institution that produces creditable news and serious political analysis. Scholars noted that the Qatari-based channel has significantly revolutionised Arab media identity by broadcasting tabooed topics that no other news outlet dares to discuss. Thus, it has quickly acquired the hearts and minds of millions of Arab viewers and challenged the very hegemony of authoritarian Arab regimes. Al Jazeera has made television news both interesting and topical in the Arab world, through a combination of professionalism and controversy.

In December 2010, a new fundamental chapter was opened in the history of the Arab world as Arab revolutions unfolded. Arab media services, particularly Al Jazeera, lent such revolutions substantial space for coverage in order to sustain its permanence and inspire democratic change in the region. However, Al Jazeera's objectivity, agenda setting and relation to Qatar were criticised; and the research will look into this criticism, Al Jazeera's responses and media theories to put Al Jazeera's coverage in the correct academic context.

The research of Al Jazeera's coverage of Arab revolutions and its programmes aims to give better a understanding of the significance of the role in Arab revolutions, particularly in Bahrain, Libya and Syria and in constructing the momentum of revolutions by exploring the channel's relations to pan-Arabism and its effects on other Arab media services.

Post-Arab Ideology

A Study of Al Jazeera's Cultural and Intellectual Production

by
Mohammed Al-Shahri

University of Tunis
2012
Language: Arabic

Abstract:

Indeed the age of self-ideology has ended, and in its place came a form of media and advertisement that is based not on homogeneity or fusion but on multiplicity, dispersion and fission. This is where the central thesis lies, namely whether Arab awareness penetrated post-ideology i.e. post-writings and intellectuals of the sixties and seventies. Through this thesis, Shahri attempts to resolve the question by analysing Al Jazeera's techniques.

There are some who raise questions concerning whether Al Jazeera is the channel of clergy, Arab liberals or media technocrats and thus whether it is an ideological or anti-ideological channel as well as whether it devotes its influence to a certain intellectual trend as opposed to others in the Arab sphere or whether it is a mosaic in search of controversy but not without substantial content.

This research is not concerned with Al Jazeera itself but uses it as an important prototype of media in the age of globalisation in which symbols of the previous era have been restructured and reorganised, thus causing the decay of traditional means of political expression (such as associations, syndicates or political parties) and the authority of the state in its modern definition. The hypothesis Shahri sets off from and aims to explore is that Al Jazeera is not a political party reaching out to a certain class or audience like those of Arab intellectuals in the sixties and seventies, but rather a technocratic media power addressing everyone.

The Position of Competences in the Department of Human Resource Management at Al Jazeera Satellite Channel

by
Musa Al-Idrisi

University of Muhammad V Souissi, Rabat, Morocco
2012
Language: Arabic

Abstract:

Studies that have been conducted on the experience of Al Jazeera have been connected to the political dimension and margins of freedom allocated to its journalists alongside discussions of the political and diplomatic relations that result from the channel's interactions with its social, cultural and political surroundings. Many of these studies are concerned with the evaluation of the channel's performance from the abovementioned perspectives. They do not address issues of governance and management, which only pertain to professional practice especially in terms of performance at the level of internal management and the different functions necessitated by the integrative and comprehensive angle of the channel's work.

This study attends to an important aspect that has been overlooked so far in the studies and researches addressing the reasons for Al Jazeera's success as one of the most watched Arabic channel. This is pursued out of conviction that such success cannot be regarded as a matter of coincidence but rather as the result of relentless efforts based on the consideration of a set of necessary requirements such as quality, excellent performance and effectiveness. These characteristics can only be ascertained through careful study of human resource management (which is the first and most obvious indicator of the success or failure of any institution), the method of human resource management and the mechanisms used by those in charge of this department (which is most important in any institution and determines sustainability, success or failure). Based on the above observations, Al Idrisi examines the process of human resource management at Al Jazeera and delves into the works of the department.

Reporting Back

The Culture of Al Jazeera English

by

Nina Bigalke

London School of Economics and Political Science, UK

2012

Language: English

Abstract:

The thesis focuses specifically on the early years of Al Jazeera English (AJE), looking at how the first generation of staff at the English-language channel went about defining the channel's course at a time that preceded many of the editorial and organisational routines that would eventually come to influence significant parts of their work. Rather than attempting a comprehensive overview of what happens to be a very complex organisation, the study focuses on a selection of organisational factors and their potential impact on editorial practices and decision-making processes. These factors include the course of the channel, its interdependence on pre-existing structures within the wider industry and the relative absence of commercial pressures.

Methodologically, the study draws on in-depth interviews with journalists and management of all levels of the institute as well as content analysis that relates some of the editorial aims formulated in the interviews to a sample of news programs from the same period. From a theoretical vantage point, the aim of the study is to combine concepts from media studies, organisational studies and sociology to arrive at a theoretical framework that accounts for inter- and intra-organizational phenomena while also considering the value orientation that fundamentally differentiates media organisations from organisations in other sectors and industries.

The Media Economics and Cultural Politics of Al Jazeera English

by

William Youmans

University of Michigan, US

2012

Language: English

Abstract:

The United States is a historic exporter of news and information. While global news media is not a new phenomenon, Al Jazeera English struggled to gain wide entry into the television arena. This can be explained by a number of reasons. The first reason is that international news from an avowedly non- American perspective has never found sizable audiences in the United States. Second, Al Jazeera as a brand was vilified by the administration of President George W. Bush and many public commentators, creating a popular association between Al Jazeera and Al Qaeda in the minds of many Americans. Third, the primary means of television distribution in the United States is cable, which is dominated nationally by a few, large, and risk-averse companies. In early 2011, however, AJE's reputation in the United States changed dramatically as it came to be seen as a primary news source during the "Arab Spring". While it experienced a fresh start with the political elite and wider reception in the American public, the U.S. cable industry is still reluctant to carry AJE as it does not consider the potential audience large enough. Some Americans actively resist and politicise the presence of AJE in their communities. This has forced AJE to pursue online, mobile and other means of accessibility to American audiences. Debates on AJE in the United States call into question the prospects of the globalisation of news media and reflect anti-cosmopolitan strains in American political culture. They also reveal that gatekeeping functions still exist in old media distribution channels, despite the prospects created by new media.

The Coverage of Arab News on Al Jazeera Satellite TV Channel

According to its Policy and Code of Ethics

by

Yasir Abul-Nasr

University of Cairo, Egypt

2012

Language: Arabic

Abstract:

The rise of Al Jazeera in November 1996 was a revolutionary step in Arab media, not because it was the first specialized Arabic-language news channel but rather because of the content that distinguishes it from state-run channels. Internationally, the channel has attained many achievements starting with its coverage of the first US attack on Iraq, Operation Desert Fox, in December 1998, the 2002 war on Afghanistan and the 2003 war on Iraq. This coverage made Al Jazeera a source of information watched all over the world, especially within American and European political and media circles. Major television stations and news agencies quote it, thus limiting the monopoly of Western institutions on new sources, and providing a different perspective of event. However, after the 2003 war on Iraq, it was regularly under the pressure of criticism, with accusations that it incited the Iraqi public. This state of affairs coincided with changes in the channel's senior administration which began a series of structural changes concurrent with a tone more concerned with the Iraqi situation. The new administration issued a code of ethical conduct and established a quality control department to monitor performance and ensure that output conforms to the channel's Code of Ethical Conduct. This study seeks to clarify the dimensions and impact of Al Jazeera's content by examining its current media discourse regarding Arab issues. In the context of its systematic identification and verification of variables that govern this discourse through the theoretical framework of analysis.

Audiences' Perceptions of News Media Services in the Arab world

by

Khalid Al-Jaber

University of Leicester, UK

2012

Language: English

Abstract:

Since their launch, Arabic news satellite TV channels such as (Al Jazeera TV Station) have been recognized as a milestone in the history of Arab media outlets, and their operation has affected – or infected - the Arab audience like no other medium has ever done. This study investigates Arab audiences' perceptions of news media services. The study examines news consumption profiles and how these are related to new and old news service provision as well as to viewers' motivations for watching news, and their perceptions of different news services. It also attempts to understand the involvement of mass media outlets in the Arab world in the last decade and the interaction between the news media and their audiences.

This study also explores the role of the new media, as a major means of communication and information today in the Arab world. It deals with the changes that have occurred in the media landscape in the Arab world not just in a technical dimension, but also as a key factor in changing media production and consumption patterns in the Arab world.

The findings indicate that the major respondents of the study were reported to be more male than female. The majority of the audiences were young, under thirty years old, better educated, had bachelor degrees, were employed, and earned up to 25,000 (USD) per year. Politically they did not display extreme or polarised political orientations. Moreover, the study found that Arabic news TV services have emerged as the leading news resource and source of information for respondents in the Arab Gulf States. Furthermore, Al Jazeera and BBC (Arabic) TV were rated as highly credible sources.

News Coverage of the Palestinian-Israeli Conflict in the Main News Bulletins of Al Jazeera, Al Arabiya and Al Hurra TV Channels

A Comparative Study

by

Faiz Shahain

University Eberhard Karles Tübingen – Germany

2013 – On process

Language: English

Abstract:

This thesis depends on the analysis of approximately 260 hours of news from the three channels: Al Jazeera (Harvest the Day), Al Arabiya (News at Six O'clock) and Al Hurra (The World Today). The thesis is divided into two sections: a quantitative analysis of the data and a qualitative analysis of news texts.

The quantitative section discusses the objectives of the study and research methods, and examines news stories in a certain period of time and the features of news coverage of the three channels (the countries and geopolitical regions that are covered most). The section also discusses the features of the composition of subjects covered for these countries and geopolitical regions (news stories that are being selected for these countries and regions). It also presents a comparative study of the news coverage by the three channels of news on the Israeli-Palestinian conflict (the covered number of reports on the Palestinians and the Israelis and the size of coverage). It examines the features of the images of the Palestinians and Israelis in the news bulletins of the three channels (in terms of the journalists doing the coverage, the footages of the parties to the conflict in News Live Windows, Sound Bits reports and political statements).

The second section is divided into two parts: a qualitative analysis of the distribution of news stories and qualitative analysis of news texts for a range of selected news topics on the Israeli-Palestinian conflict in the three stations; a comparative study.

The Identity of Al Jazeera and its Relationship with Arab Viewers in the Diaspora

by
Ghania Tinakucht
Robert Schuman University, France

Facts Affecting News Making

by
Maya Muhsin Alhabsi
University of Leicester, UK

The Audiovisual Representation of the War in Afghanistan on AJE and CNN

by
Annika Bach
Freie Universität in Berlin, Germany

Functional Grammar Analysis of Al Jazeera International and CNN Releases on Iraq war after the US Mid-Term Elections 2006

by
Abedal Mutaleb Al-Zuweiri
Durham University, UK

Attitude of the Arabic Political and Confessional Group towards Al Jazeera Channel

by
Sergey Konyashin
Moscow State University, Russia

The Political Influence of Al Jazeera Network on Kuwaitis: A Uses and Gratifications Study

by
Ali Abbas Jamal
University of Southern Mississippi, US



Section Two

Master Dissertations



Management of Arabic News Satellite Channels

by
Joumana El-Kadi

University of the Arts London, UK

2000

Language: English

Abstract:

Arabic news satellite channels are a new experience for Arab viewers – particularly around practices of freedom of speech. Likewise Arab governments are having to contend with their people getting information or discussing subjects that they wouldn't permit on their state television services. Since the Gulf war in 1990, Arab governments and wealthy Arab investors, especially the Saudis, have been competing in launching different kinds of channels. News on Arab channels is censored according to clear or hidden guidelines issued by their owners in an attempt to avoid clashes with government institutions; banning the channels in some countries would adversely affect their revenues.

Managing an Arabic news channel in an Arab country requires specific skills: to provide programmes according to Arab viewers' tastes and needs; to get viewers' support; and to resist pressure from the Arab governments. In 1999

Al Jazeera, was a three year-old news satellite channel based in Qatar. It was an Arabic speaking channel, managed by Arabs, and succeeded in providing programming especially tailored to Arab viewers' needs.

This report shows how Al Jazeera management has coped with the challenge of dealing with Arab governments, and how the management has succeeded in creating a culture that supports its staff in providing an independent Arabic news channel.

The News Flow into Communication Networks

An Applied Study of Sudan News on Al Jazeera

by

Fikria Sulayman

International University of Africa, Sudan
2003

Language: Arabic

Abstract:

The researcher discusses Sudan – a state considered one the countries of the global South – and looks at how Sudan can be used as an example to gauge how Al Jazeera covers the news of the South. The period of coverage selected was from December 2000 to December 2002. This period witnessed internal conflict within the ruling regime in Sudan and was covered by local media. In order to explore the role of the media in this regard, the importance of communication is explained with definitions of network functions, their features and types. Additionally the importance of satellites channels and live broadcasting is illustrated. The researcher also gives definitions of direct flow of news, and introduces the Al Jazeera office in Qatar and the Sudan, with details on their various sections and editorial policies.

The study concludes that the Al Jazeera channel in Qatar has imposed itself in the Arab world, and is distinguished from other channels for its unique and technically distinctive style. It is further distinguished by the clarity of its vision and the space of freedom created for it by the State of Qatar, along with the state making financial and technical resources available to the channel. Therefore the channel reflects Sudan's news in this period of December 2002 and there was full coverage of political news on the Sudan. Thus, the study concludes that communication networks play a significant role in the transfer of information. However, imbalance still continue to exist as, despite tremendous progress in the media and mass communications, the gap between the North and South remains substantial.

Trends in Media Reception of African Issues on Al Jazeera Channel

A Field Study Covering the Period of January 2000 to December 2002

by

Yasser Al-Hussein

International University of Africa, Sudan
2003

Language: Arabic

Abstract:

Although at times geographically disconnected, the Arab world has been interconnected with the African continent; culturally, intellectually and socially. This study aims to draw attention to the significance of the Arab-African communication. The author suggest that this communication needs to focus its attention at all levels of economic and social development.

The study, Trends of the media handling of the African issues at Al Jazeera, provides a scientific study based on the importance of Al Jazeera as a media institution at a time when the importance of the media and its pivotal role in the various aspects of our contemporary life has been growing. The study is also based on the strategic importance of the African continent to the Arab world, with reference to historical cultural and religious ties, and the importance of blocs and coalitions in an era marked by political and economic clustering.

Al Jazeera as an Arab media institution has assumed its position par-excellence among the international media that have long monopolised – and arguably still monopolise – information and its formulation in accordance with the objectives and interests of their societies. Here it is hoped that Al Jazeera will to play an active role in the consolidation of these links for the in interest of the Arab and African nations, through the honest and objective handling media issues.

One War, Two Different Perspectives

Identifying the Main News Source in the Coverage of the 2003 War in Iraq by Al Jazeera and CNN

by

Amel Saraj

Auckland University of Technology, New Zealand
2004

Language: English

Abstract:

This thesis looked to identify the main sources of news in the coverage of the 2003 war in Iraq, by CNN and the Arab channel Al Jazeera. It distinguishes between the news sources that journalists of CNN and Al Jazeera have depended on while covering or reporting on the events of the war, and examines why they gave more airtime to certain news sources over others. Content analysis is used as the main research method, and the Glasgow University Media Group's work is adopted as a model. The data for the research was generated from five prime time news hours, selected from five- day intervals during the war, from both channels.

This study also examines the two channels' different perspectives towards the event. This takes into account their respective histories, their stated position regarding their role and their editorial practices. At the same time there was an attempt to further contextualise this issue by looking at the flow of the world news across borders, the development of Arab media before and after the emergence of satellite broadcasting and a brief review of the history of western media war reporting.

The thesis concludes that the main sources used on CNN were 'coalition' military and official sources. By contrast, Al Jazeera's coverage gave almost equal time to other perspectives such as anti-war voices and 'independent' analysts. Consequently it is argued that Al Jazeera's coverage was more balanced and offered multiple perspectives.

The Media Revolution of Al Jazeera

A Study of How Al Jazeera Staff Depict the Channel's Power to Influence Freedom of Speech and Democracy in the Middle East and Qatar

by

Christina Øvestad Eikeland

University of Oslo, Norway

2004

Language: Norwegian

Abstract:

The aim of this study is to assess Al Jazeera's influence on freedom of speech and democracy in the Middle East and Qatar. The interview conducted with Al Jazeera staff at the main headquarters in Qatar covers the main part of the observation that resolves the central subject of the study. The two most important research question, that Eikeland attempts to explore and answer are 1) What methods does a television channel like Al Jazeera apply to reduce censorship and facilitate the increase of freedom of speech in Qatar and the Middle East? 2) Can a television channel like Al Jazeera play an important role in the development of democracy, or is this too big of a responsibility? Classical media theory provides that if a media actor is going to participate in democratisation, it must happen through a strict media inspector that plays a role in information civil forums. In the analysis, Eikeland takes a starting point in that division and attempts to scrutinize the statements of Al Jazeera staff. Analysis results show that Al Jazeera has positive influence on freedom of speech in the Middle East and Qatar due to its dauntless approach and coverage of controversial topics in news briefs and debates which has shifted from the traditional limits of Arab society. The analysis also shows that external support from the democratic states like the United States is one of the most important factors that play an important role in the development of democracy in Arab emirates.

The Credibility of Arab Broadcasting

The Case of Al Jazeera

by
Khalid Al-Jaber

University of West Florida, US
2004
Language: English

Abstract:

The advent of Arabic satellite broadcasting in the early nineties and all that it entailed has led to unrestricted and diverse media alongside fundamental changes in the Arab scene. These changes have led to the decline of governmental monopoly on media and liberation of deliberative space from Soviet-style policies rendering Arab coverage insipid and fawning to regimes, thus giving people even less of a voice and less of an opportunity to express their opinions, concerns and political views.

Certainly, satellite news channels and new media, especially social networks, have radically changed the process of news production, distribution and consumption. This study explores the forms and limits of the impact of satellite broadcasting in the Arab world, focusing on the Al Jazeera phenomenon which emerged in November 1996 and quickly became the leading Arabic satellite news channel. Due to its vast audience in the Arab world and abroad, Al Jazeera plays an essential role in the formation, direction and choices of public opinion. Hence, the study seeks to examine the channel's credibility by applying the theory of use and satisfaction. So, to what extent was it able to establish itself as a credible media outlet? And to what extent did it succeed in satisfying its audience by means of understanding its needs and fulfilling its hunger for free, balanced and pluralistic media? These are the central questions Al-Jaber's study attempts to answer.

To What Extent Might Al Jazeera be considered as an Alternative Source of Global News for Audiences in the Gulf Region in the 21st Century?

by

Mohammed Al-Ahbabi

University of Central England, UK

2005

Language: English

Abstract:

This study explores the role played by the Al Jazeera satellite channel as an alternative source of global news within the Gulf countries in the twentieth century. The fieldwork of this study covers the following four countries in the Gulf region: Oman, Qatar, The United Arab Emirates and Saudi Arabia. The participants of the study included a hundred journalists, politicians, and other specialists who were sampled. A quantitative questionnaire was employed and the statistical analysis used sought to test and hypothesise using a median. In addition, the sample and its distribution was described and explained using descriptive statistics.

Media globalisation and the notion of cultural imperialism have been studied from both negative and positive perspectives. This study found two main directions emerged around Al Jazeera as an alternative source of information in the Gulf region: The first direction considers Al Jazeera as a response to the monopoly on information by western media, while the other direction considers this channel as a global phenomenon under the umbrella of the globalisation of media.

U.S. Democracy Promotion and Al Jazeera

A View into Arab Reactions and Opposing Movements

by
Marie Elizabeth Smith
University of California, US
2005
Language: English

Abstract:

The promotion of democracy in the Arab world, an area that to date has been resistant to effective political liberalisation, has become a central pillar in American Middle East foreign policy. It has also become an integral element in the Global War on Terrorism (GWOT). The question posed is, given our theoretical and historical knowledge, how will the advocacy of democracy be received? The underlying assumption of U.S. policy is that democracy will moderate some of the anti-American sentiments from the region, as well as undermine terrorist activities and support. Thus, will overt American promotion of democracy cause these states to democratise? Using aspects of social movement theory, this thesis examines Arab reactions to America's public promotion of democracy.

This study argues that America's campaign has in fact been counterproductive as it has polarised the political discourse, a result which weakens potential sources of internal pressure and distorts understandings of democracy. Smith argues that this, thus, facilitates states maintenance of the status quo. It does this through framing the message as inherently American and spurring opposing movements. Using Al Jazeera data derived from the Foreign Broadcast Information Service (FBIS), the researcher recorded the connotations associated with each articulation of the word 'democracy' to create a sample of competing frames to observe opposing movement developments and frame contest trends.

Courting, Criticism, Censorship and Bombs

A Study of the Relation between the Al Jazeera Channel and the US Administration during the War in Iraq 2003

by

Tine Ustad Figenschou

University of Oslo, Norway

2005

Language: English

Abstract:

On the eve of the war in Iraq, the US administration tried to re-establish friendlier relations with the Arab media. This article reviews American public diplomacy and its communication strategies towards the Arab satellite networks, with particular emphasis on the Qatar-based Al Jazeera channel. The article further considers the degree to which American strategies succeeded. The author contests that the American experiences with Al Jazeera during the war in Iraq were similar to their experiences during the war in Afghanistan.

The main finding is that the US administration lacks a comprehensive communication strategy towards Al Jazeera: In both conflicts, prior to actual fighting, the US administration started by courting the channel, giving exclusive interviews and participating in debates. However when the war commenced friendly relations came to an end. When Al Jazeera focused on the ugly face of both wars, the American administration reacted with criticism, threats and attempts to silence the channel.

The Impact of Aljazeera on a Global Scale

A Research on Balance of Powers and the Role of the Arabic Satellite Channel Aljazeera

By
Irene de Mol

Universiteit Utrecht, Netherland
2005
Language: Dutch

Abstract:

Did Al Jazeera break the hegemony of the Western media in the Arab and Western world? To what extent does Al Jazeera's existence go against the idea that Western media dominates the news all over the world?

This thesis passes factors that contributed to the creation of Al Jazeera. Ms Irene de Mol examines the difference of coverage between western news channels and Al Jazeera to emphasise the importance of dual reporting. Also Ms de Mol looks into the power structure, and if a particular form of state determines the degree of control of the media in a country.

The focus in this research report is in line with cultural imperialism, on the relationship between political and economic forms of domination and cultural domination. It also focuses on the relationship between media and power. It aims to expose the power structures at the level of global news, with emphasis on the Western influence on the global media market. The importance of this study is to gain insight into global media systems and their interrelationships. The author determines whether the theories of cultural imperialism on the contemporary cultural power relations are applicable and whether principles of the discourse of globalization complement its possible shortcomings.

In a time of widespread and fragmented global conflicts, it is important that in the media the perspective of the 'other' is illuminated, even if the media shows us a distorted picture of "reality", whilst the image is made up only by the West, and whilst we are not even close to the 'truth'.

Al Jazeera Another Opinion

by

Giovana Sanchez

Universidade Federal de Santa Catarina, Brasil

2006

Language: Portuguese

Abstract:

This study investigates the news-making process, and in particular, the history and the social role of the Arab TV network Al Jazeera – or, ‘the island’ in Arabic. Founded in 1996, with its headquarters in Qatar, the station was the first independent channel in the Middle East. Al Jazeera is more than a news channel, and in framing of of the western model, the Al Jazeera TV network has been able to break taboos and discuss controversial issues in the Islamic world like sexuality, women’s issues and religious extremism. With news programmes, talk shows and documentaries - running 24 hours a day - Al Jazeera operates with an extended network of nearly forty offices and more than a 100 correspondents and reporters worldwide.

The importance of researching this topic lies not only in the originality of the channel's content, but also in the lack of research on Al Jazeera in Portuguese. The study also addresses the relationship between the station and Latin America, especially after the launch of the English Channel, with its global reach and agenda.

To complement the theoretical investigation with an empirical analysis, the researcher conducted a number of interviews with Al Jazeera staff at the channel's headquarters in Doha.

The Development of Pan-Arab Broadcasting Under Authoritarian Regime

A Comparison of Sawt Al-Arab ("Voice of the Arabs") and Al Jazeera News Channel

by

Nawal Musleh

Simon Fraser University, Canada

2006

Language: English

Abstract:

This thesis examines the development of pan-Arab broadcasting under authoritarian regimes in the modern Middle East. It undertakes an historical comparison of radio broadcasting under former Egyptian president Gamal Abdel Nasser, more specifically the influential radio program 'Sawt al-Arab' ('Voice of the Arabs'), and satellite television broadcasting under current Qatari Emir, Sheikh Hamad bin Khalifa Al Thani, particularly the renowned Al Jazeera News Channel.

While Nasser and Al Thani may have employed their nations' broadcasting apparatuses as means by which to achieve their own ends, contemporary comparisons which imply that these authoritarian leaders have encoded their broadcasting content with similar pan-Arab rhetoric are unfounded. Rather, legitimate points of comparison are found in audience decoding responses, for both 'Sawt al-Arab' and Al Jazeera have demonstrated the ability to transform the interactions of domestic, international and expatriate Arabs through new technological advancements, thus producing increasingly modern variants of previous communal imaginings.

The aim of undertaking this comparative study of Sawt al-Arab and Al Jazeera is not to proclaim one media outlet superior to the other. Rather it was to dispel misconceptions that have led to inaccurate comparisons of the two, as well as to demonstrate the importance of understanding new Arab media in the light of the Sawt al-Arab legacy. Historians and media scholars interested in the contours of the Arab media landscape cannot dissociate emerging media outlets from their predecessors, thus there exists an urgent need for the injection of historical context into discussions of present and future Arab media ventures.

The News Structure in Arab Satellite TV Channels

Al Jazeera as a Model, An Analytical Descriptive Study

by

Ridwan Abu Gurra

University of Algiers - Ben Youssef Ben Khedda

2006

Language: Arabic

Abstract:

The Al Jazeera news is a leading channel in the Arab world, thanks to its news coverage. Al Jazeera is no exception from the rule of competition and strives for winning a large segment of audience. With its talk shows, political forums and newscasts, Al Jazeera is seeking to achieve that end. However, this latter issue is lacking sufficient research - both in terms of content and form. This is the reason why this study is to deal with the structure of the news on Al Jazeera as a research case, depending on the following plan:

First, the research covers with some detail the methodological aspects of the study, giving introduction to the subject and putting forward the problem and then determining the tools, methods and the curriculum appropriate for study. The researcher sets the research community, the study sample, and explains the semantics and concepts of certain terms related to the research. In the latter, he discusses briefly the studies related to the subject matter hereof.

In the first chapter, which serves as the theoretical introduction to his study, the researcher includes three sections; the first is devoted to the explanation of the process of the televised news production, the second section is a full explanation of how to employ journalist types in TV news broadcasts as a media tool with its own specificity, and the third topic discusses news values and the different subdivisions thereof.

Chapter II of the study is a comprehensive survey of the Arab satellite map with all the variables. In consistency with the theoretical approach to our study, we dealt with satellite technology and the rising phenomenon of international television as the most important product of modern technology on the one hand, and its portrayal of the concept of "global village" in terms of connecting the world together on the other. In the second section the researcher explores the reality of Arab satellite channels - as a manifestation of the phenomenon of international live satellite broadcasts - showing its pros and cons. He also touches on foreign satellite media broadcast as one of the leading variables in the live satellite broadcast in the Arab region.

The empirical chapter analyzes the structure of the news in "Al Jazeera" using a content analysis tool and draws specific conclusions, and in the latter is the conclusion.

News Coverage in Satellite TV Channels

A Comparative Study between Arab Channels and Foreign Channels (BBC, CNN, Al Jazeera, Al Arabiya)

by
Sabir Hasan

King Saud University – Saudi Arabia
2006
Language: Arabic

Abstract:

The research problem is determined by identifying the topics and forms of news coverage in the Arab and foreign satellite news channels, and news values through application on four channels: Al Jazeera, AlArabiya, CNN and BBC, through description, analysis, comparison and monitoring differences between them. The researcher selected five main objectives behind the study of his problem; recognizing and comparing the subjects and forms and sources of news coverage, and the news values that govern such coverage between Arabic and foreign news channels, the differences among them in general, and identifying and comparing particularly the most prominent themes in these channels, and the nature of news coverage.

To achieve the objectives of the current search problem, those goals have been translated into several questions relating to the topics of news coverage and its forms, sources, values and the differences among the channels in general. Then, the search gives answers through the descriptive approach, using the content analysis method.

As regards the sources of news coverage that depend on the news channels, the study findings showed that these channels are self-reliant as far as news sources are concerned by 7.96%, compared to the rest of other sources. The findings also showed the existence of significant moral differences for this variable.

With regard to the forms of news coverage, the findings indicated that more than half of the news materials, 5.55%, were covered as normal forms of news, followed by a report by the channel's correspondent, then a category of more than one form, while the rest of forms appeared at low rates. It further explained that news articles in the coverage of foreign news channels carried more news value than Arabic news channels. According to the findings, statistical tests showed differences of moral significance among all channels with respect to this variable. The findings also spotted seven news values where the news channels differed in terms of moral significance.

Reporting from Qatar

This is Al Jazeera

by

Colonel Steven Carney

The U.S. Army War College
2006

Language: English

Abstract:

Since the arrival of Al Jazeera in late 1996, western style news programming such as the British Broadcasting Corporation and U.S. Cable News Network has fallen out of favor with the Arabic street because it does not appeal or speak to their cultural sensitivities. The satellite news station, Al Jazeera, is the choice news outlet to nearly 40 million people residing in the Arab world, particularly since the service is free to anyone in the Middle East in possession of a satellite dish.

This paper compares how Al Jazeera reports news events, particularly in Iraq and in Afghanistan, to how the U.S. news media reports the same story. Selected news vignettes examine the facts of the stories and draw conclusions to Al Jazeera's motives and the effects of its reporting on U.S. military operations in Iraq. The intent is to use examples of reporting by both Al Jazeera and Western media sources, compare the differences, and touch on the cultural as well as strategic influences of how messages are shaping the War of ideas or information campaign. Suggestions or potential ways to address this important issue are provided.

The Impact of Political Factor on Structuring the Administration of Visual Media in the Arab World

A Case Study of Al Jazeera Network

by
Khalil Al-Agha

University of Westminster, UK

2007

Language: English

Abstract:

This thesis is trying to study the impact of the political factor on the administrative environment of Al Jazeera in particular, as there are many assumptions and facts about the management patterns in the Arab world, and whether in light of these assumptions or facts Al Jazeera has formed a viable administrative system that can be sustainable without the direct support of the Qatari government?

This thesis tries to present answers by exploring cultural environment, religion, customs and traditions, and the influence of Western culture on the patterns of management in the Arab world. It also tries to study discuss the relationship between the political system of the State of Qatar and Al Jazeera, and whether this administrative system of Al Jazeera is different from the rest of the media institutions in the Gulf? And how far are these differences from Qatar's national policy?

The study found out the impact of the political factor on Al Jazeera and that any changes at the top of the country's political hierarchy may turn this success to failure, since the success of the internal management structure alone does not constitute the only factor for success and sustainability in light of the influence of the political factor inherent in the Arab world in general, terms of its impact on the output of the administrative system. Besides, the factors that control the management patterns are rooted in the Arab mentality, in terms of culture, religion, customs and traditions, which increases the impact of the political factor in responding to the elements of the relationship between these factors and these patterns.

To achieve success in the management of the media organizations, there must be margins of freedom of expression and political openness, in addition to professionalism in the construction of the institutional management systems of the institution, the elements which have so far availed themselves for Al Jazeera channel.

