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**EFFECTS OF VISUAL MEDIA IN PROMOTING AWARENESS OF
PALESTINE -ISRAEL CONFLICT: AN AL-AQSA SATELLITE
CHANNEL CASE STUDY**



**DOCTOR OF PHILOSOPHY
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Awang Had Salleh
Graduate School
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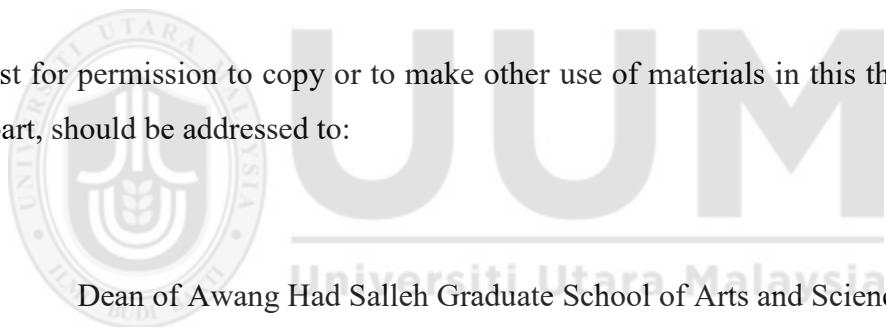
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ABSTRAK

Media mempunyai kesan yang ketara ke atas moral dan adat manusia, serta membentuk pandangan umum terhadap kes dan isu seperti kes di Palestin. Namun, hanya sedikit kajian yang menumpukan kesan media visual ke atas penilaian keseluruhan pemimpin muda dan sudut pandangan politik mereka. Oleh yang demikian, kajian ini bertujuan untuk meneroka kesan media visual ke atas penilaian keseluruhan pemimpin muda, bagaimana mereka melihat politik di peringkat awal, apakah jenis kesedaran yang terhasil, dan adakah pemimpin muda mempunyai medium lain sepanjang berinteraksi dengan dunia luar. Kajian ini juga bertujuan untuk membangunkan pemahaman tentang bagaimana media visual menjana minat terhadap program, kesan-kesan program di saluran satelit Al-Aqsa, dan kesan media visual kepada kesedaran konflik Palestin dan Israel dalam kalangan pemimpin pelajar universiti di negara-negara Arab. Kaedah penyelidikan kualitatif telah digunakan untuk mengumpul data, iaitu menggunakan kaedah kumpulan berfokus untuk menemu bual pemimpin pelajar dari negara arab, termasuk Syria, Jordan, Lebanon dan Mesir, serta menemu ramah enam pegawai kanan dari saluran satelit Al-Aqsa. Dapatan kajian menunjukkan bahawa terdapat kesan pengurusan pelan dan dasar mengenai kesedaran terhadap isu Palestin jika ada penerapan dan kandungan yang strategik mengikut sesebuah institusi. Kedua, pengurusan kandungan mempunyai kesan yang besar dalam meningkatkan kesedaran, tetapi dibahagikan kepada tiga peringkat iaitu persembahan dibuat dalam format yang menarik dengan mempertimbangkan masa, wacana dan pengulangan, dan terdapat sedikit impak kepada keperluan untuk membuat pemilihan, penilaian berkala dan pemilihan dalam memaparkan masa. Dapatan kajian juga menunjukkan bahawa wang adalah perkara yang paling penting dalam semua kerja media dan merupakan faktor pengaruh utama kerana memberi kesan kepada perancangan, kandungan dan individu serta kebolehan. Hasil kajian juga menunjukkan bahawa terdapat jurang penyertaan bagi negara yang dikaji yang bergantung pada privasi sesebuah negara.

Kata kunci: Media Visual, Kesedaran, konflik Palestin dan Israel

ABSTRACT

Media has a significant effect on the human morals and customs, and forming public opinion towards cases and issues, such as the Palestinian Case. However, very few studies have addressed the impact of the visual media on the overall evaluation of the young leaders and their political views. Hence, the present study aimed at exploring the effect of the visual media on the overall evaluation of the young leaders, how they view politics at the first place, what sort of awareness has been resulted, and whether these young leaders have other medium to rely on for interaction with the outside world. The study also aimed at developing an understanding of how visual media generates interest about programs, the effect of the programs in Al-Aqsa Satellite Channel, and the effect of visual media on the awareness of the Palestinian – Israeli conflict among leaders of university students in the Arab countries. A qualitative research method was used to gather the data, adopting focus group to interview students' leaders from many Arab countries, including Syria, Jordan, Lebanon and Egypt, as well as interviewing six seniors of Al-Aqsa Satellite Channel. The findings revealed that there is an impact of plans and policies management on the awareness of the Palestinian issue if there was a strategic adoption and content following by the institution. Second, content management has a significant impact in raising awareness, but it is divided into three levels: verifying in representation in an attractive format with considering time, discourse and repetition, and there is little impact on the need to make polls, periodical assessment and selection of displaying time. The findings also showed that money is the most important in all media work and it is the core factor in affecting since it affects planning, content and individuals and abilities. Results also revealed that there is disparity in participation in countries under the study depending on the country and its privacy.

Keywords: Visual Media, Awareness, Palestine–Israel conflict

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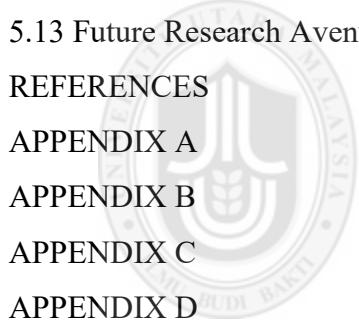
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Today, in the wake of globalization, the world is no longer a discrete entity but is to be taken as an organic whole. The metaphor of a “melting pot” could have aptly described the situation (Storey, 2000). People across the world are in a state of constant drift and are trying to become world players. Still, the indigenous cultures of these people and their roots can never be entirely annihilated and hence the world has become a “salad bowl” implying that though people from various cultures reside in a particular area, they still retain their individual characteristic features, as in a salad bowl where the various vegetables, though mixed, can be separately identified (Campbell & Kean, 1997). At the same time, one cannot deny the fact that people are more akin to see the world as a single stage and this has been made easy with the help of the proliferation of the media under the garb of globalization. This, in turn, has been possible because of the advancements in the Information and Communication Technologies (ICT) throughout the world and the leading contributor being America.

The proliferation of world markets was perhaps understood back in a couple of decades when Professor Levitt opined that the “Globalization of Markets” is about to take place at hitherto incredible rates (Levitt, 1983). This has been supported by another stalwart of the field, Professor Ohmae who has proposed the concept of a “borderless world” (Ohmae, 1989). So it is highly likely that we, as a people, are converging rather than diverging

with the time and the day which is not far when we would be actually able to do without borders and boundaries.

However, even these progresses made on the part of civilizations have not been able to stop the various atrocities committed on mankind. Various problems like warfare, terrorism and the like have been plaguing mankind. And some of these have continued for ages. One such problem that has been pestering a large populace of the world is the Israeli and Palestinian conflict. What has been continuing for ages has indeed not been well received by various quarters of the world community and in spite of wars ensuing at different points of time, the conflict is still far from coming to an end.

It is very important that all the relevant theories are applied in the right context. There are many theoretical frameworks that provide a helpful insight regarding the way this research works and what is needed to be done at the first place. The theories can also be applied during the course of the research so that one can understand the way the psychology of the leaders work as well as the sort of impact the visual media has on the people and the role that it plays as far as the formation of the opinion is concerned.

It has interestingly noted that the Israel and Palestine conflict is one of the “hotspots as far as the ongoing conflicts in the world are concerned” (Dowdy 2005, p.22). He further says that calling the conflict on the part of Israel would only result in being termed as a pro-Zionist by the Arabs.

So far as the history of the Palestinian-Israeli conflict is concerned, it dates back to the late nineteenth century when a quest for an exclusive land for the Jewish, the Jewish people started their movements towards the assembling of the Jewish creed. Edwards (2009) has been of the opinion that the conflict between the Israelis and the Palestinians basically “rooted in a struggle between the two peoples over land, national identity, political power and politics of self-determination” (Edwards, 2009, p. 43). Thus, it becomes clear at the very outset that this strife between the two peoples has to do with more than one reason and is a problem of rather a high degree of complexity.

Edwards (2009) further notes that in the late nineteenth century once the Ottoman Muslim supremacy over the area became decadent, various nationalistic forces grew in prominence. Among the more prominent ones, the Jews, backed by the British colonial powers wanted a land of their own. Similarly, the other populace has also coalesced in order to accommodate the deep nationalistic feeling evoked during that era. Thus, the root cause of the conflict lies in the colonial designs to some extent that tore the populace apart.

The main reasons accentuated the conflict is repeated attacks on Palestine by Israel, as well as their occupation of territory forcibly and even the atrocities committed by Israelis on the Palestinians, killing, check points, close all cross borders, catch them and put them in the prisons. The main reasons accentuated the conflict is repeated attacks on Palestine by Israel, as well as their occupation of territory forcibly and even the atrocities committed by Israelis on the Palestinians, killing, check points, close all cross borders, catch them and put them in the prisons (Edwards, 2009, p.59). On the other hand, with

such a bitter strife continuing without much intervention from the outside world there have been calls for a much more active mechanism which can break the news to the public at large so that they might come to terms with the harsh realities that subsist in these two war torn nations. Though the developments in the fields of Information and Communication Technologies (ICT) have resulted in the growth and subsequent proliferation of various forms of media as well as other communication tools, these atrocities committed against the humankind in general and the vast populace residing in the Palestinian areas have not been portrayed in a compelling enough manner so that various mighty quarters of the world can turn towards them for help. Among the communication technologies that have developed to the hilt, the name that appears as one of the foremost players in this particular category is that of the visual media.

As for the context of the present study, the issue of the conflict between Israel and Palestine is at the forefront of the interest areas to the media. This particular news has been hogging the media for a long time now and is still making headlines all over the world. So far as the media is concerned, it has been seen time and again that locally, wars that did not stop for decades and keep going on due to various crises pertaining to the political and economic reasons and erupt constantly, results in the viewers of TV a lasting desire to follow the events through the mass media, especially visual media (Aldalow, 2008).

Moreover, it may be noted that the role of the media in creating awareness as far as this particular issue is concerned, has coincided with the characteristic feature of the media in terms of making people to follow this particular event as concerned. Thus the emergence

of the visual media that supports the Palestinians has appeared as a state of awareness which has increased gradually, and has resulted an active role towards the Palestinians (Harb, 2009). The idea of this study is to raise awareness about the impending issues that are faced by the university students these days.

At the moment, people do not have much of the perspective regarding the issues that are faced by the people in the Middle East and what this study will do is that it will provide some clarity in that regard. Having better sense of the issues that are faced by the today's world would also provide a fair idea regarding what is needed to be done with regards to their resolution and at the same time, there is a strong need among the global leaders to assume more responsibility.

In this case, the media has once again played a very important role in the formation of political awareness by providing the viewers with the news of the actual happenings from the perspective of the oppressed and not from the point of view of the oppressor. In this regard, it may be noted that the information policy also contributes to the formation and changes their minds as well as their willingness to work for and support the Palestinians (Rahman, 2009).

Visual media is widely spoken in this era as an advanced awareness creating tool or to say the best medium to reach out to young people who will be the future leaders. Many feels that the awareness is not reachable to the young minds as most of the visual arts are conflicting with each other. This is where society and the cultural world play an important role. Our social, cultural and political stages have always been visual, and looked into by technologies, whether old or new. Visual and Media Studies diverted into

advertising, photography, television, film and video. Absorbing critical understanding of this much diverse media requires practice and also lots of theories, and creating awareness among the young minds is crucial as it leads to their understanding of the current world issues.

Again, there is hardly any doubt that the awareness of Palestine issue is the first phase of the stages of change in the bad reality of the Palestinians sufferings and painful circumstances (Daud, 2010), the visual media which broadcasts from inside Palestine makes more mobility of Palestine–Israel conflict because of its ability to transfer the image from the field and transfer the sufferings of the people's voice and their image (Thuria, 2010). This has turned out to be one of the major areas of the study of Palestine–Israel conflict awareness and the Palestinian media which broadcasts from inside as well as the present study in attempts at shedding light from this perspective.

Al-Aqsa Satellite channel news featured in leading media has been displaying a significant impact on stock prices, leads to business failures, causes drop in sales of goods, leads to the resignation of senior office staff and even can pull down Presidents from their positions (Addya, 2011). Thus, this study is planned to investigate the usage of visual media effects on the Palestine-Israel conflict. Thus strong theories are essential in analysing the effect of visual media on political conflicts.

There are many reasons in that regard that Al-Aqsa can be called a visual medium, the main reason for this impending fact is that even though the television has limited presence in some other countries, but the fact of the matter is that it has played an important part when it comes to the creation of the opinion and why it is needed to be

looked at the first place. The other thing that makes it a visual media is due to the fact that it has find strong presence in the opinionated university students (Abdel, 2006).

Al-Aqsa Satellite channel is considered as a medium to reach out to the young students and it is considered to have more content instead of textual as visual medium is something visible to all. And the content is rather important or it is the only important method as what is being telecasted is what they need to see, the students and the younger generation in order to use that vital information to raise up against the Jewish. If it is merely textual then, visual media is not considered as a medium to reach out. And that would have defeated the purpose of the satellite television.

There are two theories adapted to operationalize the visual media effect on the above-mentioned conflicts (Maxwell, 2005). The first is the Agenda Setting theory. This theory is able to describe the extent of the influence of the visual media effect toward the Palestine-Israel conflict and the issues related to the conflict. Furthermore, it is able to convey to the audience which of the issues in that conflict between the countries are important and which are less important.

Applying this theory will enable the researcher to analyse the effect of visual media (the al-Aqsa channel) among the readers about the Palestine-Israel conflict telecasted by that channel. In applying the Agenda Setting theory in this research, two underlying assumptions will be used. The first assumption is that al-Aqsa channel just like any press or any media company does not usually reflect reality. It is important to note that this does not mean that the channel reports false information by saying that it does not reflect reality. The portrayal of the news that delivered to the public is most often screened and

reproduced before presented to the audience. In this process of reproducing, there is some percentage of chances that the report that reaches to the public might be altered unintentionally. The second assumption is that the focus of the al-Aqsa channel will be on the specific issues of the Palestine-Israel conflict which can influence the audience to perceive those issues as important and other issues less important. The theory will be applied in this research based on the two assumptions and based on the conceptual model as illustrated in Figure1.1. Applying this theory, this research will show the remodelling of all the events in the Palestine-Israel conflict into a much simpler and easier model before analysing it. There will be two levels of analyses on the effect of al-Aqsa channel about the Palestine-Israel conflict based on the Agenda Setting theory. The first level of the media coverage will be focused on the common issues which are most significant and the following level of analysis will breakdown into the sections of the most important issues. The first and the second levels of agenda setting analysis will provide an understanding of the function of subject matter, which is the news portrayal by al-Aqsa channel about the Palestine-Israel conflict.

This subject or any other subject in the media reporting will be regarded as a process that is distributed into three different sections based on the suggestion provided by Rogers and Dearing (1988) in their book “Agenda Setting Research”. The initial part of the suggested process is the significance issues of the Palestine-Israel conflict that are reported in the al-Aqsa channel. Next will be the issues reported by the channel that has an effect over the perception of the public and this is mentioned as public agenda in the analysis. And the third part of the analysis process is the impact of the issue on the policy agenda. (McQuail & Windahl, 1994).

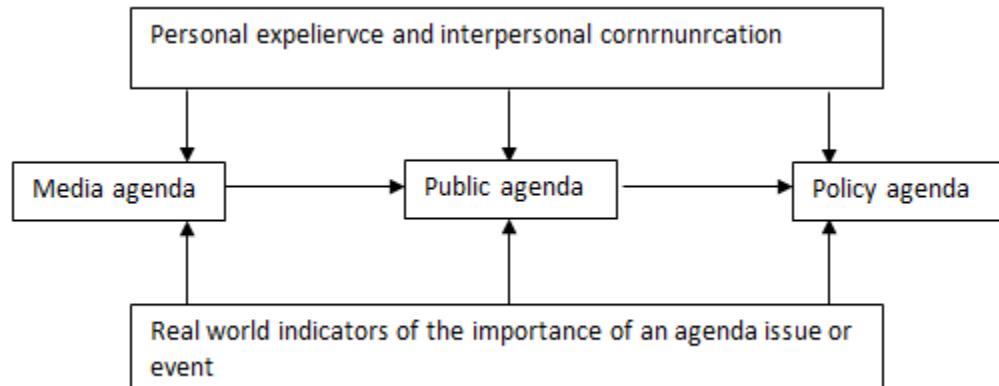


Figure 1.1: Conceptual Model of Agenda Setting Theory

The second theory which will be used in the analysis of the Palestine-Israel conflict reported by al-Aqsa is the Two-Step Flow theory. The conceptual model which will be adapted for this analysis is shown in Figure 1.2.

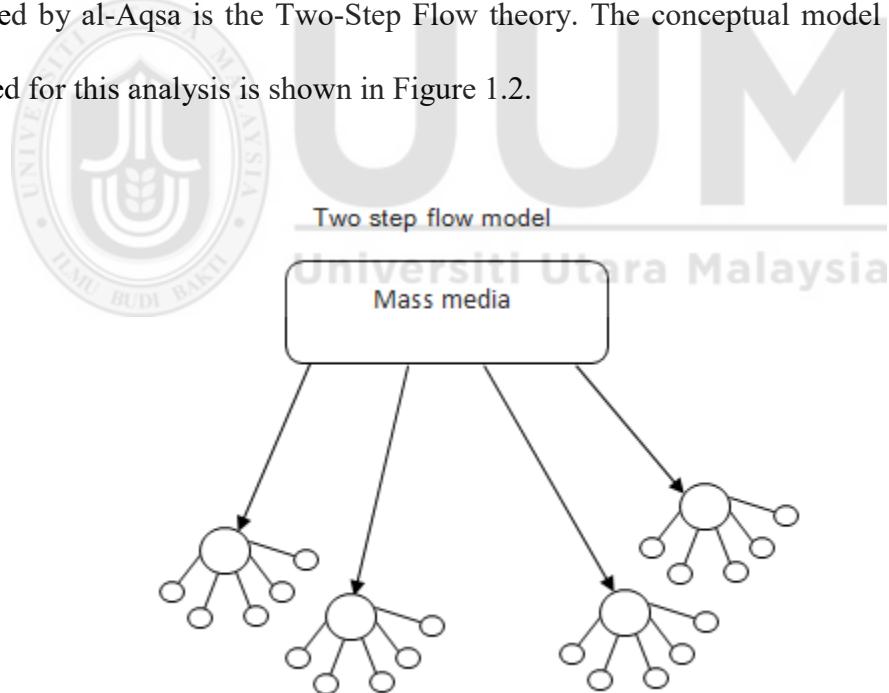


Figure 1.2: Conceptual Model of Two Step Flow Theory

Source: Katz and Lazarsfeld (1955, p.27).

Using this theory, the researcher intends to assert the audience that what is reported from the al-Aqsa channel will flow in two different levels. The level is opinion from leading individuals who pay close attention to the mass media and its messages and receive the information. Defined as opinion leaders, their interpretations of the media reporting and the messages from the media will be used in the qualitative analysis of this research. The opinion leaders can be from various groups; occupational, social or community.

For this research, the polymorphic type of opinion leaders is preferred because polymorphic types of opinion leaders are influential on various types of issues. Then these individuals pass on their own interpretations in addition to the actual media reporting from al-Aqsa channel and also the messages conveyed by the news coverage to opinion seekers or receivers. The public acts as the opinion receiver in this Two-Step Flow theory application.

The term 'personal influence' was coined to refer to the process intervening between the direct message of the media that is interpreted by the opinion leaders and the audience's ultimate reaction to that message. It is important to note that the individuals in this analysis are quite influential in getting people to change their attitudes and behaviours and become quite similar to them. Applying the Two-Step flow theory in this research analysis will be done to understand how the leaders effect on the others.

The theory is applied to refine the ability to predict the influence of messages conveyed by al-Aqsa on audience reaction, and it helps to explain why few media campaigns may have not succeeded to alter audience perception of a conflict. The application of the Two Step Flow theory also creates an assumption that the report from the al-Aqsa channel will

not have direct influence on the public's perception of the conflict between Palestine and Israel but rather the influence actually happens through the interpretation of a knowledgeable individual who acts as the opinion leader.

Both the Agenda Setting and the Two-Step Flow theories are used in the right proportion to analyse the effects of the reports from al-Aqsa channel about the Palestine-Israel conflict.

