

Media Ideologies and the Factors Affecting Press Coverage of the International Events

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Abstract: This research aims to know How the media frames news events in a specific way, and How It selects and emphasizes certain events and issues, indicating that the content is not an entity independent of the political ideology of the state's system of governance. It is useful to carry out an exploratory study, comparing the role of political system between: The journalists and that of another sample of the general public in light of a questionnaire or scale, Relying on Exploratory Analysis as a statistical design, This is when the questionnaire or scale includes elements on the impact of state's political system on the press, Determining the content of the press and determining the type of journalism as well as approval of publication, And how is the vision of the system clearly reflected on the press of this system, and on how the convergence is increased between the orientations of the political system and the orientations of the press in times of: crises, conflicts, disasters that occur on an international perspective or wide international scope. The findings of this study indicate that the political, economic, cultural and geographic relations are among the most important factors affecting news production in particular, and news coverage in general and that they are major and important determinants that determine if was the media going to cover this event or not, beside that the findings also indicate that the sources of information that the western media depend on have a great influence on the orientations of the western media's covering of Arab issues, and the decisions of the media are primarily subject to political and military entities.

Keywords: Media, Ideologies, Factors

1. Introduction

It can be said that the term ideology, appeared for the first time in history during, French Revolution, when the atmosphere of this revolution was full of political and philosophical debates, but through A careful look at the term, it was found that its life extends to much more than that. It is a set of ideas believed by a group of people because it expresses Their vision of the state's systems and the policy in force in the state.

It is worth noting that countries that are very intolerant of their ideology are rising and progressing very quickly, Then it falls and collapses at the same speed, and the more dangerous for countries is their fanaticism for their ideology, and its excessive racism, and the number of ideologies in the world is estimated at dozens ideologies, including but not limited to "Zionist ideology, nationalism, Nazi ideology, etc., but the most prevalent ideologies are The two ideologies of

capitalism and Nazism, in addition to the ideologies of the Arab and Islamic world.

Because of foreign interference in the Arab countries, which lies in the ideology of Arab nationalism, and Islamic ideology [3].

2. The Role of Ideology in Media Studies

Historically the role of ideology in media studies was largely determined by the paradigm shifts – from Marxist to pluralist, from pluralist to critical theory, from critical theory to neo-Marxist, from neo-Marxist to critical paradigm. These paradigm shifts in turn were determined by different historical and political contexts of society. With the advent of technology and major changes in socio-legal, economic and political institutions of society over the past decades, the

content, form, ownership pattern, control and function of the media have mediated into a very complex structure which requires a combination of different theoretical views in media studies. By analyzing both the strengths and weaknesses of each of these different theoretical views [3].

Hall argues that the meaning of the most important function of the media is its ideological function in social construction. When the ideological function of the media is not taken into account, its role in the social process is not fully understood. The cultural studies approach, which is an important branch of the critical approach, emphasizes the concept of hegemony. According to this concept proposed by Gramsci; media institutions ensure that the class, which is governed by a consistent and consistent ideology, can participate in their domination by their own consent, and thus acts as a hegemony, producing a series of common emotional values and mechanisms that reproduce and justify the social structure [9]. The hegemonic values in the news in the media are very effective in spreading common sense because they are thought to be natural and they are not forced [24].

As some other critical theorists point out, the ideological messages placed on media content, often allow the masses to adopt these ideologies without realizing it. Similarly, Chomsky suggested that production of consent was made on the society through the media. Here, the concept of consent implies that the ideologies adopted by the society are not compulsorily but willingly. According to Stuart Hall, the most important function of the media, is the ideological function in the social construction of meaning. According to economic politicians, the media is in an organic link The Journal of Social Sciences Research 818 with the power holders and the content of the media is shaped by those holding the economic power, So the media cannot be distinguished from power and ideology.

3. Media Ideologies and the Factors Affecting the Coverage of International Affairs in the Western Media

3.1. Political, Cultural and Economic Context

The political, cultural and economic context is one of the most important factors that affect news production in particular, and press coverage in general. The news is not just a series of facts, but a cultural product and a description of the world it presents, and it is produced through a specific interpretive framework, and news is a product that emerges through professional practices in media institutions that work according to time pressures and limitations, and according to available resources.