Distraction and Democracy

Al Jazeera and the Arab world

by
Gurina Kolin

La Trobe University, Australia

2007

Language: English

Abstract:

This thesis aims to investigate the relationship that Al Jazeera enjoys with Arabs throughout the region. The underlying current of the work intends to discover whether progressive media, in providing a candid forum for repressed Arabs, can help introduce liberal civil society throughout the region. Al Jazeera is the prism through which the relationship between Arabs and Arab media is examined.

Through its seemingly well-balanced news coverage, and its contentious and original programming, Al Jazeera has allowed Arab audiences a platform through which to engage one another. Almost as important are issues of Al Jazeera's independence. Although many are in awe of the controversial news network, Al Jazeera's claims to editorial independence are dubious at best. In a region dominated by historical rivalries and political power play, it is feasible that Al Jazeera's seemingly autonomous perspective is merely a cover for the emirate of Qatar's delicate political balancing act.

Al Jazeera on Site Journalism as Ethical Practice

by

Sarah Jurkiewicz

Humboldt-Universität zu Berlin, Germany

2007

Language: German

Abstract:

In Europe, Al Jazeera's foreign correspondents encounter various and sometimes conflicting expectations: they have to meet both the professional standards of news production and the expectations of global representation of the local Arabic-speaking communities in Europe. In addition, their role as "cultural translators" is not always free of conflicts, especially if sensitive topics such as same-sex marriages are to be translated for an Arab public. This study deals with the "ethos of translation" of Al Jazeera correspondents in Berlin and Paris. It is based on participant observation of their daily work in both offices and interviews with the journalists. As an example, Jurkiewicz analyses reports on homosexuality that were produced by both offices but not broadcasted in the end.

For a theoretical unpinning, the researcher compares journalistic and anthropological modes of translation and conceptualises the correspondents' perspective as "shifting consciousness". This term describes their professional mode of comparing "here" (the location they cover) with "there" (the imaginary Arab public). Following this conceptualisation, she analyses the correspondents' ethos of translation. As the research material shows, the correspondents try to report "with deference to both sides", especially when addressing sensitive issues. Also, in the local media field, at least in Germany, correspondents take an intermediary stance, and thereby become representatives of the "Arab voice" in the German public. But, as clearly seen in the failed attempts at covering homosexuality, this ethos has its limits: cultural standards in the Al Jazeera headquarter itself, the format of the medium and the understanding of news as a product to sell may constrain translation. By looking at how correspondents reflect on the rejection of their reports, and on the possibilities of translation they feel they need, their professional ethos becomes apparent.

The Role of the Media in Political Development through "the Lebanese File" in the Al Jazeera's "Open Dialogue" Programme

by

Zakaria Baitia

Al-Jinan University, Lebanon

2007

Language: Arabic

Abstract:

This study examines the role of the media in political development and looks at the connection between communication and its theories, and the theories and concepts of political development. It also examines some political situations in the Arab world and the means of communication and uses of communication policy. The study also aims to determine the role of the visual media and its impact on the people, the role of media in political development, and the role of Al Jazeera in political development and the development of political discourses and its consequent impact on public opinion and political leaders.

The study highlights a number of questions, such as: What role does the media play in political development? What is the role of mass media and to what extent is it effective? Does Al Jazeera play a positive role in the development of political discourses? What role does Open dialogue and its presenter Ghassan Ben Jeddo play in this development?

To answer these questions, the Open dialogue series on Lebanon was selected. The circumstances of Al Jazeera's emergence and its political affiliation were highlighted, and its media approach through a code of ethical conduct was explored. The study reviews Al Jazeera's programme policy and its role in bridging the gap in the audience's knowledge. It further analysed a sample of the Open dialogue, such as an interview conducted by its presenter Ghassan Ben Jeddo.

Framing Terrorism: Good versus Evil

An Analytical Study of Al Jazeera and CNN

by
Koen Leurs
Utrecht University
2007
Language: English

Abstract:

This study provides the theoretical framework which must be seen as the starting point for analyzing news reports on terrorism. The tools introduced here include both merely indirectly used theoretical backgrounds as well as directly applied theoretical notions. In this paper, the author is specifically interested in gathering the theoretical background to be able to grasp the different ways of how the media present terrorist actions, as well as to get an impression of possible implications of specific framing processes.

This Study is structured as follows: first the object of study is described, by looking at the history and the different angles that exist to understand and analyze terrorism. More specifically, the emphasis is put on what Leurs perceives as the key element of recent acts of 'Jihadist' terrorism: the terrorist performance by which it is able to reach broader audiences than the group of people that is directly affected by the action itself. Second, theories of framing and 'the Other' are combined to be able to address the medial representation of these terrorist performances. Third, the theoretical stance of German philosopher Habermas is introduced. This perspective will provide a solid fundament to assess possible implications of specific framing processes on a more complex level.

The Influence of Al Jazeera in the Arab World and the Response of Arab Governments

by

Anthony Maalouf

Villanova University, US

2008

Language: English

Abstract:

Since its launch in November 1996, Al Jazeera has been a source of vexation to the traditionally autocratic governments in the Arab World. With its real-time, 24-hour news cycle, its uncensored nature of field reporting and informed analyses, Al Jazeera challenged the status-quo and changed the traditional role of the Arab Media. It shifted these media outlets from being compliant with governments to being critical of them. The question must then be posed: To what extent does Al Jazeera represent a serious and continuing challenge to Arab governments in terms of the control of information? This is the key issue this study aims at investigating.

This thesis examines the various responses from Arab governments to Al Jazeera's coverage. It does this by conducting a literature review in a qualitative study. Incorporating the CNN Effect theory, this study records observations regarding the responses of Arab governments.

Research findings indicate an overall weakness in Arab governments' efforts to resist the growing influence of Al Jazeera. Al Jazeera's ability to remain a potent force, could contribute to the decline of the autocracy of Arab governments, particularly around the control of information. This could then translate into partial or fundamental political changes.

Al Jazeera's View of the Iraqi-American Crisis from the Winter of 2000 to the Fall of 2002

by

Karima Ziada

Université Jean Moulin Lyon 3, France

2008

Language: French

Abstract:

This study sheds light on Al Jazeera Satellite Channel's coverage of the war on Iraq triggered by the Western alliance under the leadership of the United States. It also attempts to analyse the way the coverage tackled the crisis that distinguished relations between the two countries during the extended period between 2000 and 2002, which preceded and paved the way for the war and the American invasion of Iraq in 2003.

Ziada obtains her main content from the famous programme, "The Opposite Direction", for content analysis. Her problem statement concentrates on Al Jazeera's editorial line in the framework of addressing the Iraqi-American crisis. To assess the extent Al Jazeera's practice of press conforms to the principles and policies that appear in its professional charter, the dissertation exercises scientific research instruments based primarily on quantitative and qualitative analysis for all discussion panels on "The Opposite Direction," which paid heed to the crisis both directly and indirectly, meaning the programme's topic pertained to either the United States or Iraq.

Among the findings the study concluded with, is that Al Jazeera's commitment to its editorial line – which is biased toward Arab affairs – caused it to somewhat lean toward the Arab party in the crisis i.e. Iraq. However, that did not stop it from granting the other party, the United States, an opportunity to express its views. The United States' voice was present not necessarily through Americans themselves but through intellectuals and analysts with views opposing those supporting Iraq. Hence, the channel gave both parties a platform to express their views and remained consistent with its renowned slogan, "The Opinion and the other Opinion".

**Television Media between
Remembrance and Forgetfulness**
Cultural Programmes of Al Jazeera as a Example

by
Mohammed Al-Shahri

University of Tunis, Tunis

2008

Language: Arabic

Abstract:

This study aims to explore the role of visual media and its ability to recall the past and present, by saving TV programs in hard discs. It also studies Al Jazeera's methodology of reconstructing the Arab memory, Shedding light on the culture of the marginalized, tracing of the migrant Arab talents through recording their cultural and scientific achievements, knowing the importance of the TV program in documenting the current moment with sound and picture and making use of these programs in future as historical documents used for understanding the present time.

This research is based on studying Al Jazeera programs (Literature of Prisons, Appointment in Diaspora, the Arabs of Latin America, and a Private Visit). Al Jazeera was selected, being an Arab channel broadcasting from an Arab country with Arab funding, for its daring coverage of cultural programs which are once censored in the Arab media, and for its success in influencing Arab public opinion, and for its unique position on the map of the international media.

The study sought to underpin Al Jazeera's approach to African issues, to know the relationship pattern and the nature of diplomatic relations between African countries and the State of Qatar, on the one hand, and the relationship between Al Jazeera and the ruling regime in Qatar, on the other. For this purpose, the researcher used a descriptive analytical method of questionnaires and surveys, using content analysis of Al Jazeera programs samples, (the Opposite Direction, More than an Opinion, Without Boundaries, a Witness to the Times, the Meeting of Today, a Private Meeting).

Coming to America

The Reputation of Al Jazeera English in the United States

by
Ronnie Lovler
University of Florida, US
2008
Language: English

Abstract:

Al Jazeera English is the Qatar-founded international news network that launched in November 2006 as the first English-language global news channel not based in the West. It came into being ten years after its sister channel, the Arabic language Al Jazeera. The pan-regional Arab-language network has been mired in controversy since its inception because of the way it has covered the news in the Middle East and because of its airing of video from the militant terrorist group Al Qaeda. Much of the world has learned to live with Al Jazeera, both the Arabic-language network and AJE. But the debate over the journalistic tilt of Al Jazeera is still raging in the United States and may be preventing the fledgling English-language network from getting on the air in the United States.

This thesis explores the reputation management challenges that have confronted Al Jazeera English since it came into being in November 2006, particular within the context of its aspirations as a news organization that presents the news from the perspective of the developing world. The art and science of communications comprise a multifaceted study, even more so when journalism and public relations are simultaneously considered. Yet given the complexities of AJE, clearly, it is more than just another network trying to launch in the United States.

It has its roots in the Middle East, but is trying to go global. It has been labeled as "terrorist." Reputation management issues tied to public relations concerns are as much a part of its package as the usual journalistic concerns about presentation of the news.

Saddam's Execution Three Perspectives

by
Tahira Firdous
Hawaii Pacific University, US
2008
Language: English

Abstract:

Similar to CNN's position during the Gulf War in 1991, the Arabic Al Jazeera news network became part of the story of the 2003 Iraq War. Al Jazeera started drawing a growing audience, but it also drew its share of angry criticism. The source of this criticism was the result of the channel's filming and broadcasting of pictures that other networks had not been able to obtain or would not have shown. With broadcasting centers in Doha, Kuala Lumpur, London and Washington DC, and supporting bureaus worldwide, Al Jazeera English soon began emerging as a non-western media front in international media networks. Richard Porter (2006) stated that Al Jazeera English was going to be a serious competitor for the two established global channels, BBC World and CNN. However, the main event that brought Al Jazeera English face to face with the western media was Saddam Hussien's execution in December

2006. His execution was the major outcome of 2003 Iraq War; a war which made its parent channel Aljazeera Arabic both popular and notorious.

This paper will attempt to analyse the coverage of Saddam Hussein's execution by Al Jazeera English and western media outlets, particularly focusing on Fox News and the New York Times. This paper will focus on the media's framing of the execution by Al Jazeera, Fox News and the New York Times. The analysis will be essentially metaphorical analysis, looking at what metaphors, words, images, and pictures were used and repeated in order to create an impact on audience. These three sources were selected for analysis because of the diverse nature of their viewer-ship and ideological positions. Fox News is considered conservative, Al Jazeera as anti-American, and the New York Times a liberal newspaper. By analyzing the coverage of Fox News, the New York Times and Al Jazeera the coming sections of this paper will observe the execution from both western as well as Arab eyes.

The New Role of the Media in the Middle East

A Case Study of Al Jazeera Channel and its Coverage of the First Fallujah Battle

by

Tamer Al-Masri

Near East University, Northern Cyprus

2008

Language: Arabic

Abstract:

The main objective of this study is to explore the evolution of the media in the Middle East and its effects on forming 'Arab public opinion'. The study analyses the coverage tools used to report on the events in the new media environment. In fact, prior to Al Jazeera, the Arab media was almost non-existent; it has only reflected their governments' views with its controlling reality that lacked democracy and other people's opinions. For a long time, the Arab media worked towards establishing the official viewpoints of any of the events and provided no room for any alternative perspectives.

Al Jazeera was chosen as a case study to identify the size and nature of influence exercised on public opinion and on political systems. As a case study, the research examines the case of Al Jazeera's coverage of the Al-Fallujah war, the first Iraqi war in April 2004. Al Jazeera pioneered in its unique coverage of that war, which represented an important turn in the Iraqi war.

In terms of analysis, the researcher conducted in-depth interviews with a number of journalists and managers, particularly those who participated in field coverage or had any relation to the issue, whether it was in Iraq or at the news room. The researcher also examined the different challenges, risks and the overall conditions of covering the above-mentioned war, especially since Al Jazeera was the only media outlet that broadcast from inside the besieged Al-Fallujah.

Al Jazeera English: the Opinion and the Other Opinion

A comparison between ideologies in CNN International
and Al Jazeera English

by

Jonas Joris de Graaf

University of Utrecht, Netherlands

2008

Language: English

Abstract:

Elite groups struggle to maintain existing power structures, and research reveals that the news media play an active role in maintaining these dominant ideologies. In the globalizing world, or the so-called 'global village', world mediascapes are mainly dominated by the West with large press agencies, the Arabic version, started to oppose this hegemony from Qatar with the satellite station Al Jazeera English in September 2006. The open (and many-facetted) question whether Al Jazeera English produces a counter-ideology to oppose the dominated Western worldview in news was the main cause of this research. A comparative analysis between CNN International and Al Jazeera English was undertaken. The news coverage concerning the withdrawal of the Jewish settlers from the Gaza Strip in August, 2005, of both network stations was subjected to CDA and it was, in addition, compared. Both CNN International and Al Jazeera English were examined on lexicalization, predication strategy, topicalization, intertextuality and framing.

The result may not be surprising: the examined news coverage by Al Jazeera English contains counter-ideological elements vis-à-vis the reporting by CNN International. Nonetheless, research shows very well in which linguistic structures this respectively dominant ideology and counter-ideology can be found. Some of these structures exhibit very explicitly the dominant ideology, such as the word 'terrorism' in CNN International, or the word 'resistance' in Al Jazeera English. It appeared that both network stations have ingroup – outgroup polarization characteristics. In Al Jazeera English's news coverage, the ingroup is the Palestinian side and the outgroup is the Israeli side. The reverse is seen in CNN International, where the ingroup is the Israeli side and the outgroup, the Palestinian side. By using different strategies, both network stations represent the ingroup positively and the outgroups negatively. Moreover, CNN International often refers to the war on terrorism discourse of United States President Bush by framing the Palestinian side as consisting of terrorists. Indications are found that Al Jazeera English attempts to 're-contextualize' this discourse, i.e. the discourse of terrorism is moved to practices concerning Israeli violence and to Israel's extreme political stance in the Middle East conflict.

Diverse Perceptions of International Television Networks in Times of Conflict

Critical Reception of CNN, Fox News and Al Jazeera on the Internet

by

Anne-Astou Lopes

University of Quebec, Canada

2009

Language: French

Abstract:

This research examines internet users' perceptions of and responses to images of war broadcasted by CNN, Fox News and Al Jazeera. It focuses on two events of the Iraq War: the case of the Iraqi detainees who were tortured by US military personnel in the Abu Ghraib prison, and the Battle of Fallujah where American mercenaries were killed and their corpses hung over a bridge in front of the whole world.

The aim of this research is to understand and analyse how internet users respond to images and how, in turn, they express their opinions on the internet. To achieve this, the researcher draws on audience reception theories, particularly the concept of active interpretation as developed by Stuart Hall, René-Jean Ravault and Tzvetan Todorov. This study does not aim to propose an exhaustive account of all possible active interpretations by internet users but employs discourse analysis to analyse a limited number of internet users' responses. This is done in order to identify some of the main trends.

Of the three hypotheses suggested, two were amply demonstrated. Lopes highlights that, even within a range of possible variables, internet users' cultural background is a deciding factor in their reception and interpretation of specific media content. The research also finds that, from the discourse of the selected internet users, their views can conflict with the main ideological standpoint of international television networks.

The research concludes that, by expressing their own opinions, internet users become active interpreters of media content and thus have influence on other internet users at large, who themselves are analytical and open to critical commentary. Lastly, the receiving audience studied was shown to be highly active in its interpretative and critical roles.

The Impact of the Al Jazeera TV Channel on the Tendencies of its Arabic Audiences An Empirical Analysis

by

Ishtar Al-Jabiri

Freie Universität Berlin, Germany

2009

Language: German

Abstract:

The Arabic satellite TV station Al Jazeera is positioned to enjoy significant influence and exert substantial impact on the Arab public opinion. Two contradictory assumptions concerning the influence of Al Jazeera seem to dominate the discussions. On the one hand, the station is said to create an alternative public opinion, thus playing the role of a third party that mediates between the marginalised Arab populations and their repressivel governments. On the other hand, the Al Jazeera channel is being blamed for presenting itself as a platform for the followers of Islamism and Pan-Arabism, enabling these movements to promote their thoughts and ideologies with the station supposedly helping them in their renaissance.

In order to examine the degree of truth behind these assumptions, Arab viewers of different backgrounds were interviewed to express their opinions regarding one of the most popular talk shows on Al Jazeera: Al Ittijah Al Muakis.

This survey took place within the framework of a qualitative study in which the content of this programme was analysed, reflected on and then explained from the viewpoint of the Arab viewers who were interviewed.

The finding of the study showed that the viewers' tendencies vis-à-vis Al Ittijah Al Muakis were variable and differed from one another according to the level of education, expectations and origin of the participant.

U.S. Presidential Election Coverage on the Global Stage

A Content Analysis of 2008 Election Coverage on
Al Jazeera, the BBC, and Russia Today

by

Sally Ann Cruikshank

Ohio University, US

2009

Language: English

Abstract:

The 2008 U.S. presidential election garnered unprecedented global interest and international news coverage. This study examined how the U.S. presidential candidates, Senator Barack Obama and Senator John McCain, were framed by three major international networks: Al Jazeera (English), the BBC, and Russia Today. It also examined what type of coverage they received, and whether the coverage aired on the networks focused on the horse-race or on issue coverage. The study also looks at how the election process itself was framed by the networks.

A content analysis of 117 stories on evening newscasts, from 6 October through to 3 November 2008, found that Obama was framed more positively than his rival McCain on all three networks. The majority of coverage on Al Jazeera and the BBC focused on the horse race, rather than the issues. The analysis indicated that similar frames are used to describe candidates internationally. It is argued here that if networks continue to focus on the horse race, rather than the issues, audiences will learn only who is ahead in the polls and not necessarily which candidate is better suited for the office.

Future research should expand the findings of this study by analysing more international networks to determine if these findings are generalisable beyond the cultures featured here.

Libya and Al Jazeera Net

by

Jalal Othman

Graduate Studies Academy, Libya

2009

Language: Arabic

Abstract:

Othman addresses the importance of the electronic media, its role in the spread of news and how the Internet has played a role in the return of print media to the competition. He also discusses the lack of information on happenings in Libya and introduces the importance of his study and its aims. Additionally, Othman attends to the framework of knowledge in the study, providing a section about the institution and development of the Internet and Arab electronic media, and its supply from Al Jazeera, describing Al Jazeera Net, the channel's course of work, ensuing policies around publishing, and the selection of news for the website.

The research Othman conducts is in the form of an analytical field study. He focuses on the content of issues and news concerning Libyan affairs, while the field aspect corresponds to encountering those who connect to this news site. Othman delivers analytical research findings and presents his analysis of Libyan issues on Al Jazeera Net in terms of news sources employed and depth of coverage. He also highlights the significance of the analytical study he conducted as he finds that the website relies on two other international sites, the French and German editions of Reuters, which thus gives the site western reporting values. His field research, however, suggests that the site's users are highly skilled in news vocabulary. He contends that the users are generally English speakers, and computer-literate. In addition, he contends that this proves that there is difficulty in understanding a great deal of the terminology in Libya. Finally, he draws a comparison between his analytical and field studies, as they correspond in many aspects.

Al Jazeera

A Model for Arab Women's Empowerment

by
Fereshteh Amarsy
SOAS, London University, UK
2010
Language: English

Abstract:

To date, the network that has most significantly altered the MENA (Middle East North Africa) media landscape is Qatar-based Al Jazeera. This is in large due to its commitment to freedom of expression. The network directly challenged the historic establishment of satellite television in the region while creating a public sphere for discussion between state and society, in a region where it was once absent. Today, Al Jazeera is not only one of the most recognizable brands but is regarded as an influential Arab voice that shapes ideologies in the MENA region.

Through the formidable case of Al Jazeera, this work aims to assess how, and whether, the network harnesses the power of information to work towards alleviating the plight of many of oppressed in the Middle East. More specifically, this study uses women's empowerment as a focal point. This is due to the study's recognition of women's empowerment as a crucial component of development and progress. Therefore, this study aims to fill a gap in the current academic research where the issues with regards to Arab media and Arab women are often discussed individually, yet seldom discussed with regards to each other. In order to add a dynamic facet to the research, interviews were conducted. Although generalizations may not be readily drawn from the information provided, these interviews offered invaluable qualitative insight. Each factor of this study is constantly undergoing such unprecedented and unpredictable change that long-term research possibilities have not yet been possible and would also make any previous inquiry obsolete.

Going Live in a Convergent Broadcasting Newsroom

A case study of Al Jazeera English

by

Wei Shao

University of Canterbury, New Zealand

2010

Language: English

Abstract:

Live broadcasting, one of the unique characteristics of television, faces opportunities and challenges in the digital age. Digital technologies enable television to upgrade its capacity in live broadcasting. Al Jazeera English has partnered with Livestation for internet-based broadcasting, which enables viewers to watch Al Jazeera English and Al Jazeera live worldwide. The multi-platformed approach of Al Jazeera in live broadcasting makes it successful in rivaling 24/7 news pioneers, such as CNN International and the BBC World, and attracting viewers worldwide. However, recent scholarship on Al Jazeera casts little insight into the internet rendering of liveness and the relationship between television and the internet in making live news. To fill this void, this thesis focuses on liveness, the 24-hour news service, and television's convergence with new media. It tries to answer the questions: how does the television studio cooperate and interact with the web studio in live broadcasting at Al Jazeera? What are the relations between the different divisions of Al Jazeera's live broadcasting system? And why a multi-platformed newsgathering operation is the future of global, 24-hour news service?

The presumption of this thesis is that, the cooperation and interaction between the on-air and online newsrooms of Al Jazeera are not simply a "shovelware" from television to the website. Rather, the live broadcasting system of Al Jazeera is multi-layered and internal relations may exist in on-air and online newsrooms. To find these internal relations and to measure the degree of Al Jazeera's news convergence with the internet, up-close observations on news making procedures and interviews with journalists and editors of on-air and online newsrooms are necessary.

The Media Coverage of Al Jazeera and Al Arabiya of the Israeli Offensive on Gaza

A Comparative Analytical Study

by

Rima Al-Baghdadi

The Gulf University, Kingdom of Bahrain

2010

Language: Arabic

Abstract:

The study highlights the experience of both Al Jazeera and Al Arabiya, which represent the most important and largest Arab news channels in the region, and their coverage of the Israeli aggression on Gaza. The consequences of their coverage on Israeli aggression in Gaza - an aggression whose consequences are still reverberating in the region - may potentially contribute towards how certain practices are understood or supported, and may impact on how similar issues are addressed in the future.

The study aims to identify the media coverage and approach used by each of the two channels during the Israeli aggression on Gaza. It aims to determine the content used that formed the basic foundations of how these channels covered and handled the events.

The selection of the Israeli aggression on Gaza, in particular, is derived from the fact that this aggression has been a grave turning point in the Palestinian cause, as well as in highlighting the extent of the internal schism between the Palestinian factions that has, in turn, influenced the role of TV channels in Arab and Islamic countries that align themselves to the Palestinian struggle. Both Al Jazeera and Al Arabiya played a significant role in covering the event. Their coverage included addressing military, political, and humanitarian issues. This was done through continuous coverage of the aggression - starting on the first day of the Israeli bombardment. Each channel relied on its own approach and policy, which prompted the question of this study: How did Al Jazeera and Al Arabiya cover the Israeli aggression on Gaza?

The CNN Effect and the Al Jazeera Effect in Global Politics and Society

by

Megan Elizabeth Zingarelli

Georgetown University, US

2010

Language: English

Abstract:

This thesis investigates how global media as represented by the CNN Effect and the Al Jazeera Effect, increasingly influence and illuminate global politics and society. First, this paper investigates the historical and intellectual foundations for both the CNN and Al Jazeera Effect. While the two media phenomena can refer to many news sources besides CNN and Al Jazeera, this thesis focuses on these two networks. Then, it considers three geopolitical frameworks that locate and contextualize media trends. Fareed Zakaria's *Post-American World*, Thomas Friedman's *The World Is Flat*, and Samuel Huntington's *Clash of Civilizations* reveal how media forces are playing out in current politics and society. Finally, this paper presents a case study of the 2008-2009 war in Gaza that elaborates on aspects of the CNN and Al Jazeera Effect discussed in the previous two chapters.

This thesis finds that the CNN and Al Jazeera Effect are growing in influence. They apply pressure on world leaders to address problems in society, and they offer increasing avenues and spaces to stir public opinion and to allow the viewing, listening, and reading public to participate in discussions of national and international consequence. While international media can increase dialogue and mutual understanding throughout the world, on occasion they can also lead to global conflict and misunderstanding. By examining this paradoxical situation, the thesis sheds light on the complex nature of our increasingly globalized century.

Saying "No" By Saying "Yes"

The Canadian Radio-Television and Telecommunication Commission's Precedent-Setting Decision on Al Jazeera

by

Marilyn Mercer

Carleton University, Canada

2010

Language: English

Abstract:

About year and a half following the events of September 11, 2001 (9/11), the debate began about whether to allow the Arabic Al Jazeera news network to connect to the Canadian broadcasting system. Following 9/11, the War on Terror was, in part, satellite TV services dueling for public opinion, and in part, 'a war of ideas' fed by fear about what's at stake in the Middle East and Afghanistan.

In Canada pop culture attests to the stigmatisation of Arabs, who are often portrayed as 'bad guys'. So keeping Canada clear of the Arab perspective of Al Jazeera seemed a natural defensive tactic of the pro-Israel lobby. Such a defense was also aimed at keeping Canadians from witnessing the forces for change in the Arab world, led by Al Jazeera, in areas we take for granted, such as inviting Israelis to speak for themselves on matters affecting them and others in the Middle East and beyond. This is a case study of how the Canadian Radio-television and Telecommunications Commission (CRTC) approved a proposal by cable and satellite service providers to distribute the Arabic-language TV news channel Al Jazeera. Pro-Israel lobbyists opposed it. Unprecedented restrictions in the CRTC's July 2004 decision required Canadian carriers to block any possible abusive comment found within Al Jazeera programming 'before' distributing it.

This thesis suggests that the Commission calculated such a result to avoid violation of Canada's hate laws and to protect the regulator against a Charter of Rights and Freedoms challenge based on freedom of expression by those wishing to receive Al Jazeera. Losing such a challenge could have weakened the CRTC's power at a time when changing global technology and market developments were leading many to question its role and relevance.

Counter-Discourse in Global News Media

How Al Jazeera English Covers Sectarian Violence in Nigeria

by

Tobias Gerhard

Central European University, Hungary

2010

Language: English

Abstract:

The discourse of global news networks has been repeatedly criticised for presenting the world in stereotypical ways; that is relying on the clash of civilisation's paradigm as a convenient explanatory framework for the coverage of conflicts, and thereby reinforcing existing power dynamics in the world. This study investigates to what extent Al Jazeera English departs from these practices. It does so by analysing the network's online news coverage, using sectarian violence in Nigeria as a case study.

Assessing the potential of Al Jazeera English to challenge the mainstream news discourse, its online news coverage is compared to that of the BBC by means of critical discourse analysis. In particular, Al Jazeera English is examined to the extent that it assumes a southern, human rights, and a Muslim perspective, and how far it applies a conciliatory approach in its reporting of sectarian violence. It is demonstrated that Al Jazeera English's discourse on recent sectarian violence in Nigeria differs only marginally in most respects from that of the BBC, and it is argued that both networks exhibit some characteristics of mainstream views, as well as of a potentially challenging counter-discourse.

Juridical Analysis of Guantanamo Bay and the Case of Sami Al-Hajj

by

Francesca Astorri

Luiss Guido Carli University, Italy

2010

Language: Italian

Abstract:

This work aims to provide a juridical analysis of the offshore prison of Guantanamo Bay. It looks to do this by analysing the elements of international law that have been discussed from Guantanamo's creation till today. The work starts from an analysis of the rental treaty of Guantanamo Bay between Cuba, that has leased this area, and the US. The treaty was signed in 1903 by the Cuban President T. Estrada Palma and the U.S. President Theodore Roosevelt. In this formal document it is possible to identify the first legal violations, upon which Guantanamo was built.

The study tries to frame the juridical status of this offshore prison and of its detainees in order to attempt to determine whose sovereignty and laws rule over Guantanamo Bay, and who then is responsible for the crimes committed. Astorri illustrates how after 9-11 the Bush administration has self-attributed arbitrary powers, bypassing the US Congress and international institutions, violating the American Constitution, specific human rights treaties signed by the US, international law and most of all the *ius cogens*. In this way Guantanamo Bay was turned into a free right area, like all other offshore prisons, such as Bagram, Kandahar, Abu Graib and others singularly analysed in this work.

Astorri then studies the case of Sami al Hajj, an ex-Al Jazeera's cameraman, now a news producer and president of the Public Liberties and Human Rights Desk of Al Jazeera. Sami was illegally arrested at the border between Pakistan and Afghanistan and then detained in different offshore prisons under the US authorities' control before being deported to Guantanamo. Al Hajj was imprisoned on Guantanamo for six years, under a variety of allegations, such as having interviewed Osama Bin Laden.

Competition in International News

An Analysis of Al Jazeera English and CNN International Priority of their Telecast and their Coverage of Terror Resolution

by

Marthe Eskildsen Ødegaard

University of Oslo, Norway

2010

Language: Norwegian

Abstract:

The aim of this thesis is to analyse two international newschannels. In this research, Ødegaard attempts to show how Al Jazeera and CNN International prioritise their telecasts. The objects of the analysis are designated according to geopolitical origin and consequently, Ødegaard explores how the channels prioritise news of different geopolitical origins or backgrounds as per universally valid criteria, genre and convention. By undertaking a comparative analysis of Al Jazeera English and CNN International, she reveals the differences and similarities of their respective coverage. The news channels are examined through qualitative and quantitative research.

The quantitative section of the research shows what regions and news topics get higher priority in the telecasts of the two channels, and afterwards observes the similarities in findings while the qualitative part consists of an analysis of the channels' coverage of terrorism, and how related events are presented in the coverage. The research finds that the channels prioritise differently in terms of regions and topics covered but that they tend to prioritise according to region. The massive difference between these channels is that CNN International tends to designate a greater part of the news to entertainment and personal interest while Al Jazeera focuses more on politics. The analysis of the channels' coverage of terrorism indicates that the concept is on its way out of the media sphere but that it remains attended to by politicians.

**Responsibility as an Indicator in a World
of Global Television Journalism**
An Evidence-Based Program Analysis of Al Jazeera English

by
Sarah Boeld

Universität Bonn, Germany

2010

Language: German

Abstract:

Al Jazeera English was launched on the 15 November 2006 with the aim of revolutionizing the global television market. Director general Wadah Khanfar described the channel as the 'voice of the voiceless', a message that indicates a unique understanding of responsibility in a world of global television journalism. This includes responsibility for marginalized groups, who have difficulties in finding a media platform, especially so in a commercialized market. But it also suggests responsibility for recipients of the message, who Al Jazeera believes should not only form their own impressions and opinions of developing countries in times of political and environmental crises, but also in times of prosperity and everyday-existence.