Applying theoretical analysis for the visual media Al-Aqsa television is a first step prompting what would be expected at a later part. For example, theoretical explanations could lead to making it real on the television thus providing a strong and powerful message to the young listeners and viewers. Theoretically analyzing data and then making it as an input which will be the best and reality check output is something that will not only enable us to reach out to more and more audience but we will have a solid footprint on all the data and inputs that were brought forward.

1.2 Problem Statement

The awareness of the youth involving the wrong doings of the Israeli occupation of Palestine is indeed a strong factor in creating pressure on the state of Israel as well as restoring the right of the Palestinians (Aldalow, 2008). Thus, there is no doubt that the media in general and visual media in particular are in a position to play a prominent role in changing the balance of power and weakening the Israeli siege that has been threatening the Palestinians and also urging them to be stable (Abdalawi, Hassan & Qteishat, 2005).

The Israeli-Palestinian conflict is a big issue for research; also the role of the visual media and its effects on the Israeli-Palestinian conflict takes a major part of the present study (Abo-Daf & Al-Agha, 2001). Also, in this context, it may be noted that the role of the media with special reference to the visual media in creating awareness among the masses is a major concern for the study.

There is an impending feeling among the people of the Palestine that they are being victimized by the atrocities of the Israel and there is almost a sense of self-pity among these people regarding the way they are treated in the visual media and what is their general perception globally.

At the same time, the young leaders are pretty much the reflection of the way a society is going towards in the long run and what are its future prospects. The research would also look at the way young leaders are inclined to perform and what are their motivations as far as their leadership credentials. The research would look at the way visual media plays its part in the whole helm of affairs.

The Palestinian-Israeli conflict has been examined by various studies. Some researchers have attempted to examine the historical side such as Bassiouni, (2012). Another two studies examined the geographical side such as Abu Amre (2006) and Sayigh, (2008), also Rahman (2009). Hassan (2006) has argued that Palestine is for the Palestinians and that the Jewish people have no rights to stay in this land (Palestine). Still other studies discuss the media coverage of the Palestinian-Israeli side, such as Alaieed (2006) and Yaseen (2008). Again, many other studies focus on a comparative study between the channels as to how these researchers cover the Palestine –Israel conflict (Shaheen, 2007),

which specifically discusses Al-Hura channel and Aljazeera channel. Arar and Mustafa (2011), on the other hand, discusses the difference between Abuzabi channel and Al-Aalem channel as these channels depict the Palestine–Israel conflict as well as the policies of these channels.

The awareness of the Israeli-Palestinian conflict is a crucial factor for weakening Israel, which tends to lead to the cut-off of the economic relations and political relations with Palestine (Yosri, 2009), and the strongest way, as it appears, to reach the people as well as capture their awareness and convictions are through the proper use of the visual image (Hassan, 2006). AlAtout (2006), on the other hand, gives us an account of the philosophical implications of power as interpreted by other philosophers and relates it with the Israel and Palestinian conflict.

Yosri (2009) suggests that further research needs to be done on the awareness of Arab about Palestine–Israel conflict because the visual media in Arab countries are mostly controlled by the government and thus these should be examined so as to comprehend the level of awareness and how can this level of awareness be increased. In the present study, the awareness of the Palestine-Israel conflict will be addressed, since no studies have examined the effect which the visual media has on the awareness of the conflict between Palestine and Israel.

The visual media capturing the inside Palestine effect in raising the issue of Palestinian-Israeli conflict has become clear through the transfer of images and the sufferings of the Palestinians (Olian, 2006) by many news channels. Many channels have had a good role to play in the Palestinian issue, and among the most prominent visual media outlets that

have had a role is the Al-Aqsa satellite (Thuraya, 2010). Al-Aqsa Satellite channel has been established recently, broadcasting from within Palestine, from Gaza. The channel broadcast media has focused on action against Israel and has called for just rights for the Palestinians and the return of Jerusalem under the administration of Palestinians. Incidentally, the Israeli Occupation Air Forces has bombed the channel headquarters twice (Thuraya, 2010).

Al-Aqsa Satellite channel has been discussed in the works of two previous researchers. Both studies have been comparative by nature. The first study was done on Al-Aqsa TV and Al-Quds TV and the study discussed the priority in news coverage (Wadi, 2009). On the other hand, the second study is also a comparative one but nevertheless focuses on providing media coverage on the cultural side between Al-Aqsa TV and Palestine TV (Hassan, 2008). In another study, The Center for Studies (ASBS) in Jordan carried out a poll that concluded that Al-Aqsa Satellite Channel was at the top of the list of channels that viewers depend on in order to reach the information over Palestine. The same poll also concluded that Al-Jazeera on the top channels list that viewers are interested in watching.

The present study shall focus on it as well as find out the aspects that made the viewer interested in watching this particular channel as well as the effects on the awareness of Palestine–Israel conflict. During the researcher’s work field in the media and journalism, Hassan conducted a field interview in 2008 on the programs aired to measure the public knowledge around Jerusalem city including its mosques, homes and their lives and the

results show that there is a major weakness in the knowledge of those who were interviewed.

In 2010, one more interview on the same subject was conducted but the results show that there is a good knowledge. Again, good knowledge in this case refers to the increase in the degree of awareness that they previously had and the difference in the level of awareness from the time when Hassan had conducted his first study and the time when he conducted his next study has come out to be positive. This brings the question whether Al-Aqsa Satellite channel has a role and effective in improving this knowledge.

In this study, the focus is on the examination of the effect of Al-Aqsa channel on the awareness of the viewers of visual media in general and Al-Aqsa television in particular regarding the atrocities faced by the Palestinians in the hands of the Israeli forces.

It is clear from the researches that have been performed by various researchers at different periods of time that the level of awareness about the status quo of the dispute between Israel and Palestine was relatively low till quite recently and that Hassan's study, as mentioned above, has indeed come up with how effective visual media can be or how can visual media turn out to be helpful in augmenting the level of awareness that the general masses of the area under consideration had over a span of just two years.

Thus, it also becomes clear that the visual media is effective in rightly portraying as well as projecting the actual reality along with building an optimal level of awareness among the audience of the television channels.

It also depicts that visual media can bring about an unprecedented level of awareness irrespective of the other forms of media that have been extant for a much longer period of time. With reference to the ongoing dispute between Israel and Palestine which is indeed significantly so imperative that only a heightened level of awareness among the various quarters of the populace can put pressure on the forces to stop combat and find ways to seek peaceful measures to sort out the differences or at stop committing the atrocities on the common men, women, and children of the disputed areas as well as Palestine. As suggested by the title, the focus of this research is about the awareness created by the al-Aqsa channel about the Palestine-Israel conflict.

Thus the awareness created among the public is important to be the correct portrayal of the actual conflict between Palestine and Israel. Often there is a contradiction between what is actually happened and what is perceived by the public or more accurately what has been received by the public.

This research attempts to provide empirical analysis about the awareness that the media creates about the conflict. The current problems in media reporting are certain levels of inaccuracy, unnecessary sensationalism, mistakenly reported news left uncorrected, not so good coverage of important issues such as the environment, government-related issues and education and the media's diversion from serving the public to huge profit margins.

Even though numerous studies have been conducted pertaining to the issue of Palestine-Israel conflict reporting by the al-Aqsa channel, there is a gap in accurately investigating the impact that the conflict reporting created among the public. The previous research shows that these types of studies were either not backed by any type of strong theories to

validate the findings or there was no measurement of visual media impact on the awareness of the conflict Thuria (2010).

Few scholars have tried to investigate the antique aspect such as Bassiouni (2012) and Abd-ul-rahman (2009). Another two researchers studied the topographical aspect of these nations such as Abu Amre (2006) and Sayigh (2008). In addition to these researchers, Abd-ul-rahman (2009) has debated that Palestinians are the owners of Palestine and the Jewish population do not have any rights to reside in the Palestinians' territory.

There are some other researches which cover the awareness that media creates about the Palestinian-Israeli side, such as Alaieed, (2006) and Yaseen (2008). Yet again, few other researches concentrated on a comparison study between media channels to compare how those channels cover the Palestine –Israel conflict (Shaheen, 2007). But the subjects of the above-mentioned studies were Al-Hura channel and Aljazeera channel. Arar and Mustafa, (2011), another researcher who had done a research about media, provided and discussed the aspects of difference between Abuzabi channel and Al- Aalem channel as these channels portray the Palestine-Israel conflict as well as the policies of these channels.

As such this research is conducted based on the Agenda Setting theory and Two-Step flow theory to identify if such current problems had occurred from the media coverage done by al-Aqsa channel about the Palestine-Israel conflict. The Agenda Setting theory is used to study the personal experience and interpersonal communication of the respondents in this study. As such the reports from al-Aqsa channel about the Palestine-Israel conflict is first perceived as media agenda, then public agenda and finally as the

policy agenda. The actual situation of the conflict between the two countries will be shown as public and policy agenda. On the other hand, the Two-Step flow theory is used to address the current problems in media reporting by using the opinion leader-individuals in community model. In summation, opinion leader and the narrowing of important issues and important part of the important issues will facilitate to better understand the awareness of visual media reporting about the issue in Palestine. Thus the above-mentioned gap is expected to be answered. Thus, many researches has been conducted to study the influence of visual media in creating awareness among readers and public regarding the Palestine-Israel issue, yet not many focused the awareness level among students. Identifying it as an important gap in this research paper, respondents or focus group for this study will be on student leaders from four famous universities from four Arab countries. Awareness level should be started from the education field and identifying it among students seems to be appropriate for this study.

The reason for not choosing random study among students was due to the research design was chose for qualitative study. The method chose was interview and therefore, the students' leaders were chosen. Leaders will represent the whole population of the students and by identifying answers from them, will enable the researcher to know the awareness level among the whole population of the students regarding the influence of visual media in providing information about Palestine-Israel conflict. Al-Aqsa channel is newly established media channel and the popularity among students is quiet high.

Another problem identified in this scope of research is that number of studies has been focusing on Salafi and Shiite approaches and the preaching channels. Al-Aqsa channel is

very rare to be considered in identifying the issue of Palestine-Israel. The Salafi and Shiite preaching channels are Al-Nas channel, Al-Majd channel, Al-Rahma channel, Azhari channel, Al-Kawthar channel, Ahl Al-Bayt channel, Al-Anwar "Lights" and Al-Zahra Channel (Miladi, 2006). Therefore, with the choice of Al-Aqsa case study, the researcher will try to analyses the impact of the visual media in creating awareness among student leaders regarding the Palestine-Israel conflict.

1.3 Research Questions

The role of the visual media in creating awareness on the Israel and Palestine issue is one topic that requires special mention in this regard.

In view of the problems that have been persisting in the regions of Israel and Palestine as well as the fact that the dispute between the two nations, has quite few reasons that are yet to be sorted out along with the fact that various atrocities are rampant in these areas with special reference to what has been happening in Palestine and that Palestine has been attacked by Israel quite many times, reasoning that their root causes have been found out. More than just finding out how the root causes have led to such bitter enmity among these nations, it should be seen how these differences can be sorted out.

However, in order to initiate any of these, or in order to ensure that the atrocious rampage taking place in Palestine for years together should be protested against, it should first be brought to the limelight of the general masses of the area as well as the world at large.

In this regard, it may be noted that the section of the society that has been chosen for the study includes the university students of the Arab nations. The reason why the study

focuses on the responses from the university students is due to the fact that the students studying in universities are generally of such an age that they form the opinion leaders as well as the future leaders of the nation (Abo-Daf & Al-Agha, 2001).

Moreover, they are known to be the educated lot and thus their opinion as well as awareness would count a lot.

Furthermore, another reason why the respondents for the present study have been chosen as the university students of Arab nations is that they can influence the general populace not only because they are educated or future leaders of the nation but their age is such that they are more dynamic than the average populace of the society.

The reason why the study focuses on the university students of Arab nations specifically and the Arab population in general because university students, given their age, is the fact that they are relatively better qualified than the rest of the lot of population of the area, as well as the factor of their likelihood of being the opinion leaders of their respective geographical areas. This indeed makes them much better responders as well as centre of focus of the study.

Moreover, it is indeed more likely that given their age, as well as the characteristic features of the age to which they belong, they are likely to be more agile, take up issues by active participation in spreading the word regarding the actual conditions that subsist in Palestine or for that matter the atrocities committed against the Palestinians. Thus, it indeed makes sense for the present study to focus on the university students of Arab

nations in order to make an estimate of the level of awareness created by the visual media in general and Al-Aqsa channel in particular.

Though much news has already been sensitized by the media, the actual task of evoking awareness among the masses about the war time crimes as well as the atrocities that are taking place in Palestine on a regular basis should be made known properly to the people so that people can start protesting against these heinous activities and compel the government to stop these. Moreover, in this regard, the role of the visual media, as noted in the Problem Statement section of the study becomes prominent.

As noted by Hassan (2008), the level of knowledge among people has increased “they become known, the historical issues, mosques, and places” (p.83), considerably in recent times after the penetration of the visual media in general and Al-Aqsa television in particular. Thus, the impact that the visual media can create on the warring regimes of Israel and Palestine becomes apparent through the case of Al-Aqsa television. So, the present research would focus on the impact that visual media is capable of creating on the Israeli and Palestinian dispute.

Thus, the questions for the present study are as follows:

RQ 1. How does the portrayal of news through visual media generate interest among Arab university students?

RQ 2. How do the programs regarding the Palestinian – Israeli conflict generate interest among Arab university students?

RQ 3. How do programs portraying the Palestinian-Israeli conflict influence participatory action to support the Palestinian people?

RQ 4. How do programs portraying the Palestinian-Israeli conflict increase historical knowledge on the conflict?

RQ 5. How popular are Al-Aqsa satellite programs on the Israeli and Palestinian conflict among the students of Arab universities?

RQ 6. What strategies does the Al-Aqsa Satellite channel use to gain influence over university students leaders in Arab countries?

1.4 Research Objectives

The objectives of this research are:

RO 1. To identify how the news that is portrayed by the visual media may generates interest among Arab university students.

RO 2. To investigate how the programs that are related to Palestine-Israel conflict generate interest among Arab university students

RO 3. To identify how are the programs related to Palestine-Israel conflict may influence the participatory action to support the Palestinian people

RO 4. To investigate how programs portraying the Palestinian-Israel conflict may increase historical knowledge of the conflict.

RO 5. To identify how popular are the al-Aqsa Satellite programs on the Israel and Palestinian conflict among the students of Arab universities

RO 6. To investigate what strategies that the Al-Aqsa Satellite channel use to gain influence over university students leaders in Arab countries.

1.5 Significance of the Research

The current study makes an effort to find the impact of the visual media on the overall evaluation of the young leaders and how they view politics at the first place. The idea is to see what sort of awareness has happened from these sort of activities in the long run and the whether the young leaders have any other medium for interaction with the outside world or they merely rely on the tried and tested method of relying completely on the visual media. At the same time, the study would give an idea about how things are happening in the media outlets themselves and whether their baseness plays any part as far as the overall opinion formation of the people.

As known by all, media has been playing important role in people's life since the evolution of media in spreading news to viewers. The main significant of this research is to identify the awareness level among viewers through the visual media methods. Thus, the case study for this research was focused on Al-Aqsa satellite channel. The main findings to be identified in this research is to know the importance of visual media in influencing viewers and the study focused on the al-Aqsa channel in particular. Thus, the significant findings from this research can be applicable to other channels as well.

Palestine-Israel conflict has been going on for some time and throughout this study, the researcher hopes to seek the awareness level among student leaders chosen from various universities in Arab country. To be focused on the special visual media, the researcher chose Al-Aqsa satellite channel to seek how the channel persuades Arab students and what are their main strategies in attracting the audiences. This research can be fundamental for other researchers whom keen in pursuing study in analysing how visual

media can create awareness level regarding conflicts in political issues. Hence, the significant of this research finding can assist studies in creating awareness through visual media.

1.6 Scope of Research

As mentioned above, the scope of the study is immense since it focuses on the increased level of awareness achieved by the Arab people. Moreover, it is clear that the visual media is indeed effective in generating interest among the masses and this may be explored in the context of the bitter struggle for land that has ensued long back between Israel and Palestine. Thus, the scope of the study revolves around the target population that is most influenced by the visual media in the context of the news related to the Israel - Palestine conflict and that the effect of heightened awareness may bring in the educated lot of the region. Thus, the study focuses on the achievements of Al-Aqsa channel in broadcasting the news of the strife between Israel and Palestine and the impact it has created in terms of awareness as well as knowledge among the masses with special reference to the university students of the Arab universities.

Moreover, the various findings of researchers also point out to the conditions that subsist as well as the ways in which the situation can be improved and that the visual media with special reference to the Al-Aqsa channel has been noted to be among those few media that have been helpful in creating a greater level of knowledge among the educated population of the area.

1.6.1 The Early years of Al-Aqsa TV

It is impossible to reach a mutual peace agreement in the current scenario. All people involved however, need to try to set a basis to reach an agreement. The chief objective should be reducing the tensions and developing consensus to reach a suitable solution. The only way to reach an amicable solution is negotiation. It is only negotiation which would result in a definite solution.

A solution is urgently needed to put an end not only to the continuous violence but to the terrorism of Israeli occupation. It is crucial to build a democracy the foundation of which would be tolerance and freedom for Palestinians. There is no doubt that all further negotiations would demand alterations. However, the basic structure needs to remain constant. Successful negotiations would result in resolving a critical matter which is linked to several other issues such as, excessive occupation of land, making borders and the like so in my research I hope to find a way to promote awareness that helps to change Palestinian suffering situation.

The researcher's working experience is useful for research. Since the onset of 2003, the researcher has held various positions which have given him direct and indirect experience in dealing with the Palestine issue, also worked as news presenter for a newly launched radio in Gaza-Strip. He has been involved in a children program for the ages of 6 to 12 years old on specific subjects such as religion, tolerance, helping others and massacres committed by the occupation. This program received a wide coverage in Palestine and made headlines in the foreign newspapers including New York Times. The Israeli

channels made their objections in the pretext that it is in cursory and threatened the channel to halt the broadcast.

When the researcher was the Director of a Radio Program in Palestinian in Jun 2005, he had to plan and monitor the daily agenda, broadcasters and program presenters. He can see for himself the reality of the circumstances in Palestine. The continuous threat by the Israeli occupation to bombard the radio caused anxiety everywhere. This motivated him to conduct this study to find out how the visual media affects people's awareness to the Israel- Palestine conflict. As the general manager of the programs and news in Al-Aqsa Satellite channel he hopes he can use the findings from this research to improve the programs of this channel to create an unbiased report on the Palestine-Israel conflict. The results of this research can help me to determine how to use the visual media to create better awareness among the public on any issue.

1.6.2 The Audio Media

At the onset of 2003, a new radio has launched in Gaza Strip so the researcher submitted his document to work as a program presenter or broadcaster of the news bulletin. The decision of the official of the radio was to take him as a presenter for the news bulletin. After 3 months, they gave him children program (age 6-12). As the idea of the program is learning religious like prayer, fasting or moral like tolerance and the help of others or from the reality as if there is a massacre committed by the occupation or the success in the school and so on.

The program received a wide propaganda inside Palestine and it headlined the foreign newspapers including New York Times, and formed various stands in the Israeli channels

and they made their objections in the pretext that it is incisive and threatened the channel to halt the broadcast and one of the most interviews about the program was in the 10 channel in Israel.

The program extended 6 months by one episode weekly and it was broadcasted at 8 o'clock. The researcher prepared and presented of the program. That program was dedicated to the youth age and the creative people.

The theme of the program was to host an expertise figure in the self-development skills and reception of creative participations in many fields as the guest tries to advise and give guidance for the figure to more development and directing messages to the concerned institutions of this aspect to adopt the latent power. This program lasts 6 months, his role is to prepare and provide the program.

In September 2004, he became the Deputy Director of the Program; his role is following the Daily programs, monitoring the broadcasters and the presenters of the programs, monitoring the Emergency events. In June, 2005, he became Director of programs, his duty are managing the program planning, conducting the annual plans and the emergency plans, monitoring and assessing the programs, monitoring the broadcasters and program presenters and, monitoring the daily agenda of the programs.

Finally, on 2-5-2004 the radio, shelled by the Israeli forces, had a negative impact on the network as the team lost the requirements and the compound. The post-selling period was a difficult situation in which most of the people rejected to lease the network a place in fear of their belongings as the occupation may target it once more. In these

circumstances, the task of the program director was not easy and dealing with all the circumstances and the changes, fear and the work within the possibility.

In Visual Media

In 2006, the researcher worked as a correspondent for Iraqi Al-Rafidin channel which was broadcasted from Egypt in the media city. It dealt with all aspects of Iraqi life and enhanced the role of resistance so it had many steps with the Palestinian issue in addition to news. The researcher worked with the channel for five years and then quit to resume work in order to work in the media company. He also assumed the company's management. The work in the company relied on producing the documentaries, patriotic and humane songs which expose images of the Palestinian people suffering and the images of dignity and proudness for its defiance via all the aspects of the life educational or medical and the arrogance of the Israeli occupation.