Many studies have unanimously agreed that news production is affected by the political, economic and cultural context as it is affected by the issue under study, and therefore the interest or news value of an external event is measured in each country by the importance of the event in relation to economic, political and cultural relations [17].

3.2. The Stereotype of the Audience Among Journalists

It is an image formed by the media in addition to the norms and values acquired through the social upbringing of the journalist, before joining the profession, and after joining it in the form of journalistic socialization, and many studies have confirmed that communicators in the American press depend in their coverage of events on government sources Which leads to distortion, amplification and manipulation of the way of the event, which creates superficial and distorted stereotypes, and about American editors' coverage of foreign events and that they do not expect reporters to be knowledgeable and experienced in the region, but what matters to them is their ability to cover any story, In addition to their reliance on reducing many things to simplification, which leads to the blurring of landmarks and frameworks for understanding the topics, and another problem for coverage lies in the lack of information and lack of information among the correspondents, and sometimes the lack of interest in the outside world. And that the prominent phenomenon in American society is that the people in the vast majority are led by the media, and that whoever controls the media can form opinions, and whoever shapes opinions can make events [21].

Edmond Gharib also emphasized that one of the characteristics of the American media is the so-called protective journalism, which is based on selecting a specific event related to the United States in order to turn into news that requires coverage, and in most cases, coverage of Middle East news is closely related to the danger to Israel, and this prevents the viewer's awareness and awareness of the nature of The conflict in the region, and in any case, the interest of the United States in the Arab countries stems primarily from its desire to protect its national interests [28].

3.3. The Participation of the United States in the Event

The participation of the United States in an event or issue is one of the most important factors that greatly affect the selection of the event for publication, and its coverage through the media. A study of Amal Kamal Taha confirmed that news related to the United States or news that expresses prominent political issues Between the United States and other countries is more valuable [2].

The study of Chang and Lee, which came about the factors affecting the selection of gate guards for foreign news, through a field study on the editors-in-chief of a number of newspapers in 540 daily newspapers, confirmed that most editors-in-chief are concerned with events related to American security and national interests [5].

3.4. The Importance of the Country in Which the Event Takes Place

The position of the state is defined as the relative position of the state from the point of view of other states, and Sande defined the state that occupies the elite position in the international community, it is one of the major powers, and Schramm defined it as the state that has achieved great

progress, which is a state with weight in world politics [2].

Dai, Ming conducted an analysis of the content of the news that came about the New York Times' coverage of the visits of presidents and leaders of foreign countries to America during the years 2006 and 2007, with the aim of identifying the impact of a set of characteristics and determinants, such as population, gross national product, geographic distance, and the importance of the state. freedom of the press, the volume of trade, appearance, and volume of coverage in the media, the researchers found that the percentage of news that came from countries such as Israel, the United Kingdom and China was more than the percentage of news that came from countries such as Georgia and Rwanda.

The study concluded that the relationship between the state's status as a superpower that has international relations with the state it covers and has a great influence in the field of global affairs is stronger than the relationship between the amount of news published about a state and the size of its population, the size of its trade, or the level of media freedom for it, which shows the importance of the situation, and the position occupied by the state in the international community in influencing the flow of foreign news about it in the various media [7].

As indicated by the study of Turgen Wilke and Christine Eimprecht, which aimed to analyze the content of television newscasts in 17 countries from five regions in the world, namely Belgium, Brazil, Canada, Chile, China, Egypt, Germany, Hong Kong, Israel, and Italy, Japan, Poland, Portugal, Singapore, Switzerland, Taiwan and the United States of America, in order to identify the importance that these countries represent in television newscasts, found that The television newscasts focused on covering and addressing some countries, while coverage of some other countries was much less, which indicates the state's status, importance and position in the international community, as well as its historical and cultural relations, and this contributes significantly to influencing the flow of External news about it in various media [27].

This was achieved by H. Denis wu through his study, which aimed to compare the determinants and factors that affect the international flow of news between developed and developing countries, to the existence of a clear relationship between economic and political influence and the volume of trade and the high rate of media coverage for this country. Like the United States of America at the highest rate in media coverage, which is due to the fact that the United States is not only strong in economic and military terms, but also in the field of cultural industries, which indicates that the greater the importance of the country it occupies in the international community, the more this leads to More media coverage of this country [10].