The master thesis analyses the pertinent questions of an organization with such an explicit purpose: Can Al Jazeera English be regarded as an alternative television channel that contributes to a different view of the world? Does the self-conception and content of it symbolize exemplary qualities? And finally, to what extent can Al Jazeera English be regarded as a responsible media outlet? These questions are answered using an evidence-based analysis of programme content that draws on the results of ten interviews with journalists, producers and managers of Al Jazeera English in Doha. The interviews were taken and transcribed by the author in October 2009. They concentrate on questions about news selection criteria, the so-called 'spirit' of Al Jazeera, content and style of news, as well as business management. The programme analysis, on the other hand, uses two programmes as an example: Newshour and the programme People & Power. In the final chapter, the results of the interviews and the analysis of programme content are compared and assessed using seven categories that define a responsible television channel.

Opinion Programmes on Al Jazeera Channel

An Analytical Study

by

Hacina Boucheikh

University of Badji Mokhtar, Morocco

2010

Language: Arabic

Abstract:

This study examines the role and significance of television opinion programmes in influencing public opinion. Boucheikh selects this type of programme as they have contributed to the channel's fame and extensive reach. Additionally, he selected this area as the spread of the culture of 'The Opinion and the other Opinion', and the bold nature of issues and topics raised and discussed, has played a significant role in what makes the channel revolutionary in the world of political programmes on Arabic satellite channels.

The complexity of the study is focused around exploring the extent of commitment to the culture of 'An Opinion and Another Opinion' through the debates raised. Boucheikh sought to explore whether the programming embodied its media slogan, and the extent of its success in putting forward a different prototype of freedom of opinion in Arab visual media. She further examined the principles it contains, the directions that control it and its role in the formation of Arab public opinion amongst its viewers.

For her methodology, Boucheikh selected content analysis and uses a sample of Al Jazeera programmes consisting of four episodes of each of the following:

'The Opposite Direction', 'The Al Jazeera Rostrum', 'More than One Opinion' and 'Open Dialogue'. This was conducted over the course of one month.

Job satisfaction among employees and its effects on job performance

An Empirical Study on Al Jazeera Network

by

Habib Samih Khawam

Arab British Academy for Higher Education, UK

2010

Language: English

Abstract:

This study aims to identify the level of job satisfaction among the staff of Al Jazeera network, to identify the reasons behind variations in staff performance, and to measure the correlation between in the level of job satisfaction and improvement in the level of staff performance. The researcher followed two ways to achieve this goal, first: perusal of all the literature relating to the subject of the study, such as theories and previous studies of similar nature, and making use of it. Secondly: resorting to empirical field work, where he applied a study tool which was a questionnaire divided into three themes: relationship between job satisfaction with productivity, relationship between staff performance and work internal environment and the relationship between job satisfaction with salary and motivation.

The study reached several results, including: that there is a clear policy of the institution stipulating the recruitment of holders of high qualifications in the appropriate job, that there are employees in the network with great experience, and that the wages policy in the network gives staff a sense of satisfaction. However, there is a feeling by some staff that the Network does not distribute functions fairly among them, and that the institution does not meet the full satisfaction of staff in relation to equal opportunities among themselves. There is also a feeling of dissatisfaction towards the policy of promotions followed by the institution. Part of the research findings is also that whenever the employee receives promotion and incentives his passion for work increases and performance improves, and when there is a policy of an annual increase of wages and salaries, there is a significant impact on job performance. There is often impact on performance of job functions and responsibilities and work environment. All these improve with regard to those who are assigned supervisory responsibilities, or are exercising practical duties.

Television Field News Reports A Case Study of Al Jazeera

by

Ahmed Al-Zawati

The Hague University, the Netherlands
2011

Language: Arabic

Abstract:

'Television field news reports: A case study of Al Jazeera' is the title of a masters dissertation submitted at the Hague University, in the Netherlands. It is the first study that looks at the origin and essence of reporting by using Al Jazeera as a model. The researcher, Al Zawati, divides his research into two areas of focus: theoretical and applied. After the introduction, in which he explains the reasons for his selection of the topic, he points to the lack of such a study undertaken in Arabic.

He validates his selection of Al Jazeera as a case study through its clear success in dealing with television field reports, and how it has exhibited a detour in the course of Arab media work, that other news channels have imitated and engaged in.

Al Zawati divides the theoretical focus of his research into nine themes, including the importance of the role that Al Jazeera plays through its news reports, how it has been able to influence viewers' positions on world events and how this influence has affected the course of these events. The other thematic areas, however, address a number of definitions (e.g. report crew, correspondent, etc.) as well as elements of reporting such as imagery, script, interviews and segments of camera dialogue. He commits a whole area to the process of montage as well.

Using field models from Al Jazeera and Al Jazeera Training Centre, the applied focus encompasses five areas, starting with the newsroom at Al Jazeera and its connection to the correspondents, and the link between writing and imagery. The last three areas are committed to the analysis of three Al Jazeera field reports that underwent analysis using a theoretical focus. The dissertation concludes with Al Zawati outlining the most crucial results of his research.

The Role of the Internet in the Making of Arab Public Opinion

An Applied Study on the Al Jazeera Website

by

Ahmed Salim

Omdurman Islamic University, Sudan

2011

Language: Arabic

Abstract:

The study, which covers thirty different chapters, discusses the emergence of Al Jazeera.net. It presents Al Jazeera as representing a quantum leap in the field of electronic media in the Arab world. This is due to its provision of well- documented and accessible information, as well as the professional nature of its coverage, and its opinion-based analysis. This, according to the study, makes the Al Jazeera network a crucial tool of enlightenment and education in the formation of Arab public opinion.

The study indicates that the special coverage and files that the website compiles about Arab issues represents comprehensive scientific and media material. It is comprehensive in terms of its coverage of all aspects of the subject, and can also be considered objective. This, and its daily handling of Arab issues and their implication in the international arena, points to the existence of bilateral interactions and correlation between Al Jazeera.net and its Arab readers. Its quality agenda aims to convince the reader to adopt, rather than oppose its positions.

The study points to the power of the electronic media, and its facilitation of ease of access to information from direct sources, 'while still fresh'. Besides its affordability, making it accessible to all, the study also highlights the benefits around the electronic media's ability to deliver uncensored information to the public.

The study also reviews the professional values of Al Jazeera.net, especially the applied aspects of it. The study analyses and interprets the coverage of and data on issues relating to Palestine, Sudan and Mauritania.

The Coverage Tahrir Square Protest from 25 January to 11 February 2011 by Al Jazeera and BBC

A Comparative Study

by

Amal El-Afify

University of Leicester, UK

2011

Language: English

Abstract:

The objective of this study was to analyse and compare the news coverage on BBC1 and Al Jazeera Arabic of the 'Tahrir Square' protests in Cairo, Egypt, from 25 January to 11 February, 2011. The study used quantitative and qualitative content analysis to examine the prominence of news stories, the news values, the use of news sources, media construction of the political opportunities and the media's presentation of the protesters' aims and goals. Additionally, the study analysed how the two media channels constructed and framed the events of the protest. Moreover, the study looked at how the news media helped the protesters to achieve their goals.

The findings revealed that there were differences in the coverage between the two media organisations in the selection and presentation of news around the protests, as well as around the use of news sources. The results also show that the definition of the protest, the protesters' demands, the proposed solutions and media's presentation of the government responses to the mass protests did not display significant differences. Furthermore, the results show that the pro-democracy protesters received favourable coverage in general. The findings demonstrated that despite the overlaps in some of the media coverage, protesters received more favourable coverage from Al Jazeera than the BBC, with the BBC being more neutral in its coverage. Further, the study shows that news media appeared to facilitate communication between the protest groups and the various actors involved in the protests. Moreover, the analysis showed that the media played an independent role when reporting on dissent, and that this role went beyond reporting on the protests in order to analyse, and judge, but also guided the protest in a way that may have contributed to the outcome of the protests.

War, Ideology and News Reporting

A Case Study of the U.S. Antipathy toward Al Jazeera Channel

by
Anwar Al-Buraihi

Tsinghua University, Beijing, China

2011

Language: English

Abstract:

This research examines the United States' antipathy towards the Al Jazeera Arabic Satellite Channel during the wars in Afghanistan (2001) and Iraq (2003). The research aims at showing how the Al Jazeera Channel covered the Wars in Afghanistan and Iraq, and the subsequent reaction of the Bush administration. The thesis describes Al Jazeera's coverage during the war, and compares the kinds of images and terms Al Jazeera Channel used during the war with some U.S. Media.

Al Jazeera 'The CNN of the Arab world' is first Arabic news channel, and Al Jazeera is the most influential channel in the Middle East. Arab regimes have accused Al Jazeera of being an agent of the CIA and financed by the Mossad. Despite Al Jazeera being the first Arab channel to interview Israelis' officials, they have accused it of 'partial coverage' that 'helps terrorists.' U.S. officials have frequently accused Al Jazeera as being the 'mouthpiece of Osama bin laden', a mouthpiece for Iraqi Propaganda, and of inciting violence against 'coalition forces', and airing 'atrocious' news coverage. They have called Al Jazeera the enemy, 'jihad TV,' 'killers with cameras,' and 'the most powerful ally of terror in the world.'

This thesis explores many of the arguments made about the Al Jazeera channel, and looks at whether Al Jazeera offered balanced reporting and gave a fair chance to all the respective sides in its coverage of the wars in Afghanistan and Iraq.

This research, therefore, employs the method of content analysis in examining news and articles that mentioned 'Al Jazeera Channel' and the war in Afghanistan and Iraq. As an initial point of departure, and in line with common consensus, this thesis presumed that Al Jazeera, as a representation of freedom of speech, might not be accepted by U.S. officials.

The Role of Organisational Development in Improving Al Jazeera's Professionalism

by

Seba Madwar

University of Halab, Syria

2011

Language: Arabic

Abstract:

This study aims to determine the application of the "Organisational development" or "Institutional Development" approach in Al Jazeera and the impact of this approach on the improvement of Al Jazeera's professionalism through two indicators (Leadership - Professionalism).

The term "organizational development" involves a set of concepts, techniques and approaches of behavioural and managerial practices of the organised development that includes the whole organization or relatively large parts, to improve the effectiveness and efficiency of organizations and individuals. This is done through the diagnosis of opportunities and threats and problems concerning the organisational and human dynamics of the organization, and provision of effective solutions which, in turn contributes to the effectiveness of the organization and develop its potential for all its individual members to achieve excellence and result in the overall success of the organization.

This study seeks to answer a number of questions: What is the current situation of organizational development in Al Jazeera and what is its role in improving professional performance? Did Al Jazeera conduct developmental projects using the tools of organizational development? To what extent media organizations generally recognize the dimensions of organizational development and Al Jazeera in particular?

The importance of the study emanates from the fact that Al Jazeera is passing through a critical and sensitive point in its history, which requires the use of all the techniques and modern concepts of management this era has given birth to, and most important of which is organizational development.

Seeing is Believing

Al Jazeera's Role in the Egyptian Revolution

by

Paula Daibert

Universidad Autónoma de Madrid, Spain

2011

Language: Spanish

Abstract:

Popular uprisings have toppled regimes in the past, like the 1989 uprisings in Europe that led to the end of socialist regimes, most potently symbolised by the fall of the Berlin wall. But the success of the revolution in Egypt at the beginning of 2011 relied on tools that necessitate consideration. Although not solely the cause of the uprisings, the role of 'social media' has played a crucial role. Social networks and blogs served as important communication channels between activists, in both organising protests and disseminating information throughout the country. Unsurprisingly the government in Egypt blocked the Internet for five days on 28 January. This made working through these platforms impossible. Nevertheless, Arab and international satellite news channels such as the most watched news channel in Egypt, Al Jazeera, managed to carry on with their coverage and kept Egyptians informed about what was going on in their country. Due to the lack of trustworthy official state media, they played a critical role in keeping people informed.

This study aims to analyse the role played by Al Jazeera in the Egyptian uprising. A look at Al Jazeera's role is warranted particularly since the channel took ownership of the uprising and dedicated its 24-hour coverage to the events that took place in the country between 25 January and 11 February. The analysis focuses on Al Jazeera's role as a political actor, and looks at the role of new, social media as democratising tools in the Arab world. And if 'seeing is believing,' the rise of the Egyptian masses gathered in Tahrir square could, in part, be credited to Al Jazeera, that acted as a 'great unifying force' for Egyptians.

Al Jazeera as a Political Tool within the Contradictions of Qatar

by

Munehiro Anzawa

The American University in Cairo, Egypt

2011

Language: English

Abstract:

This thesis explores three issues regarding the Al Jazeera satellite network and its host country, the state of Qatar. The first theme discusses the political power wielded by Al Jazeera vis-à-vis its relationship with Qatar since Al Jazeera's was founded in 1996 to the present day. In light of the fact that Al Jazeera's impact on the Middle East and international affairs is disproportionate to Qatar's global influence, this thesis argues that the state-owned Al Jazeera is not merely a media giant but also a powerful player in Arab politics. Specifically, as a case study, Qatari-Saudi rivalry in the respective reporting of Al Jazeera and the Saudi-operated Al Arabiya is discussed.

The second theme examines five socio-political contradictions of Qatar caused by the diverse set of reforms implemented by the Emir: namely 'democratisation' as enacted by the absolute leader; rapid modernisation in a Wahhabi country; an exploding young population and increasing reliance on foreign labour; its controversial relationship with Israel, and its reliance on the U.S. for national security.

The last theme analyses Qatar's 'omnidirectional diplomacy'. This is in order to understand how the Qatari government and the Emir of Qatar have manipulated Al Jazeera as an effective political instrument. This thesis focuses on Qatar's niche strategy of drawing support from the West in general and the United States in particular. Finally, by highlighting Qatar's ambitions to be a regional power, it becomes obvious that the pan-Arab Al Jazeera functions as a critical media outlet for Qatar's survival and ambitions in this turbulent region. This thesis also briefly examines Al Jazeera's role in the recent popular uprisings across the Arab world, taking into consideration the future prospects of Al Jazeera and Qatar.

Treatment of News Stories of Arab Issues on both CNN and Al Jazeera English Channel

A Comparative Analytical Study

by
Maha El-Gamal
Cairo University, Egypt
2011
Language: Arabic

Abstract:

This study aims to compare the way Al Jazeera English covers current issues in the Arab world to the way CNN covers the same issues.

It explores the extent to which Al Jazeera English, an Arab news channel that has only been around for five years, and a channel based in the Middle East, targeting the English-speaking world, can compete with a global news network like CNN. The study also argues that the role that Al Jazeera plays needs to be viewed in the light of CNN, according to one study, being seen as a critical factor in determining foreign policies towards important events.

The study analyses the content of a sample of publications and news programmes dealing with the revolutions and uprisings that have swept the Arab world since the beginning of 2011. The study took a period of six months, using the news framework analysis approach to compare the extent of impartiality or bias in the news coverage of Arab issues by the two channels, which differ in terms of orientation, funding and information policy. The study explores the ideological media agenda of each channel, as well as their coverage and ranking of Arab issues.

Satellite TV Coverage of Peace Tendencies in Israel

by

Khalid Al-Haddar

Al Jinan University, Lebanon

2011

Language: Arabic

Abstract:

This study explores the role that Al Jazeera plays in forming Algerian university students' image of Israel. The study unpacks a number of questions about the participants viewing habits and patterns, how awareness about Israel is raised, the nature of the participants' attitudes towards Israel, and finally, what role Al Jazeera has contributed to this.

The study found that the Al Jazeera news channel contributed to the formation of stereotypes about Israel in the mindset of Algerian university students. In other words, the university students relied on Al Jazeera to support their positions on Israel, which appeared to be accurately represented by Al Jazeera. According to the participants Al Jazeera entrenches and promotes prevailing and dominant views on Israel. The study results also indicated that the participants sampled are positive recipients of the information conveyed by the channel. However, the belief that Al Jazeera represents public interest and that it plays a positive role in making people aware about Israel is not reflected in how the participants use language and vocabulary. Despite their reliance on Al Jazeera as a source of information, the participants do not use the language and vocabulary employed by Al Jazeera, nor are they essentially influenced by the the policy that it follows. While they agree with the channel that Israel is a state, they do not fully agree with all the views expressed. This indicates that the participants are active recipients who select the content in line with their interests and preferences. However, the study found that they associate meaning with what they receive from the channel's use of communication symbols. Reliance on Al Jazeera becomes an agreed pattern of individual behaviour; as is representative of cognitive theories.

Applying Quality Management Systems to Raise Performance and Enhance Results

An Analytical Study of Al Jazeera Network

by

Tawfiq Bin Shamsan

Taif University, Kingdom of Saudi Arabia

2011

Language: Arabic

Abstract:

This dissertation explores the capability of applying systems of quality management and assurance to improve performance and reap substantial results in pursuit of distinction among media institutions. The researcher, bin Shamsan, chose to apply these systems to Al Jazeera Satellite Channel.

The study is divided into five chapters, the first of which establishes the methodical framework used in the research, indicating its complexity and significance in the domain of media studies. The first chapter also defines the aims of the study and its scientific methodology and concludes with a research outline. The second chapter explores a heap of concepts that form the basis of approaches to comprehensive quality and the history of its development and sheds light on the leading approaches. It also presents the principles of comprehensive quality and analyses its aspects, techniques and requirements and focuses on the obstacles that arise without applying them thoroughly to certain cases. The third chapter addresses the issue of performance, examining some concepts related to work performance, its importance and the modality of evaluating its rates. It also addresses the problematics of assessing performance, their phases, their benefits and the chief factors affecting them and links this to media, its functions and its correlation to society, focusing on Al Jazeera Network.

In the fourth chapter, bin Shamsan attends to the field aspect of the study in attempt to apply systems of quality management to Al Jazeera Satellite Channel using a sample of respondents from among the network's employees in relevant departments and administrations and employs statistical methods used for data analysis. The dissertation concludes with its fifth and last chapter by putting forward study findings and recommendations.

The Coverage of AJE and AJA of Recent Events in the Middle East

Al Jazeera's Role in the Egyptian Revolution

by

Ghalia Bdiwe

SOAS, London University, UK

2011

Language: English

Abstract:

This research aims examine the connection between Al Jazeera Arabic television and Al Jazeera English television in terms of their policy around news coverage. One could say that both Al Jazeeras, English and Arabic, have the same policy of news coverage, and what differs is only the language. However, viewers of both channels are able to notice that the difference is not only in the terms used by each channel, but also around many other aspects. Therefore, it is important to question to what extent those two channels differ, and why?

To answer this question a content analysis is needed, to compare a similar programme aired on both channels. As such, Bdiwe selected the main news hour of the day on both channels. Media theorists stress that the agenda of the news corporation becomes clearer in both times of wars and revolutions; hence Bdiwe chose the recent uprising in Egypt.

The comparison would focused on angels such as: footage, photos, guests, terms and codes of representation, hours of live coverage, order of stories and reports in the news bulletin, number of correspondents in the field, as well as other angels.

The audience of Al Jazeera network are generally an audience of either its English or Arabic channel; rarely do we find people who watch both of channels regularly. On the other hand the language barrier prohibits many of the viewers from being aware of what the other channel is saying and reporting on; therefore the assumption is generally that that both are identical.

Focusing on the issue of the target audience is going to be an essential component of my research; other issues like objectivity, agenda setting, and political economy will also be presented.

Al Jazeera English

The AJE Brand Strategy

by

Rihab Mrizek

CELSA University of Paris-Sorbonne, France

2011

Language: French

Abstract:

This dissertation addresses the English-language Al Jazeera channel, starting from its news function and its place within the Al Jazeera network's commercial and symbolic amalgamation. Considering the limitations of marketing approaches and the systematic lack of analysis of news channel projects, Mrizek uses the method of semiotic analysis of the commercial symbol. Semiotic analysis particularly provides appropriate instruments for the research topic and addressing the complexity existing in this study.

Mrizek studies the function of this environment in the system that Al Jazeera English works within – this forming the foundation of her research topic. She attempts to form primary definitions for the personal identity of the channel's commercial symbol by analysing its global media project which is directed first and foremost toward the south. Mrizek takes on a dual approach relevant to marketing. Based on the analysis of its marketing vision, and keeping in mind that the channel is in itself a producer, such performance should be evaluated along with a multitude of other elements that determine the identity and the function of the project within the social space.

By carrying out an in-depth analysis of Al Jazeera English's explicit and implicit strategy as well as the identity of its commercial symbol Mrizek seeks to define the commercial symbol project and discuss the challenges she encountered, as well as the future horizons of their development., This while taking into account all of its sensory and abstract manifestations in addition to its position within the system of commercial symbol. Finally, she offers alternative perceptions of the exemplary administration of the capital that Al Jazeera owns.

The Iraq War in Big Media

Al Jazeera and the BBC

by

Jaafar Bouzomita

Université de Caen Basse Normandie, France

2011

Language: French

Abstract:

This dissertation is a comparative analysis of the global media coverage of the 2003 Iraq War. It takes as a case study the BBC and Al Jazeera. The researcher chose to focus his comparative analysis on these two media outlets for the following reasons: The BBC has longstanding experience of providing reliable news, with international standards of impartiality and objectivity. Al Jazeera's professionalism has reinvented the North-South flow of information. It has become an alternative which reflects a new construction of news. It matches the public standard expectation in the Middle Eastern region.

The study analysis covers the first week of the war (21st March through 26th March 2003) and includes the BBC and Al Jazeera's websites as well as news bulletins from both channels. The main argument of the study shows that the discrepancies between Al Jazeera and the BBC are relevant from a political point of view. Even though both of them strive to be global and present themselves as culturally neutral, the difference between their narrative constructions is considerable. As the cultural context determines the narrative construction around the war, the standards of impartiality, independence and objectivity are subject to cultural framings and interpretations.

The study is comprised of three parts. The first part examines issues of 'communication' and 'manipulation'. The second part analyses how a propaganda system is at work. The final part focuses on the visual representation of the Iraq War. It deals with propaganda techniques, the significance of embedded reporters and its impact on public opinion.

Al Jazeera Bulletins and the Political Awareness about the Arab-Israeli Conflict

by

Yahyawī Abd Al-Haq

The University of Kasdi Merbah - Algeria

2006

Language: Arabic

Abstract:

This study deals with an aspect of the news media which pays attention, by virtue of its ideological rules, to issues that serve its international dimensions, among which is the large number of international satellite TV channels. This study takes Al Jazeera as a subject of study, being a channel of prominence on the media scene. Due to its regular coverage in its news bulletins of the Arab-Israeli conflict, the channel is adopted as an area of descriptive study, where the impact of such coverage on the political awareness of study sample about the Arab-Israeli conflict is examined. This is the cause of the need to determine the possibility of a statistically significant relationship between viewing news bulletins on Al Jazeera and political awareness about the Arab-Israeli conflict in the study sample consisting of secondary school teachers. The study is based on 5 hypotheses: first, there are statistically significant differences in the level of political awareness about the Arab-Israeli conflict according to gender, second: there are statistically significant differences in the level of political awareness about the Arab-Israeli conflict in school curriculum, third: there is statistically significant correlation between watching news bulletins on Al Jazeera and the level of political awareness about the Arab-Israeli conflict among the members of the sample, fourth: the correlation between watching news bulletins on Al Jazeera and the level of political awareness about the Arab-Israeli conflict differs according to the gender of the respondents, fifth: the correlation between watching news bulletins on Al Jazeera and the level of political awareness about the Arab-Israeli conflict differs according to specialty of the school materials taught to the respondents. Using a descriptive quantitative and qualitative approach, the study concluded that there were no gender differences in the level of political awareness about the Arab-Israeli conflict, and there are also no differences as far as the specialty of the materials taught at the same level are concerned. However, with regards to the relationship of correlation between the two variables, the hypothesis is partially realised, where the relationship was functional regarding the total sample, male teachers of literary and humanity subjects, but was not as such with regard to female respondents and teachers of applied subjects. Having examined the last two hypotheses, there were no significant differences between the correlation variable for both sexes in the fourth hypothesis, as well as for the specialty of school materials in the fifth hypothesis.

Unfrozen Media Realities

An Analytical Study of Al Jazeera and New York Times

by
Shivani Gupta

Tata Institute of Social Science, India

2011

Language: English

Abstract:

Media as understood and experienced by most is not a universal entity because it functions, engages and produces news in a social context. This social context is never stagnant and hence every media house produces a reality that depends on different factors like politics, economic, power structure in society, dominant ideology, public perception and public demand.

This is why the paper is called 'unfrozen media realities', because reality is assumed to be frozen and universal but it changes with particular media institutions which belongs to a specific context. In these specific contexts when facts are woven into a "reality", they change their appearance and become information. From here on its difficult to retrace the manufacturing of information because facts become the thread for the finished information and if you pull out one thread entire entity can fall apart. This kind of information when disseminated gives it an intellectual orientation which comes to be associated with its ideology. The ideology depends on the location of the media institution both at a local as well as a global level because the power matrix amongst media houses defines and controls the ideology.

The paper, keeping the core understanding of media realities as fluid and changing, tries to understand how media houses construct realities in specific contexts? It also tries to explore if there is a fixed ideology that a media house can exist with? The paper tries to explore all the questions stated above by examining the 9/11 decade coverage by New York Times and Al Jazeera. The paper tries to provide contrasting perceptions of both the media houses while delving into the stereotypes associated with the two.

The Al Jazeera Phenomenon

Rise and Relevance in Local and International Context

by

Gabriela Lian

Universidade de São Paulo, Brazil

2012

Language: Portuguese

Abstract:

The purpose of this work is to analyse the so-called Al Jazeera phenomenon, that is the Arab TV network that changed the reality of media in Middle East, and that has over the past number of years arguably become one of the world greatest and most respected media sources. The idea behind this study is to identify and name factors responsible for this growth.

The TV network was founded in 1996 in Doha, Qatar, during a time of great political changes. Until the previous year, 1995, a conservative government limited its development, but a bloodless coup d'état brought the present Emir to power and this heralded liberal reforms, resulting in marked changes to the country. The creation of Al Jazeera was part of a modernisation plan. In 2001, the Arab channel gained notoriety, when it broadcast the Osama Bin Laden videos. Since then, the world has turned its eyes to what is being produced and broadcast from there. In 2006, the TV network launched a channel in English. The aim of this was present world news from an Arab perspective. The present research was based on review of the specialised bibliography and communication theory works complemented with on the ground observation and interviews with Al Jazeera staff in Doha and worldwide tele-spectators worldwide.

The Role of Al Jazeera in Shaping the International Relations of the State of Qatar

by

Mohammed Abu-Rab

University of Birzet, Palestine

Unfinished

Language: Arabic

Abstract:

The study aims to interpret the dialectics of Qatar's national policy in the context of the states direct diplomacy (that is, its politicians and diplomatic missions), on the one hand, and the diplomacy of the Al Jazeera channel on the other. The researcher sought to answer the central question about the role played by Al Jazeera in shaping Qatar's international relations.

The study used case studies and evidence based research, either from Al Jazeera's coverage of events or derived from the direct diplomacy of Qatar. It then used discourse analysis to analyse the findings, taking into account the importance of the structural approach.

The study is in five chapters. The first chapter examines the theoretical dimensions of visual action, its effects and techniques. The second chapter deals with the relationship between the State of Qatar and Al Jazeera. The third chapter analyses a case study of Al Jazeera's coverage of the Palestinian issues over a period of three months. The fourth chapter complements the previous discussion by linking the Al Jazeera discourse with the political discourse of Qatar. This is done by referring to Doha's mediation in the Palestinian issue. It also discusses Al Jazeera's coverage of the Lebanese file in light of Qatari-Saudi-Syrian rapprochement.

The study concludes with a number of findings, including that the policy of Al Jazeera is structurally compatible with the national policy of Qatar. This needs to be read within the context of Qatar's modernisation project, including from Qatari political, economic and ideological perspectives. The study also demonstrates that the diplomacy of the channel generally moves in synergy with the state's diplomacy, though at times overtakes the official policy.

The Role of the Media in Consolidating the Culture of Human Rights

Department of Public Freedoms and Human Rights at Al Jazeera as an example

by

Sami Al Haj

Islamic University of Omdurman, Sudan

2012

Language: Arabic

Abstract:

This study aims to explore and define the role of the media in protecting and promoting human rights and public freedoms. The study refers to the experience of Al Jazeera's Department of Public Freedoms and Human Rights, and the role it plays in informing the public of their rights and freedoms as contained in international agreements of human rights.

Although most Arab countries are signatories to international conventions on human rights, and have declared their intent and respect for the implementation of these rights, as well as their commitment in enabling individuals and societies to enjoy their rights and freedoms, there are still ongoing violations of these rights. These violations mark a common characteristic of many governments in these countries.

Under these prevailing conditions, human rights activists and organisations have emerged in order to work towards claiming and defending these rights and freedoms. In its attempt to air its voice and establish its position on this issue, the Department of Public Freedoms and Human Rights at Al Jazeera became a key partner in disseminating awareness around the protection of these rights. It also sought to use this space to influence public opinion. Thus Al Jazeera positioned itself as a face of ethical and legal responsibilities, particularly as aligned to its professional pursuit of the channel's slogan 'the opinion and the opinion of the other.' Al Jazeera thus used this space as an embodiment of its principle of objectivity, neutrality and impartiality. Based on this, the researcher is attempting to understand the experiences and draw lessons from those who are connected to Al Jazeera. As such the researcher has selected participants who are journalists in the newsroom, viewers, human rights activists and members of human rights organisations.

**What Role Have Al Jazeera and Social Media
Played in the Revolutions of Tunisia and Egypt?**
An Analysis of the Role of Media in Revolutionary Contexts

by
Raquel Albuquerque
University of St Andrews, Scotland
2012
Language: English

Abstract:

The recent wave of popular movements through the Arab world triggered discussions particularly on the role of media. The revolutions in Tunisia (January 2011) and Egypt (February 2011) were televised and the Arab satellite television Al Jazeera occupied a central position in their coverage. Facebook, Twitter, Youtube, blogs and text messaging were fundamental as well. Here lies a question: to what extent has this been unprecedented?

An analysis of the involvement of media in past revolutions, such as in Egypt in 1952 and in Iran in 1979, shows that some form of communication has always been connected with social movements and revolutions. Therefore, the unprecedented feature involved in the 2011 revolutions is not the involvement of media, but the unparalleled connection between a powerful international mass medium, Al Jazeera, and the popular and widely accessible social media. This connection has amplified previously unheard voices, giving rise to an individual empowerment which has evidenced the capability of people to revolutionize authoritarian regimes. From a theoretical analysis of revolution, this research approaches revolution through a rare lens: a communication perspective. Thus it is important to underline the unpredictability and the reliance on individual minds, human behaviour and perceptions, which are undoubtedly involved in any revolutionary situation.