The crew team has produced various documentaries and anthems. The work developed as the team can hold contacts with the channel to photo special episodes on Palestine or providing them with the video reports of the Palestinian issue. The researcher work as a director of the company was an extra work on his task as director of the programs. During his work in the company, many documentaries and tons of the reports, anthems and recorded programs were produced.

In 2006, he was appointed as Director of local television station and that was the time of the elections of the Palestinian Legislative Council and was a good chance of starting in this period and received a media boom, but the conditions were the same conditions from

a lack of equipment and tools, as well as a shortage of cadres and the siege of Palestine to allow for the passage of equipment and tools, but in ways other than normal and prices high, despite of that we could deliver services to Gaza Strip. The Working Group is working with non-normal conditions.

First, the small number does not exceed thirty staff members and the entire team around the clock. Second, the occupation forces shifted since the start of bombing the place, and set out on the pond of God. He used to go to the most detailed information at the beginning of the matter and met with executives of the sections twice a day in the morning and evening times for evaluation and follow-up and guidance. Every day in the morning send instructions to the programs and the news department as a matter of policy, especially as the developments and changes daily.

After six months of work, Israeli aircraft targeted a building television with bullets, wounding some of the staff and some equipment, the team have continued to broadcast the conditions of fear and pressure by citizens who have become the network neighbours to weigh them, and exposes them to harm situation, perhaps, the echo of the channel in the Israeli media and its impact on viewers in the promotion of a culture of resistance and steadfastness, and the psychological warfare waged by the Israelis on the canal.

The researchers remained a director of more than a year, and then was offered a job in the channel as the maximum space for programs and news.

In May 2007, the researcher worked as a provider of television program for children on the channel. The idea of the program is to educate the children, urging them to matters of

religion and the definition of creativity and the question of Palestine and attacks by Jews on Palestinians, after four-months the program was stopped.

In August, 2007, the researcher was appointed as deputy director-general of the channel. His role is general planning and follow-up of the channel sections, in addition to the evaluation and guidance. The working with a large staff and follow-up of all the minute details of what will come out on the air including the songs and cartoons and other.

In October, 2009, the researcher was appointed as general manager of the satellite channel Al-Aqsa channel. As a general manager his working scope was to cover the entire process of the Al-Aqsa channel operation with latest and upcoming status on the Palestine-Israel conflict. This is to ensure that the public receive factual updates on the happening conflict, and Al-Aqsa channel is not just an entertainment channel.

Working experiences from the junior level to a management level has given the researcher knowledge and wisdom in understanding the Palestine-Israel conflict.

Even though the Palestine-Israel conflict has been prolonged for a long time, yet as an observing person, we need to know the true facts rather than listening to improper media channels. This has motivated him to pay attention to the on-going issue and dispute properly through the Al-Aqsa channel with his knowledge.

1.7 Operational Definitions

1.7.1 Visual Media

According to W.J.T. Mitchell in *There Are No Visual Media*, (2005) 'Visual media' is an informal expression uttered to label elements such as television, film, photography and

painting, etc. Nonetheless it is very imprecise and confusing. On nearer examination, all the alleged visual media eventually involve the further senses (particularly touch and hearing). Entire media from the stance of sensory modality, are ‘assorted media’.

Visual media is a mode of communication which uses words, voices and images. Technology advancement has resulted in firms and businesses employing images and logos to interact with their clients. This helps customers to effortlessly recognize varied brands in the markets. It is a proven fact that using images is more effective than mere words and customers remember logos or images effectively rather than words. This is an effective way of mass communication.

1.7.2 Awareness

Roddy MacLeod (2006) described awareness in Journal Current Awareness: past, present and future. This author defined awareness as a realization of what happens in the previous time, what is happening at the moment and what might happen in the future. The capability of an individual to have knowledge about occurrences or entities is awareness. By being aware, an individual can confirm things actually comprehending them.

Awareness can be considered to be a virtual construct. Being aware allows people to have access to data which can later be processed as per their individual and personal requirements. In this study awareness is meant to mention to the knowledge about occurrences and doing activities. The researcher will indicate knowledge and activities (helping, supporting, sending money...etc.) to ensure the awareness of Palestine.

1.7.3 Palestine-Israel Conflict

According to Fecke (2012), the continuous conflict in the Middle East has included one more milepost with Israel's objective of Operation Pillar of Defence. The continuing conflict between Palestine and Israel is based on two crucial matters.

The first is linked to sustaining a moral preferred state with several inhabitants of foreign origin. The original population has been banned to enter their erstwhile homeland and now are forced to live as refugees.

The second is related to the forced military occupation by Israel especially using force against Palestinians. The continuous torture by Israel, forced the Palestinian populace to rebel and defend them.

1.7.4 TV Program

A television program may be referred to as a television show. It represents some content which is shown on the television. Such programs may be a one-time episode or shows which are broadcasted daily or weekly. Such shows are known as dailies, weeklies or even monthly serials. Television shows may include limited episodes or may be repeated after a fixed duration termed to be as seasons. Some shows are shot especially to be broadcasted on television known to be as special episodes. Television programs are either recorded and then broadcasted or are shown as they are recorded (live television). In this study all these programs which discussed the sufferings of the Palestinian people which include killing and destroying building are presented.

1.7.5 TV News

TV News or TV News programs broadcasted on television are referred to as television news. Usually comprise of one story or collection of stories which are presented by the same or different anchors. News programs broadcasted on television may comprise of different segments such as politics, current affairs, world news, financial markets and even entertainment sections.

Such segments may include live or recorded interviews by reporters, experts, general public or editorial content. Many news channels include debate sessions which include experts from varied fields pitted against common man. Currently, television news programs depict less hard news and include more commercially viable news. In this study all news or news programs which show or discuss the sufferings of the Palestinian people which include killing, destroying buildings.

1.7.6 University Student

A student pursuing any course at a university is referred to being a university student. Students may opt to attend different universities. A university student may either be a direct student or be enrolled in a long-distance program wherein the student does not have to attend class on a daily basis. The norms for entrance to universities differ across the world. In this study the university students are from the surrounding countries of Palestine i. e., Egypt, Jordan, Lebanon and Syria.

1.7.6 Leaders of Student

Leaders of students refer to those individuals who act as leaders on school or college campuses. To become leaders of students, all applicants have to undergo a strict

procedure. This procedure varies across different schools, colleges and universities. While some have relaxed norms, others have strict criteria which need to be followed.

In the majority of schools, this is an honorary post while some leaders are paid a stipend or wages. This is a responsible task and leaders of students have to remain totally dedicated and honest in their endeavours. Leaders of students have special tasks they need to achieve successfully.

In this study, leaders of university student are chosen as the university community's leaders or university colleges leaders in the universities in the surrounding countries of Palestine namely Egypt, Jordan, Lebanon, and Syria.

1.8 Summary

This chapter has presented problem statement, research questions, research objectives, significant of the research, scope of the research and operational definitions. This chapter exploring the effect of the visual media on the overall evaluation of the young leaders, how they view politics at the first place, what sort of awareness has been resulted, and whether these young leaders have other medium to rely on for interaction with the outside world. The study also aimed at developing an understanding of how visual media generates interest about programs, the effect of the programs in Al-Aqsa Satellite Channel, and the effect of visual media on the awareness of the Palestinian – Israeli conflict among leaders of university students in the Arab countries.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The present study embarks on the effect that media can create on the public. The specific event that the present study takes into consideration is that of the Israeli and Palestinian war. This is one of the long drawn power struggles that have been allegedly rooted in multiple causes and have been plaguing the entire region for more than a century now. Moreover, warfare normally entails violation of human rights and this particular war has been there for many times.

Furthermore, another point to be taken into consideration is that the Palestinian- Israeli war has also destabilized generations of human beings residing in that geographic region. The mass displacement of the particular ethnic populace as well as the systemic violence that has been subsisting in that region has hardly been found in any mentioned international forums that has given the rapport that one of the nation's share with the western world. Also coupled with that, it is known far and wide that the funding of such a long time welfare also comes from abroad to a large extent. On top of that, the abject as well as inhuman conditions that these displaced people have been subjected to, is in one aspect of grave consideration.

On the other hand, media has been coming up as a launching pad for not only news on a daily basis or for that matter incidents and events of national and international importance but also as a platform that showcases as well as castigates such events that need exigent attention as well as immediate action. However, media has also been blamed to be one

sided and not showcase matters impartially but take sides very often. The rise of the media along with its taking sides has been to the advantage of various quarters of the human community though. The role of the media in coming up with news on such incidents as well as events has been the order of the day.

In the case of the present study, the role of the media will be taken into consideration keeping in mind the ongoing war between Israel and Palestine and how media has in general and Al-Aqsa television channel in particular helped to create awareness among its viewers in the Arab world against the atrocities committed against the Palestinians by the Israeli forces for years together.

Moreover, once again, the role of the media in broadcasting events of international importance while taking sides would be researched upon in this particular study, taking into consideration the case of the ongoing war between Israel and Palestine and the way it has been reported by the visual media in general and Al-Aqsa television channel in particular. In this regard, the present study makes an attempt at studying the role of the media in creating awareness as well as in helping form public opinion among its viewers and how that has helped the Palestinian side to get support from these people at least in terms of moral support.

However, for the convenience of the study, most of the viewers who have been taken into consideration are students of the Arab universities. The logic behind focusing exclusively on the target audience of students of Arab universities is that it has been seen over the years that it is always the youth that takes an active role in forming an opinion about an issue as well as participating in protesting against the social as well as national and

international evils. Thus the present study focuses on these aspects so as to map the role of the media in forming opinions against the backdrop of the Palestinian- Israeli war as well as the politics involved in the war and the meditation of the same.

2.2 Israel and Palestine Conflict Background

The conflict between Israel and Palestine dates backs more than a century and thus has become one of the most long drawn wars in history. Not only as an on-going war of paramount importance for its long tenure, but also because of the factors that are to be taken into consideration which have led to this seemingly endless strife between the two nations. Tessler (1994) has been of the opinion that the causes of the war that has been going on between Israel and Palestine do not have much to do with the original reasons for which the battle among these nations ensued more than a century back. Thus, more than religious reasons or for that matter the urge among an ethnic community to create a new nation exclusively for themselves, there are newer reasons that have been added to the fire to keep the strife between the two nations extant.

Tessler (1994) further states that the war going on right now between Israel and Palestine has nothing to do with the age old strife between the Arabs and the Jews or even for that matter the Israelis and the Palestinians. He is of the opinion that the strife has not been carried forward by ‘primordial antagonisms’ and taking for granted that this initial strife has carried on for years would be to make a grave error in making an estimate of the actual situation as it subsists in the contemporary times.

Tessler’s view of the research and his findings demonstrate that the conflict between Palestine and Israel is perceived as the religious differences by the public and therefore

the religious issue is the base for the start of the war between the two nations. But he tried to create the awareness that the reason behind the conflict is not the religious issue. Yet Tessler's research did not actually highlight the actual cause of the conflict between Palestine and Israel if he argues that religion is not the cause. A study that is aimed at creating correct awareness is expected to be precise in showing how critical is the view on the awareness.

On the other hand, Caplan (2011) is of the opinion that the conflict between Israel and Palestine is still unresolved and is regularly fuelled by the years, decades as well as centuries of hatred, bitterness as well as revenge. Caplan's opinion is true about the never ending conflict between Palestine and Israel because various media channels all over the world are still bringing us the latest update on this issue. Caplan's study created a gap in the awareness of the visual media effect about the conflict between Palestine and Israel, since Caplan discussed the extent to which the conflict is still continued. However, further research is needed to show how this never ending conflict is perceived by the public.

There is also this increasing relevance of using the visual stimulus for making sure that the right sort of message pertaining to the visual media is communicated at the first place. That means not only the piece of information is important in this regard, but at the same time, there is also this feeling that certain times, even the small imagery might do a good job when it comes to the portrayal of the right sort of the message. This is especially important when there are war and military conflicts as they provide a sort of emotional impulse that not many other things can do that job.

The focus when it comes to the social media is that how the visual symbols and imagery can be used to change the perception of the people and how it plays its part when it comes to changing the opinion of the people.

But it means that whenever one talks about the quality of the journalism, then these facts should be kept in mind regarding that there are many times when in a bid to sensationalize a certain aspect of journalism, people usually forget that the idea must be presented without too much sensationalism that might tilt the perception of the viewer, this is where one gets a feeling that the improvement is needed as people need to make sure that the whenever there is reporting of any event, the persona prejudice has to be kept aside so that a more realistic or complete picture of the whole event is in place. This was especially eminent during the Syria and Gaza crisis when hosts of pictures flashed on different media outlets and they were far away from the reality.

Alatout (2000, 2003, and 2006) discusses the political as well as geographical features along with the history of the two nations that has led to the bitterness in the light of the water problems of these two nations. Part of this finding is agreeable with Caplan's (2011) finding about the bitterness, hatred and revenge that fuelled the years of Palestine-Israel conflict. Thus, this research again did not show any findings about how the media reporting is received by the public, which is about the Palestine-Israel conflict. Therefore, the current study will be beneficial in terms of showcasing how visual media can create a better understanding about the whole story of Palestine-Israel conflict rather than the cause of the conflict.

But the study is not narrowed into the exact factors of the hatred that causes the continuation of the conflict, bitterness and revenge. What is lacking here is a different dimension of view point of the reports telecasted by media channels so that the claim made by this research can fill the current gap. The current gap is the correct awareness of the Palestine-Israel conflict. Perhaps the agenda setting or the opinion leader approach could provide better awareness of the continuation of the conflict rather than just an overview stating the current status of the conflict.

Furthermore, Caplan (2011) says that the main bones of contention between the conflicting parties are based on the following points:

- Sovereignty of the land
- Demography, land purchase as well as migration
- Borders

Caplan's findings shed some light on the statements by the Alatout (2000, 2003, and 2006) that discuss the political as well as geographical features of the two nations that cause the prolonged conflict. So far as the sovereignty of the land is concerned, both nations – Israel as well as Palestine claim that the particular piece of land belongs to them. Also, the actual boundary under contention is also disputed and somewhat fuzzy.

In terms of demography, land purchase as well as migration, most of the disputed part of land is inhabited by Arabs (Muslims and Christians). The number of Jews residing in this part of the world is far less than the number of Arabs, (Muslims and Christians) staying in this area.

Caplan's (2011) findings also elaborated on Tessler's study about how the Arab-Jews issue had provoked the Palestine-Israel conflict. According to Caplan, pattern of migration, in the case of Jews, is however, interesting to note. Whereas in 1914, there were only 60,000 Jews compared to 7,31,000 Arabs in the area, the last figures of 2005 suggest that presently there are more than 5 million of Jews and have slightly outnumbered the number of Arab Muslims staying in that area. So, within the span of a decade, from a relative percentage of a little more than 70% of the total population, Jews have now become more than 50% of the entire population of the region (www.procon.org, 2012). This obviously means that there has been a whole lot of migration from various parts of the world to the Promised Land.

But the composition of the Jews had been higher compared to the Arabs, which causes the Jews to perceive that they hold the greater right to claim the land as theirs. Though this finding is quite interesting to know, a further research on how the conflict reported by al-Aqsa channel creates awareness among the public will be better.

As far as the dispute of the border is concerned, the national territories of Israel and Palestine have been changing over the years. Continual disputes, wars, surprise attacks have resulted in the change of the borders of these two nations again and again. For the most part, though, it has been the Palestinians losing land in the hands of the Israelis, either due to surprise attack, or because of war, or simply because of the Israelis might (Quandt, 2005).

So far as the actual history of the Arab and Israeli conflict is concerned, it may be noted that it started way back in the late nineteenth century with the emergence of the

struggling migrating Zionists i.e., Jews and that of the indigenous Arabs as well as the Christians. The Jews have taken the Hebrew Scriptures, moreover the verses from the Torah that of the holy Moses, wherein God is said to have given everlasting possession of the Promised Land to Abraham. The Jews claim to have descended from Abraham, as well as his sons Isaac and Ishmael. Though over the years, the Jews have been reduced to a minority, they claim to be the original owners of the land.

On the other hand, the Muslims also owe their lineage to Abraham or Ibrahim and are of the opinion that he is the forefather of all Arabs or for that matter the Semitic people. This is through the lineage of Abraham's son Ishmael. It is only in the 7th century that the Arabs conquered the land of Palestine after the spread of the newly developed faith of Islam. In the late nineteenth century, the strife became widespread and revolved around the possession of the land, the division of the same, as well as the claim for which community would share which part of it. Thus, the boundary of the land between the Israelis and the Palestinians – that is between the Jews and the Arabs became prominent. The Biblical Hebrews came up with various scholars including Dayan as well as Ben Gurion and they claimed legitimate ownership of the land citing Biblical references as the evidence (Caplan, 2011). Various books as well as other publications have discussed these issues at different points of time. Poignant examples of such publications include the ones made by Martin (1974, 2008), Malkit (2010) and Vet (2007).

Again, Caplan (2011) further notes that apart from the religious connections to the claim of the land, there are other more secular issues attached to the claim for this particular land. The subject of Archaeology has come handy in this regard. Both the Israelis and the

Palestinians have made adequate use of this particular subject in order to make their claim for the land more legitimate than the other. This has resulted in refuting the archaeological claims made by the other party and the process has continued for long. Furthermore, Caplan (2011) suggests that even the academia has not been able to come up with satisfactory results for the two parties involved. Various committees have been established in order to determine the legitimacy of the claims but no seriously satisfactory results have been found till date.

Initially it was basically arousing of a certain consciousness among the Arabs of the region to come up with a distinct culture of Arabness or Arabism that they shared given the distinct religious as well as other demographic attributes they shared. Along with the mainstream European culture present among these Arabs, they owed a lot to the actual Semitic or Arab races they evolved from. Thus, speaking Arab, or maintaining a separate Arab culture became the order of the day.

In comparison, the Jews, the religious minorities at that time, focused on the regaining of their promised Holy land. Thus, Zionism came up as a way of regrouping among the Jews in order to gain control over a piece of land that is said to have been promised to them by God himself. They sought to find answers to the “Jewish question” and thus bitter strife ensued between the two communities. Around 1914, various meetings between the Arabs and the Jews failed to provide answers or satisfactory solutions to both parties in this regard.

Recounting the battle of 1947 between the two warring parties, wherein at the initial stage, the condition of the Jews seemed rather precarious and later on only with the help

of the British that the Jews ultimately fought back and reclaimed their land (Karsh, 2002). Tessler (1994) further notes that since 1947 to 1967, war or struggle between the two nations became more of a routine event. Most of this routine war is obviously characterized by the loss as well as humiliation of the Palestinians at the hands of the Israelis. However, things for the Palestinians improved with time and till date this strife has continued with brownie points being scored at each side from time to time.

2.3 Effect of Visual Media on the Israel and Palestine Conflict

The Palestine-Israel conflict has received a lot of coverage especially on television. However, there are many individuals who strongly believe that the coverage provided by television and other modes of media at the international level is biased and skewed. Such opinions have resulted in several complaints against news reported on television and in the media when compared to any other topic. The majority of the complaints are related to terminology issues employed during reporting. The media especially BBC has been employing different terms to describe similar attacks by both sides.

For instance, it has been seen that the media especially in US employs terms such as "atrocity", "brutal murder", "mass murder", "savage cold blooded killing", "lynching" and "slaughter" to discuss the death of Israelis but the same time are not used when the death of Palestinians is concerned. Likewise, it has been proved that the media has frequently employed terms as terrorists to describe Palestinians, in case of Israeli people, the term employed by the media was extremists or even vigilantes. It is essential to note that the media plays a strong and direct role in influencing people and hence they have to act responsibly and report facts without taking any sides.

Media has been effective in creating awareness and is known to disseminate information regarding the latest news, events as well as incidents from each and every corner of the world in order to make the readers or viewers aware about these happenings. However, apart from informing or appraising the viewers or readers about the latest happenings, media also creates awareness to a considerable extent. Warner (2009) has argued in this regard that media is perfectly capable of creating awareness among the readers as well as the viewers but also fails short of inciting action after having evoked awareness in the viewers.

Warner's point of view highlights that the media succeeded in getting the public's attention towards the issue but it lacked in creating the understanding of the logical aspects that are related to the issue which is the conflict. As what the Agenda Setting theory suggests, the media reporting is supposed to be clear and precise to the audience such that they are capable of separating the important and less important agenda. This plays an ultimate role in how the public perceive the news and how they evaluate the nations involved in the conflict. The effect of the media reporting is at a risk of creating bias or favouritism and therefore it is important to have incited action after the news telecasting.

Gupta and Dayal (1998) have also been of the opinion that media is instrumental in creating awareness about the issues that the society at large is plagued with. Thus, the role of the media in coming up with creating awareness among the people in these areas can hardly be ignored. But more justification is needed on how the awareness is created.