3.5. Political, Economic, Cultural and Geographical Relations

Political, economic, cultural and geographic relations are among the most important factors that affect news production

in particular and news coverage in general. Events about other countries are related to political, economic, cultural, geographical or even relations.

H. Denis wu, through his study on the determinants of international news coverage in two American websites, concluded that the websites represented by CNN and Nytimes have been interested in covering some of the Middle East countries, the countries of the economic elites and the countries that represent Military forces The researcher explained this interest in light of the fact that these websites are American websites, and that the United States of America is one of the most European countries that have economic, political and geographical links with these countries [11].

Guy j. Golan, through his study of the factors that govern the coverage of African nations in four television news broadcasts in the United States during the period from 2002 to 2004, concluded that twelve of these African countries, which were represented in Egypt and Libya, South Africa, Kenya, Morocco, Sudan, Nigeria, Congo, Zambia, Algeria, Somalia and Rwanda came in the majority of television news coverage, while other African countries received limited attention in this coverage, due to the African countries that received A great deal of coverage is economic and commercial links with the United States, as were gross domestic product and population size as other considerations that affected coverage [8].

Yusuf kalyango, jr and uche onyebadi also concluded in their study that came about the media coverage of Africa by three American television channels, CBS, ABC, NBC, in order to identify whether the evening news in these channels provides equal attention Africa compared to South America and Europe, that these channels have focused on covering African countries with diplomatic and geographic ties and relations with the United States, such as the North African region, which has diplomatic relations related to peacekeeping efforts with the United States, and as Egypt due to the joint military maneuvers with Egypt, and due to its proximity to Israel And Algeria for being a partner in uprooting terrorism in Africa and being one of the countries that supported the efforts of the United States to prevent the infiltration of al-Qaeda in the region [30].

Servaes, through his study of the press coverage of the invasion of Grenada in six European newspapers, concluded that the British newspaper The Times was the most interested newspaper in Grenada, and that it published the largest number of journalistic treatments than other newspapers, and was more reliable. On its own news sources, the researcher explained this interest in light of the fact that The Times newspaper is a British newspaper, as Britain is one of the European countries with the most historical, political and economic links with Grenada, in addition to British-American relations, And then the study concluded that news production is affected by the political, economic and cultural context, as it is affected by the issue under study, and then the interest or news value of a historical event is measured in each country according to the importance of the event in relation to economic, political and cultural relations.

The study of Rosen vall, kariel also found that population, trade volume, and gross national product are the factors that affect Western media coverage of other countries [19].

A study of Zahara poulous (1990) showed that the cultural proximity to one of the American presidential candidates in 1988 had a significant impact on the Greek media's coverage of these elections, when the content of two newspapers in Greece was analyzed, one liberal and the other conservative, during the last three months of the American presidential campaign in 1988 AD, the Greek-American candidate Michael Dukakis won a larger and more favorable area in the Greek media coverage than his Republican counterpart, George Bush Sr., and then it was found that cultural rapprochement played an important role in the Greek media's coverage of the 1988 American presidential elections [11].

3.6. News Value of the Event

Where the event covered by the media and its importance is one of the important factors that affect the news coverage and the news value of the event, which is that this event is about sudden disasters or tragic events that bring great damage, loss and destruction, whether through natural or technological causes or those events that cause loss of life or property or social and economic disturbances.

Jeong, yongick, and Lee, sun young conducted an analysis of the content of a sample of American newspapers, news magazines, and television channels with the aim of identifying the relationship between economic, political, and geographical factors and media coverage of international disasters in the American media, and the extent to which these factors affect media coverage. The study indicates that the higher the rate of damage to the event, regardless of the political, social and economic situation of the country in which the event occurs or its relationship with the United States, the higher the media coverage of the event [18].

The study of Arne f Zillich, Roland Gobbel, Karin Stengel, Michaela Maier, Georg Ruhrman, which aimed to identify the determinants of media coverage of international conflicts in a sample of German print and visual media between February and April 2009, indicated that the media The German media has been interested in covering news stories related to international conflicts in some countries such as Afghanistan, Israel and Palestine, while international conflicts in other countries have received less coverage, which indicates that the higher the percentage of damage, aggression and conflict for the event in a country, the higher its percentage. This event was covered in the media [1].