The role of Al Jazeera television in bringing about political change in the Arab world

The Egyptian Revolution as a Model

by

Muhammad Abu Arah

An-Najah National University - Egypt

2012

Language: Arabic

Abstract:

This study examines the role played by Al Jazeera in the ongoing process of political change in the Arab world, taking the case of the Egyptian revolution as a model and a research case, and the impact of the channel during and after the Egyptian revolution on the track of the revolution and on the day-to-day events that followed. The study started off from the hypothesis that "Al Jazeera played a significant role in supporting the Egyptian revolution and its success through its extensive and deep coverage of the event, and thus contributed to the important political change in the Arab arena", a hypothesis proven and reinforced by the findings of the study. Due to the nature of the study, the researcher adopted mainly the descriptive analytical method, where he worked on the description and analysis of the role Al Jazeera satellite channel played in the Egyptian revolution through coverage and handling of it. In light of such a role, its impact on the political change in the Arab world in general is thus measured. The study as a research tool relied on survey forms, "questionnaires", to measure the role of the channel in the Egyptian revolution and its success. It also relied on a sample of 100 people from Egyptian journalists, politicians and university professors who were selected in a way that is similar to that of as a snowball sample.

The study reached a range of results which confirm that Al Jazeera played a very important role in the Egyptian revolution through its coverage of it, and it contributed to the formation of an Egyptian and Arab public opinion in support of the revolution and in opposition of the former Egyptian regime. It used a set of editorial and technical templates such as: "the word, terminology, colors, music, photos and others", which identified with the revolution and its demands. It raised the sense of patriotic feeling in the subconscious of the Egyptians, which led to the support of the revolution and the revolutionists. The study concluded that the Egyptian revolution received momentum and helped it continue its success through the extensive coverage of Al Jazeera. This is coupled with the image of Tahrir Square, which was constant on the channel's screen for several days during the revolution, thus contributing to the resilience of the revolutionists, transmission of their voices and images and encouraged others to join or support them. Such coverage prevented the former regime from committing massacres or mass killings in the Square, out of fear that footage would be shown to the world, while the professionalism and objectivity of the channel was questionable due to its bias toward the revolution.

Journalists of Today and Tomorrow in Jordan ... How They Evaluate the Coverage of Al Jazeera Arabic of the Events of the Arab Spring of 2011

by

Muhammad Mahroum

The University of Dublin – Ireland

2012

Language: Arabic

Abstract:

This study aimed to identify the views and opinions of professional journalists and students of journalism in Jordan about the objectivity of Al Jazeera channel during its news coverage of the revolutions, and the pros and cons of this coverage. The study showed that 67% of journalists believe that Al Jazeera has sided fully with the rebelling Arab peoples, and boycotted the regimes in the States that saw revolutions, because these regimes decided to close doors to the channel and its correspondents, and that this bias did not undermine the channel's professionalism. In contrast, 33% of the sample journalists believe that the channel was not objective because it was seeking to implement a political agenda especially associated with the Qatari regime that used Al Jazeera for attacking the regimes that had no strong ties with Doha, such as the former regimes of Egypt, Tunisia and Libya.

According to the study, Al Jazeera's coverage of the Arab revolutions was a documentary film of the positions of the rebellious Arab peoples on the issue of change and democracy, and that the channel did not inflate its coverage of the events or commit any distortion because it was broadcasting live with video and audio footages. The study also showed that the channel provided a unique media model that overstepped the red lines which served as an obstacle to the work of the public and private Arab media, where the flow of information in the Arab world has been under the control and dominance of these governments.

The study concluded that Al Jazeera Arabic was one of the reasons of the success of the Arab revolutions, thanks to its unique news coverage relying on live broadcast around the clock. It also found that Al Jazeera played a pivotal role in the success of the Arab revolutions, by providing distinct news coverage, using in-depth and comprehensive analysis of the events.

The results of the study indicated that Al Jazeera played a major role in the introduction of the Arab revolutions and in the expression of the aspirations of the Arab peoples starving for freedom, dignity, justice and democracy. Thanks to its news coverage, the channel also played an important role in influencing the official Arab and international and popular attitudes towards Arab peoples and regimes.

Talk Show Program Production on Interactive TV, application on Minbar Al Jazeera (Al Jazeera Platform), Al Jazeera TV Channel

by

Al-Samaual Al-Sharif

The University of the Holy Quran – Sudan

2012

Language: Arabic

Abstract:

The research discusses the production of talk show programs on interactive television, in application to Minbar Al Jazeera (Al Jazeera Platform) on the Al Jazeera TV channel. The research aims to find out about interactive TV and how talk shows are produced. It also examines the extent to which viewers benefit from the features and merits of interactive TV, and how effective the participation of viewers is on Mimbar Al Jazeera.

The researcher used the descriptive analytical approach in dealing with the subject of study by taking information from the viewers and making use of content analysis. The researcher used certain tools in the collection of information, the most important of which is library where he got sources and references for information, and then watched, scientifically observed programmes and conducted interviews and surveys. The researcher concluded a number of finding including: that Mimbar Al Jazeera is an interactive program based mainly on the participation of interacting viewers who use the various means of modern communication. The researcher comes up with a number of recommendations, the most important of which is: that Mimbar Al Jazeera need be broadcast from seven to eight o'clock pm so that viewers in Sudan can be able to follow and interact with it better, and that the time of its rebroadcast must be changed. The researcher cites a set of recommendations which perhaps help in further studies.

Perception of the Egyptian Community in Yemen of the Emergence of International Issues and their Cognitive Dimensions as Reflected in the Arab News Channels

A Survey Study of (Al Jazeera and A-Arabiya)

by

Mahmoud Ahmed Lutfi

University of Sanaa, Yemen

2012

Language: Arabic

Abstract:

This study is a kind of political communication study, as it summarizes the research problem by tracking the content and impact of Arab satellite news channels through the content aired by both Al Jazeera and Al Arabiya to Arab citizens in general, and by exploring the role they played particularly in the formation of the knowledge and information of the Egyptian community in Yemen about major international issues; their awareness of the cognitive dimensions of such issues, the extent of differences among audiences regarding most of these major issues and the cognitive dimensions thereof. The study derives its significance from the importance of the international issues in question aired on Arab satellite channels during the study period, especially since the majority of these issues were Arab-related, thanks to what the Arab world is experiencing of revolutions, protests and regime changes.

The researcher used in this study the survey method, conducting an analytical study by the use of content analysis form to analyze the content of the newscast aired at seven o'clock Egypt local time on Al Jazeera, and content analysis of Last Hour bulletin at ten Egypt local time on Al-Arabiya, during the month of November 2011. A field study was also conducted through the use of questionnaire forms on a non-random sample of 300 members of the Egyptian community in Sanaa, Taiz and Aden, Ibb, Hajjah, Hodeidah, Dhamar and Amran, Yemen, who are above 18 years of age. These places were selected due to the fact that they are the largest places of the whereabouts of the Egyptian community, and so that the researcher could be able to gather information and know the Egyptian community in most regions and cities of Yemen.

One of the main findings of the analytical study is that there is full conformity in the list of priorities on international issues between Al Jazeera and Al Arabiya. Most prominent international issues ranked as follows: Syrian Revolution, sit-ins and Egyptian parliamentary elections, the situation in Yemen before and after the signing of the Gulf Initiative, reform issues in Libya and then the Iranian nuclear program. The most important of the results of the field study was the high percentage of viewership among the members of the Egyptian community in Yemen of news satellite channels, where the list of individual viewers reached 269 by 89.66%. Al Jazeera ranked first by 86.2% followed by Al-Arabiya 84.8%.

**A Comparison of TV News Coverage of the American Medium (CNN)
and the Middle East Medium (Al Jazeera) on the Iraq War**

by

Adrenna Benjamin

University of the Pacific, US

**Palestinian and Israeli Conflict: Examining the Textual and
Visual Discourse of Al Jazeera**

by

Megan Smith

University of Louisiana at Monroe, US

**Al Jazeera News Framing Online: A Comparative Study of the
Arabic Version and the English Version of its Web Sites**

by **Mohammed Al-Emad**

University of Oklahoma, US

**Visual Framing in TV News: A Comparative Case Study between
CNN and Al Jazeera**

by

Noha Radwan

American University in Cairo, Egypt

**Other News: Enemy Image Construction and Authorization of Al
Jazeera in American Television News**

by

Sarah Naeem Abdurrahman

University of Texas, US

**Political Programs on Arab Satellite Television, Development and
Current Trends: A Content Analysis Study on Al Jazeera, Al Manar, Al
Arabiya and Al Hurra channels**

by

Yasmin Bakir

American University in Cairo, Egypt

War, Media and Public Opinion: Al Jazeera's Role in the Recent Arab Israeli conflicts

by

Marwa Al-Mutafy

American University in Cairo, Egypt

A Framing Analysis of Al Jazeera's Coverage of the Palestinian Fatah-Hamas Conflict

by

Mohammed Abou Ramadan

San José State University, US

Media Coverage in Two Different Cultures: An Analysis of CNN and Al Jazeera

by

Anika Kashyap

Georgetown University, US

A Study of Perceived Bias in the Al Jazeera News Network's Coverage of the Iraq War by College Students and the American Media and Public

by

Corbin Hill Crable

Kansas State University, US

Comparative Study of News Reports by BBC World, CNN, Guardian Unlimited and Al Jazeera for the Annapolis Summit: The Role of Media in Conflict Resolution

by

Sana Majeed

University of Oslo, Norway

Al Jazeera: Is it the Veiled CNN?

by

Nablia Sahbi

Université du Québec à Montréal, Canada

Media Coverage of Terrorist Attacks in the News of AJE, CNN and BBC

by Bernadette Linder
Innsbruck University, Austria

A Case Study of Al Jazeera English

by
Sharina B. Abdul Salam
Manila Philippines

Media as a Unifying Force among Immigrant Communities

by
Julia Osellame
George Washington University, US

Objective Reporting: A Case Study of Aljazeera on ME Crisis

by
Abdushshakur Adeleke Osoala
University of Lagos, Nigeria

The Role of the Media in Human and Cultural Development in the Arab world: Al Jazeera as an Example

by
Abdallah Ibrahim
El Payes Pasco University, Spain

Printing Press to Satellite: A Historical Case Study of Media and the Arab State

by
Mary-Denise Tabar
Georgetown University, US

**Analysis of the Political Information in the Al Jazeera News
Bulletins**

by

Karima Amri

Universite De Grenoble 3, France

The Al Jazeera's Comparative Role to Western Media

by

Muhammad Saidi

Bandung Islamic University, Indonesia

Al Jazeera: From Regional to Global Media Organization

by

Diala Saada

London School of Economics & Political Science – LSE, UK

**Constructions of the Orient and the Occident in the Al Jazeera
talkshow "Al Sharia wa Al Hayat"**

by

Amir Hamid

University of Zürich, Switzerland

**Al Jazeera between Globalization and Regionalization: An Analysis of
Relevant Media Content, Political Implications and Future Prospects
"Developmental Tendencies"**

by

Mahmoud Srouji

University of Hamburg, Germany



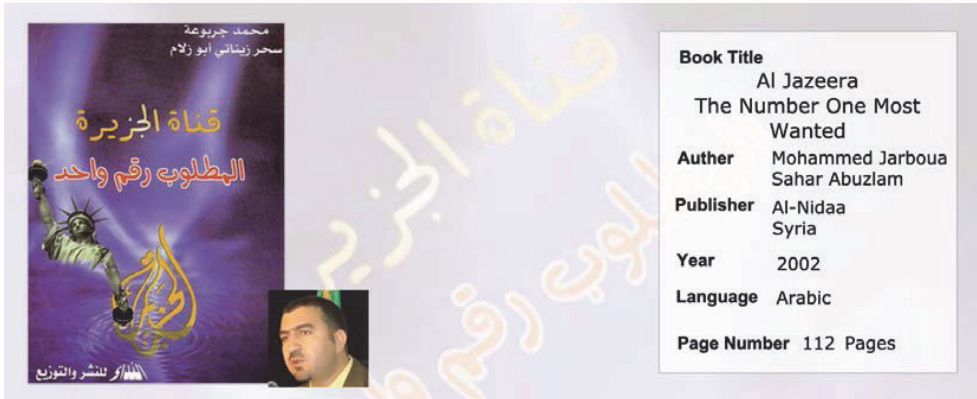


Section Three

Books



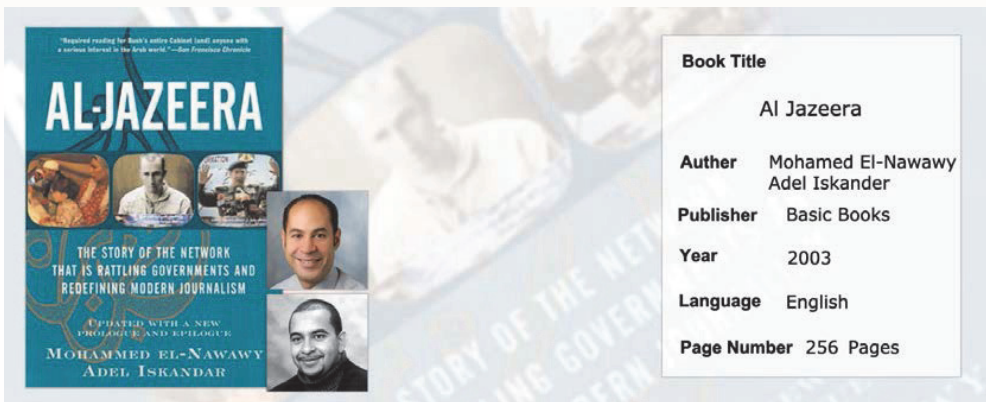
The Number One Most Wanted



Al Jazeera: the Number One Most Wanted discusses Al Jazeera after delving into the phenomenon of media, underdevelopment, media guidance, types of deception, opinion polls, media crimes around information concealment, fractional media and the relationship between media, security and advertisement, on one hand, and politicians and the press on the other. It also describes Al Jazeera's economic authority, its influence in the public sphere and its gains and losses in the coverage of Afghanistan.

The authors, Jarboua and Abuzlam, investigate a phenomenon that encompasses the meaning of 'the other opinion' and recognises the benefit of 'the opposite direction.' The book is not a personal memoir and they do not draw conclusions from their own personal convictions. Rather the book explores the pros and cons of Al Jazeera's emergence.

The Story of the Network that is Rattling Governments and Redefining Modern Journalism



This book is not just a historical account of the development of Al Jazeera, it is a book that tries to enlighten readers about the quest for freedom from oppression, oppression that results in such tragedies as September 11. Militant religious fundamentalism, for example, is the outcome of people living under the shadow of repressive regimes where issues of the public sphere are not discussed and not resolved. While there is a lot of information available about the media in the Middle East, there is little understanding about the Arab people themselves and how they respond to current events. These factors motivated the authors to write the book.

The book discusses the development and circumstances of the Al Jazeera network and its rise to influence. Al Jazeera has become perhaps the most popular television station in the entire Middle East. The book addresses many other issues regarding the Al Jazeera phenomenon, including its influence on public discourse and civil liberties in the context of authoritative and totalitarian states.

The book provides an inside look at the complexities of the Arab audience and the development of Al Jazeera as a revolutionary new voice in the Arab context, besides its growing influence in the Western world. Ultimately, it is not the story of the news station itself that is so interesting about the book; it is the story of the Arab people themselves that makes this book a compelling read. The aim is for the book to reach a broad audience, which is certainly the hope if the book is to help bridge cultural gaps.

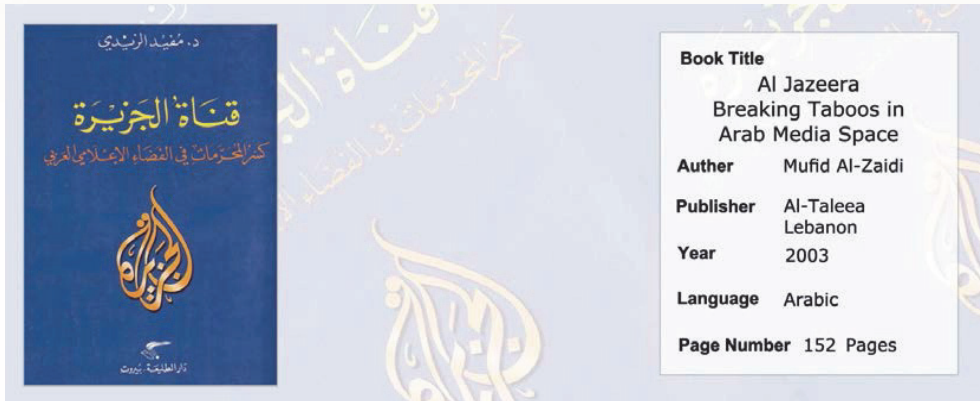
Mohamed-El Nawawy

is a Knight-Crane endowed chair in the School of Communication at Queens University of Charlotte. He is the senior editor for the Journal of Middle East Media and serves on the editorial board of the Media, War & Conflict journal. He is also an ex-officio board member on the Arab-U.S. Association for Communication Educators.

Adel Iskander

currently teaches at Georgetown University in Washington, DC. Mr. Iskandar is the founder and Executive Director of Voices Without Borders International, a media development NGO focused on capacity-building and training for youth in disadvantaged communities.

Breaking Taboos in Arab Media Space



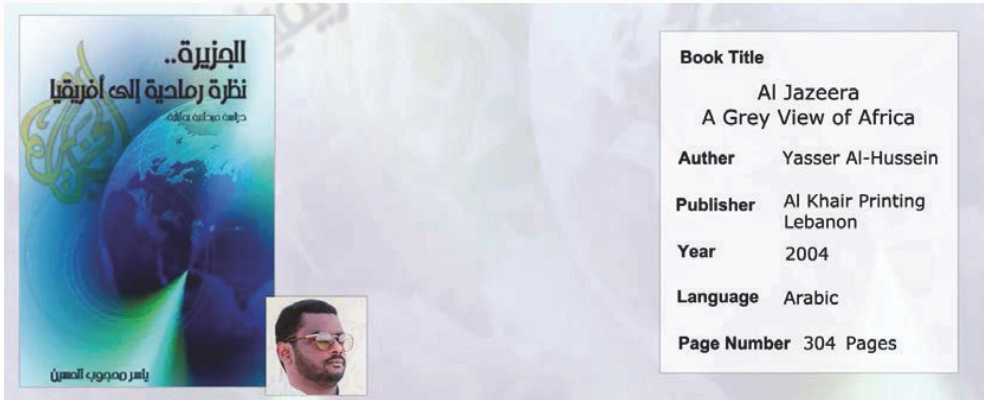
Al Jazeera: Breaking Taboos in Arab Media Space tells the story of Al Jazeera, starting from the political developments that Qatar witnessed in the reign of the 'new' emir. It goes on to explore the stages of Al Jazeera's development and growth, as well as the challenges it has encountered.

What distinguishes this study from others are the answers it provides concerning a number of questions that have stirred and continue to stir curiosity in the public arena – from viewers to officials. These questions include: what is the nature of the channel's identity? How was the concept of the channel reified? Who stands behind the channel and supports it? What is the position of Arab governments and public opinion on Al Jazeera? How did the United States and Israel deal with it? What are the areas of criticism around it? And finally, what are the elements of its success? The study is also distinguished by explanatory appendixes that substantiate information provided and are of great interest to readers.

Mufid Al-Zaidi

is a professor of modern and contemporary history at the University of Baghdad, from where he also received his PhD in the philosophy of ethics of modern history. His numerous research interests include: political and intellectual trends in the Arab gulf; democracy and reform in the Middle East; Arabs, the west and the clash of civilisations; and Arabs and globalisation in a changing world. He has also published several articles and books including: Intellectual trends in the Arab Gulf 1938-1971; The birth of the cultural awakening in the Arab Gulf during the first half of the twentieth century; and Al Jazeera: Breaking taboos in Arab media space.

Al Jazeera, a Grey View of Africa



Although at times geographically disconnected, the Arab world has been interconnected with the African continent; culturally, intellectually and socially. This study aims to draw attention to the significance of the Arab-African communication. The author suggest that this communication needs to focus its attention at all levels of economic and social development.

The book, Trends of the media handling of the African issues at Al Jazeera, provides a scientific study based on the importance of Al Jazeera as a media institution at a time when the importance of the media and its pivotal role in the various aspects of our contemporary life has been growing. The study is also based on the strategic importance of the African continent to the Arab world, with reference to historical cultural and religious ties, and the importance of blocs and coalitions in an era marked by political and economic clustering.

Al Jazeera as an Arab media institution has assumed its position par-excellence among the international media that have long monopolised – and arguably still monopolise – information and its formulation in accordance with the objectives and interests of their societies. Here it is hoped that Al Jazeera will to play an active role in the consolidation of these links for the in interest of the Arab and African nations, through the honest and objective handling media issues.

Yasser Al-Hussein

holds a master's degree, with honours, from the International University of Africa (2003), and received a BA in journalism and media from the Omdurman Islamic University (1989). He was awarded the International Environmental Media award, in 2000, for the Middle East and North Africa by Reuters and the International Agency for Conservation of Nature, in Geneva. Hussein currently works as editor at the press office of the Ministry of Foreign Affairs in Qatar, where he has been since November 2002.

Al Jazeera A Rebellious and Ambiguous Mirror of the Arab World



In this book, renowned Middle East expert Olfa Lamoulou reveals how this controversial network, created in 1996, became the preeminent political forum on the Arab scene when, shortly after 9/11, it broadcast Osama Bin Laden's message exclusively to the world. Basing her work upon solid inquiry and a tight analysis of the editorial policies of Al Jazeera, she explains how the network expresses both the democratic hopes of the Arab people and their resentment and hostility towards all forms of imperialism.

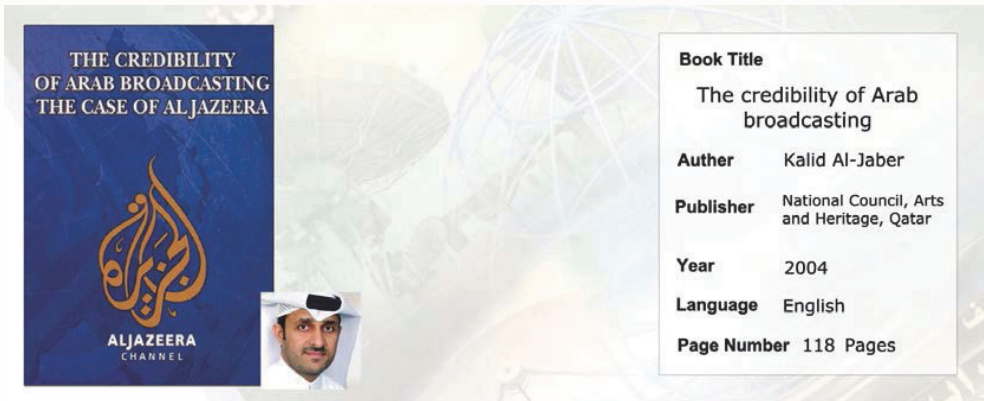
The book also suggests the delicate balance the network must maintain as it attempts to reconcile its dual roles, while discreetly deferring to its silent partner, the Emir of Qatar, one of Washington's most powerful allies in the Persian Gulf. Additionally, Lamoulou examines some of the challenges, such as its banishment from Iraq, as well as the launch of U.S.-funded competing news sources: radio Sawa, the magazine Hi! and the satellite network Al-Hurra. In this remarkably well-informed study, complete with detailed footnotes, the author offers an up-to-the-minute understanding of the tensions now at large in the Arab world reflected through the prism of the Al Jazeera network.

Olfa Lamoulou

Teaches politics at the University of Paris-X. Lamoulou is a programme coordinator at the Panos-Paris Institute and co-director (with Jean-Paul Chagnollaud) of the journal Confluences Méditerranée. She is the editor of Iraq: Les médias en guerre (Actes Sud, 2003).

The Credibility of Arab Broadcasting

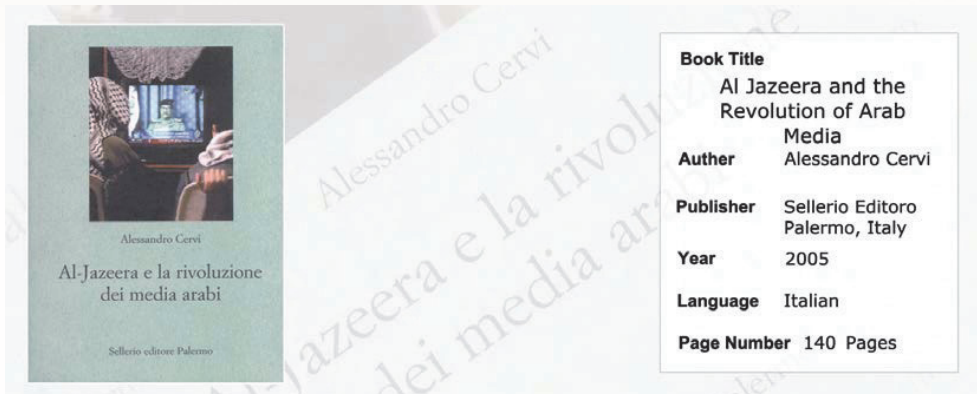
The Case of Al Jazeera



The advent of Arabic satellite broadcasting in the early nineties and all that it entailed has led to unrestricted and diverse media alongside fundamental changes in the Arab scene. These changes have led to the decline of governmental monopoly on media and liberation of deliberative space from Soviet-style policies rendering Arab coverage insipid and fawning to regimes, thus giving people even less of a voice and less of an opportunity to express their opinions, concerns and political views.

Indeed, satellite news channels and new media, especially social networking, have changed news production, distribution and reception in the Arab world. This study explores the forms and limits of satellite broadcasting in the Arab scene, focusing on the Al Jazeera phenomenon which emerged in November 1996 and quickly became the leading Arabic satellite news channel. Due to its vast audience in the Arab world and abroad, Al Jazeera plays an essential role in the formation, direction and choices of public opinion. Hence, the study seeks to examine the channel's credibility by applying the theory of use and satisfaction. So to what extent was it able to establish itself as a credible media outlet? And to what extent did it succeed in satisfying its audience by means of understanding its desires and fulfilling its wish for free, balanced and pluralistic media? These are the central questions Al-Jaber's study attempts to answer.

Al Jazeera and the Revolution of Arab Media



Al Jazeera and the revolution of Arab media seeks to narrate the story of Al Jazeera; arguably the most impressive media phenomenon in recent history. The book sets out the expanse of the Al Jazeera story - a story that the reader is possibly more familiar with. The book then goes onto explore a number of lesser known details that have accompanied Al Jazeera's rise.

Cervi discusses how Al Jazeera is considered to be a rare example in its role in determining future trends and the types of questions and issues raised by the global media in an era of globalisation. Cervi suggests, that this unparalleled success and its accomplishments in the Arab and Middle Eastern media scene needs to be located and read in the context of the heated and controversial region of the world where Al Jazeera is located; a region that has proven to be a stage for inevitable confrontation.

According to Cervi, gains of current globalisation include what we witness in the world of unprecedented communication technology and revolutionised information science. Cervi argues that this in itself symbolises a strong push in the exercise of freedom. This, he suggests, is due to reasons relating to the characteristics of globalisation and all that it entails, including unavoidable and unpreventable pluralism.

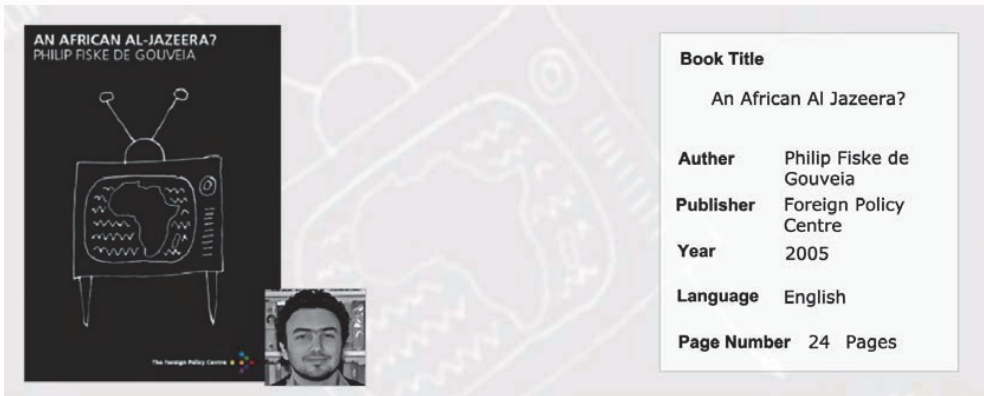
Diversity increases and its side effects can even be doubled when people reflect on a feeling of freedom. This in turn gives space for people to reflect on and confront processes and attempts to dominate and control different interests. It is for the same reason that one can consider the story of Arab and Middle Eastern media, using Al Jazeera as an example, as a definite standard that can be used to examine the future and the changes it holds for this region.

Alessandro Cervi

was born in 1978 and is a PhD candidate at the University of Milan. He is currently working on his research project which aims to analyze the effect of media on Arab cultural identity.

An African Al Jazeera?

Mass Media and the African Renaissance

**Book Title**

An African Al Jazeera?

Author Philip Fiske de Gouveia

Publisher Foreign Policy Centre

Year 2005

Language English

Page Number 24 Pages

A new momentum is building behind development efforts in Africa. The work of the UK Commission for Africa, for example, appears to be symptomatic of a renewed global interest in the world's poorest continent. But while debate continues about how best to assist progress in Africa, one potential factor in the 'African renaissance' receives less attention than most: the media. Historically, the media has played a fundamental role in democratisation and economic growth across the world, yet its significance is routinely downplayed by development strategists. Taking his lead from the success of trans-national media like Al Jazeera, the author examines how the media might contribute too much needed change across the African continent. What role could the media play as part of political and economic advances in Africa? Can and should Africa shrug off its perceived information dependence on the west? Should the creation of an indigenous pan-African broadcaster be a development priority?

Philip Fiske de Gouveia

is a director of the Foreign Policy Centre's Public Diplomacy programme. As a BBC World Service journalist (1998-2003) he specialised in transnational crime issues, reporting on drug and arms smuggling in West Africa, the Balkans, Latin America and the Middle East. He has worked and travelled all over Africa including Kenya, Malawi, Mozambique, Niger, Namibia, Sierra Leone, South Africa, Tanzania, and Zimbabwe. He is a graduate of the University of Dublin (Trinity College) and the Institute of Communications Studies at the University of Leeds.

The Al Jazeera Phenomenon



This is a collection of ten academic studys about Al Jazeera. In a sentence, Al Jazeera has transformed the way Arab nations get their news. The studys, edited by Mohammed Zayani, explain how the network and its state sponsor, Qatar, have created political and media turmoil, of a scope well beyond the size of the network or the nation.

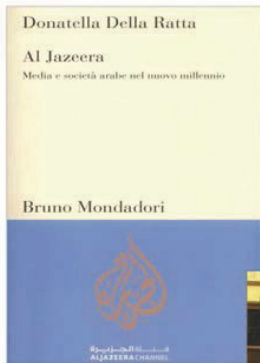
The studys cover the network's history, Arab journalism, the role of women, the war in Afghanistan, the Israeli-Palestinian conflict, and how the network has affected the media and governments of other Arab nations. The writers explain how other Arab states and the west perceive this new media outlet and its coverage. An outstanding study by Faisal Al Kasim, the host of a popular Al Jazeera show, The Opposite Direction, offers some powerful explanations as to why the network is a threat to other Arab nations. Essentially, he writes about the power of a free press and how it could transform traditional secular Arab culture. Of course, in U.S. eyes, Al Jazeera often seems polemical, and politically biased, but according to these studys, it is by far the freest media outlet in any Arab country.

The book provides rare insights into Al Jazeera's politics, its agenda, its programmes, its coverage of regional crises, and its treatment of the west. The authors attempt to gauge the station's impact on ordinary Arab viewers, understand its effect on an increasingly visible Arab public sphere, and map out the role it plays in regional Arab politics. The image of Al Jazeera that emerges from this book is much more complex than its depiction in American media. It reveals the powerful role that the network plays in shaping ideas and reconstructing Arab identities during a crucial juncture in Middle Eastern history and politics.