For example, a related theory might be helpful in explaining to the readers how the media reporting creates awareness about the Palestine-Israel conflict.

With regards to this issue, the visual media needs to play a better role and they have to ensure that they present both sides of the picture. What is really happening at the moment is that there is a sense of increased biasness from the media outlets that is robbing the visual media the clarity of the thought in that regard and due to that, what people are receiving is a bit of the distorted view of the reality that does not provide a fair idea about what the actual problem is at the moment.

In today's world, the visual media plays a big part in the creation of the awareness but along with the creation of the awareness, it also has the ability to create the power of the perception among the people. So this is an important aspect in that regard that is needed to be looked at the first place. What is really happening at the moment, that each of the respective sources of the media is trying to present only one side of the story and what it does is that it is only presenting the half-baked facts that do not add that much value to the proceedings. So this is one thing that has to be kept in mind in the long run.

The better approach would be to provide a much wider view of the conflict that is faced in that region and to depict the picture that is much closer to the reality as compared to what actually is perceived at the first place. So this is one thing that has to be kept in mind when analysing the role of the visual media and how it plays its part in the creation of the awareness.

In terms of theoretical discourse, various theories have emerged in this field that has underlined the effectiveness of the visual media given to the various channels of communication. Ramos (1998) has been of the opinion that visual media shares both a verbal and a visual channel of communication. Ramos is definitely accurate in his opinion because the public is reacting based on what they hear and see rather than just what they hear or just what they see. Without either one element, it is difficult to create the effect of visual media on the conflict between Palestine and Israel.

Thus, this particular medium incorporates “pragmatic analysis not only of communicative situations in which an addressee’s choice of an interpretation matches the addressor’s intended one, but also situations where for some reason communication does not reach an optimal level of interpretation” (Taiseer 2009, p52).

Of course, interpretation of what is aired through the visual media has direct reference to the reactions that elicit from the viewers. Then it also becomes relevant for both the broadcasters and the audience since in the light of the present study, one that probes into the reactions that people or for that matter the audience have had based on what has been shown on the visual media relating to the conflict between the two warring nations of Israel and Palestine and the reactions that these programs have elicited out of the audience.

In terms of the verbal visual model of media discourse, the programs aired on the visual media with special reference to the ones broadcasted by the Al-Aqsa television channel have indeed heightened awareness about the other side of the story and researchers like Hassan (2008) have proved that people in the Arab world are more aware as well as

concerned about the atrocities faced by the Palestinians in the hands of the Israeli forces. The awareness mentioned here is able to be achieved due to the effort of al-Aqsa channel in featuring what had happened by looking at all dimensions.

Even in other fields, the visual media has been found to be much more effective as compared to the other media that have been used to create awareness, draw attention or for that matter generate interest. Even the fraternity of education has started using visual media in order to teach their students better, more interestingly as well as more effectively (Sharif, Wills & Sargent, 2010). Thus, the visual media as a channel for creating awareness is no lone attempt made by Al-Aqsa channel and it has been used by many diverse fields is evident from the above mentioned study.

In the context of the present study, the issue of the strife between Israel and Palestine is of immense interest to the media. This particular news has been in the centre of the media for a long time and has been making headlines across the world. As far as the media is concerned, it has been seen on various occasions that locally, the struggle has continued for decades and keeps going on due to various crises arising out of the political and economic reasons and hammer constantly, results in the viewers of TV a strong desire to follow the events with the help of the mass media, especially the visual media (Aldalow, 2008).

On 14th June 2005, International Media organized seminar entitled “Role of media in peace, conflict between Israel and Palestine” to debate on the influence of visual media in creating awareness on the Palestine-Israel conflict. The International Media Seminar on Peace in the Middle East debated regarding the conflict was held to seek the awareness of

Palestine-Israel conflict and how media influence it. According to Ahmad Fazwi, Director of the News and Media division of the United Nations Department of Information, the main role should be played by media is to promote truth facts without fear or censorship. Through this seminar, he hopes to establish to viewers how media capable of shaping public opinion and how this could lead to world peace. The power of media in this age of information influencing public opinion was growing daily. The influence could not be overemphasized. One of the participants, Hisham Kassem of Al-Massry Al-Yaum of Egypt mentioned that even the war has been over 32 years ago, but the influence of media and politicians still can stigmatize him. Another participant from Israel, Gideon Levy of Ha'aretz has been trying to show the Israelis the hidden stories of what is happening because of the war, yet those people prefer to trust media more. This indicates that media has major influence among people compared to those who really experience the incidents. Media has been hiding and avoiding certain stories for their own good and purpose. Khaleel Shaheen of Al Ayyam of Ramallah said the Palestinian media was paving the way for an independent State and it would affect the whole process. The Israeli media had witnessed some changes. The Palestinian media reflected a realistic image of what was taking place, the barricades, the destructions, the shootings, the settlers uprooting land and destroying houses and the imprisonment of thousands. There could be no peace with occupation.

However, various studies have also been of the opinion that media has been distorting the news related to the conflict between Israel and Palestine (Konig, 2011). Konig combines various studies to report that media is, to a large extent, biased regarding the conflict that has ensued between Israel and Palestine and thus the result mentions to the audience are

rather incomplete and rather skewed. The study also reports that the condition is such that it is beyond the control of the journalist who is reporting the news.

Thus, it has become clear that there is a pressing need to air the other side of the story, one that is real and at the same time normally goes unreported. This is where the application of the Agenda Setting theory and the Two-Step Flow theory comes in place. As stated by Konig (2001), the perception or the news received by the public is opposite to the actual situation to a certain extent. Referring to the two theories, the awareness creation, if left alone to the media channel or to the journalists, might become inaccurate. Rather, aspects such as the relation of the media agenda to the public and policy agenda as well as the Opinion leaders in the news reporting might improve the inaccuracy spotted.

Kapitan (1997) has also been of the opinion that the western media is generally hostile towards the Palestinian side of the story. But the hostility is rather unintentional due to the nature of their common cultures. The westerners tend to side to the Israelites because they might feel that Palestinians act unreasonably. The text further mentions that the way the western media has labelled the Palestinians, taking to arms as a terrorist movement actually hides the fact that these people have taken recourse to arms only due to the atrocities committed against them as well as those heinous crimes committed against the general public of the nation. Kapitan is of the opinion that the terrorism approach by the Palestinians is due to no choice left and due to the condition that they have to defend themselves. But the westerners who do not have this information or those who did not

educate themselves to study beyond the terrorism behaviour of the Palestinians shows hostilities toward the Palestinians.

2.4 Effects of the Visual Media on the Awareness

Visual media is a strong area to create awareness amongst the common man. It is an effective medium to contact broader groups and clients. Media can be used to create awareness related to political, social and other related matters. Both the television and visual media can be employed to portray both data and images. There is a strong possibility that the audience may not be educated enough to comprehend the data but they would develop awareness immediately if they see images or pictures. Thus, it becomes very easy to create awareness related to any topic if these mediums are employed.

Further, the chances of incorrect comprehension also are reduced to a great extent if visuals are employed. Using these modes also makes it easy to create awareness amongst any age group. While written data may be comprehended by a few, visuals are easily grasped even by children. Further, these mediums have a wide reach so it becomes simple to connect and create awareness with a larger section of public. Employing such modes to create awareness allows providing information to people within the comforts of their own homes. It can thus be inferred that the impact of both media is direct and strong.

During the field work done by the researcher in the area of media and journalism, Hassan (2008) conducted various field interviews in 2008 in order to measure the level of public knowledge around Jerusalem city including its mosques, homes and the lives of the general populace and that the results exhibit that there is a major drawback in the knowledge of those people who were interviewed. In 2010, one more series of interviews

on the same subject area was conducted and to the utter astonishment of the researcher the results show that there is a good level of knowledge related to the issue of the ongoing war between Israel and Palestine.

This brings the question, does Al-Aqsa Satellite channel have a role and effect in improving this knowledge? In this study, the focus is on the examination of the effect of Al-Aqsa channel on the awareness of the viewers of normal visual media in general and Al-Aqsa television in particular related to the atrocities that the Palestinian populace is faced with a daily basis in the hands of the Israeli forces.

It is clear from the researches performed at different periods of time and those performed by Hassan in particular that the level of awareness about the status quo of the dispute between Israel and Palestine was relatively low till quite recently. Hassan's study has indeed come up with what effect visual media can do or how visual media can turn out to be helpful in augmenting the level of awareness that the general masses of the area under consideration had over a span of just two years. The visual media and awareness concept is always related whether it is directly or indirectly impacting our lives. In older days, the media was not literate enough to have visual effects. However, at current, most of our daily routines connect to visual media. As it is such an agreeable topic that visual media and awareness is very much inter-related. Most of our day to day activities are based on the visual media, for example, purchasing products are based on television ads and also the news we hear every day is impacting our lives as we tend to believe in it whether or not is factual or purely assumption. There are many issues and agendas happening in the world now, especially the Palestine and Israel conflicts and all the details in the agendas

are brought to us by the visual media which is the television. Most of the research done and also on the field news given to the people could be seen clearly. Some of it is live from the scene. All this is creating awareness for most of us, especially the young minds as it is impacting their life as well. And by this as well, the awareness is given to other countries which are not related to the issue. As such visual media is creating awareness at large at current. Visual media are considered as speaking to the public by public. Whether or not the purpose of visual media is to create awareness, but it is definitely doing the job. As more people are affected by contents of visual media and more of us are drawn to it or rather to say depending on visual media for awareness. One fine example of this is, some of us do not check for the validity of the news that the media is bringing.

2.5 Media Coverage on Conflict of Palestine–Israel

Hunt (2010) in an article entitled “Art or propaganda? – Reflections on Gaza. Theatre and the Big Interview” which was published by the Kamal Adham Center for Television and Digital Journalism had given a comparison between state-led propaganda and individual activism in the form of theatre in covering the conflict of Palestine-Israel. Hunt said that Israeli media carefully omitted visual images of Palestinian children killed or maimed while on the other side; they were the main news for Palestinians. Israel has tight control of information to the press which is branded as “hasbara”.

Hunt disclosed that Israel and pro-Israel groups world-wide used volunteers to constantly supply updates to the editors, journalists and commentators to see the news from Israel’s perspective. Hunt’s study showed that the Arab media was affected by the geopolitical rivalries between Al-Jazeera and Al Arabiya. Al-Jazeera was for the Gaza war what CNN

was for the first Gulf War as everyone else goes to Al-Jazeera for their images and commentary.

Hunt explained how the theatre can be used to convey political views from a different perspective by using Cheryl Churchill's 10-minutes play entitled Seven Jewish Children which is a play about Gaza in 2009 as an example. Hunt's findings show that visual media like theatre that is not dependent on government but on a vibrant civil society can discuss matters in a spirit of open dialogues.

Also Cinema is a visual media that has the capability to reach millions of people, each of whom will witness the same film, and theoretically, the same experience and message. Hill-Parks (2004) in her study entitled "The Formation of Ideologies in Narrative Film: Understanding War through Three Kings and Black Hawk Down" has specified how exploring fictional war films construct ideologies of war through narrative of actual war. Her study is based on modern American war films with specific emphasis on "Three Kings and Black Hawk Down". She has cited fifty-two films in her studies.

Her study explained in depth narrative elements of American war films such as the content, structure, absence of certain elements, film style, and the mode of address. The study of war films enables the society to have a better understanding of war ideologies directed to them at the moment of production and how future societies will view them. The way American war films portray certain aspects of war either visually, orally, structurally or morally influences how the majority of Americans feel about war and the military.

Chouliaraki (2009) in her study “Journalism and the Visual Politics of War and Conflict” showed how journalism influences the imagination of the community through the choice of images and language involved in war and conflict reporting. Her research is concerned about the ethical response of the viewing public from the effect of visual journalism. The study was done based on two footages of war and political conflict namely the Greek-Cypriot conflict and Iraq war. Findings showed that through strategically structured aesthetic quality, journalists participate in provoking the imagination of the viewing community, and subsequently induces moral response of the viewers.

In this study, the analytical tool was used to conceptualize the footages with specific visual (camera work) and linguistic (voiceover) choices and its relation in inviting a particular form of pity and philanthropic sentiment from the viewing public. Chouliaraki finds the reporting of war and conflict proceeds through the ethical obligation of journalistic witnessing, which regulates the boundaries between fact and fiction and not simply in following the professional codes of conduct.

Hulme (2001) mentions in his study The Modern Media: The Impact on Foreign Policy with the primary objective of discovering whether the media has an effect on foreign policy. The specific objectives of his studies are (1) the possibility of media effect (2) its chance of employment and (3) a short recent historical study of the media effects with regard to foreign policy. In this study, the author had reviewed numerous articles, books and thesis on the effect of media on foreign policy.

His study showed that the combination of visual images and real time television production has the potential on the emotional effect of the population of a nation if

produced in the correct semiotic manner. Most media viewers are moving towards the Internet and have the choice of what to watch, and it leads to the decrease of the media effects. However, it can still be concluded that the media influences foreign policy at a certain extent, where it prompts the government to react to political unrest in another country. However, Hulme did not specify the extent of the media effect on foreign policy, such as political decisions taken in response of media exposure.

Also Hamdy (2010) in her article “Arab media adopt citizen journalism to change the dynamics of conflict coverage” pointed out that media in Arab countries is influenced by the events of the conflict between Israel and Palestine. The events concerning the Palestine-Israel conflict are of large magnitude and require world attention. Israeli forces did not permit the media reporters to enter Gaza and tortured the reporters who dared to enter. Both, Israel and Palestine employed the weapon of social media in the region to win the war of public opinion. Facebook profiles, blogs, and Twitter accounts were used to diffuse the propaganda from the opponent and highlighted their own propaganda.

Israeli defence groups used the YouTube and advocacy groups focused on the blogs. Hamdy also explained how the Gaza conflict was the focus of Arab televisions with the geopolitical rivalries intensifying between the two influential news channels, Al-Jazeera and Al-Arabiya. The politicized stations of the region either took the Hamas side and relied heavily on visual footage of carnage, or took a more pro Fatah side and chose to avoid the graphic pictures. According to Hamdy, the traditional media methods of war coverage are changing. Contemporary war coverage has added the cyber dimension whereby a lot of visuals can be included.

Thus, the coming out of the visual media that supports the Palestinians appeared as a state of awareness which has bettered gradually, and has affected a proactive role towards the Palestinians (Harb, 2009). In this scenario the media has played an instrumental role in the formulation of political awareness by giving the viewers the news of the exact happenings and that too from the point of view of the oppressed and not from the perspective of the oppressor.

Again, this has been noted by esteemed dailies like The Guardian that has explicitly mentioned that what media is showing for the most part is incomplete news. Even world class news channels like the BBC have not been spared. The report, written by Gibson (2006) mentions that BBC has been delivering incomplete news so far as the conflict between Israel and Palestine is concerned. The report further mentions that the oppression that has been meted out to the Palestinian populace has for the most part gone unreported and that BBC, in spite of being a visual media channel of repute has failed to come up with this part of the story.

People of repute from various quarters including both the media and the elites of the Arab community have welcomed this report and have called for a much more clearer picture of the actual status quo of the incidents happening in that area and the atrocities that are being committed against the dwellers of Palestine (Gibson, 2006).

Also, the text authored by Milton Edwards (2009) mentions that the news about the blood spattering on the holy site of Israel and Palestine as well as the war that has ensued because of the same has indeed attracted the notice of the media and has thus enthused the media to publish pictures and videos through various media with special reference to

the visual media so as to create awareness among the general public of various countries in general and the Arab nations in particular.

This news has been effective enough to incite the Arab populace and especially the younger lots of people to take into launching vehement protests against these war time crimes committed against the general public of Palestine. Milton Edwards (2009) further mentions that the protests are so vehement that it has been seemingly a second uprising breaking out as against the atrocities committed against Palestine.

To this end, it may be noted that information policy also plays an important role in the formation and change of the mind of the people, and their urge to work for and support the Palestinians (Rahman, 2009). Once again, there is hardly any speck of doubt that the awareness of Palestine case is the first step of the stages of change that the grim reality of the Palestinians, suffering and abject circumstances (Daud, 2010).

The visual media which shows from inside Palestine makes the Palestine–Israel conflict more mobile given its ability to transform the image from the field and the transformation of the suffering of the people's voice as well as their image (Thuria, 2010). This has turned out to be one of the major domains of the importance of the Palestine–Israel conflict awareness study and the Palestinian media which shows from inside and the present study attempts to throw light from this perspective.

So far as the role of the media in generating interest as well as awareness and the Arab university students are concerned, let it first be noted that various educational attempts have already been taken to cure the media of its follies like reporting skewed news

(Kapitan, 1997). Kapitan (1997) further reports that the University of Notre Dame has instituted a special course for students on full scholarship especially catering to the students from those nations that are under conflicts. Graduates from this university who passed under this particular scheme are working to restore peace in these two warring nations. Also, it may be noted that the studies conducted by Hassan (2008; 2010) point out to the large scale increased in the level of awareness among the university students of the Arab states and that they have started showing interest in the various events concerning what the general masses in Palestine are faced with.

The Palestinian-Israeli conflict has been researched in different fields. Two studies have attempted to assess the historical side like the ones performed by Bassiouni, (2012) and Almusari, (2008). Two researchers have examined the geographical side (Abu Amre, 2006; Sayigh, 2008), and others still have argued that Palestine is for the Palestinians and the Jewish people do not have the right to stay in that land i.e., Palestine. These studies focus on the incidents that have taken place as well as the physical division in the landscape. However, studies based on the human experience have also been narrated. But, the mass media has been instrumental in changing the views, while attitudes are something that is rather new in this area. But in order to understand the role of the mass media, it is imperative that the researcher has to use facts and figures that these studies provide us with.

Conflict exists in all parts of society. The presence of conflict is detrimental to all entities and aspects in the society including people, animals, the work environment and the like. It becomes very difficult to pursue a normal life or work or act in a normal way when one

is aware of the conflict surrounding oneself. Conflicts may occur due to several causes including not being aware, being selfish or refusal to accept the perspective put forth by another individual. In the majority of instances, it has been seen that the chief cause of conflict is unawareness on part of an individual, a government or a nation. Any conflict which arises when there is awareness usually is minimal and beneficial.

However, a conflict which arises in the absence of awareness can be all-encompassing and destructive. It is possible to resolve conflicts successfully only when people agree that the conflict is present and earlier endeavours to deal with it or to overlook it have been unsuccessful. The moment, there is awareness; strong measures can be taken not only to reduce the conflict but eliminate it completely. Thus, it may be inferred that awareness is the key to resolve conflicts of any kind. If people choose to be unaware it would become impossible to solve conflicts.

2.6 Effects of Visual Media on Awareness of Palestine–Israel Conflict

The Israeli-Palestinian conflict has been prolonged for decades now, heating up and cooling down but never being deciphered (Milton-Edwards, 2009). This has created dramatic events and colourful characters in the world's media story. Over the years, the conflict happening in the Middle East has been highly emotional with media's allegations on both countries. This has created a scenario that conflicts and media have become important topics as the world grows more interconnected and the communication has been dramatically influenced by the Internet, satellite dishes and other advanced technologies (Thussu, 2005).

There are many reasons to believe that the visual media is going to play a huge part as far as the overall level of the conflict resolution is concerned and it has a bigger role to play if one keeps in mind the overall situation and the way it creates awareness among the people. There is a fair amount of evidence to believe that if the visual media acts in a humbler and sensible manner, there is all the likelihood that they are going to achieve their organizational objectives in the long run. The idea on their part is to ensure that they allow these things to happen in the long run.

What visual media can do is that it can take and present the both side of the stories. In that way, the young leaders who are in the position to influence have both side of the perspectives as far as their own decision making is concerned and it is going to help them a long way when they are opting for a resolution of the conflict. The idea is that they are going to help in a way when there is a discussion about how things are being done in the long run and what some of the consequences are when such a decision is made at the first place. Other thing that is that this phenomenon will provide clarity of the vision regarding how things are supposed to be handled at the first place.

Shanahan and Morgan, (1999) and Carroll and McComb (2011) concluded that the way the visual media describes the terrorism and the terrorists matters the most because the audience who read and view the news will have a frame or prime of defining and labelling terrorism. The way the media covers terrorism through their narratives sometimes creates importance to the terrorists (Carroll and McComb, 2011). The author summarized that media's coverage provides both undue publicity for the terrorists and

unlimited fear and feeling of insecurity for the public. In the end, visual media could also lead to further terrorist attack.