The study of Chang. T also confirms that the degree of deviation of the event from the prevailing norms, and the negative nature of the events are among the important factors that affect the nature of media coverage of international events [2].

As indicated by the study Lindita Camah, which aimed to identify the frameworks for covering the negotiations of the situation in Kosovo in the international news agencies represented by the Associated Press, Reuters and Agence France-Presse, in order to identify the political discourse of

the final status of Kosovo during a period of two years, and on The similarities and differences in the types of frameworks used by these news organizations during the time period of the study, that the conflict framework came from the most frameworks that emerged throughout the study period in these agencies' coverage of the Kosovo negotiations, as the study confirmed the dominance of this framework on the content of the media in various countries., while other frameworks, such as the responsibility attribution framework, and the framework for solving problems came less in the field of coverage [20].

3.7. International Relations

Besova, Asya and cooley shyne, through their study of the media coverage of nine foreign countries in the New York Times and the British Times newspaper, came to discover the nature of the relationship between American and British media coverage of these countries, and between public opinion indicates that there is a clear relationship between media coverage of these countries and how individuals perceive them. In the New York Times, countries such as Germany, Israel and Russia received more positive coverage, The United States considered them as nations with warm and close relations with them, while countries such as Iran and North Korea received negative coverage due to the poor relations of these countries with the United States, in line with American public opinion, while contradictions emerged with respect to the State of China.

While the Times covered it positively, the American public opinion differed from this, as it was viewed as a not warm nation, while as for the United Kingdom, countries such as Germany, France and Russia have received positive media coverage due to the strong cooperative and international relations between the two countries. The United Kingdom and between these countries, while countries such as Iran and North Korea received very negative media coverage, which is consistent with the United States, and this indicates the importance of the situation that the state occupies in the country that is covering it in the media, and its impact on public opinion [4].

The study of Wang, xiuli, which aimed to identify the impact of the political and economic characteristics in China, and its efforts in the field of international relations on the American media coverage of China, and the views of Americans towards the state of China in the past 30 years, indicated that the high level of China's political freedom led to a higher level of positive coverage and a more appropriate perception of China in the American public opinion. This study also indicated in its results that the decades of strong international relations that emerged between China and the United States of America contributed to the high level of positive media coverage of China. In the American media [29].

The study of Itai Himelboim, Tsan-chang, Stephen mcreery, which aimed to identify the patterns of information flow in the news media on the Internet, through analyzing the content of 23 Internet news sites, and their coverage of 33

countries, confirmed that there is an unequal distribution of News coverage on the Internet for some countries, where these sites were interested in covering some countries, while other countries did not receive a large amount of coverage, which indicates that the countries that these sites were interested in covering had international links and relations with the countries in which these news sites are located. The countries, which did not receive a large amount of news coverage, do not have international relations with the countries that did coverage [16].

3.8. Professional Considerations and Regulations

Professional standards and considerations for the media, their resources, technology, needs, priorities, editorial decision-making, government regulations, political orientation, public opinion, and the opinions of media critics are among the most important factors that affect journalism and the news production process [20].

Shin, Jae-Hwa, Adhikari, Dharma, Cameron, Jlen tested in their study on news credibility, news monitoring and news sources as one of the factors affecting journalism, by conducting interviews with a random sample of editors-in-chief and journalists to identify the impact of these factors on journalism, the study found that the routine practices and cultural background of journalists and their individual characteristics, Lobbyists, advertisers, audience preferences, competition among other media, information sources, and newspaper ownership are factors that greatly affect media coverage [23].

In their study Jeong, yongick, lee tried to cover the relationship between various economic, political and geographic factors, and media coverage of international disasters, the study concluded that the routine American practices of the media, the ideological level of the media and the individual demographic factors of journalists, Gatekeeping operations, restrictions imposed by editors-in-chief on news gathering, and pressure by external groups are among the most important factors affecting the news content provided by the media outlet [18].

Rui Alexandra novis also conducted an analysis of the content of four British and three Portuguese newspapers, by conducting an analysis of the content of a sample of news stories that dealt with the issue of the Dili massacre, in order to identify the impact of national interests on news coverage in these newspapers. The journalistic professional standards, routine, time constraints, restrictions imposed on journalists, competition between the media, the interests of the public, as well as the influence of governments within indirect countries are among the important factors that affected the media coverage in these newspapers [22].