Mohamed Zayani

is an associate professor of critical theory at the American University of Sharjah in the United Arab Emirates. Zayani received his Ph.D. from Indiana University. He is the author of Arab satellite television, politics in the Middle East and reading the symptom.

Al Jazeera Arab Media and Society in the New Millennium



Book Title	Al Jazeera Arab Media and Society in the New Millennium
Author	Donatella Della Ratta
Publisher	Mondadori Bruno Italy
Year	2005
Language	Italian
Page Number	272 Pages

This is the Italian first book that addresses the topic of Al Jazeera, its role within the Arab media landscape and its influence on political and societal changes in the contemporary Arab world.

A post 9/11 emotional knee-jerk response has seen Europe and the US position Al Jazeera as more than as a media outlet, but as a propaganda tool and a political agent. In order to reflect on how its editorial philosophy of 'the opinion and counter opinion' has resulted in a process of energising the Arab public sphere, the book aims at analysing the channel as a news organisation first. This opens up a previously unknown space for public debate and paves the way for a completely new media scene in the Arab region.

The book tries to move beyond the polemics that have accompanied Al Jazeera since the launch of the channel and, instead of trying to position the channel as a pro or anti entity, it analyses the historical and geopolitical context that witnessed its birth, particularly drawing on the rising role played by Qatar both at a Gulf Cooperation Council (GCC) level and at a global one. Institutional and media relations within the GCC area, and particularly with Saudi Arabia, are analysed as a key factor in interpreting Al Jazeera's editorial philosophy at the time of its launch, long before 9/11 would contribute to move the focus on relations between the Arab world and the 'west'.

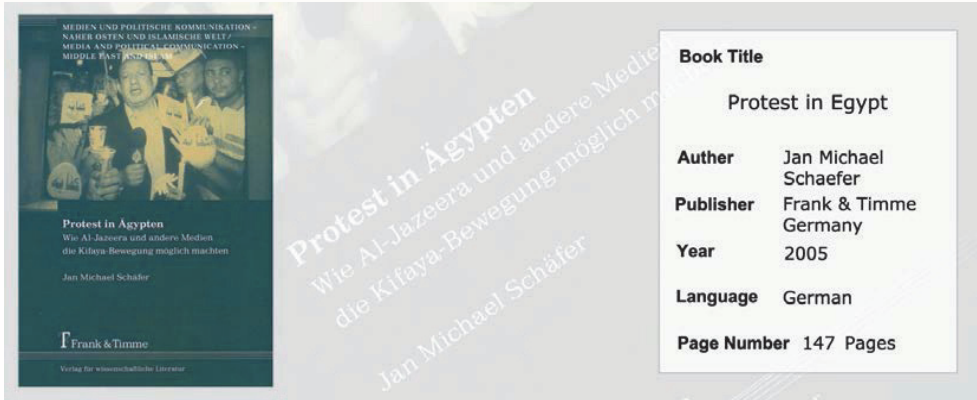
Finally, the book underlines the role played by Al Jazeera vis-a-vis Arab public opinion and how it helped shaping open public debates, giving a media voice to political opposition movements - something which has significantly contributed to forming new Arab societies in the new millennium.

Donatella Della Ratta

is an Italian journalist specializing in Arab and alternative media. She is also a journalist for Il Manifesto. She received a degree in Mass Communication in 1998 with a thesis on Arab satellite TV channels. She also works as independent filmmaker producing documentaries and TV programmes about Middle Eastern issues.

Protest in Egypt

How Al Jazeera and other Media Facilitate Egypt's Kefaya Movement



Kefaya! – “Enough!” The people on the streets of Cairo protest loudly against Egypt’s President Mubarak and his regime. They demand democratic change. The new, emerging private Arab television stations and print media report extensively on the small but significant Kefaya movement. This public protest during the election year of 2005 was a novelty in the Arab world. But the coverage provided by the Egyptian and Arab media would play an essential role in the success of the movement.

Theoretically sound and based on numerous interviews, Jan Michael Schaefer uses the Kefaya movement as an example from which to examine the political significance of mass media in the Arab world, asking: Can it contribute to liberalisation? The author looks at the people behind Kefaya and examines the links between the protest movement and the journalists of the new private TV and print media reporting on it.

Jan Michael Schaefer

studied political science, Islamic studies and communication studies in Muenster, Cairo, Berlin and Potsdam. His journalistic training was at the Electronic Media School in Potsdam. He currently works as a reporter for Rundfunk Berlin-Brandenburg.

Al Jazeera as a Regional and Global Media Player



This study presents Al Jazeera as a media and political phenomenon. Al Mikhlaifi begins by contextualising and discussing Arab media before and during the 'age of satellites.' In this context, he emblematically divides the history of Arab media into two periods: pre-Al Jazeera and the 'age of Al Jazeera.' He goes on to discuss the establishment and development of the channel, its relationship with the Qatari government, its means of finance, its media philosophy, its consequent journalistic style, and the size of its audience. He then conducts an analytical study of the content of Al Jazeera's message through a selected sample of programmes. Furthermore, he critiques and analyses Al Jazeera's role in 'revolutionising' Arab public opinion through its 'controversial' method of addressing problematic issues and breaking taboos of Arab media. Al Mikhlaifi then tracks Al Jazeera's transformation from a regional to international player, and observes how it became both a central and critical player on the international political and media stage; whether as a source of strong competition in the market of world news, providing an important source of news, or as a crucial constituency when identifying strategies concerning its role in covering events and influencing public opinion.

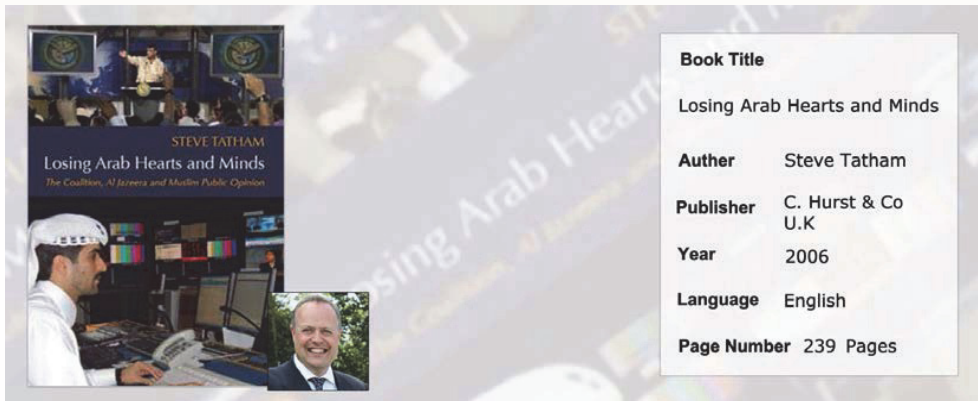
In his last chapter, Al Mikhlaifi explores the 'future of Al Jazeera', and concludes that Al Jazeera has become an important component of Arab political culture and has therefore contributed to the formation of accumulative political awareness that will be the main motive for change in the Arab world.

Abdo Al-Mikhlaifi

was born in North Yemen. He has been a journalist and media scientist since 1996. He attended the University of Sanaa, Yemen, and has been in Germany since 1996, where he studied Media Studies and received his doctorate. He has worked for both Yemeni newspapers and other Arab media. Al-Mikhlaifi currently works as a freelance journalist in Germany, and as a freelance writer for the Arab Redakion Deutsche Welle.

Losing Arab Hearts and Minds

The Coalition, Al Jazeera and Muslim Public Opinion



Steve Tatham's book starts with the observation that the 9/11 attacks horrified not only western citizens but also moderate Muslims around the world. Consequently, an unexpected degree of solidarity appeared to flicker in the international community. In the aftermath of 9/11, there was wide condemnation of Al-Qaeda acts, and a majority of those polled had a favourable sentiment towards the United States and all that it stood for. Yet within two years the pain and distress of that event and the unifying sympathy it elicited throughout most of the world was squandered, not necessarily through the invasion of Afghanistan, but through the subsequent war in Iraq which many of the closest friends of the United States did not support. Tatham argues that having largely lost international support, the United States failed to get its justification and messages across to skeptical international audiences, particularly in the Arab world.

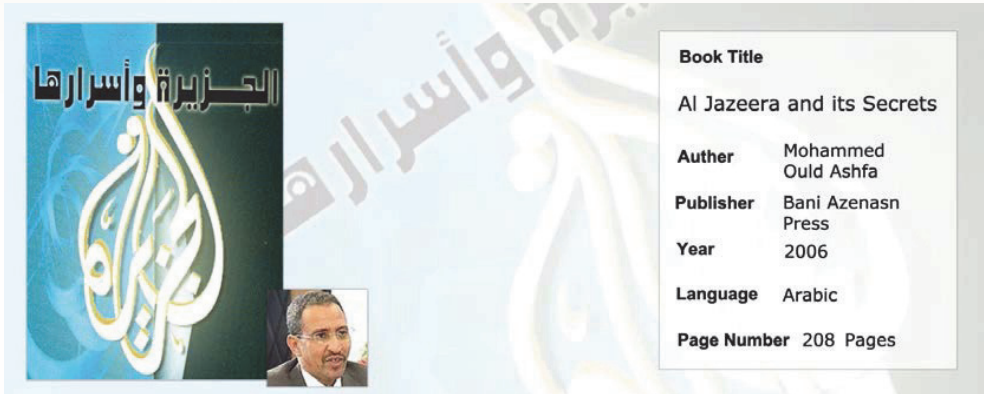
The Arab world had developed its own TV channels, and their reach and influence were to become an important dynamic in the conflict. The most influential of these were Al Jazeera, Al-Arabiya, and Abu Dhabi TV.

From humble beginnings in 1996, Al Jazeera, in particular, has grown in size and output, and today broadcasts 24 hours a day to an audience estimated at more than 35 million people. As CNN became the face of the 1991 Gulf war, so Al Jazeera defined the first conflicts of the twenty-first century - coming of age in Afghanistan (it was the only broadcaster officially allowed into the country by the Taliban government) and becoming a major influence in the US-led invasion of Iraq in 2003.

Steve Tatham

is a serving officer in the Royal Navy and served in Sierra Leone, Iraq and Afghanistan. A specialist in Media and Information Operations he is currently director of communication research at the UK Defence Academy, where he has lead for the development of Strategic Communication doctrine and education across Defence.

Al Jazeera and its Secrets



The book *Al Jazeera and its secrets*, was authored by Ould Ashfa, who joined the Channel in 1998 and has, since 2005, been assigned the task of managing the channel's office in the capital of Mauritania. In his book on Al Jazeera he presents an insiders understanding of the channel.

The book is the first piece of research to be conducted from within Al Jazeera and offers a summary of the author's experience of Al Jazeera's evolution over seven years, during which he was witness to the coverage of wars in Afghanistan and Iraq. These two events deeply influenced the formulation of its identity and brought it under global spotlight. The writer relies on non-traditional sources to tell his story, and employs interviews with key officials of Al Jazeera and its correspondents in 'hot' areas.

The author presents a picture of the channel's headquarters and overseas offices, highlighting the largest and most important offices such as the Baghdad office (which was closed in August 2004), Palestine, Lebanon, and Washington. He also provides a summary of the personalities who took over the Al Jazeera administration and the editors, in addition to the political and intellectual backgrounds and academic qualifications of the channel's most prominent decision makers.

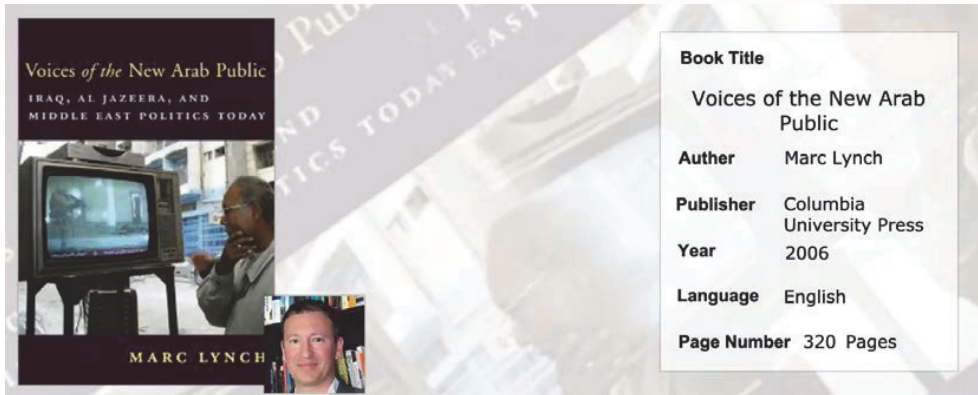
The book introduces the internal workings of the station by presenting accounts of newscasts, time frames and introduces the visible and invisible personnel who oversee the editorial process. He further discusses the distinguishing factors of the channel's live coverage and programmes that have become part and parcel of its identity.

Mohammed Ould Ashfa

has been Al Jazeera's office chief in Mauritania since 2005. He was editor and producer of Al Jazeera's news room in Doha (2000-2005), a former correspondent in Iraq (2004), expert of media and communication at the World Bank (1996-2000), director of news at Mauritanian TV (1992-1996) and translator of Arabic and French. Ould Ashfa holds a Ph.D. in political science from the University of Sorbonne in Paris.

Voices of the New Arab Public

Iraq, Al Jazeera and Middle East Politics Today

**Book Title**

Voices of the New Arab Public

Author Marc Lynch

Publisher Columbia University Press

Year 2006

Language English

Page Number 320 Pages

Marc Lynch provides a comprehensive overview of the historical rise of new Arab media and public spheres, in which Arabs attempt to break stereotypes and represent themselves, giving voice to views and ideas that are usually absent in both their state-controlled media and western media. Lynch examines whether Arab countries are developing liberal public spheres of information, debate, and consensus. Lynch identifies progressive features of the new Arab public spheres, but also indicates limitations.

According to Lynch, the emergence of satellite television channels like al Jazeera and the Internet are creating a new Arab public sphere outside of the previous monopoly over the flow of information sought by Arab states. This public sphere recognises the value of debate and differences, and allows disagreement. It has forced politicians to justify their policies and has created a new level of accountability. Yet such a public sphere is 'rife with paradoxes. It is fueled by a determination to bring publicity to the closed, repressive Arab political world, shattering every taboo and crossing every red line with abandon. At the same time, its politics of identity could all too easily slide into a tyranny from below, excommunicating those who disagree and demonizing outsiders to enforce internal unity.'

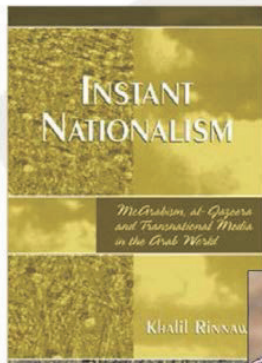
Lynch concludes that there has emerged 'a real public sphere' which is 'characterised by self-conscious, open, and contentious political argument before a vast but discrete audience.' It is not clear if it will become a 'liberal public sphere,' full of diverse opinions and tolerant of opposing views, and free of state interference, because 'the politics of the Arab public sphere tend toward populism, the politics of identity, of authenticity, and of resistance.' While signaling possible limitations, Lynch's conclusion holds open whether the new Arab public sphere will become 'a populist public or a liberal public.'

Marc Lynch

graduated from Duke University (BA), and received his MA and PhD in Government from Cornell University. He publishes frequently on the politics of the Middle East, with a particular focus on the Arab media and information technology, Iraq, Jordan, Egypt, and Islamist movements. He is associate professor of political science and international affairs at George Washington University, where he is the director of the Institute for Middle East Studies and of the Project on Middle East Political Science.

Instant Nationalism

McArabism, Al Jazeera, and Transnational Media in the Arab World



Book Title

Instant Nationalism

Author Khalil Rinnawi

Publisher University Press of America

Year 2006

Language English

Page Number 216 Pages

This book joins a growing body of literature on the political analysis of media impacts, arguing that from a mix of globalisation and identity politics a new public sphere has emerged in the Arab World. The aim of the book is to track the production of that mass produced regional identity, coined by the author as McArabism. Rinnawi details the development of specific media actors, Al Jazeera as the public face of the new identity force, and the resultant shift in state controlled media outlets. The book offers a wealth of information on state media and new Arab satellite stations; classifications of satellite television stations according to ownership, business model, content, and satellite platforms; recent histories of regulation battles with state actors; and a case study of media content on Al Jazeera in comparison with CNN and state-owned and operated Jordan TV.

Instant Nationalism provides a view of media professionals' ideologies and their impact on production values, by reproducing generalisations about audience reception. The trope of tribal media used to describe state media systems prior to Al Jazeera evokes a long-standing metonymy of Middle East power relations lacking the nuance of shifting alliances over time. It distracts from an otherwise well-researched argument about state adaptations to new technologies. Clearly there are complex identity processes at work in the Middle East, but by focusing primarily on media production and content analysis, Rinnawi's data reflects elite perceptions (including other media scholars) rather than ordinary reactions and identity formation mechanisms. Of course, he recognizes the paucity and difficulty of regional audience rating statistics.

Khalil Rinnawi

is a senior lecturer in the Department of Social Behavior, in the College of Management in Tel-Aviv, and in the TV and Cinema Department of Tel-Aviv University. His research on the topic of sociology and media in Arab Israeli society and the Arab world has won numerous awards, and his books and publications have been published in prestigious outlets throughout the world. Dr. Rinnawi has been a member of the Israeli Cinema Council since 2004, and since 2006 has also been a member of the Administrative Board and Authority of the Israeli Broadcasting Authority.

Al Jazeera and its Sisters



Through a series of articles which Krichen wrote and compiled into a book, he uses his position as a news presenter at Al Jazeera to discuss issues around pluralism and the defence of freedom of opinion. In some of these articles, Krichen defends Al Jazeera, which, due to its adoption of the slogan 'the opinion and the opinion of the other', he positions as an icon of freedom of press.

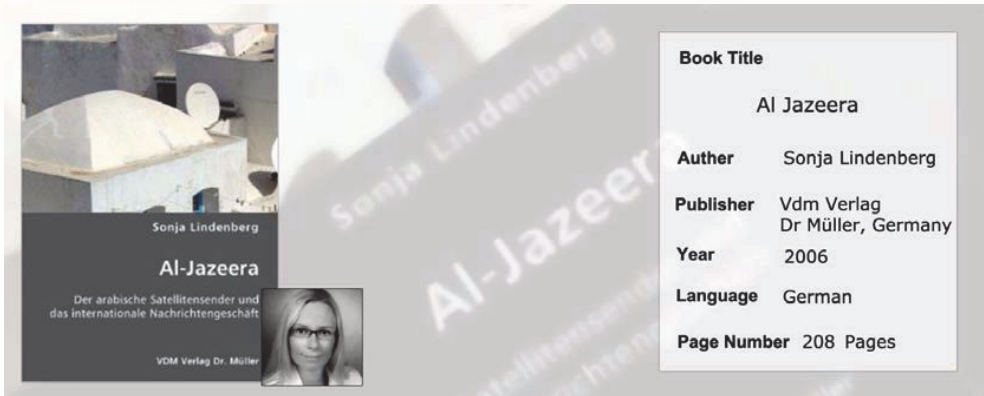
Furthermore, in these articles written over a number of years and mostly published in Al Quds Al Arabi, Krichen also deals with controversial issues both in the international and Arab media, such as 'terrorism', the kidnapping of journalists, and the ruling regimes' position towards media that challenge its position.

The author dedicates some articles to raising the case of news that made headlines regarding the suppression of freedom of expression in the Arab world and internationally. These deal with such cases as that of Tayseer Alouni who was imprisoned in Spain, Sami Al Haj's detention in Guantanamo, and Atwar Bahjat who lost her life when attempting to expose what was happening.

Mohamed Krichen

has been one of Al Jazeera's main news presenters since he joined the channel in 1996. He has been involved in Al Jazeera's major foreign coverage, interviewed many prominent personalities, and presented a number of programmes. Before joining Al Jazeera he was a news presenter for BBC Arabic television and a correspondent for MBC Television, Radio Monte Carlo (Arabic), Radio Holland (Arabic), and a number of Arabic newspapers. He has published two books: PLO history and fractions (1986), and one about Al Jazeera in 2006.

The Arabic News Network and the News Industry



Al Jazeera's broadcasting of Osama Bin Laden's messages - the exclusive footage from Afghanistan and the Iraq in 2003 - made Al Jazeera a house-hold name throughout the western world. The channel's coverage, however, has been controversial: The US in particular has accused the channel of being biased, of sympathising with terrorists and of giving extremists too much of a platform. Against this backdrop, the book analyses Al Jazeera's performance as a source of news for other media outlets and its potential as an English language programme source.

The analytical point of departure of this study employs political and economical theories of communication studies, as well as cultural studies. Both focus on communication across cultural boundaries. The channel's development can be seen as four consecutive periods - from finding its niche in the market to its expansion as a TV network.

Sonia Lindenberg

studied business journalism in Bremen, Germany. She gained first-hand experience while working with German news agencies DDP and DPA and two TV stations. Lindenberg also worked in the communications unit of the United Nations Volunteers organisation and for Deutsche Welle, Germany's international broadcaster. Between 2006-2008 she was employed by a German newspaper, the Rhein-Zeitung. She currently lives on the island of Malta and works as an editor for an international media company, CountryProfiler Ltd, which specialises in the publication of country reports and investment guides.

The Inside Story of the Arab News Channel that is Challenging the West



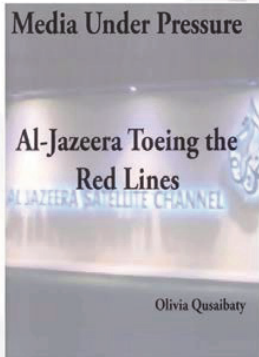
With more than fifty million viewers, Al Jazeera is one of the most widely watched news channels in the world. It's also one of the most controversial. Now, journalist Hugh Miles uncovers the true story behind the Arab world's most influential outlet. Financed by one of the wealthiest countries in the world, Al Jazeera quickly established itself as the premier news channel in the Islamic world by covering events Arabs cared about in ways they had never seen before. However, accusations of ties to Al-Qaeda continue to plague the news channel. Its journalists have been accused of spying for everyone from Mossad to Saddam Hussein, sometimes simultaneously, and a star Al Jazeera reporter is still awaiting trial in Spain for being an active member and recruiter for a Spanish-based Al-Qaeda cell. With unprecedented access to the news channel's key players, reporters, producers, and financiers, journalist Hugh Miles uncovers the full, behind-the-scenes story of Al Jazeera's meteoric rise and how its influence is shaping the course of the Arab world. Miles offers an eye-opening look at a television network that not only covers the news but also makes the news.

Hugh Miles

was the winner of The Times Young Journalist of the year award in 2000. He was born in Saudi Arabia, he was educated in Libya and Dubai, and studied Arabic at Oxford and in the Yemen. He has written for the London Review of Books, the Sunday Times and the Guardian. The day he graduated from university, Hugh flew to Beverly Hills, Los Angeles, to start work as a Development Director for Oscar-winning Producer Michael Phillips.

Media under Pressure

Al Jazeera Toeing the Red Lines



Book Title	
Media under Pressure	
Author	Olivia Qusaibaty
Publisher	BookSurge Publishing
Year	2006
Language	English
Page Number	82 Pages

This book investigates the ways in which the media sector encounters the 'seemingly diametrically opposed subject and object of discourse,' and competing media actors navigate between processes of assimilation and differentiation. Although reporting in an increasingly globalised environment, discourse continues to be polarised, and the Qatar-based Arabic satellite news station Al Jazeera is the subject of the author's study of this phenomenon. Qusaibaty explains that Al Jazeera was a direct response to the 'sudden significance' of America's CNN news broadcasts during the first Gulf War, with its pro-Western 'spin'. There were no alternatives with an uncensored distinctive Arab voice, and so Al Jazeera was born. Qusaibaty argues that although Al Jazeera's mission is to voice an opinion and its opposite (al-ra'y wal-ra'y al-akhar—the opinion and the other opinion), the station has been inaccurately evaluated based on either positive or negative biases toward the news station. Qusaibaty offers her own evaluation of Al Jazeera's position and contribution to 'creating a public space for dialogue' by first examining its position in the global media sector, collecting data regarding three programmes through a framing analysis, providing examples of critical responses to the station, and finally, evaluating whether Al Jazeera has lived up to its motto and vision of providing the opinion and the other opinion.

Olivia Qusaibaty

received her bachelor's degree in International Politics and International communication at the American University in Washington, DC, 2004. She then got her MA degree in Transnational Communications and Global Media at the Goldsmith College, University of London, 2005. Qusaibaty is a junior researcher and assistant editor of the Center for Advanced Defense Studies (CADS), Washington, DC. She conducts research on defence policy and information policy, edits articles, proposals, and other published materials.

The Media and Systems of Camouflage

Al Jazeera as a Case Study



This book bears witness to the depth and impact of Al Jazeera on the Arab media. It emphasises the importance of sober and impartial scientific research in dealing with issues of Arab media and the extended impact of Al Jazeera on the consciousness of the masses, their thoughts, as well as the limits of their knowledge, which has been framed with falsehood and confiscated of the other opinion.

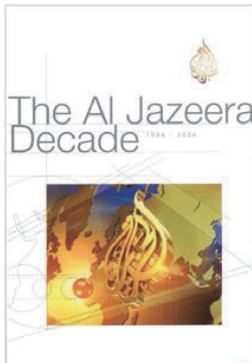
Mr. Ali Nasser Kenana was honest in his quest for the truth in his account of Aljazeera. He was not hesitant in his criticism of Aljazeera whenever he felt it was valid and necessitated. These are the qualities of serious, dedicated scholars and observers.

The book - The media and the systems of camouflage - records and spans ten years of the channel and transcends petty issues to explore the heart and orientation of the institution whose circuits have stretched to create a new media reality characterised by boldness and sense of fearless intrusion.

Ali Kenana

was born in 1959 and is a Swedish national of Iraqi origin. He is a researcher on the issues of culture and media. He is also a poet, writer and translator (Swedish language) and has authored eight books published by various Arab publishing houses in Beirut, Amman, Doha, and Stockholm. Kenana has authored a number of publications, including: The Anguish of Tulips Hymns, The Lady of Summer, Travelling at Night, the Barefooted of Globalization, The Media and Systems of Camouflage and In the Open.

The Al Jazeera Decade 1996-2006



Book Title	
The Al Jazeera Decade 1996-2006	
Author	Several
Editor	Ezzeddine Abdelmoula
Publisher	Alwaraqoon
Year	2006
Page Number	226 Pages

The Spirit of Al Jazeera 1996-2006 documents aspects of Al Jazeera's experience during its first decade. It contains articles about the journey this leading media institution has embarked on since its birth as an Arabic news channel up to its becoming one of the most important global media networks in terms of the wide range of viewers and the power of its influence. The content of the book presents an image of the institution and the narrations of those who experienced the rise of the establishment and transformed the project from a mere idea to a media institution that quickly attracted the attention of millions of viewers in and outside the Arab world and changed the media map in an unprecedented manner.

A number of Al Jazeera's cohorts from various administrative and editorial positions as well as media experts – Arabs and non-Arabs who witnessed this happening from the outside and interacted with and wrote about it – contributed to this book.

In the first chapter of the book, 'An Eye from Within,' the Director General, Wadah Khanfar, describes his experience with Al Jazeera and sheds light on its political philosophy, editorial policies and challenges and pressures it faced during its short and controversial journey. In the same chapter, Ahmed al-Sheikh, Jamil Azar, Faisal al-Qassem, and Mohamed Krichen, among others, delve into their personal experiences at the institution. Al Jazeera's field coverage is also discussed by a number of correspondents that witnessed major events during this period including Walid al-Omari and Tayseer Allouni. The second chapter of the book uncovers Al Jazeera's experience as externally read, and includes several writings by political writers, journalists, and academics.

The Culture of Al Jazeera

Inside an Arab Media Giant



The authors' chief objective is to explain 'why and how Al Jazeera managed to do what it did better than any other media outlet or competing media player in the Middle East region.' The first few chapters re-examines mainstays around studies on Al Jazeera, including the uncritically accepted idea that Al Jazeera covers the news with 'a distinctly Arab perspective', subscribing to the notion that no media outlet ever manages to truly transcend its politico-economic and socio-cultural environment.

A comparative analysis of how Al Jazeera and Al-Arabiya react to breaking news provides a clear view into what the authors refer to as Al Jazeera's 'instinct' for breaking news, which involves dispatching a reporter and securing a satellite news gathering (SNG) device to the scene of an unfolding event. As Zayani and Sahraoui explain, the process is prompt, and decision-making is delegated to take full advantage of individual initiative within the organisation. In contrast, at Al-Arabiya, the process is more convoluted. The authors correctly state that this is due to - as one producer told them - 'never hearing the word budget during her tenure with Al Jazeera', while Al-Arabiya's managers, according to Zayani and Sahraoui, have to continuously watch the bottom line.

There are important issues that the book mentions but avoids to treat systematically. For example, the Saudi-organised boycott of Al Jazeera is not discussed with the depth it warrants. What has Al Jazeera done to circumvent it? And what happened when the Lebanese advertising mogul Antoine Choueiry took over Al Jazeera's advertising representation for some time, only to turn around and represent the MBC group, Al-Arabiya's parent company?

Mohamed Zayani

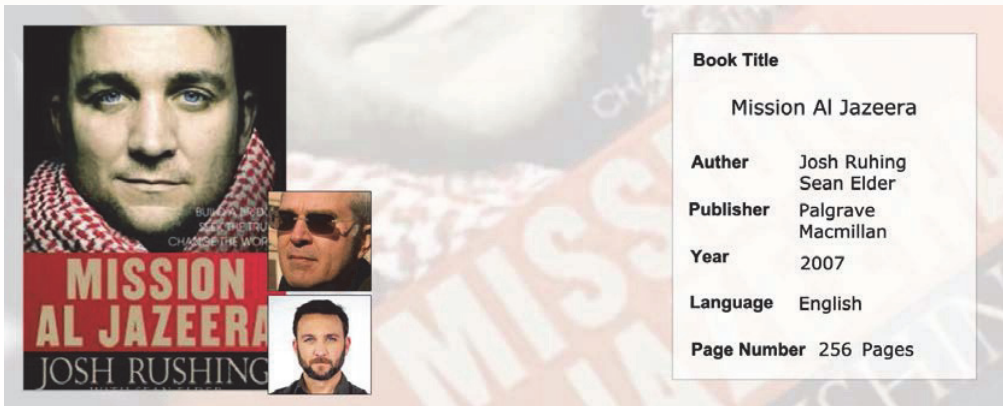
received his Ph.D. from Indiana University. He is an associate professor of critical theory at the American University of Sharjah in the United Arab Emirates.

Sofiane Sahraoui

holds a PhD from the University of Pittsburgh (Katz Graduate School of Business). He is an associate professor of Management Control and Information Systems at American University of Sharjah in the UAE.

Mission Al Jazeera

Build a Bridge, Seek the Truth, Change the World



For its first half, the book follows the form of the celebrity bio genre: there's the all-American upbringing and youth, the labour in obscurity as Rushing goes through Marine boot camp and rises through the ranks of the Marine Corps' office of public information. There's the big break, as he is assigned as the public information officer to Al Jazeera during the Iraq war solely because he was the only officer to show any interest in them, and then agrees to appear in a student film that later turns out to be *Control Room*. There's the fractional media unexpected fall, as Rushing's role in *Control Room* puts him in bad odor with his superiors and forces him to resign his commission; and then the (unexpected, yet foreshadowed) recovery as he signs on as a correspondent for Al Jazeera English.