2.7 Visual Media and Creating Awareness

Andrew Moore from Copenhagen Business School conducted a research entitled Documentaries and Humanitarianism. The objective of this study is to find out why documentary films are effective media that have the potential to create awareness (Rollyson, 2006). The researcher used a qualitative research method to gather the data. A focus group of health professionals were interviewed after they watch the documentary SiCKO, a research institution working in the field of survey, it works in the Middle East, already it is an accredited and independent view. The researcher also conducted interviews among the documentary creators whose documentaries had created awareness among the audience (Murphy, 2010).

Through the qualitative research and analysis of the findings, the author presented that documentary films provide the audiences with in-depth analytical content of an issue or a topic. He also found that the documentary films can be defined as a political tool for gaining credibility on a specific topic or issue or cause. Another finding of this research is that in order that a documentary may achieve attention; the documentary organization must act defensively towards the documentary and not try to attack or criticize the documentary.

Since the documentary film SiCKO has been used as the research base, the author also included its impact of it in creating awareness. This documentary had influenced in creating awareness by using entertainment to provide educative information. Finally, the

author noted that SiCKO had raised questions of universal healthcare and health insurance failures in the US that were not addressed domestically and thus created international awareness.

Various studies have discussed the reach of the media on the Palestinian and Israeli sides, such as Alaaied (2006) and Yaseen (2008). Again, various other studies focus on a comparative probe between the channels as well as how these channels cover the Palestine–Israel conflict (Shaheen, 2007), which incidentally focuses on the Alhura channel as well as those programs aired by the Aljazeera channel. Arar and Mustafa, (2011), on the other hand, explains the difference between Abuzabi channel and that of the AlAalem channel as these channels depict the Palestine–Israel conflict and notes the policies of these channels.

The awareness of the Israeli - Palestinian conflict, a determining factor for a declining Israel, which appears to lead to the cut-off of the economic relations and political relations with Palestine (Yosri, 2009), and the strongest way, as it seems, to reach the people as well as capture their awareness and convictions is through the proper use of the visual image (Hassan, 2006). Alatout (2006), on the other hand, gives us an account of the philosophical implications of power as interpreted by other philosophers and relates it with the Israeli-Palestinian conflict.

Yosri (2009) suggests that further research should be done on the awareness of Arab about Palestine–Israel conflict since the visual media in Arab countries is mostly controlled by the governments and thus these should be examined so as to comprehend the level of awareness and the ways in which this level of awareness can be increased.

The visual media capturing the inside Palestine effect in raising the issues of Palestinian-Israeli conflict has become clear through the transfer of images and the suffering of the Palestinians (Olian, 2006) by many news channels. Many channels have had a good role to play in the Palestinian issue, and among the most prominent visual media outlets that have had a role is Al-Aqsa satellite (Thuraya, 2010).

Al-Aqsa satellite channel was established recently, broadcasting from within Palestine, from Gaza. The channel broadcast media focused on action against Israel and has called for just rights for the Palestinians and the return of Jerusalem under the administration of Palestinians. Incidentally, the Israeli Occupation Air Forces has bombed the channel headquarters twice (Thuraya, 2010).

Al-Aqsa Satellite channel has been discussed in the works of two previous researchers. Both studies have been comparative by nature. The first study was done on Al-Aqsa TV and Al-Quds TV and the study discussed the priority in news coverage (Wadi, 2009). On the other hand, the second study is also a comparative study but nevertheless focuses on providing media coverage to the cultural side between Al-Aqsa TV and Palestine TV (Hassan, 2008).

In another study, The Center for Studies (ASBS) in Jordan carried a poll (2011) that concluded that Al-Aqsa Satellite channel was at the top of channels that viewers depend on in order to reach information over Palestine. The same poll also concluded that the channel is second following Al-Jazeera on the top channels that viewers are interested in watching. The present study can focus on as well as find out the aspects that made the

viewer interested in watching this particular channel as well as the effects on the awareness of Palestine–Israel conflict.

Rouhana (1989) has discussed that the growing number of educated Arab students as well as the increasing number of goers to the university is indubitably going to pose to be a challenge for Israeli government in formulating policies against the Palestinian nation. Thus the role of university students of the Arab nations as well as the Arab races is significant in the case of the war between Israel and Palestine.

The results of the programs aired by the Palestinian visual media channels in promoting awareness among the audiences related to the actual story of the conflict between the Israelis and Palestinians is significant in recent years. It is clear that the various studies conducted on these areas have yielded results that prove the growth in the level of awareness related to the Palestinian side of the story that has been very carefully shunned as well as suppressed by the western media for the most part till now.

What also comes up is that the general attitudes of people regarding the war in general and the actual stream of incidents as well as events happening in West Bank or Gaza strip or for that matter on the Palestinian grounds have indeed concerned the younger generation of people residing in these areas as well as the Arab world at large. The study conducted by Bar Tal and Labin (2001) have shown that the general attitude is generally improving and especially among the younger lot of the populace in these areas. Again, general attitude in this case would refer to the attitude shown by the vast majority of the concerned population.

Hassan (2008, 2010) has also been of the opinion that the general attitudes have been changing in this regard. Thus, it has become clear that there are indeed widespread resistances towards the atrocities committed by the Israeli forces on the Palestinian population vide the awareness spread by the television channels in these nations. Though not many studies have focused on the increase or decrease of awareness, Hassan's study comes out as a seminal one in this regard that exclusively focuses on the level of awareness among the Arab population regarding the Israeli-Palestinian issue.

A paper presented by Gordon and Holguin (n.d) discussed the ways in which the power of the mass-media can be used to help in resolving issues, rather than inflaming the conflicts. They have examined how in this age of instant digital communication, there is a function for pro-active deployment of television, Internet and other visual media to help the multifarious process of conflict management and aid the transformation to peaceful, liberal democracies. They outlined a chain of principles to steer and guide conflict resolution professionals, media practitioners, and NGOs on how the media can best play a productive and positive role in conflict and post-conflict scenarios. With the help of practical example, they showed that visual media does impact the people and it can be rightly used to create positive awareness among people.

Norman (2009) examined a form of participatory media emerging in Palestine that she calls "youth media." She employed the term "participatory media" to refer to alternative media produced by communities and individuals that "share personal stories and collective experiences" (p.78), and frequently confront the dominant narratives of the mainstream media and raise awareness of issues.

Such forms of media, as highlighted by Norman (2009), are capable of spreading awareness of a much higher level. Information and updates travel amongst the youth much faster and reliably than through any other form of media. Such “participatory media” are indeed more effective and have spread awareness in people around the globe.

For the creation of awareness amongst people, it is indispensable that the media begin to expose the clash as it is the Palestinians, being colonized, and Israel, the colonizer (Rashid, 2009). On the contrary, the media has assisted to smudge and distort the reality of the situation by means of improper terminology and even worse, by misrepresenting and twisting the basic facts concerning the core of the conflict which are racism, colonialism, and ruthlessly uneven distribution and lack of balance in power relations.

Rashid (2009) hence argues that the international media has the capacity and the capability to affect change and it is a strong and effective weapon and a resource that should not be underestimated. It is indeed true that the concentration of the international media on many issues has given those issues fame on the world scene; while the silence of the international media on numerous issues has destined international ignorance.

In situations of open, violent conflict, as in the situation of Palestine, communication and information structures regularly break down entirely, and this serves to draw attention to the delicate need for credible and reliable humanitarian information about population displacement, security conditions, and the political situation (Assistance to Media in Tension Areas and Violent Conflict, 2003). However, it is essential that support to local media and information outlets ultimately must turn towards capacity-building to guarantee a sustainable transition to democracy and peace.

Nasser Rego, the International Relations Coordinator at I'lam, the Media Center for Arab Palestinians in Israel states that the media has incredible power to control and manipulate how society sees itself and how it construes its reality (Rego, 2011). Rego also reveals that the Israeli nation consumes media to a great extent; almost 90 percent of the public regularly takes in media. Undoubtedly, after such a consumption level, media is deemed to have a tremendous impact. As per the statement given by Rego, the Israeli media's depiction of Palestinians who live in Israel area has an obvious effect on the community, which makes up about 20 percent of the population.

Thus, when Israeli media portrays the people of Palestine as inhumane, interlopers or as people who come from outside, then it seems almost permissible to deal with them or treat them in a way that is reflective of that coverage. However, the English and the American media are often blamed for misrepresenting the ground realities in Palestine. Here, the use of power of media is made negatively; which affects the mind-sets of people. However, those who are presenting the facts as they are the ones who are indeed promoting awareness about the Palestine-Israel conflict.

A study which focused on the investigation of how media bias affects the news coverage of catastrophic events with regard to the Palestine-Israel conflict found that more than half of the facts related to the ground realities were distorted and twisted by the media officials (Caballero, 2010). The study in particular, focused on Operation Cast Lead, the 3-week Israeli military attack on Gaza Strip that caused the death of nearly 1,400 Palestinians and 13 Israelis.

The study is an eye-opener, which reveals how Israel is using the power of media to its own advantage. The study offers insight into the role played by the mainstream media in altering and misrepresenting the facts of the Palestine-Israel conflict with the purpose of presenting a depiction that portrays Israel in a more sympathetic light. Based on a sample of articles which were written after the event, this study found that the New York Times covered only 17% of Palestinian deaths; against 431% of Israeli deaths; a ratio of 25:1. Appallingly, only 17% of Palestinian children deaths were covered in the articles.

Hence, the study emphasizes the power of the media; and shows how media personnel can use it to create either positive or negative awareness amongst those who are not there to witness the ground realities for themselves. Therefore, while it is evident that Israeli media portrays the Palestine's people as aggressive and unreasonable; and Palestine's media depicts the Israeli's as brutal and vicious.

The purpose of the research is to reveal the real power of the media: how it can create awareness amongst the people regarding the Israel-Palestine conflict. Both sides have responsibilities to fulfil; and commitments to deliver. The research literature presented in this section of the thesis shows that indeed there are tremendous effects of visual media in the promotion of awareness of Palestine-Israel conflict. However, there is a need to create positive and true awareness amongst the people who rely on the media to present them with the actual situation of the conflict.

2.8 Theoretical Framework

The research employs Agenda Setting, and Two-Step flow theories for analysing the effects of visual media to promote awareness of Palestine-Israel conflict.

2.8.1 Agenda Setting Theory

As far as the theoretical underpinning from the perspective of media is concerned, it may be noted that there is indeed a host of theories that support this particular context of the study. One of the major theories that are verily pertinent in this context is that of the Agenda Setting theory. The Agenda Setting theory, so to speak, postulates that the degree of correlation between what the media shows as issues of concern and that of its acceptance by the viewers of these media (McCombs & Shaw, 1972). Furthermore, it has been noticed again and again that the issues that are put forward in the forefront by the media are always received with a sense of due importance by the common masses who form the average viewers of these news disseminated by the media.

Moreover, McCombs, Shaw, & Weaver, (1997) has opined that the people, events, incidents or anything that is time and again covered by the media and upheld before the common masses as news has always grabbed more attention than any other form of news pertaining to events, actions or incidents have. On the flip side, this implies that the news that has not been upheld would not be regarded as something having much importance or significance. Furthermore, this also implies that the worth of any news or for that matter any event, incident or personality depends on how the media projects it to be.

So, in a way, the media is instrumental in forming opinions of the common masses that read or see the news. In this regard, Zhu and Blood (1997) have been of the opinion that media as a process acts as a facilitating factor for setting the degree of imperative for any issue. What becomes clear in the context of this theory in particular is that continuously

harping on the portrayal of the same events, incidents or other news can actually make considerable impact on the readers as well as the viewers.

Thus, in the context of the present study, one that enmeshes the various concepts of mass media in general and visual media in particular, in the light of the presently ongoing conflict between the two warring states of Israel and Palestine, the concept of news hitting the general masses at large makes sense. This in turn is likely to result in a higher degree of awareness among the masses that the various channels of visual media targets.

Also, in the context of the research presently undertaken, since the main focus is on the youth who are supposedly in a much better position to lead against this saga of continuous warfare, the awareness of this sort makes all the more sense given to that narration of such news on a repeated as well as regular basis is likely to result in heightened awareness as well as actions from the youth leaders for the benefits as well as betterment of the situation prevailing in the Israeli-Palestinian conflict. The Figure 2.1: elaborates that media transfers its agenda towards public which consequently affects public opinion Scheufele and Tewksbury (2007).

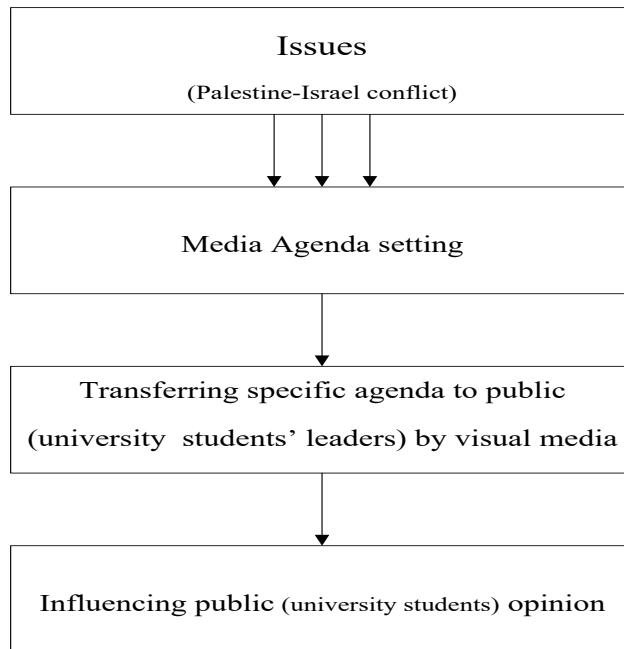


Figure 2.1: Elaborates that Media Transfers

It is clear from the diagram that the news or core information that reaches the audience flows through different steps. Whereas in any case it starts with issues or events or incidents, at the same time an equally important step in the process of reaching the same to the readers necessarily involves agenda setting of the media. Moreover, this results in the mass media transferring the specific agenda to the public by specific means – both visual and print. The transferring of the news or for that matter specific agenda, as named in the model culminates in influencing the public opinion.

Thus, in the context of the present study, that involves mapping the awareness created by the visual media regarding the ongoing strife between the nations of Israel and Palestine, the first step is the creation of the event, incident or the issues related to the ongoing war. The next step is related to the agenda setting of the media, which involves coming up with the news from a specific point of view that the media wants its readers or viewers to know from.

Once through the next step the news is transferred to the public through the effective as well as efficient deployment of the mass media, the readers or viewers come to know the news from the perspective of the specific agenda set by the media. In this case, it is the point of view of the Palestinians that has been put forward by the Al-Aqsa television channel to the Arabs. Again, the specific viewers for the present study are university students of the Arab universities and thus their coming to know this news from the specific agenda set by the media channels.

The last step is what the present study is most concerned with – the aspects of formation of public opinion by dint of the creation of the specific agenda setting. Since it becomes clear that agenda setting is itself not the most objective of terminologies, thus the opinions formed by the readers or viewers of these pieces of news are also highly influenced by the specific agenda set by the disseminator of the news. Here, in the present study, the youth of the Arab universities are likely to be influenced by the specific agenda formed and thus their opinions would be based on the way the news reaches them. So the perceptions of the youth leaders depend greatly on the perspective from which the news is being broadcasted to them by the visual media in general and Al-Aqsa television channel in particular.

2.8.2 Two-Step Flow Theory

Yet another theory becomes increasingly relevant from the point of view that the present study tries to uphold. The Two-Step Flow theory, developed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in 1948 is of primary importance. They have opined that anything that is disseminated by the media as news does not reach or at least deeply

affect the common masses unless it is channelized via some opinion leaders. Thus, the concept of the opinion leader becomes very important from this angle.

They have further opined that ideas normally have a certain flow that involves first from the radio to the print to the opinion leader and finally to the common masses who form the less active sections of the society. To this end, Bostian, (1970) have been of the opinion that these opinion leaders are much more influential than the various channels of media in not only propagating some piece of news but also equally or even more instrumental in forming an opinion on the issue or for that matter making the issue sound credible to the general masses. Brosius (1996) mentions in this regard that these opinion leaders do not replace the media but basically discuss what is being discussed by the media.

Thus, it becomes clear that the present study has much to do with the theoretical underpinnings discussed in this particular paragraph. Moreover, other theoretical aspects further cement the claim initially made here that the media indeed has a major role to play in the way something is projected before the public and the way the common masses start looking at the issue subsequently Two-Step Flow, scholars assert that whatever effect the media has on the majority of the population is done through opinion leaders - people that they personally know and respect. Later, the Two-Step model was expanded into a multi-step flow which accounted for the more complex nature of social relationships.

In the context of the Two-Step model, so propagated in the studies related to mass communication and in relation to the present study – one that tries to correlate between

the presently ongoing war between Israel and Palestine and that of the issues related to awareness through the use of the visual media, then the model can be made applicable in a manner that involves the transferring of the news by the mass media – both print and visual media, to the opinion leaders of the society.

In this context, it may be mentioned that the opinion leaders of the society are generally found to be the youth who are educated, and thus it makes sense for the present study to take into consideration the students of the Arab universities. The opinion leaders in turn transfer the news to the public or for that matter influence the public and in this case, the youth studying at Arab universities influence the general masses.

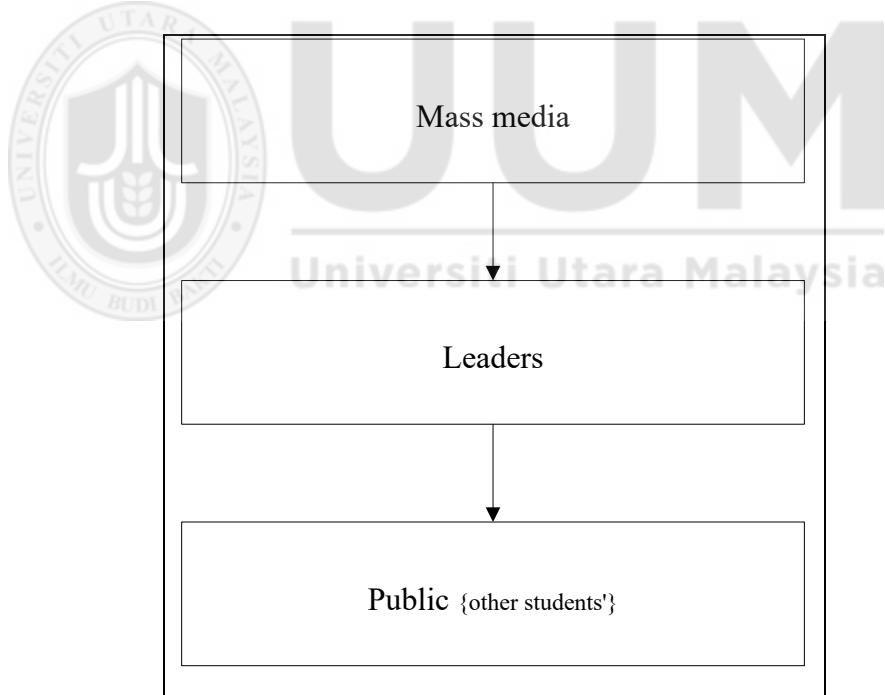


Figure 2.2: Elaborates Two-Step Flow theory on media, relation between media, leader, and public opinion

Source: Allyn & Bacon, (2001)

The various steps involved slowly culminate in influencing the general masses regarding the news that has been trickling down the various stages through the effective use of the specific agenda setting. The creation of awareness is relevant for all the steps since as the news or agenda goes down the various steps more people come to know about it. However, what is more important in this regard is that the creation of awareness becomes most important from the perspective of an opinion leader since this is the specific group of people who set opinions for others to follow. In our case, the students of various Arab universities pose to be the youth leaders as well as the opinion leaders for the study.

As aforementioned, this study chooses two main theories. The first is the Agenda Setting theory. This particular research aids to add to this theory in recognizing three things; which are (i) on what criteria issues or news are considered to be important for presentation on TV by this channel (ii) whether these issues or news affect the perception of the public, and (iii) whether these affect the policy of policy makers. These three subject matters are analysed on the basis of two assumptions (i) any press or media company like Al-Aqsa Channel does not reflect reality that means that the news displayed to the public is changed from the reality, and (ii) only specific and selected issues are represented on the TV by classifying all the issues into important and unimportant ones.

The second theory is Two-Step Flow theory. This research has been helpful in adding to this theory in determining the personal influence upon the people in terms of (i) how the information provided by the news channel, particularly by the Al-Aqsa Channel, have been interpreted by the leading people and (ii) what is the ultimate reaction of their

audience in the light of their attitudes and behaviour. This theory takes into account before analysis the assumption that the report from Al-Aqsa channel will not have direct influence on the public's perception about the conflict between Palestine and Israel but rather the influence actually happens through the interpretation of a knowledgeable individual who acts as the opinion leader.