Cristina Archetti tested the effect of three main variables on the patterns of media coverage of the events of September 11 in eight newspapers of the elites across the United States of America, France, Italy, and Pakistan. These factors included the national interest, journalistic culture, and the editorial policy of each institution. He concluded that there are a number of factors that greatly affect news coverage,

including political actors, social interactions between professionals in the media, international relations between countries, and the relationship between the political system and the press in each country [6].

4. Factors Affecting the Coverage of Arab Affairs and Issues in Western Media

4.1. Media Reality

The media reality, or in other words, the media orientation to which the state belongs, greatly affects the contents presented on Arab affairs issues. Press systems, like states and individuals, tend to be either authoritarian or liberal, and this depends on the ability of the press to decide its fate. The media are independent with regard to determining their own policies and activities, and they are viewed on the basis that they are a tool for achieving stability, and that there are things that are harmful for the masses to know.

The power elite controls the press, either directly or through intermediary agencies subordinate to the authority, which leads to the unilateralism of the journalistic orientation. Leadership, as for the liberal system, it refers to the political leadership's connection with the masses and their expression, and that their opinions are taken into consideration, a fact that has to do with the role played by the press, meaning that the press can, in the best way, convey facts to the masses, investigate, and investigate shortcomings. And what enables citizens to know the truth about what is going on around them, and thus re-election, or the interpretation of their political representatives [12].

Sarah Maghribi indicated in her study that came about the image of Muslim communities in the European press, that the media reality has greatly helped in drawing the image of Muslim communities, as the affiliation of Germany and Britain to two different media models has greatly affected the contents presented about the communities As for the Muslim world, Germany is dominated by the democratic media system that prevails in the northern European countries that have a long history of democracy, while Britain is developing to another model, which is the North Atlantic liberal model, like the United States and Canada [25].

4.2. Information Sources

The sources of information on which Western media depend greatly affect the orientations of Western media's treatment of Arab issues, as Western media rely heavily on Western sources [13].

French International TV5, TV5 was keen to rely heavily in its coverage of the events of the Third World on local Western sources, as Western sources dominated most of the news presented in its coverage of Third World events [14].

As Sarah Maghribi pointed out in her study, which came about the image of Muslim communities in the European press, that one of the reasons for the error in the image of

Muslim communities is the lack of reliance of British and German newspapers on sources from the Muslim communities and the heavy reliance on European sources, especially government officials, due to the ease of access to them and the inability of Muslim communities to convey their voice to the European media in general [25].

The study of Hisham Attia, which came about the impact of the state's foreign policy on the journalistic treatment of international affairs, also confirms that the news sources of a state have political hostility with it, allowing the official news sources to stand out primarily from other news sources [12].

4.3. Historical Factors

Historical factors are among the important and main determinants of shaping the mental image of Arabs in media coverage, which greatly affects the nature of the contents presented on Arab affairs.

The study of Hanan Abdel-Fattah, which came about the image of Egypt and Egyptians in the German press, concluded that the negative cognitive and emotional aspects that make up the image of Arabs and Muslims are due to historical events, this may not be explained by distant historical factors such as the Crusades against Muslims in the eleventh century, as the Western countries themselves transcended among themselves dozens of conflicts and bloody wars that erupted between them. The rest of the features of the image of the Arab and Islamic world [15].

A number of successive events of a negative nature since the fifties of the twentieth century, ending with the events of September 11 and their repercussions, and the subsequent spread of terrorist acts that the whole world is witnessing at the present time, have contributed to strengthening the negative features in the mental and media image of Arabs, Muslims and the nationalities that fall within its framework, including Egypt [15].

This study of Shaima Anwar, which came about the journalistic treatment of American policy towards the Arab world in American and Arab newspapers, confirms that the image of the Arab and the Muslim has gone through stages of negatives, most of which are associated with the Arab-Israeli conflict, so these images are used in films, caricatures and animations. And cartoon films, which are the image of the ugly, woman-loving Arab who eats a lot and seeks after the Jews to kill them, which by its nature affects the image presented about Arab affairs in the Arab media [26].