But then the book turns to a political argument and a defence of Al Jazeera. Rushing leads the second half with a summary of the history of Al Jazeera and its impact on the Arab world, drawing heavily on the works of Adel Iskander, Lawrence Pintak and Marc Lynch, among others. The summary will be familiar to anyone with even a cursory interest in the Arab media. He essentially follows Lynch's thesis from *Voices of the New Arab Public*, identifying Al Jazeera's impact as opening up a new political dialogue in a region that had been stifled by state-owned media. Rushing's argument is also a familiar one: that the American government needs to engage with Al Jazeera and defend its policies on air instead of 'leaving the network with the think-tank extremists of the right and the blogosphere idealists of the left.'

Josh Rushing

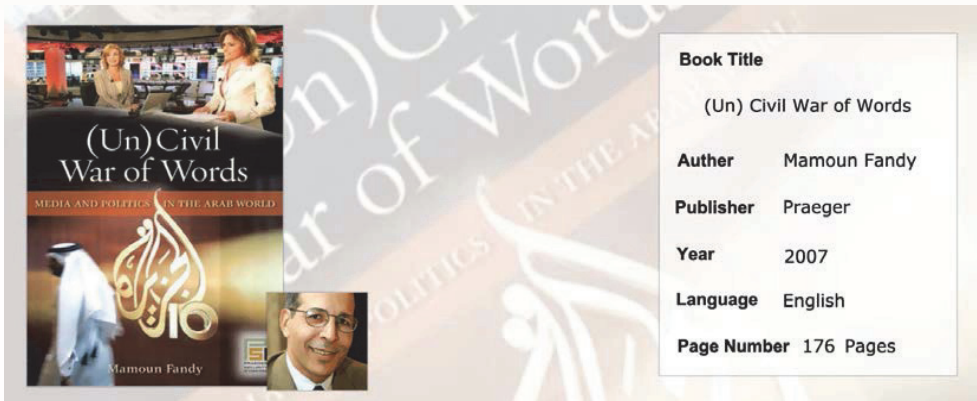
works for Al Jazeera English as a military and current affairs correspondent. A former U.S. Marine captain with fifteen years of service, Rushing served as a spokesperson at Central Command during Operation Iraqi Freedom. Rushing speaks to universities and organizations across America and around the world.

Sean Elder

is a freelance writer and editor based in Brooklyn, New York. He wrote a media column for Salon and before that reviewed web sites for the New Yorker ('Only Connect').

(Un) Civil War of Words

Media and Politics in the Arab World



The author's main thesis is that the Arab media lacks journalistic autonomy and are simply an extension of their respective government policies. For example, he contends that the two major TV networks, Al Jazeera and Al Arabiya, function primarily as conduits for Qatari-Saudi rivalry and tension. Fandy corrects the simplistic debate over whether Al Jazeera is an independent source that scooped the western media on Bin Laden's story, or is simply the media arm of Al Qaeda. First he points out that Al Jazeera is one of over 700 satellite television stations competing for viewers in the Arab world. Then he examines the nature of the media outlets as a group, who is behind them, what characterises their programming, how they relate to governments and external political battles, and other matters.

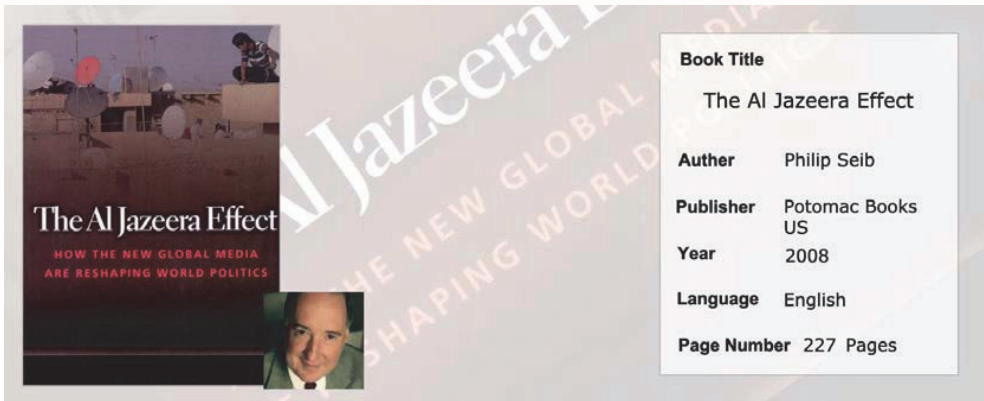
As the war on terror rages, another battleground has quickly taken shape and is being waged on daily newscasts around the world. In the Arab world, Al Jazeera and Al Arabiya are leading the fight. But do these news networks simply provide the news, or, are they, as westerners suspect, tools used by governments and terrorists alike to relay their message to the man on the street as both Arab and western leaders struggle to win the hearts and minds of millions of people? Fandy examines the impact that these and other news organisations have had on the war on terror, on the Arab world, and on the relationships that Arab nations share with each other, as well as those they share with the West. Focusing on Al Jazeera and other Arab networks, Fandy examines the battle between the Arab world and the West through the popular medium of television. He explores how autocratic governments control the media in order to preserve their own power while simultaneously engaging in a war of words, with their neighbours, the west, or oftentimes, both.

Mamoun Fandy

is the President of Fandy Associates, a Washington DC based research group and think-tank. Dr. Fandy is a senior fellow at the Baker Institute. He is also a senior fellow at The United States Institute of Peace. He is a former professor of Politics at Georgetown University and professor of Arab Politics at the Near- East South Asia Center for Strategic Studies at the National Defense University.

The Al Jazeera Effect

How the New Global Media are Reshaping World Politics



The battle for hearts and minds in the Middle East is being fought not on the streets of Cairo, Tunis, Tripoli, Manama or Sana'a, but on the newscasts and talk shows of Al Jazeera. The future of China and other global powers is being shaped not by governments or bureaucracies of the ruling parties, but by bloggers working quietly in cyber cafes. In these and many other instances, traditional ways of reshaping global politics have been superseded by the influence of new media - satellite television, the Internet, and other high-tech tools.

'The media' are no longer just the media. They have a larger popular base than ever before and, as a result, have unprecedented impact on international politics. The media can be tools of conflict and instruments of peace; they can make traditional borders irrelevant and unify peoples scattered across the globe.

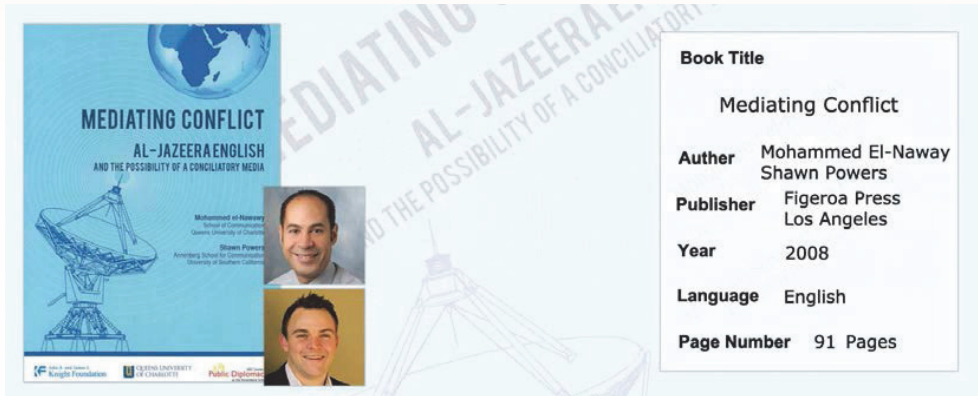
Al Jazeera is an example of new media's influence, and the Al Jazeera effect phenomenon is reshaping the world. Al Jazeera is a paradigm of new media's influence. Ten years ago, there was much talk about 'the CNN effect'. Today the talk is of 'the Al Jazeera effect', and it takes that a significant step further. The recently published Arabic edition of this topical book that cuts right through the new media debate comes at a time when the Al Jazeera's perceived effect is more manifest than ever before.

Philip Seib

is a professor of Journalism and Public Diplomacy and professor of International Relations at the University of Southern California, and is director of the USC Center on Public Diplomacy. He is author and editor of numerous books, including *Headline Diplomacy: How News Coverage Affects Foreign Policy*; *The Global Journalist: News and Conscience in a World of Conflict*; *Beyond the Front Lines: How the News Media Cover a World Shaped by War*; *Broadcasts from the Blitz: How Edward R. Murrow Helped Lead America into War*; *New Media and the New Middle East*; *The Post-Al Qaeda Generation*. He is editor of the Palgrave Macmillan Series on International Political Communication, co-editor of the Palgrave Macmillan Series in Global Public Diplomacy, and co-editor of the journal *Media, War, and Conflict*.

Mediating Conflict

Al Jazeera English and the Possibility of a Conciliatory Media



The two authors examine Al Jazeera English (AJE) in conjunction with the role of satellite news in mediating today's international conflicts. The authors note that Al Jazeera English functions as a conciliatory medium by giving voice to the weak, voiceless, unreported, and under-reported. It covers contentious issues in a manner that leads to ways to help heal relationships in conflict and that also foster an environment more conducive to negotiation and reconciliation. AJE has emerged as a trusted reference for accessing unbiased information in today's media environment.

Access to global information and intense competition among news media has led to different ways in which the mass media televise international events. The 1991 Gulf War was something of a counter example. CNN dominated the coverage and was highly praised for its presentation style and live broadcast technique. Its access to U.S. military information encouraged public support of the war. Over time, though, different news outlets began presenting international news differently, battling to control the flow of information and making it easier for the audience to find news that supports their opinions and worldview.

The book analyses how a 'war journalism' news style that became the emblem of mass media, targeting an audience that depends on cultural, political, and historical myths to interpret international conflicts. War journalists and their audiences often develop biased opinions toward a particular conflict. The authors argue that today's news media tend to present their news oriented toward a specific audience, especially during global conflicts.

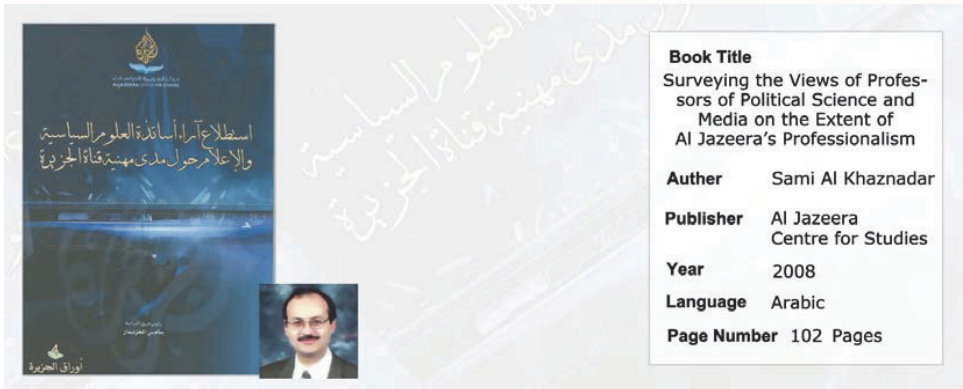
Mohamed El-Nawawy

is a Knight-Crane endowed chair in the School of Communication at Queens University of Charlotte. He is the senior editor for the Journal of Middle East Media and serves on the editorial board of the Media, War & Conflict journal. He is also an ex-officio board member on the Arab-U.S. Association for Communication Educators.

Shawn Powers

is a PhD candidate at the Annenberg School for Communication at the University of Southern California, and a research associate at USC's Center on Public Diplomacy. He has conducted field and media research in the Middle East, Eastern Europe and Southeast Asia.

Surveying the Views of Professors of Political Science and Media on the Extent of Al Jazeera's Professionalism



Due to its importance as the leading media institution in the Arab world over the last ten years, Al Jazeera's professionalism requires evaluation by leading Arab specialists in the areas of media and political science. Based on this perception, the Knowledge Center has conducted a poll to find out 'the views of professors of political science and media in the Arab world on the professionalism of Al Jazeera news'. The work took eleven months to complete and covered nineteen Arab countries. Forty-six skilled researchers and an assistant supervisor, with specialisation in this area, participated in this project.

The results of the survey and the preliminary report was reviewed in a special workshop under the supervision of a scientific committee of professors and experts in the fields of political science, information and statistics, who studied and developed the report. It is worth mentioning that the Al Jazeera Network was not involved in any manner in determining the nature and wording of the questions, in the selection and distribution of the samples, nor was the network involved in any process that might affect the results of the study. This ensured scientific credibility of the survey.

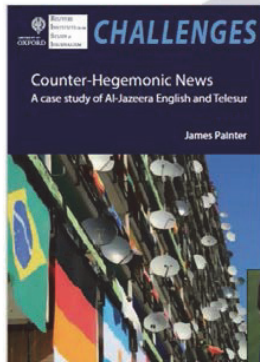
The objectives of this survey were: to find out the views of the specialists in their assessment of the professional performance of the Al Jazeera news channel; to determine Al Jazeera's popularity among the elite at Arab universities; and finally to identify the most watched Arab news channel among the elite in the Arab world.

Sami Al-Khaznadar

holds a Ph.D. in Political Science (University of Manchester - Great Britain), an advanced masters (M. Phil) in Political Science (University of Salford, United Kingdom), a diploma in conflict management and dispute resolution (University of Uppsala, Sweden) and a certificate in political systems, British political system (College of South Manchester - Great Britain). He has authored a number of books and a number of papers and scientific research articles and participated in many scientific conferences in Arab countries and internationally.

Counter-Hegemonic News

A Case Study of Al Jazeera English and Telesur



Book Title	
Counter-Hegemonic News	
Author	James Painter
Publisher	Reuters Institute for the study of journalism of the university of Oxford
Year	2008
Language	English
Page Number	75 Pages

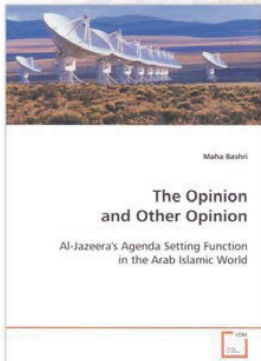
This decade has seen the rapid growth of 24-hour television news channels, many with global reach. Some of these aspire to challenge the 'hegemonic' power of the BBC and CNN— charged with propagating a Western viewpoint, masked by claims of impartiality. The debate on impartiality, and on the supposed tyranny of a global narrative controlled by western broadcasters, is one of the most hotly contested in international journalism today.

In this pioneering study, James Painter examines two major and controversial news channels— the world network which is Al Jazeera English and Venezuela's Telesur. Do they succeed in offering a 'counter-hegemonic' perspective on world news? In what ways is their output different from, and better or worse than, that of the leading western broadcasters?

James Painter

joined the BBC World Service in 1992, and has worked in various capacities there including as head of the Spanish American Service, head of the BBC Miami office, and editor in the newsroom. He was until recently executive editor for the Americas and Europe region, and is currently part-time Latin America analyst. Prior to joining the BBC, he was a correspondent in Bolivia for four years working for various media in the UK and USA, including the BBC, Reuters, the Independent and the Christian Science Monitor. He has published, or contributed to, several books and articles on Latin America, particularly on the drugs trade, Bolivia and Central America, and Latin American media issues.

The Opinion and Other Opinion
Al Jazeera's Agenda Setting Function in the Arab Islamic World



Book Title	
The Opinion and Other Opinion	
Author	Maha Bashri
Publisher	VDM
Year	2008
Language	English
Page Number	124 Pages

Any form of communication is a cultural construction. Today, there are more than 350 agenda setting studies, few examining non-western cultures. These studies are based on contingent factors that are in most cases unique to western societies. Cross-cultural studies rarely try and adapt the theory to the cultural, political and social variations present in different societies. In turn this might lead researchers to incorrect conclusions. The idea that news networks actually do set the agenda in politics and diplomacy is not a new one. However, some networks have greater influence than others. CNN is one of those networks that has risen to global prominence because of its coverage of the first Gulf War - hence the CNN effect. Today scholars claim that Al Jazeera yields the same influence in the Arab/Islamic world. Therefore, it is appropriate to say that there is an Al Jazeera effect. However, this claim does not rest on any empirical data. This study examines the agenda setting role Al Jazeera plays in the Arab/Islamic world. This research also looks at the contingent factors for agenda setting theory in the Arab/Islamic world.

Maha Bashri

has a Ph.D. in Mass Communication with an emphasis on International Communication from the University of South Carolina. Her research focuses on development communication in the developing world, especially Africa and the Middle East. Currently she is an Assistant Professor of Communication at Bradley University in Peoria, Illinois.

Comprehensive Quality Management in Media Institutions Applied to Al Jazeera Satellite Channel from 2004 to 2006



The main purpose of the research conducted in this book is to study quality management in media institutes. As such Al Jazeera was used a model, and the research examines the relationship between Al Jazeera's performance levels, strategic planning, comprehensive quality management and principles of comprehensive quality respectively.

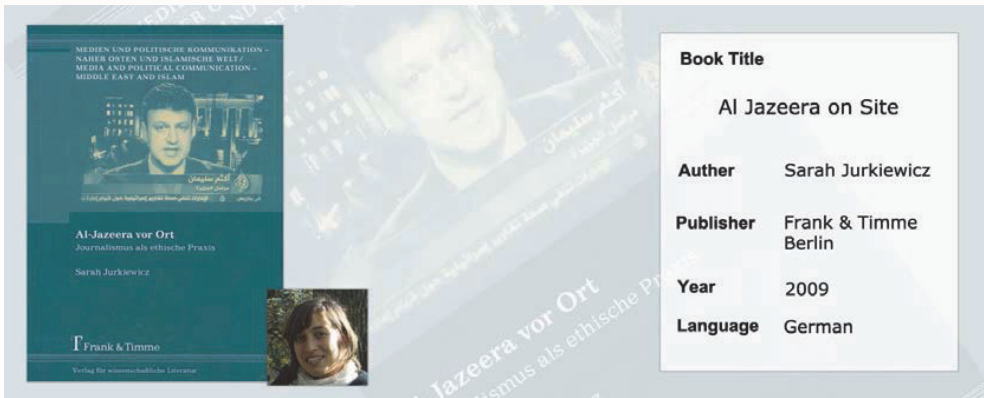
In his research, Faisal bin Jassim seeks to fulfil a number of objectives. He attempts to offer a systematic study that measures the extent to which media institutes are interested in gauging the impact of quality management. This is done with a focus on Al Jazeera, but paves the way for researchers and specialists to conduct comparative studies involving different institutes and their respective concern for quality management. He also attempts to provide, from his personal perspective, the best model illustrating the importance of comprehensive quality management in media institutes.

Faisal bin Jassim believes that the significance of his study lies in the fact that it is considered one of the first attempts that attends to the impact of comprehensive quality management in media institutes. This he believes renders it an important focus of attention as the institutional management of the media mechanism symbolises the internal drive of work. Furthermore, administrative organisation, management of media production processes the use of comprehensive quality management standards and the strategic planning of media institutes are among the major columns of success and continuity of institutes in not only general institutes, but media institutes in particular.

Comprehensive Quality Management in Media Institutes was a time consuming project involving numerous personal interviews conducted with specialists in fields related to research, with observation also serving as a primary source of data gathering. He also utilised a number of books, periodicals, scientific research papers, yearly reports and materials published by Al Jazeera to ensure in-depth research.

Al Jazeera on Site

Journalism as Ethical Practice

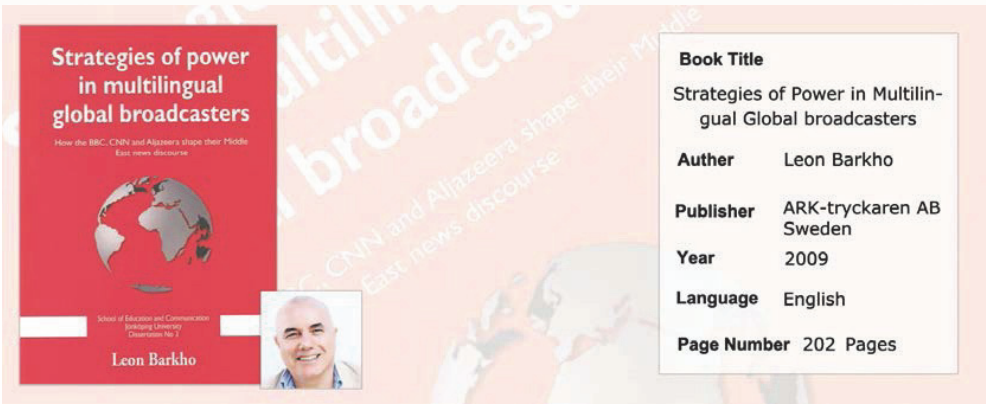


In Europe, Al Jazeera's foreign correspondents encounter various and sometimes conflicting expectations: they have to meet both the professional standards of news production and the expectations of global representation of the local Arabic-speaking communities in Europe. In addition, their role as "cultural translators" is not always free of conflicts, especially if sensitive topics such as same-sex marriages are to be translated for an Arab public. This study deals with the "ethos of translation" of Al Jazeera correspondents in Berlin and Paris. It is based on participant observation of their daily work in both offices and interviews with the journalists. As an example, Jurkiewicz analyses reports on homosexuality that were produced by both offices but not broadcasted in the end. For a theoretical unpinning, the researcher compares journalistic and anthropological modes of translation and conceptualises the correspondents' perspective as "shifting consciousness". This term describes their professional mode of comparing "here" (the location they cover) with "there" (the imaginary Arab public). Following this conceptualisation, she analyses the correspondents' ethos of translation. As the research material shows, the correspondents try to report "with deference to both sides", especially when addressing sensitive issues. Also, in the local media field, at least in Germany, correspondents take an intermediary stance, and thereby become representatives of the "Arab voice" in the German public. But, as clearly seen in the failed attempts at covering homosexuality, this ethos has its limits: cultural standards in the Al Jazeera headquarter itself, the format of the medium and the understanding of news as a product to sell may constrain translation. By looking at how correspondents reflect on the rejection of their reports, and on the possibilities of translation they feel they need, their professional ethos becomes apparent.

Sarah Jurkiewicz

studied European Anthropology, Islamic Studies and Theatre Studies at Humboldt University and Free University in Berlin. Since March 2009 she has been a fellow at the Institute for Culture Studies and Oriental Languages (IKOS). Her course of study in the PhD programme is Media Studies and Journalism.

Strategies of Power in Multilingual Global Broadcasters How the BBC, CNN and Al Jazeera Shape their Middle East News Discourse



This book deals with the reporting on the Middle East by three gigantic media companies which together are largely responsible for refining and shaping our views of events in the world. The informational and communicative arm of these giants – Aljazeera, the BBC and CNN – is unprecedented in the history of human communication. The BBC, for example, broadcasts in thirty-three languages and has an army of nearly 10 000 journalists. In only one decade Aljazeera has turned into the kind of media power whose policy decision- makers can hardly ignore. The recent addition of an English language satellite channel has turned the network into a global media player. CNN, the world’s first 24-hour news satellite channel, has services in twelve languages and several English editions covering the four corners of the world.

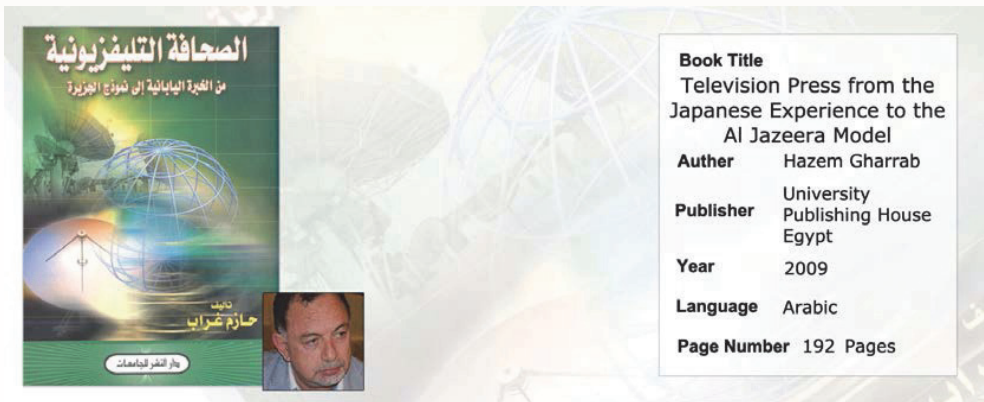
Barkho purpose focuses mainly on their Middle East reporting and specifically how they represent the voices involved in the conflict in Iraq and the ongoing struggle between the Palestinians and Israelis. The investigation is mainly concerned with the language of hard news discourse and how the broadcasters intentionally or otherwise produce and reproduce certain linguistic items and patterns to interpret both the discursive and social worlds of the events they present.

The book comprises five papers all published in international journals dealing with issues of critical discourse analysis. Together, the papers highlight the significant role power-holders have in shaping the discourse of their institutions. They provide a new theoretical framework to arrive at the discursive patterns and social assumptions to uncover how the strings of power help refine and shape these patterns and assumptions, by relying on a variety of sources and empirical data besides textual material.

Leon Barkho

Is a manager of Media Content Practices and Effects Project at Sweden’s Jönköping University. He holds a master’s degree in applied linguistics and a doctorate in media and communication science. Previously, he held positions at Reuters News Agency as bureau chief and the Associated Press as staff writer.

Television Press from the Japanese Experience to the Al Jazeera Model



This book summarises the experiences of television field news production over the course of twenty five years and addresses different issues relating to journalism and media. It delves into several matters including the effect imagery has on the dissemination of news and on the viewer. Furthermore, it explores and discusses the challenges of news production in the Arab world while also describing the newsroom, the news production process at the television station and on location, and news planning.

Ghorab attends to these matters starting with his extensive experience in journalism during which he covered various events mostly in the Arab region.

Among the events he managed to cover that also served as lessons in the book were the assassination of Anwar al-Sadat, the Iran-Iraq war, Arab and Gulf summit conferences and local parliamentary elections in several Arab countries. His experience does not encompass political conflict alone, for he has covered natural disasters and cultural, religious and sport events. Also, Ghorab's shift from print to television journalism had him dedicate the last section of the book to the latter, particularly as he worked for Al Jazeera Satellite Channel; and in this section, he presents and analyses a selected sample of various newscasts and news reports from the channel.

Hazem Ghorab

received his bachelor's degree in political science from the Faculty of Economics and Political Science at Cairo University. He started his career as a media researcher at the Ministry of Information in Egypt. Afterwards, he became a journalist and producer of news programmes and short documentaries for Fuji Television Network in the Middle East. He joined Al Jazeera where he worked as a researcher and news producer for the programme, Ma Waraa al-Khabar ("Behind the News") after becoming a planning executive and managing editor for Al Jazeera Net.

The Image of Islam on International TV

A Comparison of the News Channels Al Jazeera English, BBC World and CNN International



The author compares the coverage of the global news channels of the Western world - BBC World and CNN International - with Al Jazeera. Al Jazeera English is the first English-language news channel in the Middle East which can be received across the world via satellite. From its conception it has sought to challenge western perspectives and to provide an alternative view of global events. On the basis of its coverage of Islam, this book examines whether this self-image is actually reflected in content. Over a three month period, 707 news reports from the three channels were compared, revealing topics and stereotypes in their coverage of Islam.

Susan Schenk

studied communications, romance studies and sociology in Dresden and Valenciennes.

The Al Jazeera Effect



Book Title	
The Al Jazeera Effect	
Author	Augusto Valeriani
Publisher	I Libri di Emil
Year	2010
Language	Italian
Page Number	313 Pages

This book is based on multi-site fieldwork research conducted in Egypt, Doha and Dubai (where Al Jazeera and Al Arabiya headquarters are located). The book uses Egypt as a case study and examines the complex relationship between Pan-Arab satellite news media and Arab national media systems. In fact, over the last fifteen years Al Jazeera and Al Arabiya have engaged Arab National newspapers and televisions in what can be considered an impossible competition: Pan-Arab media rely on greater economic and professional resources, together with a higher degree of editorial freedom.

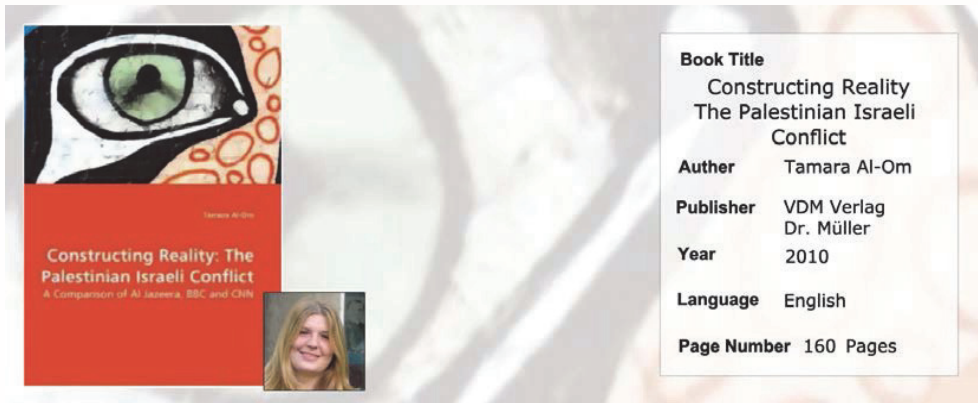
Starting from this perspective, the text focuses on Arab journalists as actors in a 'transnational relationship'. Through a discussion of the negotiation process involving journalists in defining the values and practices of their own professional culture, the research investigates how far the coverage and practices of Pan-Arab news-only broadcasters have blurred the borders of national media systems, in so doing creating new spaces and systems. In investigating the relationship between Pan-Arab broadcast journalists and journalists employed in national news organisations this study reconceptualises, in the context of the Arab world, the idea of a 'national media system' and its permeability to external influences.

The idea of hybrid structures that is neither homogeneous nor defined by common rules, strategies or goals but, at the same time, defines important arenas of exchange, is presented as the most appropriate analytical model to use in order to understand the reality of the contemporary Arab news media environment.

Augusto Valeriani

is a postdoctoral research fellow at the Università di Bologna's Department of Sociology, where he lectures in Media and International Politics. He is also an affiliate of the Center for Global Communication Studies at Annenberg (UPENN), and of the Arab Media Centre (University of Westminster). Augusto has published numerous articles, in both Italian and English, on journalistic culture, mass media and international politics, new media and society, with a focus on the Arab context.

Constructing Reality The Palestinian Israeli Conflict A Comparison of Al Jazeera, BBC and CNN



The Palestinian Israeli conflict has been an ongoing feature of the mainstream media over the last few decades, and yet despite its focus, a resolution to the conflict is still far out of reach. Opinions surrounding the conflict are still deeply divided and this is visible in the ambiguous nature of the information that is generated in the mainstream media. In this way, the main focus of this book is an examination of the mainstream media's representation of the Palestinian-Israeli Conflict and the consequent effects of these 'constructed realities'. The Propaganda Model features significantly in this work in an attempt to investigate whether the media sources analysed are subjected to the five filters introduced by Noam Chomsky and Edward Herman.