The application of the first theory has enabled to analyse the effect of Al-Aqsa channel on the readers about the Palestine-Israel conflict telecasted by that channel, whereas the application of the second theory has enabled to understand how the channel influences decision making. So, both the Agenda Setting and the Two-Step Flow theories are used in the right proportion to analyse the effects of the reports from Al-Aqsa channel about the Palestine-Israel conflict.

2.9 Conceptual Framework for the Study

The conceptual framework for the study is presented below which is based on Two-Step Flow and Agenda Setting theories.

The Figure 2.3: demonstrates the effects of visual media to promote awareness of Palestine-Israel conflict.

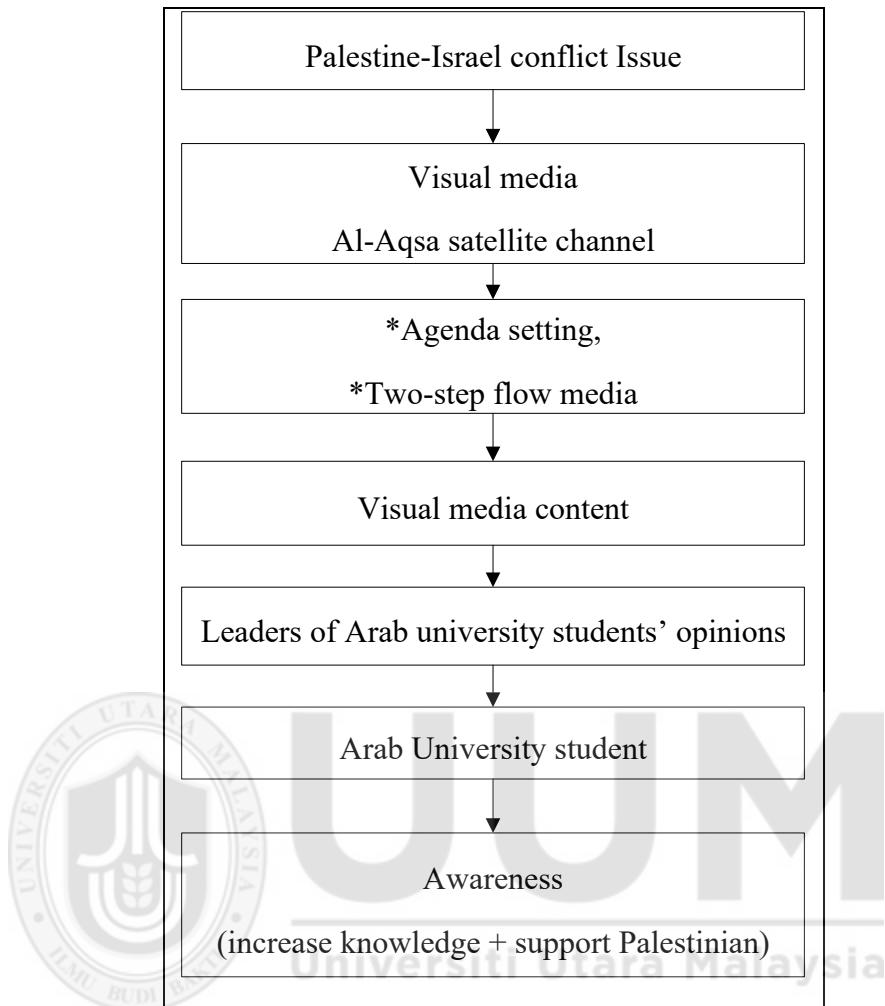


Figure 2.3: Integrated frameworks showing the effects of Agenda Setting and Two-Step theories.

The conceptual framework of the present study involves recognition of the ongoing war between Israel and Palestine followed by the correlation of these events in the light of the reporting done on these events by the visual media in general and Al-Aqsa channel in particular. The entire basic framework is mapped through the use of the Two-Step model as well as that of Agenda Setting followed by the aspects of visual media content, the role of the leaders in the making, disseminating as well as formation of opinions of news and lastly how the opinion leaders' views help to influence the public opinion. Thus, the news

of the war between Israel and Palestine pass through the lens of the visual media channels in general and Al-Aqsa channel in particular, followed by their reaching to the university students of Arab nations, followed by their serving as the opinion leaders and lastly how they influence the general masses.

In a detailed format, the issue starts with the occurrence of the event and this is immediately set as part of some specific agenda by the media channels. In the case of the present study, Al-Aqsa channel prefers portraying the news from the point of view of the Arabs or for that matter the Palestinians. This is followed by their transferring of the news to the visual media content that is to be shown to the masses. The visual media content is then transferred to the leaders of the society, who in many cases, happen to be the youth of the society, who lead as well as generate opinions about the issue that the visual media content is on.

The leaders then turn opinion leaders and form opinions that are to be spread among the other sections of the society as well as among the general masses. So once the opinion leader disseminates the agenda among the general masses, the opinions start forming among the masses. This obviously leads not only to awareness of the issue among the masses but also elicits the desired reaction from them as originally intended by the various channels of the visual media. Thus, the role of Al-Aqsa channel in this case is to help the university students of Arab countries to form opinions from the point of view of the Palestinians so that the general opinions formed by the average masses are in tune with the opinion leaders or the university students of the Arab nations.

2.10 Al-Aqsa Satellite Channel

Al-Aqsa satellite channel was established in 2006, broadcasting from within Palestine, from Gaza. The channel broadcasts media focused on action against Israel and has called for just rights for the Palestinians and the return of Jerusalem under the administration of Palestinians. Incidentally, the Israeli Occupation Air Forces has bombed the channel headquarters twice (Thuraya, 2010).

The most important rule for Palestinian media is displaying the Palestinian case to the world by shifting the speechless Arabians and their governments about Palestinians. This was imposed on us to establish informational organizations because we know the importance of Islamic media that it is a support for the religion to function and to replace the bad image of Islam. On the other hand, this is done for us as a resistance movement to light the Jewish media that presents actions from one side by ignoring the crimes towards Palestinians instead always portray the Jewish war crimes as reactions for Palestinian resistance operations (Sayigh, 2007).

The researchers started to build their informational organic actions in the time of disapprove and condemnation expressions which held meetings and turning to Security Council and United Nations organizations to become much but nothing successfully stopped the invaders (Prosur, 2006). So it was necessary to find another way to show the right for the world, and to present Palestine and the whole world cases from a right point of view.

Al-Aqsa satellite channel appeared to cover and shame Israeli actions and documented Israel's crimes against Palestinian (Thuraya 2010). The establishment of Al-Aqsa space

channels was established in 20th of November 2006. And it took a place on the stales to broadcast the mean of Islamic media, and it passed many steps before it became like that as the following antenna.

Al-Aqsa TV is one of the satellite channels in Palestine. The frequency of Al-Aqsa satellite channel on the satellite Arab Sat is 12054 and 0.11595 on the satellite Utel Sat, a satellite between Arabsat and Nilesat. Al-Aqsa TV adopts maximum channel resistance using Islamic ideology.

Al-Aqsa satellite channel painted the line «instigator» against «Israeli». This causes a lot of criticism among the locals and internationals as this line encourages violence against the Israeli occupation (Yasser, 2008). In addition, it has the form of speech inciting the occupation, try to channel packaging for the Arab States, show massacres of the occupation and oppression provocation to the Jews which seemed clear that they were in the process steps to silence it. It began to affect the Arab public opinion as well as the European (Ahmed, 2010).

Said (2003) mentioned that “Afakhay Adrae” an Israeli army spokesman, posted on his Facebook wall claiming that “Six years ago, Hamas has fired station Aqsa television and quickly became the channel of propaganda exploiting Hamas to preach and incitement to hatred of the West and the Jews”. He also claimed that "Al-Aqsa TV contains many television programs and children's programs through which they instil hatred in children from an early age to become activists and fighters".

Maher (2011) stated that it is an inflammatory reaction to the success of the "Al-Aqsa TV" which had a big role in telling all Arabs and Muslims what is happening in Gaza and the crimes of the Israeli soldiers. In addition, he added that the success of Al-Aqsa TV was telecasting the facts about the Israeli army who killed children and destroyed buildings.

On March 18, 2010, the U.S. Treasury Department decided to impose sanctions on Foundations Islamic National Bank and television station (Al-Aqsa TV) in the Gaza Strip, claiming their relationship with Islamic Resistance Movement "Hamas" which adopts ideology of Israel's destruction. America made a decision due to its sympathy towards Israel (Yasser, 2006). In addition, Al-Aqsa on the Utel SAT satellite, which is owned by the European Union, had stopped broadcasting after a case regarding the Israeli occupation which was shown on the channel.

It showed that Al-Aqsa incites hatred of Jews in May 2010. Zaidi, (2013) stated that the French authorities banned the broadcast channel Aqsa TV which was a subsidiary of the Palestinian Islamic ideology movement in France. This decision was made as a result of pressure from many organizations, namely the Israeli lobbyists in France and the United States.

The Al-Aqsa is important to the viewers from inside and outside Palestine Yasser (2006). In addition, Omary (2008) added a premium to the Palestinian media which was characterized in the transfer of terrorist attacks and practices of Zionism against citizens in Gaza Strip as well as Israeli oppression of Gaza.

Azaaathr (2011) claimed that there is a vast difference between Aqsa TV and other televisions. The Palestinians praised the ability of Al-Aqsa TV to ease the blockade on its people and Palestinians, able to mobilize Arab and Muslim people through its mission, covered media happenings of the Palestinian situation as well as programs with inflammatory calls to resist the Israeli occupation through broadcasting programs in an aggressive, massacres dramatic way. Omary (2008) mentioned that the channel, rival Palestinian-old broadcasts from outside Palestine and it fears putting incitement to occupation as it cannot declare that approach resistance. In contrast, the Al-Aqsa TV broadcasts from inside Palestine and it broadcasts the Israeli occupation and all Palestinian issues.

Al-Sawalmeh, Daqrouq, Daoud and Al-Qawasmi (2010) mentioned that Al-Aqsa TV which is based in Gaza received the most views from the Palestinian residents (Lebanon, Syria, Egypt, Jordan and Britain). In the survey, a poll was made for the respondents to choose among four satellites, namely the Palestine satellite, Al-Aqsa, Jerusalem and Palestine today. Al-Aqsa TV obtained most votes, followed by Jerusalem satellite, Palestine satellite and lastly Palestine today. The results of the poll showed that the Palestinians abroad watched Al-Aqsa TV more than their counterparts in the News Transfer inside the Palestinian temporise and showed excellence in pursuing the siege of Gaza and adopted a clearer altitude towards Palestinian rights particularly the right of return.

Al-Aqsa Channel airs 24 hours per day. The programs of Al-Aqsa TV include religious programs, educational programs, social programs related to Palestine, medical issues

among the Palestinians especially those in mass occupation, cultural programs, programs that focus on the issues of families who have members arrested by occupation and display their suffering, programs that focus on the need to get out of prison and the right to enjoy life, programs that address issues of Jerusalem, the importance of Al-Aqsa Mosque, programs that focus on the steps that Israel takes to demolish Al-Aqsa Mosque, programs that emphasise on the Palestinians who were expelled in the 1948 war and motivator War 1967, programs that highlight the right of the Palestinians to return to their homeland , programs that focus on the importance of changing plan every 6 months as well as the programs that focus on the issues of the Palestinians prisoners and martyrs, the wounded and the refugees. Al-Aqsa TV has received a lot of views among the Arab and Islamic countries, the Al-Aqsa is prevalent on the Internet between its counterparts which deal with the Palestinian cause. The study finds that Al-Aqsa TV holds the largest share in the navigation on the Internet. In a follow-up on the default which was randomly chosen to see how many visitors for the Palestinian channels, the result showed that Al-Aqsa TV had 68,900 visitors, while Palestine had 18000 visitors (Aqsa magazine, 2012).

As this study focuses on the effects of visual media on the promotion of awareness of Palestine-Israel conflict amongst people, the audience from Lebanon, Syria, Jordan, and Egypt have been included along with the Palestinian audience. The reason behind this is very simple and clear: Lebanon, Syria, Jordan, and Egypt are neighbours of Palestine. This naturally arouses interest amongst the people of Lebanon, Syria, Jordan, and Egypt to know about the situation of Palestine.

Moreover, while the element of interest is always there; it is indeed true that different and unique type of audience exists in each country. They carry different perceptions related to Al-Aqsa, and hence interpret the presented information in different ways. To present an integrated and all-encompassing view, this study has included the audience from Lebanon, Syria, Jordan, and Egypt, along with the Palestinian audience.

2.11 Reservation Step

The study reserved on “Arabsat satellite” because of the rejection of Egyptian government to broadcast from “Nilesat”, but after that it became possible for the organization to broadcast from “orsat” which is near to “Nilesat”, and it was possible to receive its signals from “Nilesat”, many handicaps were begging but the organization had patience until the dream became a fact (Abo Own, 2007).

2.12 Recruitment Step

To work at a Satellite channel, the organization has to find competent staff, so the management cooperated with professional people at media field in Palestine and abroad such as reporters, universities’ professors, and announcers in international channels, in order to have the best cadre of staff that is efficient and has full excellence. The need for this type of staff was critical and urgent because of the scarcity of professionals, it was decided to conduct interviews and theory tests and process to bring outstanding personnel and specialists, with expertise in the field of visual media in Palestine, so the management have formulated some advertisements about the needs for recruiting the vacant posts to be made to work in the channel (Thuraya, 2010). Examination committees

and other committees were held for initial interviews but the results for applicants were modest and their skills were primitive.

2.12.1 The Equipment of Al-Aqsa Satellite Channel

Due to the bad political situation and the closure of crossings at the time modern media related devices did not exist in Gaza Strip or in the whole of Palestine, so the management provided some of the devices, which were traded in the hands such as; cameras, computers, cars and the team did their best to provide the channel with some expensive electronic equipment and good satellite transmission supplies. The channel broadcasted a year ago, but the management are still waiting for some important transmission equipment to be distinguished about others but the equipment is isolated because of barricades and crossings (Alarabe, 2006).

2.12.2 Definition of the channel

1. Informational channel; Palestinian origin; Islamic affiliation; Arabic identity, it is a global platform, pluralistic, and publishes the truth and it is committed to the principles of professionalism in institutional framework.
2. The channel is seeking to diffuse public awareness about the nation's issues that every free person must be aware about and it is concerned with these issues which attract the public to extend public awareness about the right way to manage and deal with the changes of the time.
3. Informative Service with global that seeks to attract the attention of the world's events on the ground in local Arab and Muslim countries.
4. A free platform for thinkers and decision makers and researchers.

5. Channel seeks for everything that is useful and it aspires to be a bridge between people and cultures and also supports the human rights in knowledge and science as well as the values of tolerance and respect for freedoms and human rights.
6. It is an independent media institution to guide the Arab and Islamic media to serve the interests of Arab and Islamic nations and that is what qualifies it to play the role of oriented commander to achieve an international honorable media. (Al-Aqsa Channel, 2006).
7. In order to achieve this definition, the channel has been set with some objectives, programs and mechanisms to achieve their potentials.

2.12.3 General Objectives of Al-Aqsa Satellite Channel:

1. Call for The Almighty Allah: "who has a better job than who called for Allah and did well work and said I am a Muslim" It is the ultimate goal of all work done by the Muslims.
2. Provide an outstanding model of an Islamic media in the absence of this important model.
3. Coverage of the facts on the world stage, particularly with regard to the Palestinian issue to transfer it with reality and infinity objective.
4. To highlight the crimes of the Zionist occupation against the Palestinians around the clock.
5. Raise awareness among Palestinians in particular and the Arab and Islamic nations in general about the Palestinian rights and constants that aimed to revive the Islamic and Arabic memory about the Palestinian case returning it to Arab and Islamic roots.

6. Give freedom through the channel to Arabs and Muslims to express their opinions about the Palestinian issue and the various issues crucial to the Islamic nation.
7. Enlightenment to the public about the Zionist schemes and its ways and purposes to destroy Palestinian society to control the Islamic world and acquisition of their capabilities, and promote a culture of dialogue, opinions exchange and entrench a culture of listening and discussion, and respect others opinion.

2.12.4 Message of Al-Aqsa satellite channel

Al-Aqsa channel wants to devote and popularize the noble values at the global level and to promote public awareness through the clarification of facts as correct. While keeping the Palestinian issue alive in the hearts and minds, through the coverage of the Palestinian reality in all worries and problems by covering the facts and events on the ground, and transfer the image without distortion, where the channel is working hard to transfer the suffering of Palestinians for home and abroad as well as to highlight the crimes of the occupation, which Palestinians are still suffering until today.

2.12.5 Departments of Al-Aqsa Satellite Channel

Al-Aqsa satellite channel has many departments and each department has many sections.

A. A Programs Department

This department contains many sections as follow:

i. Section of Preparation

Preparation section is the first prop that all programs depend on, it is the section which deals with developing ideas and programs, collects the necessary materials, contacts the guests, and follows it up from the moment that it is an idea until it is broadcasted it on the

screen. Staff at this section seek to focus in preparation of their programs to talk about their own reality and the Palestinian cause in particular and the world in general.

ii. Section of broadcasters and announcers of programs

This is the interface section of the channel; the employees are appearing in front of the camera, speaking in the name of the channel, applying its philosophy. They are committed to its policy, crown the work of all sections to audience by carrying a message, affecting the public, and guide the community rationally, especially in Palestine, the pulsating heart of the Islamic world with events and developments. Therefore, they are said to have always been in the top of the media.

There is no doubt that the number of employees are growing with the size of programs and the development of the channel; in these days the number of broadcasters and announcers of programs are increasing i.e., 15 employees.

iii. Editorial section (News)

This section includes editors and reporters working on preparation for bulletins and summaries for various news and daily coverage for all events taking place at the local, regional, Arab and world news and preparation in accordance with regulations and standards with the policy of the Islamic space channel and shaping it transparency so that the viewer can see integrated vision clearly. The numbers of staff within the department are (11) in addition to others working on a part time basis.

iv. A Section of Directing

This section works into implementation of all programs and newsletters that are processed in different parts of space and implementation with appropriate and technical shape that is suitable with the content of these materials and does not conflict with the policy and technical information of the channel, through contact with all sections in the channel after creating technical preconception for works that will be broadcasted. There are (12) employees in this section, divided in their attendance by the Daily work table, In addition to three (3) employees that are placed outside of the section.

v. Section of Coordination and Follow-up

This is the main theme and the main link between the sections of the channel. In general, the daily broadcast that appears on the screen is prepared, in addition to coordination with some guests and announcers, also plays main role in the organization of the dates of programs and newsletters, as it is required.

The number of staff within the Section:

Inside the section there are (5) employees, in every shift there are 2 employees.

vi. Section of Literary Works

This section is adopting literary projects and seeks to implement a plan that is prepared by the Family of the Section, and also it has a number of information activities like marketing and promotion with literary exciting terms. In this section, there are (5) employees.

vii. Section of Audit Language

This section, works in audit of all newsletters and reports that are attached to newscasts and programs to correct the words and the content of sentences grammatically and orthographically, and it follows-up and checks the news below the screen and keeps the updated and revised from errors that may occur inadvertently, and the staff of the Section distribute the roles that they cover 24 hours a day.

In the section, there are (4) employees.

B. Department of Production

The organization knows that the nature of work in the production is very important in the space channel, which is the primary step in producing programs and operating as a link between the space and all workers in production field, as well as by the Chamber of live coverage of what is happening on the ground from events through the photography department, as well as live broadcasts for rapid events until the viewer sees it with all the transparency and credibility. It keeps abreast of development in the presentation of news and information through the best image editing and graphics department and archiving what is present on the screen such as, programs and information materials.

The administration of Production Department is considered as the link between sections of production, it supervises the department, the mechanism of the work, its quality, follows-up the work daily, works to develop the work, coordinates between sections to finish the work, and coordinates the work between the department and other departments to unite efforts to develop the programs and materials.

i. Graphics and Editing

This is the important nucleus section in the department and all information materials that address all levels and segments of the image are out from this section. Editing Section consists of two sections: editing and graphics. In the editing section there are (6) employees and in the graphics section, there are (9) employees.

ii. Photography Department

This department works to make the channel arrives to the environment around the areas of Palestine in the West Bank and Gaza Strip, where the important events, festivals, conferences and speeches, are covered either directly or documentarily.

Number of Employees: In the photography department, there are (12) employees.

iii. Monitoring Section

This section is meant to communicate with other space channels, in general, and specific channels, in particular, where the workers in this section follow-up the efforts to a number of channels and receive information materials from a number of agencies. In this section, there are (5) employees.

iv. Section of Archive

A section which is considered as the private history of the channel, where you can find all informational materials that are presented on the screen, both at news, conferences, festivals, or any important informational political, cultural and historical materials, with the use of archive daily for news, documentary programs and interstices. There are two (2) employees who work in this section.

v. Section of Website

Al-Aqsa Channel is considered as an official media institution. Therefore, it must deliver its reputation to the whole world by easily and available way to all, through the Internet and the Web page, so the channel has to have an official website that speaks on its behalf and is available if any person in the whole world wants to browse the site and get the impression, and also to connect with it and send his message and ideas through the site. In that section, there are (3) employees

C. Department of Engineering

The Engineering Department is an integral part of Al-Aqsa channel, because it is considered as a production factory for what is transmitted directly. It's the confluence for all products from all sections and departments, the central nerve for the channel, and it is the main support for the channel.