The study of Amal Kamal, which came about the image of Iraq in the Arab and Western press coverage in the nineties, confirmed that the American press presented a negative image of the Arabs in the eighties, describing them as terrorists and revenge enthusiasts, and that their ruling regimes are dictatorial regimes that benefit from the continuation of the conflict as a means of distraction. their peoples about their internal problems, and accordingly they always reject peace, and they want to destroy the Israeli dream, and they seek to stop the wheel of time, so they reject the solutions offered to them, then they return to accepting them after the stability of a new reality that is difficult to ignore, and a picture of the Arab regimes is presented as

unstable, and cannot be relied upon Caring for American interests in the region, and they are backward and aggressive regimes that seek to possess weapons of mass destruction, and they do not have morals in fighting [2].

4.4. Lack of Information, Considerations and Professional Regulations

The lack of information governs the process of covering Arab affairs in the Western media and greatly affects the nature of the contents presented in the Western media. Heba Yahya's study, which came about the news handling of third world events on the French international TV5 channel, indicated that the scarcity of correspondents in the countries under coverage affects significantly on the media coverage process [14].

The study of Hanan Muhammad, which came about the news treatment of Arab issues in the American networks CNN and Euro news, confirmed that professional considerations and journalistic standards largely control the coverage of Arab and Muslim issues, the most important of which is the dependence of the Western media on a number of Limited number of correspondents in the Arab countries covered.

This is in addition to the fact that most Western correspondents in the Middle East have Zionist tendencies, in addition to the lack of proficiency of Western correspondents in the language of the countries to which they are sent, in addition to the element of time and speed in disseminating news and information [13].

4.5. Zionist Influence in Western Means of Communication

The control of the Zionist influence on most Western means of communication governs the process of Western coverage of Arab affairs and issues, and the media plays an important and strategic role in shaping and strengthening the image for a long period of time.

The study of Amal Kamal confirmed that what helped Israel succeed in imposing its view on the world is that the media in many Western countries are under the control of the Zionist power in one way or another [2].

The study of Hanan Muhammad also indicated that the Jews own a large number of Western communicative institutions, and the Australian Jew Rupert Murdoch, the owner of more than 150 media outlets on four continents, including the famous London Times newspaper, the Sunday Times, as well as the millionaire Sidney Britchinen, the owner of the Granada company, stands out. for television production, which greatly affects the nature of the coverage provided on Arab affairs and the Western media [13].

5. Conclusion and Recommendations

5.1. Conclusion

Historically the role of ideology in media studies was largely determined by the paradigm shifts – from Marxist to pluralist, from pluralist to critical theory, from critical theory to neo-Marxist, from neo-Marxist to critical paradigm. These paradigm shifts in turn were determined by different

historical and political contexts of society. With the advent of technology and major changes in socio-legal, economic and political institutions of society over the past decades, the content, form, ownership pattern, control and function of the media have mediated into a very complex structure which requires a combination of different theoretical views in media studies. By analyzing both the strengths and weaknesses of each of these different theoretical views.

The news value of the event, and the extent of its importance in that such an event is about sudden disasters or tragic events that bring great damage, or be of a negative nature, that deviates from prevailing norms, is one of the important factors that affect the nature of media's coverage of international events.

The sources of information that western media depend on have a great influence on the orientations of the western media's coverage of Arabic issues.

The Political, economic, cultural and geographic relations are among the most important factors that affect news production in particular, and news coverage in general and they are major and important determinants that determine whether the media out let will cover this event or not.

5.2. Recommendations

Based on the findings of the study, it was recommended that,

- 1) Its necessary for researchers to expand in conducting future studies on the role of the stereotype of the public in the selection of journalists in the western press and their selection of nature of political coverage of origin events, especially the issues of the middle east.
- 2) It's useful to holding international conferences to discuss the status of ideological constraints and professional values in the western press especially the American press, and how propaganda methods become less intelligent and reductive especially with regard to middle east issues.
- 3) It was recommended that researchers should conduct future comparative studies between British media system and the American media system in its covering of middle east issues, this is going to allow in -depth study of nature of ideologies and norms that affect them in turn, while addressing issues related to the middle east in particular.
- 4) It is useful to carry out and exploratory study, comparing the role of political system between: The journalists and that of another sample of the general public in alight of a questionnaire or scale, Relying on Exploratory Analysis as a statistical design.

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