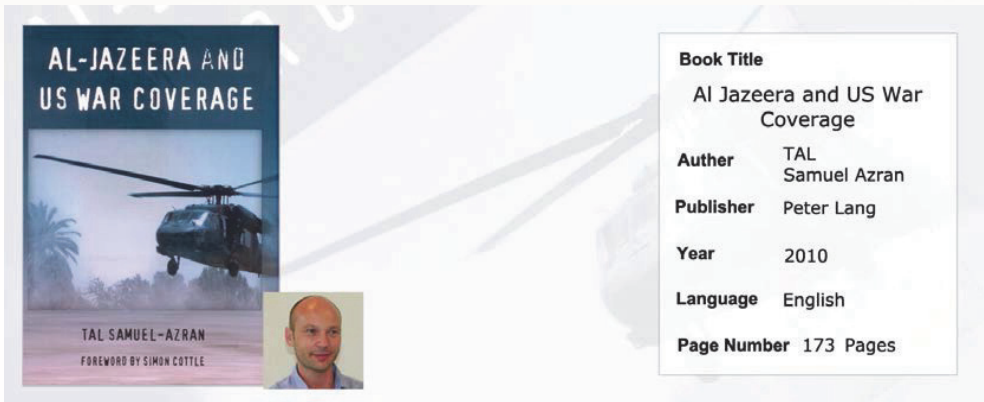
As a result this book provides some indication of the ideological constraints faced by each of the news sources, which allows for the emergence of a critical discourse surrounding the role of the media and consequently surrounding the positions of the dominant parties involved in the conflict and their role in the ongoing attempts at reaching a solution.

In order to do this an analysis of Al Jazeera, BBC and CNN was carried out on articles published on their respective news websites for a period of two months [21 January - 21 March], a total of 137 articles were analysed. The main findings of this study were that each of the news sources, although similar in story coverage, differed significantly in content, specifically relating to humanitarian issues. The overall content of the articles was a clear indication of the ideological constraints of each of the news sources.

Tamara Al-Om

was born in the UK to an English mother and a Syrian father. She is currently undertaking doctoral research in Middle Eastern Politics at the University of Exeter, UK. She received her MA in Religion, Politics and International Relations from the University of Wales, Lampeter. Her primary interest is on the interaction of power, histories, nations and people - especially relating to the Middle East.

Al Jazeera and US War Coverage



Book Title	Al Jazeera and US War Coverage
Author	TAL Samuel Azran
Publisher	Peter Lang
Year	2010
Language	English
Page Number	173 Pages

Covering the rebroadcasting of Al Jazeera's images on major US television networks since 9/11, this study draws an alternative picture revealing that the advent of Al Jazeera has actually eroded the counter-hegemonic debate in US war reporting. It shows how the US government persuaded television networks to systematically reformat legitimate war images from Al Jazeera, labelling it a deviant network, in order to eliminate criticism of the war. Moreover, an examination of the US reception of bloggers and network carriers of Al Jazeera's English-language website and channel reveals the US administration's continued resolve and ability to limit public discourse.

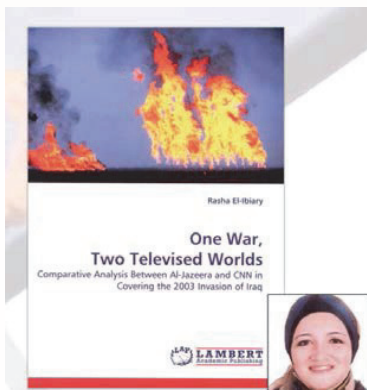
Samuel-Azran's dissertation provides a timely and necessary contribution to wider debates about and the theorisation of contemporary global news flows and how new regional news player either help to pluralise and democratise the traditional Western dominance of news and contribute to an emergent global news sphere or, alternatively, become effectively co-opted and politically neutered when re-presented within and through the Western news prism going against the grain of much current thought in the field of international and global media scholarship. Samuel-Azran argues that the spectacular rise of Al Jazeera should not be simply taken as a evidence for an emergent and democratising global public sphere.

Tal Samuel Azran

is a lecturer in the Sammy Ofer School of Communications at the Interdisciplinary Center in Herzlia, Israel. He holds a Ph.D. in media and communications from the University of Melbourne and has published widely on Al Jazeera and media globalisation. He has also served as a reporter for several Israeli journals and newspapers. He recently co-edited the book *New Media and Innovative Technologies* (2008).

One War, Two Televised Worlds

A Comparative Analysis between Al Jazeera and CNN in Covering the 2003 Invasion of Iraq



Book Title	One War Two Televised Worlds
Author	Rasha El-Ibiary
Publisher	Lab Lambert Academic Publishing Germany
Year	2010
Language	English
Page Number	264 Pages

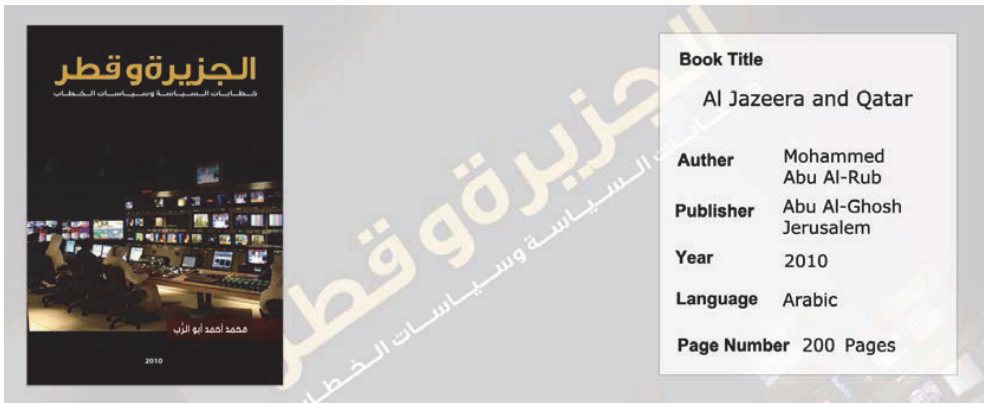
The book demonstrates the relationship binding the audio-visual message presented and conveyed in the television coverage of the 2003 Invasion of Iraq, and the strategic conduct of the assault itself. It tackles the elements related to military power, and how these contribute to the construction of visual image: the image production, the pictorial outcome, and the way it is interpreted by specific audiences. In this realm, the thesis draws a comparative content and discourse analyses between Al Jazeera, based in Doha, and CNN, based in Atlanta, providing evidence on the crucial military and strategic role played by instant television in affecting the conduct policies of contemporary wars.

Rasha El-Ibiary

is an assistant professor at Misr International University, Egypt. She specialises in Political Communication, Media Politics, Cultural Geopolitics, Cinema and Geopolitics, and the Geopolitics of Urban Development. Her research projects include studying the media impact on politics, foreign policies, wars and terrorism. She has recently published her book *One War, Two Televised Worlds* with Lambert Academic Publishing in Germany. She is also a guest speaker in the first lecture in the JRM Forum, and will speak about the newly published book on that occasion.

Al Jazeera and Qatar

Political Discourses and The Discourses of Politics



This book explores Al Jazeera's role in building Qatar's regional and international stature, and strengthening its political authority through Al Jazeera's controversial coverage of events in the Middle East, particularly the Palestinian issue. It discusses the channel's coverage of political disputes among Arab countries and how this has correlated with Qatar's mediation in the resolution of Arab-Arab disputes, including the internal political schism amongst Palestinians, Lebanese disputes and the Darfur crisis.

Abu al-Rub observes factors of efficiency in terms of Al Jazeera's discourse through its selection of guests, chosen time slots, programme topics and methods of posing questions, and examines the modality of the change of coverage and how this can be read in accordance with the state of Qatar's foreign policies. He further contends that the slogan, 'An opinion and another opinion', is virtually absent in Al Jazeera as the 'other opinion' is essentially an expression of its own views. He further suggests that it hosts ineffective spokespersons against stronger counterparts, allows for more time for one at the expense of another and raises questions that are aimed at influencing the viewer to ultimately adopt its position.

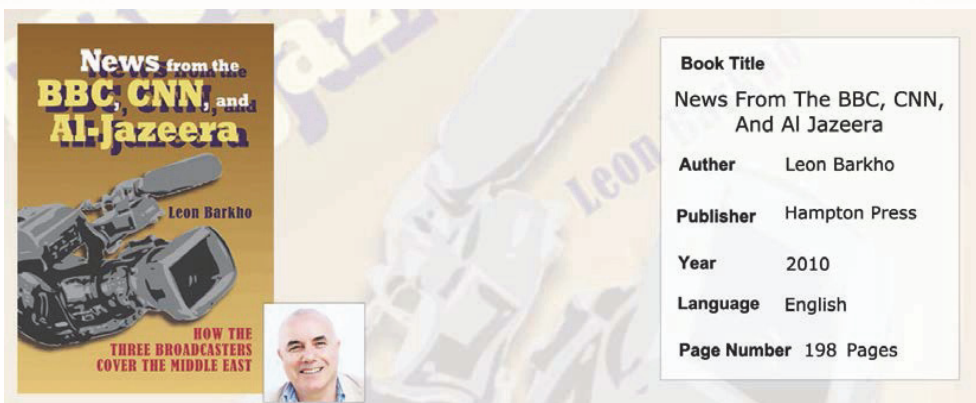
The book comprises five chapters. Chapter one is a theoretical introduction and observes the performance and public character of television and its role in the formation of public opinion. Chapter two presents Al Jazeera's correlation to Qatar in terms of development, finance, policies, and explores the differences between the Arabic and English channels. Chapter three looks at and analyses the channel's coverage of the Palestine Papers and its consequent effect on Palestinian reconciliation. Chapter four explores Qatar's gains from Al Jazeera's coverage and its role in covering Arab-Arab disputes, thus giving Qatar regional prominence.

The final chapter concludes with an analysis of Al Jazeera's role in promoting Qatar as an example of a strong and effective state in the Arab region, and how this is done by shedding light on the internal crises and conflicts of rival neighbouring states

The final chapter concludes with an analysis of Al Jazeera's role in promoting Qatar as an example of a strong and effective state in the Arab region, and how this is done by shedding light on the internal crises and conflicts of rival neighbouring states.

News from the BBC, CNN, and Al Jazeera

How the Three Broadcasters Cover the Middle East



This book has four categories of readers in mind: audiences who receive their information from global broadcasters like the BBC, CNN, and Al Jazeera; communication and journalism scholars; communication and journalism students; and individuals who are interested in international affairs and political communication. However, the author cannot claim that everyone in each category will find the book of direct relevance and interest.

Obviously, the topic is refreshing and bears on a wide spectrum of readers, researchers, students, and policymakers. International broadcasters no longer rely on their screens. Their coverage is currently available in a variety of forms and on different platforms. In the current digital age, they have more power to influence and shape our lives, opinions, and attitudes than ever before. Although the writer tried to analyze textual material in light of the latest advances in CDA, there is a corresponding attempt to provide as many examples as possible to make it palatable to other readers. The approach and method he has pursued—bringing the social, institutional, and discursive contexts together when analyzing discourse—also should be of interest for media, communication, and journalism students who are studying organizations producing similar discourses.

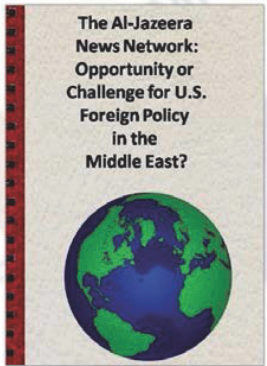
The book's ethnographic angle delves into the three media giants' how, who, why, and what of news discourse. Did not the former U.S. administration of President George W. Bush contemplate bombing Al Jazeera? Did not former U.S. Defense Secretary Donald Rumsfeld dismiss it as a "mouthpiece of al-Qaeda," calling it "vicious, inaccurate and inexcusable". The book's analytical approach hopefully helps contextualize and explain what politicians think of media and paves the way for international affairs and political communication scholars and students to follow suit when investigating media organizations in the future.

Leon Barkho

is manager of Media Content Practices and Effects Project at Sweden's Jönköping University. He holds a master's degree in applied linguistics and a doctorate in media and communication science. Previously, he held positions at Reuters News Agency as bureau chief and the Associated Press as staff writer.

The Al Jazeera News Network

Opportunity or Challenge for Us Foreign Policy in the Middle East



Book Title	
The Al Jazeera News Network	
Author	Jeremy Sharp
Publisher	Ninety-Nine Cent Publishing LLC
Year	2010
Language	English

Al Jazeera, the Arab world’s first all-news network was started by the Persian Gulf monarchy of Qatar. It has come to be recognised as a key player in covering issues of central importance to U.S. foreign policy in the Middle East: the conflict in Iraq, the war on terrorism, and the Israeli-Palestinian conflict. Al Jazeera has become so publicly influential that U.S. officials now regularly appear on the network.

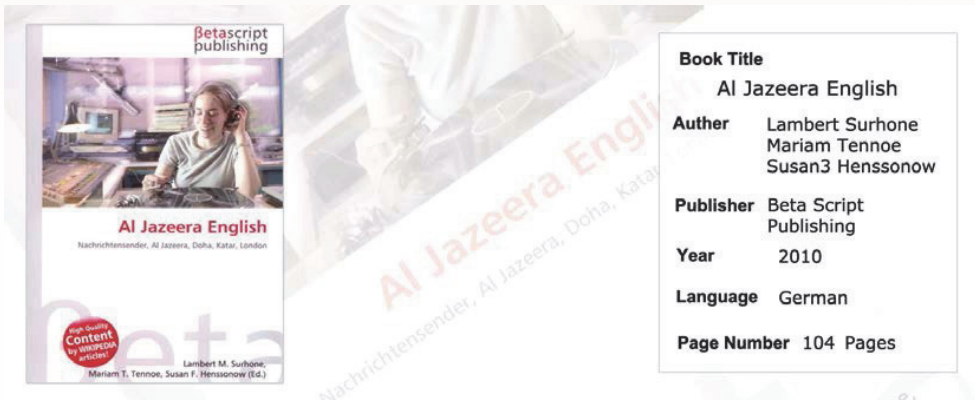
Although Al Jazeera has received praise for its uncensored format and for airing interviews with U.S. and Israeli officials, as well as Arab critics of the policies of Arab governments, it has drawn criticism from many observers in the United States and elsewhere for a perceived lack of objectivity in covering these conflicts, including the activities of Al Qaeda. For their part, officials from Al Jazeera have claimed that they merely reflect Arab popular resentment of U.S. policy in the Middle East.

This paper provides an overview of Al Jazeera and explores the debate surrounding its objectivity. This report also analyses Al Jazeera’s coverage of events in the Middle East, specifically, its coverage of events in Iraq, Afghanistan, and Israel and the West Bank and Gaza Strip. The final section of this report discusses policy options regarding U.S. public diplomacy efforts in the Middle East region.

Jeremy Sharp

is a specialist in Middle East Affairs at the Congressional Research Service. Sharp is the author of several congressional reports on U.S. bilateral relations with Egypt, Jordan, Syria, and Yemen, as well as studies on U.S. foreign aid to the Middle East and the promotion of democracy in the region.

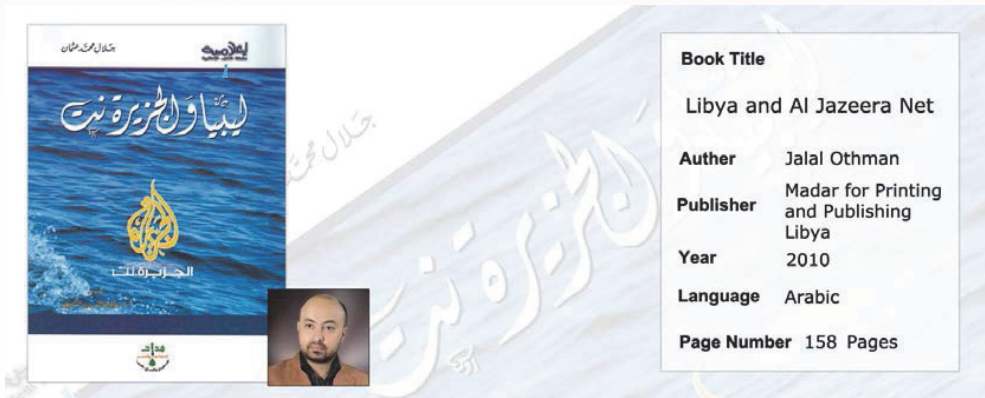
Al Jazeera English



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Libya and Al Jazeera Net



In his book, Othman addresses the importance of the electronic media, its role in the spread of news and how the Internet has played a role in the return of print media to the competition. He also presents the issue of the lack of information on happenings in Libya and introduces the importance of this study and its aims. Additionally, Othman attends to the framework of knowledge in the study, providing a section about the institution and development of the Internet and Arab electronic media and its supply from Al Jazeera, describing Al Jazeera Net, the channel's course of work, ensuing policies around publishing, and the selection of news for the website.

The research Othman conducts is in the form of an analytical field study. He focuses on the content of issues and news concerning Libyan affairs while the field aspect corresponds to encountering those who connect to this news site. Othman delivers analytical research findings and presents his analysis of Libyan issues on Al Jazeera Net in terms of news sources employed and depth of coverage. He also highlights the significance of the analytical study he conducted as he finds that the website relies on two other international sites, the French and German editions of Reuters, which thus gives the site western reporting values. His field research, however, suggests that site's users are highly skilled in news vocabulary and are both English- and computer-literate. In addition, it proves that there is difficulty understanding a great deal of the terminology in Libya. Finally, he draws a comparison between his analytical and field studies, as they correspond in many aspects.

Jalal Othman

was born in Al Zawiya, Libya in 1968. He received his bachelor's degree in arts and media from Al Fateh University in 1998, and his master's degree from the Academy of Higher Education in 2008 - also in media. His publications include *Death Party* (2008).

A War without Smudges

Iraq News on Al Jazeera and Al Arabiya



A War without Smudges explores news coverage of Iraq and the extent that politics controls the orientations of Arab media in the coverage of events occurring in the Arab world. Although media supposedly aims to convey news rather than create it, and present information to audiences without interference or selectivity, Al-Khattab demonstrates, particularly with regards to news on Iraq, that this is a grossly unrealistic and impractical vision. Rather, he suggests that this necessitates one to question the standards of objectivity and news impartiality.

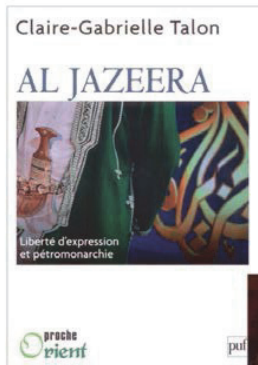
Al-Khattab explains that the war on Iraq created a vast space for Arabic satellite channels to compete and prove their capabilities and competences; and indeed some channels. Correspondingly, the main news bulletins are considered one of the most important tools television stations rely on in their coverage of world events, and its an important source for their developments as well as a main source through which audiences are able to observe details of what is happening. Iraqi news, therefore, form one of the central focuses of Arabic news bulletins, making them vulnerable to a lot of observation, criticism and accusation. The book attempts to provide specific answers around the truth of what is presented on Al Jazeera and Al Arabiya satellite channels; the channels that have been selected as models for examination and analysis. It also delves into what extent these news sources can be seen to correspond to professionalism, particularly in the domain of news and journalistic work, in addition to how committed each of the channels are to impartiality presenting news. Finally, the book suggests significant indications about the influence of news on current events in Iraq locally, regionally and internationally.

Fares Al-Khattab

is an Iraqi academic professor and a researcher specialised in media affairs. He studied agriculture. However, he then went onto complete his graduate studies in the field of media. He has written several books. He is well-known at the Arab Open University of North America, where has been for twenty years, for his extensive experience in media. He is currently the head of the planning department at Abu Dhabi Television.

Al Jazeera

Freedom of Expression in a Petro-Monarchy



Book Title	
Al Jazeera	
Author	Claire-Gabrielle Talon
Publisher	PUF
Year	2011
Language	French
Page Number	256 Pages

Freedom of speech is usually considered a privilege of democracy. The launch of a pluralist news channel in an Arab petro-monarchy therefore provoked deeply skeptical reactions from academics. Nonetheless, the most popular Arab TV news channel swiftly became a premium international source of news, even for its western counterparts.

The questions that Tallon poses are: How has Al Jazeera been able to establish itself as a space of freedom while being administratively and financially dependent on Qatar's ruling family? How was a media outlet based on freedom of opinion able to develop in a political system dominated by a tribal oligarchy where democratic institutions did not yet exist? How did Al Jazeera come to relay the democratic aspirations of people in the Middle East over the years, playing a crucial role in the spread of Tunisian, Egyptian and Libyan revolutions, without, in turn, threatening the Qatari regime? Has Al Jazeera genuinely ignored Qatari domestic issues? And finally, how did civil society in Qatar react to the channel?

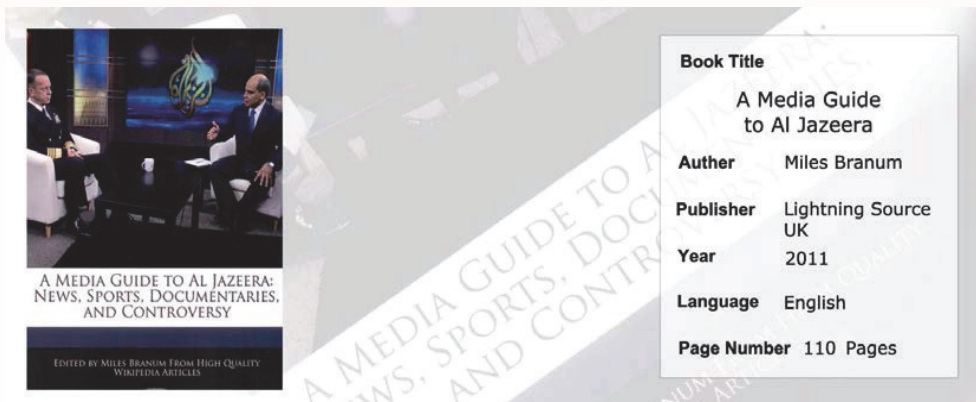
More than ten years after the station's launch, most of these questions remain unanswered. Among the most striking is how the channel succeeded in screening the Al Qaeda tapes – particularly when we consider that its headquarters are positioned but a few miles away from the US Military Central Command in the Persian Gulf.

This work shows how, within a tribal configuration, a media networkd could emerge that called into question the norms prevailing in Western news making.

Claire-Gabrielle Talon

After studying literature and linguistics, and completing a degree in Arabic and Islamic Studies at the Sorbonne, Claire-Gabrielle Talon joined the Middle East and Mediterranean Studies Doctoral Programme of the Institut d'Études Politiques de Paris (Sciences Po). There, she completed her doctoral thesis on the television network Al Jazeera. She is a specialist of the Middle East and the author of many reports and articles on Arab media.

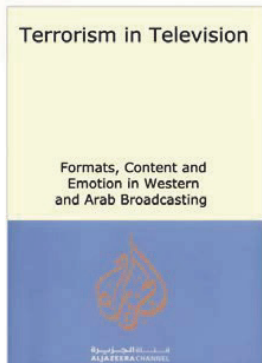
A Media Guide to Al Jazeera News, Sports, Documentaries, and Controversy



This is a reference guide to the international news network Al Jazeera. This guide covers its organisation, locations, news media outlets, sports networks, documentary film production, competitors, awards, and its children's programming. The content of this volume has been curated from Wikipedia articles and images under Creative Commons licensing, although as the Project Webster series continues to increase in scope and dimension, more licensed and public domain content is being added. We believe books such as this represent a new and exciting lexicon in the sharing of human knowledge. A Media Guide to Al Jazeera is part of Project Webster, which represents a new publishing paradigm, allowing disparate content sources to be curated into cohesive, relevant, and informative books.

Terrorism in Television

Formats, Content and Emotion in Western and Arab Broadcasting



Book Title	
Terrorism in Television	
Author	Jürgen Gerhards
Publisher	Vs Publishing Germany
Year	2011
Language	German

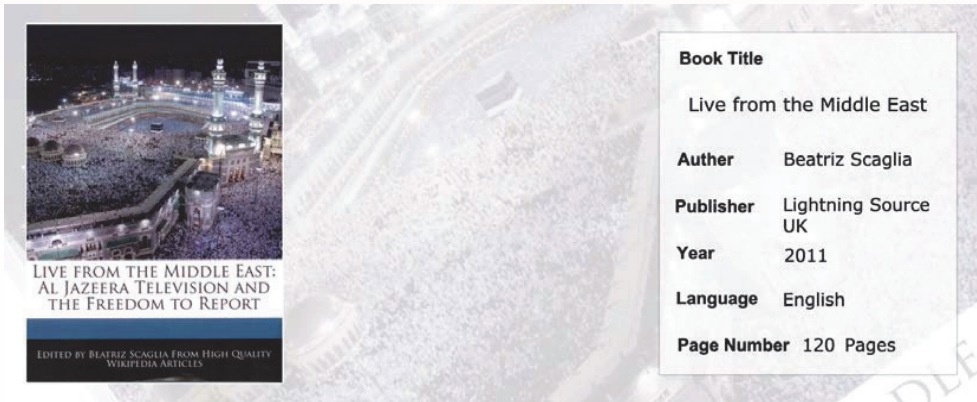
Without the mass media, most people would not acquire any information – and consequently know anything at all about terrorist attacks. But as research has shown, mass media can portray the same terrorist event very differently. Such differences are best researched in comparative studies. Consequently, the study compares terrorism coverage of five important global TV channels which stem from different world regions: the US edition of CNN, the Arabic edition of Al Jazeera, the British BBC, as well as the German ARD and RTL. It analyses the formats of coverage, the content and framing of the attacks, and the presentation of emotions. Identified similarities and differences are then interpreted with reference to globalisation theories and theories that explore cultural differences.

Jürgen Gerhards

is a Professor of Sociology at the Free University of Berlin. His research interests include comparative cultural sociology, European studies and sociology of the public sphere.

Live from the Middle East

Al Jazeera Television and the Freedom to Report



Purportedly a beacon of press freedom and truth in the Middle East, Al Jazeera has struggled against military and religious censorship in the region. This book explores Al Jazeera from its inception to its current international reach and renown, including its leadership, contextual objectivity, Al Jazeera English, and much more. The content of this book was generated collaboratively from Wikipedia. None of the information found in this book is necessarily accurate or reliable. Some information in this book may be misleading or wrong. The publisher does not guarantee the validity of the information found here.

All parts of this book were extracted from Wikipedia, the free online encyclopedia. The author has not modified nor extended the original texts.

Al Jazeera

by

Frederic Vandome, Agnes Mcbrewster, John Miller

Al Jazeera: A Grater Role than a News Station

by

Abdul Halim Mahmoud

Al Jazeera: A TV Channel, a Party or a State? The Al Jazeera Media, Popular and Political Role in the Arab/Islamic and Western Worlds

by

Tariq Al Sheikhan Al Shamari

Bin Laden, Al Jazeera and I

by

Gamal Abdu Latif Ismail

Al Jazeera and the Conflict of TV Channels

by

Rahim Mazid

The Opposite Direction: A Scientific & Academic Study

by

Suleman Al-Shamari

The Nationalistic Perspective in Al Jazeera: A Case Study of "Al- Itijah Al-Muaakis"

by

Suleman Al-Shamari

Media Coverage of the Palestinian Issue in Al Jazeera's "Harvest of the Day" Bulletin

by

Muhammad Al Buhaisi

Covering Terror: A comparative Analysis of the Media Coverage of Terrorist Attacks on Al Jazeera English, CNN International and BBC world

by

Bernadette Linder



Section Four

Research Papers



Meeting the Needs of Multiple Audiences

An Examination of the Aljazeera and English Aljazeera Websites from the Public Relations Perspective

by

Philip Auter

Global Media Journal

United State

2004

Language: English

Abstract:

Five years after the inception of the Aljazeera satellite news network in 1996, the organization created a companion Arabic Web site (www.aljazeera.net), effectively increasing its reach to any reader of Arabic with Internet access worldwide. While a fairly stable entity, Aljazeera.net has faced a number of challenges over its short history. Some mirror those of the parent organization such as criticisms from many governments about its reporting as well as struggles to move to an advertiser-funded model. Other problems have been unique to the web experience including difficulties with video streaming, hacker attacks, and the challenges of developing a foreign language (English) version of the site.

This study reviews the past, current status, and future prospects of Aljazeera's companion Web sites from a public relations perspective. It deals with the Web site's startup, its link to Aljazeera TV, the difficulties with video streaming, and the challenges with English Aljazeera.net.

Arab Satellite Broadcasting

An Alternative to Political Parties

by
Kai Hafez

TBS Journal
AUC (Egypt) & Oxford (UK)
2004
Language: English

Abstract:

The famous Arab news network Al Jazeera has been considered one of the most important 'Arab parties.' Since most Arab countries have not yet established functioning democracies most relevant institutions, like political parties and a parliamentary opposition, are still rudimentary, Arab satellite television seems to be taking over part of their designated role. As a mouthpiece of Arab peoples and 'the common man', Arab satellite broadcasting seems able to mediate between the state and society. In the international context the transnational Arab news networks, in particular, have made tremendous inroads into the Western dominated flow of news. Perhaps for the first time ever in history, Arabs have an effective and up-to-globalization tool of information at their disposal to inform the world about their own views on regional conflicts, for example, in Palestine or in Iraq.

The present paper seeks to elaborate on the theoretical role Arab transnational news networks can play in the process of political transformation and to interpret the often insufficient empirical evidence that exists. Aided by an original full-text analysis of Aljazeera.net, it attempts to establish in which aspects the contemporary networks already meet those theoretical needs. The conclusion that will be drawn is that Arab television has achieved a lot, but that, particularly after the attacks of 11 September 2001 and the Iraq war in 2003, structural changes will be required in the newsrooms and in the Arab satellite broadcasting system to consolidate and advance a role supportive of democracy. Otherwise the danger is inherent that instead of succeeding perhaps for the first time in history in making a big mass medium and its journalists an avant-garde for a globally and regionally inspired democratization, Arab networks could lose their critical function.

Who Is Al Jazeera's Audience?

Deconstructing the Demographics and Psychographics of an Arab Satellite News Network

By

Philip Auter + Mohamed Arafa + Khalid Al-Jaber

TBS Journal

AUC (Egypt) & Oxford (UK) 2005

2004

Language: English

Abstract:

As time passes and the Middle East remains on the forefront of world events, Al Jazeera and its competitors - other Arab satellite news services - are becoming more well known and perhaps understood by audiences, governments, and scholars. But as they are relatively new media offerings, neither identical to Western news outlets nor bearing much resemblance to traditional state-run Arab media, one might ask: "Just who is the audience for these services? What are their beliefs and values?" Little research has been done to identify the characteristics of the Arab satellite news service audiences. This study takes a step in that direction by providing some demographic and psychographic breakdowns of the Al Jazeera audience in an attempt to define and describe this group of over 45 million individuals. This study attempted to answer two research questions: Who is watching Al Jazeera and how much time are they spending with the network? The Al Jazeera described via the following demographic characteristics: age, gender, marital status, education, and household income. The psychographic variables "religion/life philosophy" were also studied.

Resisting Peripheral Exports

Al Jazeera's War Images on US Television

by
Tal Azran

Media International Australia, Incorporating Culture & Policy
Australia
2004
Language: English

Abstract:

This paper describes work that is underway to develop a framework for the analysis of media flows from periphery to centre - the phenomenon known in globalisation studies as 'contraflow'. The framework proposed in this paper challenges the fundamentals of current studies of peripheral exports, which arguably fail to consider Western resistance involved in the representation of peripheral networks due to the presumption that 'contra-flow' single-handedly supports the cultural heterogenisation paradigm. The paper suggests that this presumption is outdated, particularly in light of growing tensions in the wake of 9/11, and that 'contraflows' which threaten the West can promote cross-cultural polarisation beside heterogenisation. The paper argues that researchers would be in a better position to identify the general tendency of media globalisation if they began to think of periphery-centre encounters more critically through the proposed framework. To illustrate this, the paper examines the case study of US media's re-presentation of Al Jazeera's so-called 'counter-flowing' war reports through the proposed framework.