The administration of Engineering Department:

The administration for all sections is considered as the cornerstone that sections depend on. The administration of the Engineering Department is concerned with the management of the Section, the organization and follow-up of the work. The administration of the Engineering Department is composed of the director, the assistant Director and secretary.

i. The Department of Supervision

The department is responsible for the technical and engineering supervision of all programs and news that are broadcasted and ensures that the broadcast is on time and without errors or delay. The most important tasks assigned to the Section are: Technical

observation of the studio which consists of equipment of sound-image and the main transmitter, doing the important needs for these equipment, follow-up and administrative matters with the director, and writing reports. In this section there are (3) employees.

ii. Section of control (studio)

This section is the control centre and the main brain of the department and the whole channel.

a) Department of Image Engineering:

The image engineer is completely responsible for the image that is transmitted on the screen, follows-up the broadcast of the image and deals with all technical issues, especially the computer of anthems and intervals broadcasting.

b) Section of Sound Engineering

Sound engineer is completely responsible for the sound that is transmitted on the screen, follows-up the broadcasting of the sound and its effects and deals with all technical issues. The number of employees in this section are (6) Voice Engineers, and (5) Image Engineers. Note: the workers in control department work by shift, and in every shift there is an Image Engineer, a Sound Engineer and the supervisor.

c) Section of internal filming

Internal filming is considered as a cornerstone for the engineering department, where staff makes a beautiful picture to transmit on the screen. The employees in this section are (4); in every shift there is just one cameraman.

d) Section of Lighting

Section of lighting completes the internal cameraman, where this section attends to lighting and with its different sorts, forms, trends to create an attractive view. The employees in this section are (4) employees, in every shift there is just one person.

e) External Transmission Section (SNG)

This section is working on live External coverage in order to prepare sending and receiving operation via satellite and supervise internal transmitters if they are inside the department. Assigned tasks to the section:

- Responsible for all external live coverage.
- Prepare sending and receiving operation via satellite.
- Supervise internal transmitter as if they were inside the department.
- The external transmission engineer plays the role of image and voice engineer during the live coverage.

The employees in this section are (4), two of them working as part time.

2.12.6 Department of Administration and Public Relations

The Department of Administration and Public Relations is one of the most important sections in the channel, it was established with the channel in 2006. It is very important because it's like a window that everyone can get answers for his questions about the channel and its relation with local, Arab, and international community. So the employees at this department do their best to keep the reputation of the channel and form a good

image to the public minds. The Sections of the Administration and Public Relations comprise:

Public Relations Section.

Section of internal coordination.

Section of projects and external coordination.

Section of the broadcasting Control.

The public relations in the channel deal with two kinds of public:

2.12.6.1 Internal public, and can be divided into:

The Board of Directors of Al-Aqsa Channel, All workers in the channel, and Audience in the Palestinian territories.

2.12.6.2 External audiences which are

All kinds of media (radio, newspapers and T.V), global, Arab space channels, audience in the Arab world and audience in the Western world. Among the functions performed by the Department of Administration and Public Relations in Al-Aqsa space are organizing: publications, conferences, workshops and festivals.

2.12.7 Programs of Al-Aqsa Channel

2.12.7.1 The Political Programs

Programs which address the political realities facing the Palestinian society in particular and the Arabs and Muslim society in general, and there is live and recording from this

kind of programs. In addition, this kind of program studies the future - prediction, where studying is the results and emphasis, add to that, the political programs deal with decision makers and officials.

2.12.7.2 Social Programs

It is important for Palestinian society, because it studies their social issues and how to solve them in a right way, also it is presented by many ways; some of them deal with how to care for children, some deal with the good sociality, some study on social consciousness, and many of them talk about families, prisoners, and exiles problems and try to soften them. Also there are live and recorded from these kind of programs.

2.12.7.3 Religious Programs

It is very important because it deals with religious issues, transactions, and various worships in addition to the policy and its relation with Islamic law, and illustrates the concepts of legislation, and emphasizes the distinction between Islam and the state institutions in order to serve the Islamic Sharia. It also deals with educated and reformed Muslims and their communities, and addresses the role of Islamic law at present and in the future of their communities. These programs are talking about the Islamic Fiqh and its divisions and the promotion of correct thinking, ideas and concepts in the worship to alert the viewers about their religion.

2.12.7.4 Educational Programs

These programs are distinctive because they deal with the good healthful upbringing for children, youth and for the well society, so that the management team will be studying the important issues in education and focusing on the things that get the attention of

youth to address their issues to reach their highest sense of pride for the policy in accordance with Islamic practice. The programs also highlight the most famous youth leaders and addresses the issues of youth in all fields. The programs identify the new terminology for the advancement of Islamic thought among young people and highlight the real role by which they can serve the Palestinian cause.

2.12.7.5 Cultural Programs

These programs deal with the Palestinian culture, and other cultures around the world to present many cultures in the world.

2.12.7.6 Historical Programs

These programs talk about the events related to the nation, the famous scientists and leaders who participate in advocacy of Allah and are heroes in sacrificing. Also, they remind us about the old events from all of their sides.

2.12.7.7 Economic Programs

These are educative programs that aim at education of the Islamic society about the Islamic economy, developing the concept of Islamic media. It deals by steadiness and flexibility with issues that Koran denies like usury and others that Koran supports like alms-giving, and talk about the bitter fact of our economy and try to study it carefully.

2.13 Summary

This chapter has been reviewed the previous researches related to this study. First section 2.2 reviewed the Israel and Palestine conflict background, followed by effects of visual media in sections 2.3-2.7. Furthermore, the proposed theoretical framework has been

exhibited in section 2-8. The conceptual framework of the present study involves recognition of the ongoing war between Israel and Palestine followed by the correlation of these events in the light of the reporting done on these events by the visual media in general and Al-Aqsa channel in particular. Last of this chapter has preceded the procedure of working at a Satellite channel, the organization has to find competent staff, so the management cooperated with professional people at media field in Palestine and abroad such as reporters, universities' professors, and announcers in international channels, in order to have the best cadre of staff that is efficient and has full excellence.



CHAPTER THREE

METHODOLOGY

3.1 Introduction

The research undertaken in the course of the present study envisages finding out the effectiveness of the awareness campaigns taken up by the visual media in relation to the ongoing conflict between Israel and Palestine. The study focuses on the television channels and the level of awareness brought about by the programs broadcasted by the visual media and the effect it has brought about in both creating awareness as well as generating interest among the people of the Arab countries in general and the students of Arab nations in particular. Moreover, in even more specific terms the study would focus on the students of universities of Arab nations in order to find out the impact of these programs in creating awareness among the masses.

However, in this regard, it may also be mentioned that the study will emphasize on the Palestinian side of the story. Thus, in this regard, the research methodology for the present study entails delving deep into the present situation of the ongoing war between Israel and Palestine, understanding the status quo, collecting data from the relevant section of the masses who are affected or involved in the struggle that has been continuing for such a long time, and lastly try to ensure that the study is on the right track so that it ultimately comes up with the intended results as detailed in the aims and objectives section of the study.

3.2 Research Design

A research design refers to coming up with the most efficient plan of collecting the information needed for the research (Aaker et al., 2008). A research design also describes the specification of methods and processes of collecting the information needed. It is the framework for performing the study. Since the research objectives and questions have been formulated, so the research design is to be prepared subsequently Gupta and Dayal (1998).

During the course of the research, the effort would be made to make sure that as many sources for the data accumulation would be looked at during the course of the research as possible, the idea of it is to make sure that all the components of the research are taken into the consideration. So what will be done is that there are wide varieties of the research methods are going to be used. Thus, when the research is conducted, which includes making use of the primary as well as the secondary data and whatever the results that are taken out of the research truly reflect the conclusion of the research at the first place. As a matter of fact, it is one of the more important things that could be done.

When the research would be done, the questions would be drafted in a manner that is going to allow to give the readers the more feasible answer at the first place and they have to ensure that they take into accounts all the factors that are pertaining to the research.

Among the approaches taken in the course of the study, the reasoning based approaches will lend more credibility as to why the courses of action have been in a certain format. In this case, since the focus is on mapping the effectiveness in creating awareness of the

television programs aired by the visual media regarding the ongoing strife between Israel and Palestine, so an inductive approach would be taken.

The sampling technique adopted for this research is purposive sampling. The respondents are the personnel from the al-Aqsa TV channel and university students. Six samples are selected from the TV channel and eight University students' leaders. The sampling of these individuals using purposive sampling is because it is convenient for the researcher to get information related to this topic easily and to get more accurate results.

For the purpose of this study, four different universities were selected from four different countries: Lebanon, Syria, Jordan and Egypt. The rationale behind this choice was to elicit varied and different responses from the respondent sample; so as to present the true state of affairs. In this manner, all four countries got to have a say in the results of the research.

Moreover, the respondents chosen as sample for this research were the student leaders. They are actually the voice of the rest of the students. They are all aware of what the student community thinks about a specific situation or issue. Thus, the 32 student's leaders (8 each university) were selected based on purposive sampling technique. They were selected keeping in mind set criteria: the leaders who represented more than half of the student body of the entire institution, and the ones who were acknowledged to have command over the contemporary issues and knew how to handle them.

The in-depth interview techniques are applied to the al-Aqsa TV personnel. This method is highly reliable when there is a need to identify the thinking and opinion of an

individual regarding the subject being studied. The advantage of this technique is that it is able to provide deeper information than any other methods since the interview questions are directed to one particular individual and as such the answers are be more accurate. Furthermore, in-depth interview candidates are selected according to their specialities which can in turn produce quality responses.

On the other hand, focus group methods are used to gather data from the University students due to convenience. It is anticipated that the students' thinking level and perception about the issue studied are the same and therefore it does not consume too much time to use focus group method to collect data from University students. It is also convenient to use focus group technique because all the respondents can be gathered at the same time.

The students are selected from four different nations so there would be varied responses from each of the students about their understanding about the research subject. Furthermore, their background might have influence in the way the students perceive the conflict studied in this research. Even though the students are from four different countries, the conferencing techniques that are used make the data collection procedure more manageable. By using the combined method, the outcome is expected to have increased accuracy.

In this research design section, the researcher explained the execution of the research plan using a diagram. Handling qualitative data is not generally done by a step-by-step process, but it is done to be more interactive process. The important tasks in analyzing the qualitative data are: import, code, query, interpret and write-up. The diagram is

shown in the Figure 3.1. The process cycle keeps on flowing as long as the tasks needed to be completed. In this research, the researcher firstly imports the interview questions and the collected data. Secondly, the data are opened and interview answers are explored. Thirdly, coding is done on the data. For example, it is coded first time for a primary word.

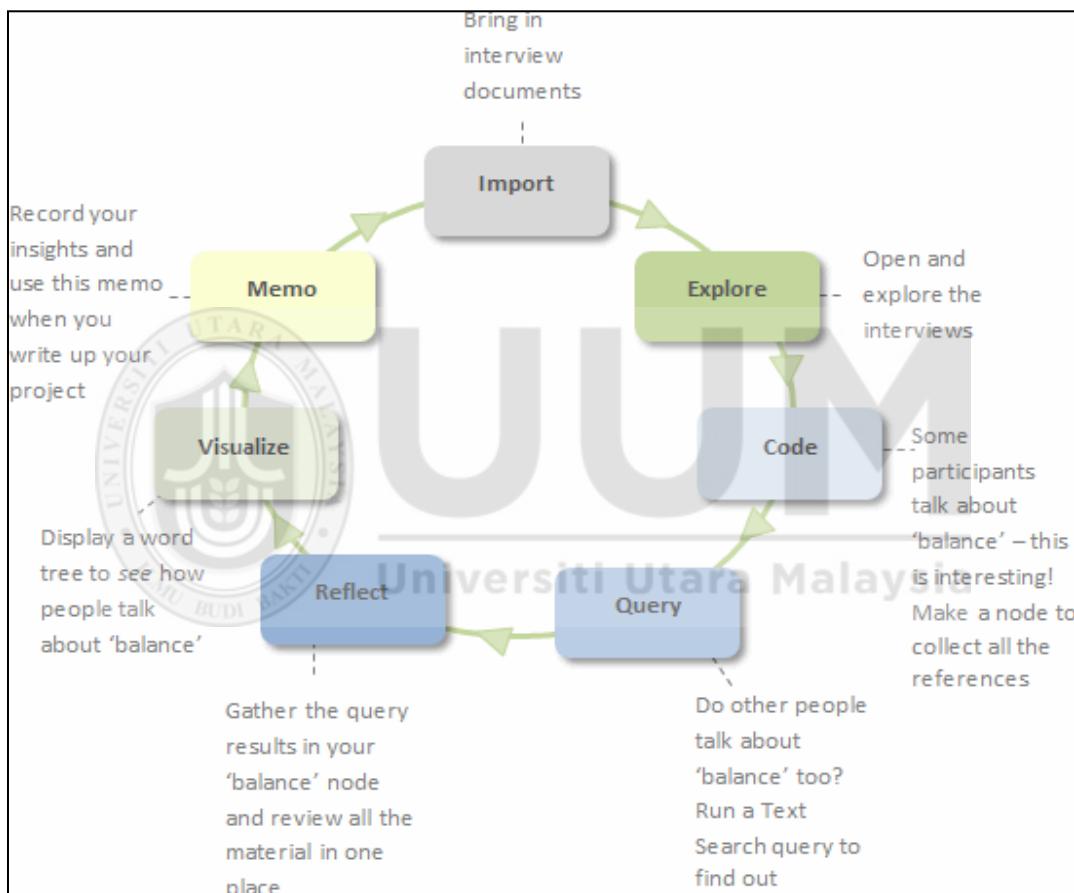


Figure 3.1: Research Executing Diagram

For example, the respondent answered balance and the word would be coded. Fourthly, query is generated to seek if there are other answers containing “balance”. Thus, in the fifth step the answers with the coded word are gathered and placed in one place. After this step, visualization approach is done to seek how many people talked about “balance”.

Finally, the insights are recorded and memo is used to write up the project. The purpose of using a diagram in analyzing the qualitative data is to filter unwanted answers. Compared to quantitative data, respondents would tend to answer from given choice of answers. But with interviewing method, respondents tend to answer or communicate more apart from main topic. Therefore, the unnecessary findings and answers not related to this study can be removed in the process of research executing phase.

3.3 Population and Sampling

Population can be defined as any set of people or events from which the sample is selected that provides information to the result of the study. The population of this study is the staff of Al-Aqsa Satellite channel, mainly senior staff and 32 student leaders from four different Arab nations. The sampling population is divided into three groups, which are personnel, student leaders and the focus group, which are combined with both the personnel and student leaders. This has enabled the researcher to find out opinion from the perspective of personnel, perspective of student leaders and also the merged of both the parties. Therefore, the total number of respondents for this study are 48 respondents. The respondents are divided into three main groups, i) 6 personnel from Al-Aqsa satellite channel, ii) 32 student leaders from Lebanon, Syria, Egypt and Jordan, and iii) the focus group inclusive of one academic lecturer from Media department, student leaders one of each university, the highest CGPA scorers in the media department (one person of each university) (4), and one senior of Al-Aqsa TV (1). These respondents were chosen based on the needs to seek the awareness level regarding the Palestine-Israel conflict. The personnel from the satellite channel were chosen based on their seniority level as seniors know more about the channel and the function of the channel. This is to fulfil the

research questions 5 and 6 which are “*How popular are Al-Aqsa satellite programs on the Israeli and Palestinian conflict among the students of Arab universities?*” and “*What strategies does the Al-Aqsa Satellite Channel use to gain influence over university students leaders in Arab countries?*” These personnel are working with the satellite channel for more than five years and therefore they are well versed regarding the strategies and how student leader’s perception regarding the channel programs. The second group is the student leaders whom were chosen from four different Arab nations. The main reason leaders were chosen is due to the constraint of this study which is qualitative method. Therefore, since the researcher could not choose many respondents, he needed to filter and choosing leaders will be appropriate as they represent the whole group of students.

3.4 Data Collection Methods

In a qualitative research, most common sources are interviews, observations and review of documents. For some studies, methodology is planned and pilot test can be conducted to seek the reliability and validity of the instrument. For this research study, the time constraint does not allow to conduct a pilot test to measure the validity and reliability of the questions in the interview sections. The most common method is interview and the researcher has been applying this approach in this study. Interviews can be conducted from person-to-person format, group interviews and also focus groups. Questions were determined before the interview session. Another type of qualitative research technique is the interviews conducted to small group of people called a focus group. This technique is efficient as researcher can gather information about more than a person in one session. Usually the group is homogeneous, but in this case study the researcher has chosen

different group of people to be set in a focus group. Therefore, in this study the techniques used for qualitative analysis is interview and focus group.

The instrument and the tools used in conducting qualitative research involved using digital recorder, video recorder, audio recorders, tape recorder, taking note and remembering the interview answers and writing back'. In this study, the researcher used tape recorder and at the same time took notes to countercheck the answers given. The researcher also used audio tape recorder to record the answers and the tool was located not in the public location. For some respondents, they may be nervous to talk while being recorded; this uneasiness usually disappears in a short time. The researcher with the use of skillful interviewing session can ensure the respondents feeling comfortable during the period of interview sessions. The main thing that is needed to be taken care off during the course of the research that in order to maintain the accuracy, the sample size of the people involved has to be looked at and effort must be made that it reflects the trends that are observed during the whole duration of the research. In that regard, the interview groups and the organization are discussed below in detail.

3.5 Data Collection Methods

Interview is an instrument of data collection wherein the researcher interviews the respondent in person to gather the required information. Again, the success of this method depends on the merits of the interviewer since he or she may also note other non-verbal reactions of the respondents. However, any bias should be avoided while making such judgments. Also, this is time consuming and costly for research.

Also, interviews are highly popular modes of conducting primary research in the domain of research carried out throughout the world. Though this particular method is known to be expensive as well as time consuming, however, the level of accuracy that is likely to be achieved if the interviewer is capable enough is also very high. So in order to reach high levels of research as well as ensure that the instrument of primary data collection becomes highly accurate, interviews may be used. Again, interviews will be of three types – structured, unstructured as well as semi structured.

A structured interview normally has a predetermined set of questions that the interviewer asks the respondents. Thus, though the scope of asking new questions in the midst of the interview based on the new findings depending on the responses given by the questions are limited, yet the interviewer still has the scope to record the reactions as well as responses of the respondents more accurately.

On the other hand, in the case of an unstructured interview, the interviewer does not have access to a premeditated set of questions to ask from. On the contrary, the interviewer is free to ask any question he or she deems fit in order to better bring out the information needed for the purpose of the study. Moreover, in most unstructured interviews, the interviewer starts with a particular question in mind – a question that is normally directly related to the main topic of concern for the researcher and based on the responses the subsequent questions are asked.

Moreover, this particular format of asking questions provides the interviewer with the discretion to both pursue the interviewee better in terms of eliciting accurate information about the topic concerned as well as helping the interviewer to be in a complete control of

the interview process. Also, new strands of insights as may come up in course of the interview process may also be pursued better with the help of an unstructured interview. Thus the scope of an interviewer as well as his or her degree of freedom to operate within the interview process is much greater as compared to a structured interview conducted for the purpose of research for any given study.

A semi structured interview, on the other hand, is a combination of a structured interview and an unstructured interview. Thus the mix of both these formats comes alive in this particular form of interviewing. Moreover, the interviewer, in the case of a semi structured interview, has a set of premeditated questions in mind that he or she asks the interviewees. In the course of the interview session, if the responses elicited from the respondents come up with any new point that is not covered in the already set number of questions, the interviewer is free to pursue those points in the format of an unstructured interview.

This particular form of interviewing is thus a very convenient one given that on the one hand it provides the interviewer with a set of questions – of course the most obvious ones for the topic concerned, and on the other hand, also provides scope for the interviewer to pursue new dimensions of the problem as they come up in course of the interview. Thus, the blend of both these formats are at times preferred when the researcher is not very sure about the responses that the responders may come up with or for that matter under circumstances wherein the interviewer feels that he or she may come upon new points that have not been considered in the existing set of questions of the interviews, though most questions are obvious ones.