Public Diplomacy, Television News, and Muslim Opinion

by

Erik Nisbet + Matthew Nisbet + Dietram Scheufele + James E. Shanahan

The International Journal of Press/Politics

USA

2004

Language: English

Abstract:

Scholars agree that extreme anti-American sentiment is pervasive across the predominantly Muslim countries of the world, but disagree about the sources of these negative perceptions. Some researchers point to cultural, religious, and value divisions as primary factors shaping negative perceptions of the United States, while others emphasize internal Muslim state politics, comparatively low levels of economic and social development, and failure to establish civil society and democracy as the key contributors to anti-American opinion. Since the U.S. invasion of Afghanistan and the second Gulf War, a number of U.S. policymakers and commentators have zeroed in on television news, specifically the new pan-Arab television network Al Jazeera, as an additional major contributor. In this study, the authors test competing claims regarding the sources of anti-American sentiment with a special focus on the impact of television news. Using survey data gathered from nine predominantly Muslim countries by the Gallup Organization in spring 2002, the authors examine the relative contributions of macro-level socioeconomic and political influences, individual-level demographic factors, and TV news use to anti-American attitudes. They find that attention to TV news coverage contributes significantly to anti-American perceptions after all controls and that the type of TV network to which individuals turn for their news has either amplifying or buffering effects on the main effects of attention to news coverage.

Operation Iraqi Freedom or Invasion of Iraq

Arab Interpretation of CNN and Al Jazeera Coverage of the 2003 Gulf War

by
Injy Galal + Amy Mowafi + Lama Al-Hammouri

TBS Journal
AUC (Egypt) & Oxford (UK) 2005
2004
Language: English

Abstract:

Before the 2003 invasion of Iraq, it had been argued that if a new Gulf war were to break out in the region, it would be a vastly different affair than its predecessors. Transnational media exploded in the years between the 1991 Desert Storm and the 2003 Operation Iraqi Freedom, including a spate of new Arab-language satellite channels such as Al Jazeera, the Qatari-based Arab satellite news channel. As a result of Al Jazeera, among others, Arab viewers in 2003 no longer depended on American lenses and words to understand battles fought in their own back yard. At the same time these same viewers still had access to CNN's broadcasts, on which they had been totally dependent during the 1991 war. The international press devoted reams of analysis about the differences in content, framing and agendas of each of these channels. This study attempts to understand how the CNN and Al Jazeera coverage of the 2003 Gulf War was interpreted by Arab audiences. There are many theories on how interpretation and perception of media texts work. It has been argued that there are no purely objective "findings" that settle the matter. This study is based on the assumption that meaning is actively created through a dynamic process of interpretation, rather than by passive assimilation. In other words the meaning exists not in the text but in the reading.

Hungry for News and Information

Instrumental Use of Al Jazeera TV among Viewers in the Arab World and Arab Diaspora

by

Mohame Arafa + Philip Auter + Khaled Al-Jaber

Journal of Middle East Media
George State University (USA)

2005

Language: English

Abstract:

When the most wanted man on earth, Osama bin Laden, showed up on television around the globe, few in this country and in the West had heard of Al Jazeera, the all news and public affairs Arab television, based in the tiny Persian Gulf state of Qatar. But when Al Jazeera aired a videotaped statement from bin Laden shortly after the U.S. mission of bombing the then Taliban-controlled Afghanistan began on October 7, 2001, the satellite Arabic channel grabbed everyone's attention around the world, politicians, media professionals, researchers, and ordinary citizens alike. Since the airing of another interview, which it had conducted in October 2001 with the fugitive Al-Qaeda leader in January 2002, Al Jazeera has continued to exclusively air bin Laden's and/or his top lieutenants' video and audio tapes, a practice which has triggered much criticism and accusations of being used as a propaganda channel for Al-Qaeda, bin Laden's terrorist organization (Auter, Arafa and Al-Jaber, 2003).

Al Jazeera's notoriety in this country and much of the West can only be rivaled by its popularity in the Arab World and among the Arab Diaspora. In fact, since the tragic events of September 11, 2001, it may not be an overstatement to claim that no other mass medium has been subjected to both criticism for its negative impact on its estimated 45 million member audience (Al-Jaber, 2002) and praise for its positive influence on that audience as has Al Jazeera TV.

Over four decades of evolving research have refined the early mechanistic view of media effects in communication research and resulted in, among other approaches, the uses and gratifications perspective in which researchers investigate why audiences select certain media and how they use their contents to satisfy their various needs (Arafa, 1992 C). This paper adopts this perspective, examines how Al Jazeera's audience use its contents, identifies the most salient patterns of use among members of that audience, and explores whether the demographic and psychographic characteristics of that audience point to one of Alan Rubin's media use orientations - ritualistic and instrumental use- or the other.

Identifying with Arabic Journalists
How Al Jazeera Tapped Parasocial Interaction Gratifications
in the Arab World

by
Philip Auter + Mohamed Arafa + Khalid Al-Jaber

The International Communication Gazette

UK

2005

Language: English

Abstract:

Al Jazeera typifies the West's perception of the new Arab satellite news channel. Seemingly rising from out of nowhere, the fledgling Al Jazeera satellite news channel took a westernstyle cable news format and adapted it to the cultural perspectives of a Middle Eastern audience. As a result, it has become one of the most popular news channels with people in the Middle East and Arab expatriates around the world. One reason for this popularity may be the result of audiences identifying with their favorite news personalities on the network – possibly even developing a mock-interpersonal relationship with them. This 'parasocial interaction' may be linked to viewing levels, perceptions of the network as credible and a number of motives for watching the channel. To test these possibilities, the authors surveyed over 5300 Al Jazeera users during a two-week period in 2002. They found strong evidence that parasocial interaction is related to amount of time spent with the channel and belief in the network's credibility.

Satellite TV News and the Arab Diaspora in Britain

Comparing Al Jazeera, the BBC and CNN

by
Noureddine Miladi

Journal of Ethnic and Migration Studies

UK

2006

Language: English

Abstract:

This article investigates how members of the Arabic-speaking diaspora in Britain use and interpret Al Jazeera in comparison with the BBC and CNN. Based on findings from a survey and from household and focus-group interviews, the paper attempts to explain why Arabic-speaking viewers turned to Al Jazeera after 11 September, and why that channel was deemed more credible and 'balanced' than either the BBC or CNN. The article also considers, more generally, the role of Arab satellite TV in diverse cultures of the Arabic diaspora. It examines the claim that Al Jazeera is fanning the flames of extremism among its audiences, and argues that such claims are overstated and unfounded, not least due to the active nature of audiences in consuming news.

This article is based on a two-stage survey research carried out in summer 2001, before the attacks of 9/11, and household and focus-group interviews conducted in early 2002. It examines how members of the Arab diaspora in Britain respond to Al Jazeera in comparison with the BBC and CNN. It explores several questions. Who watches Al Jazeera? Are gender, age, generation and nationality significant? How influential is Al Jazeera in diverting audiences away from the BBC, CNN or other Arab state channels? What were the patterns of response to news coverage of September 11 and ensuing 'critical events' among diaspora Arab families and their social networks in the UK? What kind of comparisons do the subjects of this research make between Al Jazeera and other channels?

From Baghdad to Paris

Al Jazeera and the Veil

by

Sam Cherribi

SAGE Journal

USA

2006

Language: English

Abstract:

This article analyzes the key ways in which Al Jazeera brings the veil onto the screen and into its network current affairs, news, and religious programming and how it reported on the story of the veil in France between late 2002 and early 2005. Although much of the extant literature on Al Jazeera describes it as the "CNN of the Arab world," it is more like an Islamic version of CBN (Christian Broadcasting Network) than the secular or nonreligious CNN (Cable Network News) because of the time it devotes to the views of Islamic religious leaders and the ways in which it promotes Islamic practices. Al Jazeera is not a "liberal" or "neutral" channel; it is a religious and news channel that allows other programs that are liberal or neutral to be shown occasionally. If the news broadcast on Al Jazeera is pluralist, the religious message that it disseminates almost daily is monodenominational. The author argues that Al Jazeera is using the issue of the veil in France to influence viewers in France and Europe, build a global Muslim identity, mobilize a shared public opinion, and construct an imagined transnational Muslim community.

Arab Satellite Television and Crisis Reporting

Covering the Fall of Baghdad

by

Mohamed Zayani + Muhammad Ayish

The International Communication Gazette

USA

2006

Language: English

Abstract:

In an age when world politics and media power tend to converge, news coverage of military combat operations has been the source of heated debate. It has been generally argued that, in fast-developing warzone conditions, media tend to take rather sensational and dramatic approaches to individual events, personalities and issues, often generating inflated and unrealistic representations of military conflicts. An alarming aspect of this trend is media's tendency to perpetuate exaggerated and dramatized images of war-front events that are likely to bear on public opinion in negative ways.

The question as to what dictates the choices of various media outlets and what guides the professional practices of journalists when reporting on international military crises is particularly pertinent when considering Arab media, who have been claiming a space in the global media scene by virtue of their intense and often controversial coverage of wars and crises in the post- September 11 era. This article is concerned with the coverage of the war against Iraq. It examines how Arab media reported the fall of Baghdad and the collapse of the regime of Saddam Hussein. The study focuses on how three pan-Arab satellite news channels that have been at the forefront of the coverage of the war against Iraq – Al Jazeera, Al Arabiya and Abu Dhabi Channel – handled the news from a narrative and visual perspective.

News Television in the Arabian Gulf

Period of Transitions

by
Joe Khalil

Global Media Journal
USA
2006
Language: English

Abstract:

Television news in the GCC (Gulf Cooperation Council) is undergoing three transitional currents. First, the Arab 24-hour news channels, Al Jazeera and Al Arabiya, are re-inventing themselves. The first is developing a *raison d'être* in line with its newly realized 'global' image while the second is answering the changes in a dynamic rich business oriented society. Second, government channels are undergoing an extreme make over. Television stations in Dubai, Bahrain, Oman and Saudi Arabia are radically changing their look and feel. Third, broadcasting regulations, at least in Kuwait and the UAE, have allowed the birth of various channels dedicated to news and business. This paper attempts to answer the following questions: Are these changes merely cosmetic, affecting design and graphics? Is the legal change echoing a political stance or diffusing a social unrest? Are the changes the latest fad in a society of interrelated cultural and tribal codes? Using a combination of historical, political economy research and participant observation, this paper describes these shifts, analyzes their processes, and interprets their implications on the regional and international media landscape.

The Arabic Al Jazeera Vs Britain's BBC and America's CNN

Who does journalism right?

By
Leon Barkho

American Communication Journal

USA

2006

Language: English

Abstract:

The launch of the Arabic language Aljazeera satellite channel nearly ten years ago transformed the television landscape in the Middle East. And over the past three years, the channel has gained global reputation and become a name which governments and decision-makers across the world can hardly ignore. Research on Aljazeera has so far attributed the network's meteoric rise to fame to what is occasionally described as unlimited access to the coffers of its founders and sponsors, the ruling family in Qatar. This paper attributes the network's success to reasons other than access to financial resources. Cash is not a problem for almost all satellite channels vying to seize the attention of more than 300 million viewers in a region where television, particularly satellite channels, have become a major source of news and information. The paper finds that Aljazeera has built a dedicated following in both Arab and Islamic worlds through the perseverance of its mostly western-educated editors to show respect for the religion, culture, tradition and aspiration of its listeners – the thing which its competitors like the BBC and CNN sorely lack in their Arabic language services.

Al Jazeera

A Challenge to the Traditional Framing Research

By
Magdalena Wojcieszak

The International Communication Gazette

USA

2007

Language: English

Abstract:

This article examines framing research and the challenges posed to this model by Al Jazeera. The study argues that traditional framing scholarship might not be applicable to analyzing al Jazeera and other satellite channels because it presumes the impact of political elites on the framing process, conceives of the media as hegemonic, is idiosyncratic to the American media and power arrangements, and does not account for new information communication technologies. Al Jazeera, on the other hand, is a satellite channel relatively autonomous from domestic media regulations and national power structures, originated in the continuously evolving media landscape and sociopolitical context of the Middle East, and has been considered a counter hegemonic force in the Arab world that challenges its dominant social discourse and the existing political order.

**The CNN of the Arab World or a Shill for Terrorists? How Support
for Press Freedom and Political Ideology Predict Credibility
of Al Jazeera among its Audience**

By

Thomas Johnson + Shahira Fahmy

The International Communication Gazette

USA

2008

Language: English

Abstract:

This study surveyed Al Jazeera viewers through a survey posted on the network's Arabic language website to examine how credible Al Jazeera viewers judge the network. Not surprisingly, Al Jazeera viewers rated the network as highly credible on all measures. They rated CNN and BBC high on expertise, but ranked them low on trustworthiness. Consequently, BBC and CNN were also rated low on other credibility measures. Local Arab media were judged lowest on all credibility measures. Those who were younger and who relied heavily on Al Jazeera were more likely to judge the network as credible.

Media, Branding and Controversy
Perceptions of Al Jazeera in Newspapers around the World

By
John Mark King+ Mohamed Zayani

Journal of Middle East Media
George State University (USA)

2008

Language: English

Abstract:

This paper examines the effect of the newly launched Al Jazeera English channel on the Al Jazeera brand. An analysis of a random sample of 400 newspaper articles—drawn from 7,830 articles mentioning the Al Jazeera brand and published in the period between 2005 and 2007 in more than 200 major world newspapers—yielded the following results: Positive tones toward Al Jazeera were higher with the English service (35.3%) compared to the Arabic service (11.9%); Tone was most negative in North America/Israel (30.9%); Al Jazeera English mentions were more frequently seen on front pages (16%) than mentions of the Al Jazeera Arabic service (10.8%); Brand mentions associating Al Jazeera itself with terrorism were fewer with Al Jazeera English (6%) than with the Al Jazeera Arabic service (11.4%). These findings suggest that major world newspapers are increasingly accepting Al Jazeera and that the establishment of Al Jazeera English has contributed to improved perceptions of the Al Jazeera brand.

Viewing and Avoidance of the Al Jazeera Satellite Television Channel in Kuwait

A Uses and Gratifications Perspective

By

Ali Jamal + Srinivas Melkote

Asian Journal of Communication

UK

2008

Language: English

Abstract:

Employing the uses and gratifications perspective, this study examined factors that motivated Kuwaitis to watch or avoid watching the Al Jazeera satellite channel and their relationships with political interest and trust in government. Viewers obtained several gratifications that included opinion leadership, free marketplace of information, and surveillance. Those who avoided watching Al Jazeera did so for partisanship, biased coverage and political apathy. The relationships between gratifications derived from watching Al Jazeera with political interest and trust in government revealed that those who were very interested in politics were more likely to watch Al Jazeera for its opinion leadership and surveillance functions. Importantly, the results of this study showed that trust in government was negatively associated with Al Jazeera's role as a free marketplace of information, its credibility in news presentation, and Kuwait's image in the Arab world. The results of this study support and reinforce our understanding of the various postulates of the uses and gratifications theory. Satellite television networks such as Al Jazeera have created a free marketplace of ideas and information that would eventually engender citizens to speak for themselves rather than allow authorities to speak for them. Furthermore, these networks have become open forums for average Arabs to express their ideas and exchange views.

Arab Media, Corporate Communications, and Public Relations

The case of Al Jazeera

By
Mohamed Zayani

Asian Journal of Communication
USA
2008
Language: English

Abstract:

Over the past few decades, public relations has developed significantly in the West into a sophisticated management function which is recognized as an integral part of any organization's attempt to communicate with various persons, both within and outside the organization, in order to achieve its goals and objectives. However, this is not the case in the Arab world where public relations remains underdeveloped and, even when practised, is relatively unsophisticated. This paper deals with the public relations function in a prominent though controversial Arab media organization: Al Jazeera Satellite Channel. It explores how Al Jazeera has been dealing with internal and external communication issues impelled initially by its role as a satellite broadcaster spearheading changes in a vibrant Arab mediascape and subsequently by its expansion into a global broadcaster. Drawing on James Grunig's four models of communication to analyze Al Jazeera's public relations practices, the case study at hand outlines some of the communication challenges and opportunities the organization has been facing during its 10 years of existence. The case of an indigenous organization like Al Jazeera operating in a culturally distinct environment puts into perspective communications issues and complicates our understanding of how public relations is understood and practised outside the normative Western public relations paradigm.

Contra-Flow from the Arab world?

How Arab Television Coverage of the 2003 Iraq War was Used and Framed on Western International News Channels

By

Hartmut Wessler + Manuel Adolphsen

SAGE Journal

UAS

2008

Language: English

Abstract:

In recent years, the global TV news industry has seen the rise of new players in many parts of the world. A multitude of young international news channels seems to have conquered what used to be the exclusive terrain of BBC World and CNN International – among them such ambitious projects as France 24, CCTV International or Russia Today. However, among the first channels to contest the monopoly of Western-dominated global TV news journalism was the Arabic-language station Al Jazeera, founded in Qatar in 1996 and joined by an English-language sister channel (Al Jazeera English) in 2006. The rise of Al Jazeera along with several other Arab channels – all of which are commonly subsumed under the label Arab Satellite Broadcasting, or ASB – triggered various debates within and beyond the borders of academia. On the one hand, the station was applauded for its pioneering role in heralding and popularizing such concepts as political debate, press freedom and Western journalistic standards in the Arab world. It has also been praised for its 'relative' independence from political influences, even though it still is a state-financed station. On the other hand, the channel was accused by various actors, especially the US government, of airing anti-American and anti-Israeli propaganda, and of stirring up sentiments and unrest within the Arab world by broadcasting dissident content and drastic visuals.

How Embedded Journalists in Iraq Viewed the Arrest of Al Jazeera Reporter Taysir Alouni

By
Shahira Fahmy + Thomas Johnson

Media, War & Conflict

UK

2009

Language: English

Abstract:

Studies suggest that US reporters, who enjoy the protection of the First Amendment, are strong supporters of freedom of the press. However, studies also suggest that the press rarely challenges the positions of government elites, unless those elites do not agree on a course of action. What happens when attitudes toward free press and government policy collide? This study relies on a survey of embedded journalists conducted soon after the conviction of Al Jazeera's most prominent reporter, Taysir Alouni, on charges that he collaborated with terrorist organizations. The survey was designed to discover whether embeds believe the arrest sets a dangerous precedent.

The study also examines the degree to which attitudes about whether the arrest sets a dangerous precedent are correlated with attitudes about press freedom and amount of censorship in Iraq. Respondents were more likely than not to believe that the arrest would set a dangerous precedent, but the plurality did not take a position on the issue. Those who believed reporters should have maximum access to the war and those who believed that the government engaged in censorship were more likely to argue that Alouni's arrest may have a chilling effect on journalism.

Framing the Iraq War

Perspectives from American, U.K., Czech, German, South African,
and Al Jazeera News

by

Christian Kolmer + Holli Semetko

American Behavioral Scientist, SAGE Journal

USA

2009

Language: English

Abstract:

Some of the key findings are reported from a cross-national comparative content analysis of the flagship main evening TV news programs in five countries, as well as of the flagship Arab-language TV news on the Al Jazeera network, during March and April 2003, the "official" 3-4-week period of the war in Iraq, to investigate the similarities and differences in the framing of the war in TV news. Despite some differences among networks within countries, the study reveals major lines of cross-national difference in the subtopics emphasized in the coverage, the tone of the coverage of the opposing sides, and the volume of news devoted to the Allies (the United Kingdom and the United States). It is concluded that the reporting of the war was conditioned by the national and international contexts in which the news was produced. The cross-country comparisons raise serious questions about the credibility and impartiality of TV news in the reporting of the war.

U.S. Public Diplomacy in the Arab World

Responses to Al Jazeera's Interview with Karen Hughes

By
Sam Cherribi

American Behavioral Scientist, SAGE Journal

USA

2009

Language: English

Abstract:

This paper explores the ways in which the debut of Undersecretary for State and Public Diplomacy Karen Hughes was covered in the Arab media. Her outreach efforts to market and rebrand the image of America in the Arab world were announced proudly on the Arab satellite television network Al Jazeera before the news spread to other Arab media outlets. In making Al Jazeera the preeminent choice for her first appearance to launch the campaign to win the hearts and minds of Arab publics, Karen Hughes implicitly and explicitly endorses or at the very least subscribes to part of Al Jazeera's agenda. Through the choice of Al Jazeera as gateway to the Arab public, Karen Hughes waters down her own opinions and in this case made concessions regarding vital policy issues of the U.S. administration.

Al Jazeera English

A Conciliatory Medium in a Conflict-Driven Environment?

By

Mohamed El-Nawawy + Shawn Powers

Global Media and Communication

USA

April 2010

Language: English

Abstract:

Launched in November 2006, Al Jazeera English (AJE) stands out amongst its competitors and is considered by many an anomaly when it comes to its journalistic code and identity. AJE is neither dominated by geopolitical nor commercial interests, and is the first of its kind to have the resources, mandate and journalistic capacity to reach out to typically ignored audiences throughout the world. This study argues that AJE's model of journalism offers an alternative to today's mode of news journalism that continues to encourage stereotypical attitudes towards cultural 'others'. Not only has AJE's programming represented a fresh break from the traditional news agenda, but audiences around the world found AJE to work towards a conciliatory function, based on a typology of a conciliatory media developed here. These findings point to the possibility of a global news broadcaster that can bring diverse audiences together and encourage dialogue, empathy, responsibility and reconciliation.

Success or Chaos

Framing and Ideology in News Coverage of the Iraqi National Elections

By

Dianne Garyantes + Priscilla Murphy

The International Communication Gazette

USA

March 2010

Language: English

Abstract:

This study used computer-assisted textual analysis of frames as ideological cues in news coverage of the Iraqi 2005 elections by CNN.com and Aljazeera.net. The analysis showed substantial differences—in emphases, source choices, and selection of facts—between the Iraq election coverage by Al Jazeera and CNN. The differences revealed that the two organizations' coverage of the elections was at cross-purposes even when the ostensible subject matter—voting, violence, and fairness—was the same. Overall, three frames guided Al Jazeera's coverage of the elections: chaos, lack of legitimacy, and regional anxieties about burgeoning Kurdish power in northern Iraq. In contrast, the dominant CNN frame was driven by sentimental patriotism for the U.S.-style democratic election process, with two additional themes: the success of the elections and speculation, with a mix of hope and anxiety, regarding the future of Iraq. Despite the news organizations' claims of journalistic objectivity, their frames reflected different underlying ideologies and provided different social cues for the news organizations' audiences. CNN.com's news texts were imbued with a hegemonic ideology that implied cultural conquering by the U.S. of an Arab nation, while Aljazeera.net's news texts conveyed an underlying ideology of distrust and suspicion of the West. The study bears out the importance of 'global objectivity,' which would provide critical, cross-cultural perspectives in an age of expanding media globalization.

The Competition Between Al Jazeera's Arab News Diversity and US Channels

Content Analysis of Iraq War

By

Badreya Al-Jenaibi

Canadian Social Science

Canada

2010

Language: English

Abstract:

This paper examines Al Jazeera and CNN channels, as a source of news diversity. Also, to gain a broad and in-depth understanding of how culture affects news reporting, with a particular focus on the Arab culture as compared to American culture using Al Jazeera as the Arab source of news and CNN as a western news source. One of the key issues will considered is the role of news, diversity of news, organization in society and in international relations. Another key issue is an examination of the variety of CNN and Al Jazeera's Arab culture news organizations, its methods, reporting style, technologies used, etc. the content analysis of 7 transcripts, related to the beginning of Iraq War, from 2003 to 2005, during President Bush presidency, from both channels used to diminish the differences between them. The research questions are: in what ways does Al Jazeera compare to a Western news organization like the CNN? In what ways do specific news reports from Al Jazeera compare to American news reports of the same event? The Literature Review includes different perceptions, concepts, content analysis and transcripts from both channels, Al Jazeera and CNN. The topic of this research is the competition between Al Jazeera's Arab news diversity and US channels in the USA. The research, then, is to examine how news influences the way that people make meaning regarding events. The study focus will be on the Arabian Gulf media, power of Al Jazeera and the comparison between the Western and eastern media specially Iraq war news. The author fined that Al Jazeera has faster grown market in the west than CNN. In spite of its bias news it broadcasts different news than CNN and western channels. Furthermore, there is a need of further studies about the comparisons between Western and Eastern media.

When Blood Becomes Cheaper than a Bottle of Water

How Viewers of Al Jazeera's English-Language Website Judge Graphic Images of Conflict

By
Thomas Johnson & Shahira Fahmy

Media, War & Conflict
UK
2010
Language: English

Abstract:

This study examined the degree to which visitors to Al Jazeera's English-language website support broadcasters presenting graphic and war-related imagery in comparison to users of Al Jazeera's Arabic-language website. The authors found that users of the Al Jazeera English-language website overwhelmingly supported the network's decision to run graphic images and claimed the network contained valuable information missing from Western competitors, such as CNN, and national Arab media. Those who relied on the English-language website and who were strong supporters of press freedom were more likely to support Al Jazeera's decision to run graphic images, but these correlations disappeared after controlling for demographic variables.

Who is Winning the Hearts and Minds of the Arab Public?

**An Examination of How Arab Viewers Judge the Credibility of Al Jazeera,
Al Arabiya, Al Hurra and Local Arab Stations**

By

Thomas Johnson + Shahira Fahmy

The International Communication Research Journal

USA

2010

Language: English

Abstract:

Al Jazeera emerged as the dominant voice in Arab public discourse for opening its lines to the Arab people and providing them a forum to voice their views. The station has also been recognized as the CNN of the Arab World for its refusal to parrot the official line of Arab government officials and its commitment to accuracy and balance while at the same time showing an Arab perspective on the news. However, by 2004 the supremacy of Al Jazeera was challenged by the emergence of several satellite competitors including the Dubai-based Al-Arabiya and the U.S.-sponsored Arabic language satellite station Al-Hurra. This study surveys Arab satellite television users through a questionnaire posted on Al Jazeera's Arab-language website to examine how credible they judge Al Jazeera, Al- Arabiya, Al-Hurra and local Arab stations. More specifically, this study compares and contrasts the degree to which Al Jazeera users judge the satellite networks in terms of depth, accuracy, fairness, believability, trustworthiness and expertise. It also examines the degree to which support for press freedoms, ideology, demographic, political measures and reliance predict credibility of Al Jazeera, Al-Arabiya, Al-Hurra and local Arab stations.

Alternate Viewpoints

Counter-Hegemony in the Transnational Age

By
Evelyn Thai

Arab Media and Society, TBS Journal
AUC (Egypt) & Oxford (UK)
2010
Language: English

Abstract:

Since its inception, Al Jazeera and the space the network occupies in the alternative media order have been heavily contested. The network's editorial and journalistic decisions position Al Jazeera as an alternative news source and some see the station as a powerful force against global hegemonies. This paper seeks to explore the conditions under which a transnational media outlet such as Al Jazeera might be described as alternative. This analysis begins by demonstrating areas where Al Jazeera fits traditional alternative media criteria and exploring Al Jazeera's success in challenging structures of power by providing a platform for diverse voices. Following that discussion, the analysis will consider those areas where the network fails to meet current alternative media definitions. This paper demonstrates how certain critical definitions of alterity in traditional alternative media research, such as freedom from corporate or state sponsorship, would necessarily limit an organization's ability to reach a transnational audience. After addressing the conditions which have enabled Al Jazeera to enlarge or create public discursive spaces, this article will begin to draw the outlines for a new theoretical framework that will help us better understand Al Jazeera and similar transnational media.

Al Jazeera vs Al Jazeera

A Comparison of the Network's English and Arabic Online Coverage of the US/Al Qaeda Conflict

By

Shahira SFahmy + Mohammed Al-Emad

The International Communication Gazette

USA

2011

Language: English

Abstract:

In light of US criticism that Al Jazeera network is biased in its coverage against the United States by aiding the terrorist cause and the fact that most of the accusations of bias continue to be based on the claim that Arab media such as Al Jazeera Arabic include the language of terror organizations, while its English-language counterpart, Al Jazeera English, is being cleansed by changes and omissions, this research sought to investigate whether these claims could be validated. Examining online coverage of the US/Al Qaeda conflict in the Arabic language Al Jazeera website, these claims were measured against online coverage of the conflict in the English-language Al Jazeera website. By content analyzing prominence of news stories (frequency and placement), use of sources and tone of coverage, the research demonstrates a significant difference regarding the placement of news stories between the English- and Arabic-language Al Jazeera websites, but no further differences were found. The overwhelming majority of attributed sources were from the United States and its allies. Furthermore, results revealed Al Jazeera websites did not shy away from negative coverage regarding all those involved in the conflict. By and large in a highly competitive media environment, our findings suggest that in reporting the US/Al Qaeda conflict Al Jazeera websites did not provide different perspectives of the war to Arabic- and English-language online users.

Between Orientalists and Al Jazeera

Image of Arabs in the West
(Comparative inquiry)

By

Tahraoui Ramdane + Merah Souad

International Journal of Humanities and Social Science

USA

2011

Language: English

Abstract:

This paper sheds some light on the role of Aljazeera channel as one of the most efficient means of communication and dialogue with the West, so as to convey and explain the true image of the Arabs to the Western public opinion. It will also try to measure the success of Aljazeera in changing or questioning the credibility of the classic western stereotype about Arabs planted by both, the early Orientalists and western politicians in the minds of people. Furthermore, the paper will analyze the degree of success that Aljazeera achieved in helping its Arab viewers to reconstruct their self-awareness and interaction with the persistent issues in the Arab world, especially after the long years of official channel and media control over the public, which continued to reproduce an official message that never reflected the reality of life. The writers are aware of the difference in nature between the two elements of this study; orientalist's views based on studies, and Aljazeera presentation as media. Nevertheless, their prime objective is to address the effects of the endeavors of both, orientalist and Aljazeera in the common western memory. We will try to highlight the efforts of Aljazeera in changing the impression of western men on Arab's culture and personality. Our objective is to contribute to the efforts that strive for better understanding between Arabs and their counterparts, and preferable perception towards the affairs of the Arab world, in order to achieve a better communication between two powerful cultures, based on mutual respect.

Arab Media Discourse Breaking Taboos

By
di El Mustapha Lahlali

Rivista Internazionale di studi afroasiatici

Italy

2011

Language: English

Abstract:

Arab media has witnessed a rapid expansion after the independence of most of the Arab countries. The proliferation of both print and audio-visual media in the Arab world has created a diverse and multi-lingual media, where Arabic, French and English are the languages widely read after the independence of most of Arab countries. Despite the wide range of media outlets, Arab media in general was geared towards 'safeguarding' Arab culture, unity and loyalty for governments.

This paper examines the development and change of Arab media discourse since mid-1990s. The paper looks at how the production and consumption of media discourse have changed dramatically in the Arab world over the last decade or so, notably in relation to taboos such as religion, governance and gender. For the analysis of the change of media discourse, samples of Al Jazeera's broadcasting have been selected from its programme Al-Ittijāh al-Mucākis (the opposite direction). The selected data consists of a debate on the clash of civilizations aired on 24 February 2006. For the analysis of the change of public discourse, samples are taken from al- Jazeera. Net. The selected samples are in a form of comments or entries submitted by different readers on a published story on the channel's website. These comments have been published on 6 April 2009 on Al Jazeera's website. Also, the data consists of the analysis of some of the recent chanted slogans during the Tunisian and Egyptian revolutions. These slogans have been collected from Al Jazeera's different programmes. The paper argues that transnational Arab media, particularly Al Jazeera, have contributed to change by adopting a liberal and critical approach when dealing with Arab taboos. This change is clearly reflected in the new discourse adopted by both the Arab public and Arab media. Such a discourse practice shapes and is shaped by a new Arab social, cultural and political practice.