On the basis of the above defined criteria and through the use of a structured interview technique with the participants' profiles, and a semi-structured interview technique to obtain deep and thorough understanding of the influence of Al-Aqsa Satellite Channel on the awareness of Israel and Palestine Conflict, the following sample groups were interviewed:

1. Six senior managers of Al-Aqsa Satellite were selected to get answers to questions focusing on what they know about their viewers (demands and needs), what strategies they use to create awareness keeping in mind those demands, and how effectively those strategies are carried out in terms of firstly, creating awareness and secondly, in accomplishing their missions.
2. A total of 32 Student Leaders were selected to get answers to questions that entailed whether the leaders watch the programs of Al-Aqsa Satellite Channel or not, are those programs interesting for them in terms of increasing their knowledge, to what extent does their knowledge increase and to what extent will this be helpful in influencing the attitudes and behaviors of their ultimate audience?

One focus group of ten was selected containing two university lecturers, two media experts, four student leaders, students with high CGPA from the Media Department, and 1 senior manager from the Al-Aqsa channel. These were selected to get their answers on the same questions that were directed to the senior managers and student leaders.

The interview with the staff of the Al-Aqsa is very important due to the fact that it provided an idea about what are the group dynamics as a whole when it comes to the way

the impact of the visual media is to be discussed. These interviews were also important due to the fact that they were the primary source of the information about the way people are supposed to act in that situation and what are their general views with regards to the impact of the social media in the long run.

The researcher preferred face-to-face and one-on-one interviews, since the study investigated comprised of “sensitive” issues regarding Palestine-Israel conflict. These methods are characterized by synchronous communication in time and place where face-to-face interviews can take advantage of social cues such as voice, intonation and body language. By using these methods, interviewees can give the interviewer a plethora of information that can be combined with the verbal answers.

The interview protocol for this study consisted of two parts. The first part in close-ended questions about the respondents’ demographic information and the background of the interviewees. The second part of the questions set in open-ended questions where it required explanation or description of respondents to answer the questions.

Geer (1991) compared close-ended and open ended-questions where he described that a researcher tends to choose open ended questions to provide important comprehension on respondents’ opinion, to raise issues and contain diverse attitude from the respondents. The guided questions for open ended questions contained list of questions from general to specific objectives without the necessity to follow neither the orders nor the exact wording. This allows the researcher to be more flexible on responding the situation where tackling respondents, views or new ideas during interviews might be needed (Denscombe, 2014).

The data gathering stage is the most important stage. This stage is conducted based on constructed questions. The researcher conducted the interviews by first having a casual conversation with the interviewees. All participants agreed to be interviewed. In the beginning of the interviews, all participants were given a consent form with information regarding the interview and were requested to sign if they agreed to participate. This form also requested necessary information in gathering basic details such as name, address, telephone and, e-mail.

In some instances, the researcher described the questions in more detail and used examples to explain the questions. Each interview took 2–3 hours.

The subsequent step is the transcription stage. The researcher transcribed the interviews in verbatim as soon as each interview was done or the end of a day. The data were analysed to gain new information or insight from previous interview and the researcher would make some adjustment on the questions for next interviews. Unnecessary words or expressions such as well, mm-mm, ngg, and others were removed.

Although offered, none of the participants were willing to review the transcribed data. This study is expected to fill the gap that exists in creating awareness of visual media among the public regarding the Palestine-Israel conflict reported by the al-Aqsa channel. Creating awareness is regarded important because this awareness will actually educate the public to perceive the issues correctly. This will further be facilitated by the two theories namely the Agenda setting theory and Two-Step flow theory. As the Agenda-setting theory suggests, the audience who receive the media coverage should be able to differentiate important and less important news and the parts of the important news.

As such, one of the significant aims of this research is to create the sense of differentiating the difference between important and less important news by the public. The reports that reach the public from the al-Aqsa channel are able to demonstrate to them the segregation of important and less important news compared to any other media channel. On the other hand, as the Two-Step flow theory suggests, the media awareness is created through two levels where there is a benefit of knowing a knowledgeable individual's (Opinion leader) points of review about the media news rather than direct exposure of the news and possibility of wrong interpretation of the media report. There are couple of things that are needed to be made sure during the course of the research, that the way overall research design is going to be looked at, and second, how the instruments are going to play their part. There is a well thought out and crafted question that is asked to the people and at the same time, to make sure that the process of the data recording does as desired, the effort would be made to make sure that the research design is of high value.

The Al-Aqsa channel reports are open for individual criticism and therefore provide a different dimension to create awareness among the public when compared with any other media channel. Thus, this is another significance or importance of this research. This research contributes a different significance compared to the existing study or theory because the Palestine-Israel conflict and how it is perceived by the public is analysed using the above-mentioned two theories.

3.6 Interview

The interview was conducted in two types of categories which was based on Al-Aqsa TV channel and six top personnel from the senior management were the respondents. They are needed to answer two research questions which comprise the study and secondly the interview was conducted among University students; eight student leaders were selected from the college community from each university; the total was 32 student leaders. The two questions are:

RQ 5 How popular are Al-Aqsa satellite programs on the Israeli-Palestinian conflict among the student's leaders of Arab universities?

RQ 6 What strategies does the Al-Aqsa Satellite Channel use to gain influence over university student leaders in Arab countries?

3.6.1 Interview group 1

The interview sample for this first part of interview procedure, included Al-Aqsa senior management. They were selected from the Board of Directors, whom may be the main persons in charge of making policies for the channel, and executive directors. The total number of respondents for this sampling was six persons; so the ratio was vary depending on the available persons at the time of interview. The researcher chose the respondents from the top management as they could be considered as main people behind Al-Aqsa Channel. Their knowledge on the channel is wide as they work for the channel. These respondents also may have their own analyses on the viewers of the channel, whether it is from young or older generation.

There are many reasons that the visual media has played a huge part when it comes to the development of the awareness and how it created perceptions. The strong case study in that regard is the example of the Al-Jazeera television and how it has found its voice regarding the different issues that are faced by the Middle Eastern community has a whole. They have toned down their radical thoughts but the fact remains that when they were telecasting about a decade ago during the time of the Iraq war, it became a strong focal point of the visual media and its role.

3.6.1.2 Interview Group 1 Topics

The main subject of the interview was basically on the demographic pattern of the respondents such as name, qualification, job, marital status, and number of years working in the Al-Aqsa TV. Apart from demographic details, the respondents were asked on their long or short term strategy plan in increasing the awareness on Palestine's impact among the University students. The scope of the subject was on the number of broadcasting hours planned to raise the awareness of the Palestine cause, the content of the materials presented, sub-issues presented in this program, broadcasting times and the reason for selecting those timings and how it reflects from perspective of society sectors. It is important to note that the term society is inclusive of well educated, intellectuals and even illiterates.

The third scope in the interview was on oriented programs for university students. The subject includes the number of programs that address the Palestinian issue oriented for University students, the quality of programs for university students and the most

important issues that arise to promote the awareness of the Palestine issue and the artistic style used to present the broadcast materials.

Fourthly, the interview questions were imposed to get the responses and effect of the Al-Aqsa programs aired in the media channel. The subjects were chosen to gain knowledge of the objective pursued by the Al-Aqsa TV and to see the impact of the programs among the University students, as well as to know the number of participants from college students in the Al-Aqsa program. Their participation was analyzed from direct communications or to vote via the Internet in writing or videotaping. It also helps in measuring the range of response to the directives and appeals made through the channel to the political activities like protests and sit-ins related to the Palestinian issue.

3.6.2 Interview Group 2

The second interview was for 32 student university leaders. They were asked on the following two questions:

RO 1. How does the portrayal of news through visual media generate interest among Arab University leader students?

RO 2. How do the programs regarding the Palestinian–Israel conflict generate interest among Arab university leader students?

The second interview was directed to students' leaders from universities from countries Lebanon, Syria, Egypt, and Jordan. Those students are from media department, who are engaged in media work, whether from private or government institutions. Eight students were selected from each country.

3.6.2.1 Interview Group 2 Topics

Demographic details were collected such as name of the respondent, the name of the University, average income, marital status, working place for those who are working, age, and level of study. Secondly, visual media follow up was conducted. The main purpose was to find out what motivating factors that attracted those young generations to use the visual media such as YouTube and satellite channels to find out more on the Palestine-Israel conflict.

Thirdly, questions focused on: How these young generations take up seeing the cases of Jerusalem, the siege, murders and, killings of women and children, massacres of the Palestinian people and the violation of human rights during search and arrest operation and travel ban. Lastly, types of media materials and programs which have a significant effect on the University students were analyzed from the answers given. From this, we can know what kind of visual materials gives high impact on the students' lives.

3.7 Focus Groups

Krejcie and Morgan, (1970) have noted that focus groups normally refer to group interviews, though it is not strictly in the sense that the interviewer asks questions and the respondent reply. They are further of the opinion that in case of focus groups the reliance is on the interaction that takes place between the participants and the moderator who is generally the researcher. Sinha, (2012) have opined that focus groups are necessarily used for new product launches, political campaigns etc.

The focus group technique is not so familiar to the Palestinians like other Arabs. This was mentioned by Windslow et al (2002), who cited that focus groups are widely used in

Western populations, while in Arab culture they are a relatively new phenomenon. The main advantage gained through conducting research based on focus groups is: it allows the respondents ample time recalling and reflecting on their experience while the discussion takes place.

This may trigger their mind into continuing further discussions as introducing the experience of their own. The researcher decided to conduct three focus groups which consist of lecturer, student leaders and students with high CGPA from the Media Department. These groups were to ask questions and to see how the respondents would respond to the questions. The three focus groups represented both sexes of university students. Each group consisted of proper margin of numbers. For example, focus group one, will be only one lecturer. Focus group two will be inclusive of ten members and focus group three will be ten members: female and male will be randomly chosen as the researcher does not determine any quota for each gender.

Conducting these focus groups was very useful to the researcher as it was the first time he conducted interviews in such small groups. It was identified how some students from both groups try to dominate the discussion while others responded only when asked specific questions. In addition, some questions were rephrased to make them clearer and more succinct.

As the focus groups are main means of information gathering, the researcher used the snowballing method in choosing the participants. Snowball sampling is a technique where the researcher searches members by establishing an initial contact who then contacts a second potential participant. This was important because participants knew

each other which can create a secure environment. These certain characteristics are important for this study as it involves sensitive topics. Indeed, conducting research in complex circumstances such as those existing in Israel-Palestine conflict was very challenging. Therefore, participants needed to feel completely secure and able to trust each other when talking about these issues.

According to Arksey and Knight (1999), qualitative interview method is more appropriate compared to quantitative method as interviews are suitable in understanding the interviewee's actions and to analyse the context of opinion in mind, feeling and action, thus this can explore the associations between diverse situation perspectives. With the interview method, it allows respondents to articulate themselves and transmit embedded feelings and thoughts which can clarify their answers in a more depth way. Comparing this with the focus group discussions and respondents, it only allows the respondents to answer what is given, which will make the researcher obliged to really understand their personal opinion on the matter. However semi-structured interview allows more chances in probing and lets the respondents answer freely without any constraint. Overall for the purpose of this study, ten interview questions were designed and populated among academic lecturer from media department (1), student leaders (4) one of each university, the highest CGPA scorers in the media department one person of each university, (4) and senior of Al-Aqsa TV (1), total (10).

The focus group conducted with the abovementioned issue concerning the conflict between Israel and Palestine which has been prolonged for so many years. Thus, identifying how the media give awareness to the Arab peoples through media was

analysed and Al-Aqsa has been chosen as one of the leading television channels in Palestine in finding more details on the research. The main objectives of these interviews are to augment and support the framework of this research which focuses on the conflict between Israel and Palestine and the media awareness on this issue. The target respondents were chosen for this study are lecturer, students and high CGPA scorers.

They are ten kinds of persons as the researcher have mentioned, the lecturer was chosen as his understanding on this issue can be seen from an academic perspective, which he may be able to provide more practical data regarding the issue. As the lecturer from the Media Department, his concern and opinion is beneficial to the research from the more seniority level. And the other students and the senior in the same focus group were students from the Media department, which the researcher took some time in convincing them to participate in the research.

The researcher also makes sure that there are no political or sensitive questions in the interview process as it can motivate the students to answer in different perspective which could be a constraint for this study. The researcher himself also makes sure that the questions were not too sensitive and yet if the respondents find them sensitive, that is be his or her prerogative. The same purpose implies to the researcher when he considers students with high CGPA from the Media department as parallel with the student leaders from the second focus group.

Student leaders might answer the interview questions from their leadership capability; where else the high CGPA scorer may answer intelligently. Thus combining all the specialties from lecturer, students' leaders and CGPA scorers enhanced this research on

media awareness regarding the Israel-Palestine conflict. Interview questions were designed based on the Research Question of this study as so as to find answers to two questions:

RO 3. How do programs portraying the Palestinian-Israeli conflict influence participatory action to support the Palestinian people?

RO 4. How do programs portraying the Palestinian-Israeli conflict increase historical knowledge on the conflict?

The researcher is interested in how visual media can be influenced among the Arab students and how much is their understanding regarding the issue can be affected by the knowledge they gained from watching Al-Aqsa satellite program. The researcher also is keen in finding out how the channels can influence the mind setting of the Arab students concerning the issue.

In the context of the present study, a focus group seems to be the best way to collect information. Since the present study entails gathering information on aspects that are highly qualitative in nature, so, focus group has been used as an instrument. A questionnaire has been avoided due to the fact that the nature of the study undertaken requires insights and interaction with the target audience.

The focus group interviews have been devised in order to better comprehend the impact of visual media programs on the university students of Arab societies and perceptions of these students regarding the same, along with their perceptions and insights into the concept of visual media in terms of creating awareness regarding the issue of Israeli-

Palestinian war as a whole and the visual media channels that engage into such practices in particular, it seems better not to collect answers in the language of the respondents. Also, since the study is related to motives of individuals, as in how effective are these moves being perceived by the target customers?

Focus group seems to be the best instrument to collect data for this particular study since a large number of people have to be taken into consideration. Also, since the respondents consist of students of Arab universities, that span a huge geographical location and is spread over multiple locations, interviewing is not a feasible option. Thus, assembling of participants from various locations would solve the problem as well as make it a truly meaningful interaction that would give insights to the researcher. Interviewing, on the other hand, could have been feasible on the respondents of the study belonged from only one particular university from the Arab nations or at least concentrated to a closely linked geographical location. Moreover, given the nature of study as well as the various tools and techniques used for the purpose of the same, interviewing may not be absolutely required in this case.

3.7.1 Sampling Procedures

All the research studies are based upon a sample. The selection of sample and sampling technique depends upon various factors. It is usually based upon the need for information; the extent of details required, and the people from whom the information is to be elicited. As this research focuses on a sensitive, yet burning issue, respondents had to be selected with care. It was pertinent that the selected respondents must have knowledge, should be active participants in the conflict and should have the authority to

talk on behalf of others. This is the reason for which purposive sampling technique was used to select the sample of respondents for this research.

A purposive sample is basically a non-representative subset of some larger population, and is assembled to serve a very specific purpose or need. It may not be possible to study the whole population for a specific research; the whole population would not all be known, and access might be difficult. A researcher usually attempts to zero in on the target group, interviewing whoever is accessible.

Snowball sampling is a subset of purposive sampling - named so because one picks up the sample along the way, analogous to a snowball accumulating snow. This type of sampling is attained by requesting a participant to recommend someone else who might be willing or suitable for the study.

As in purposive sampling, a specific group with given characteristics is studied, so that the main purpose objective of the study may be fulfilled. Therefore, for this particular research, the media personnel and student leaders have been selected using purposive sampling; and in that, snowball sampling was used to select the respondents.

3.7.1.1 Rationale and Significance of Questions Presented to the Media Personnel

“Senior Management of Al-Aqsa”

This part elaborates the queries which were addressed to the senior management of Al-Aqsa; the rationale behind each question and its significance will be discussed. The responses to each question will be discussed in the forth-coming chapter.

The first part of the interview includes the respondent's profiles of, which have been already presented before. The second part, which consisted of the questions, is elaborated as below:

Examples of questions

- i. What is the main conflict between Palestine and Israel?
- ii. To what extent do you believe that media's role is important in projecting the Palestine-Israel conflict?
- iii. As a senior manager of Al-Aqsa, who do you believe is the target audience of Al-Aqsa?
- iv. How does Al-Aqsa try to promote awareness about the Palestine-Israel conflict?
- v. Do you believe that the programs related to Palestine-Israel conflict influence participatory action? If yes, then how?
- vi. What strategies does Al-Aqsa use to gain influence over the university student leaders in Arab countries?

3.7.2 Rational and Significance of Questions Presented to Student Leaders

This is perhaps the most important section of the whole research.

The reason why the study focuses on the university students of Arab societies specifically and the Arab population in general is because university students, given their age, and the fact that they are relatively better qualified than the rest of the lot of population of the area, as well as the factor of their likelihood of being the opinion leaders of their

respective geographical areas, indeed makes them much better respondents as well as centre of focus of the study.

Moreover, it is indeed more likely that given their age, as well as the characteristic features of the age to which they belong, they are likely to be more agile, take up issues by active participation in spreading the word regarding the actual conditions that subsist in Palestine or for that matter the atrocities committed against the Palestinians. Thus, it indeed makes sense for the present study to zero in on the university students of Arab peoples in order to make an estimation of the level of awareness created by the visual media in general and Al-Aqsa channel in particular.

These questions would not only assess the role of media, they would also evaluate the impact of Al-Aqsa Channel, if any. Moreover, it would give an insight into the opinions and expectations of the student leaders. As the leaders are expected to speak on behalf of the whole student community, the reactions and feelings of the young generation would be disclosed.

The first part of the interview discussed the demographics of the leaders. Again, for the sake of secrecy and privacy of this research, the names of respondents have been fabricated. It was critical to do so as the topic under study is extremely sensitive and politically exposed. Therefore, to make sure that the respondents feel protected while presenting their views, it was essential to give them the guarantee that their names would not be revealed at any stage of the research.

Examples of questions to leaders of students are presented below.

- i. Do you have an interest in politics? Issues?
- ii. Do you have any interest in media? Which? Time?
- iii. If you have any interest in media, what is the purpose behind it? Or differently put, what interests you mostly in media?
- iv. To what extent do you have knowledge about the Palestine-Israel issue?
- v. What are the main sources of your information about the conflict?
- vi. Have the news on visual media, about the conflict, ever captured your attention?
- vii. To what extent are you influenced by the news portrayed in the visual media?
- viii. How often do you watch Al-Aqsa Satellite channel to stay updated on the conflict?
- ix. Do you feel that your historical knowledge about the conflict has increased by watching the programs portraying the Palestine-Israel conflict?
- x. To what extent are you influenced by what is presented on Al-Aqsa? Or, to what extent do you believe that reality is shown on Al-Aqsa?
- xi. What elements/ factors/ strategies influence you the most?
- xii. Have the programs related to Palestine-Israel conflict ever influenced your participatory actions? How?

3.8 Data Analysis

The analysis focused on the responses elicited from these respondents and the degree of their agreeing or disagreeing with the questions set for them. Tables, charts and graphs were used wherever appropriate. The data were analysed thematically, the researcher used Nvivo9 to analyze the data.

In terms of the effectiveness of the programs aired by the visual media, approaches are able to provide us definite measurements towards the awareness level among viewers. This is such because it adds more credibility to the products being offered and in a way also to determine the effectiveness of qualitative approaches towards research. As such, the focused group data were analysed manually.

3.9 Research Ethics

Since the present study concerns assessing the level of awareness among the students of various Arab universities of in the light of the ongoing war between that of Israel and Palestine, the ethics concerning the study may be hampered by the bias in comprehending the responses of the interviews, misinterpreting to come up with premeditated results, however important for the study, can be detrimental to maintaining an ethical stance with the target population.

As a researcher, these aspects may delimit the scope of conducting an extensive research and may even lead to coming up with the results based on the limited data the researcher has access to, though in the most ethical manner, as supported by the fraternity of research.

3.10 Time Frame

The researcher conducted interviews in the Arab countries (Lebanon, Syria, Jordan, and Egypt) between 1st of February 2013 till 16th of March 2013.

The researcher addressed the university administration and the student community to facilitate the conduct of interviews with students. There were two groups of interviews:

Group 1 comprises of 6 senior management of Al-Aqsa.

Table 3.1

Group 1

Senior	Date	Time
1,2	1 st April 2013	9:00am-1:00 pm
3,4	3 ^{ed} April 2013	9:00am-1:00 pm
5,6	4 th April 2013	9:00am-1:00 pm

Group 2 comprise 8 students' leaders from different universities. The interview schedule is as follows.

Table 3.2

Group 2

Country	Group 1
Egypt	6 th April 2013
Lebanon	10 th April 2013
Jordan	20 th April 2013
Syria	5 th May 2013

Note: The researcher met the students himself, but given the circumstances that prevailed in Syria as there is fighting going on between the government and the rebel's, the researcher was forced to hire a research centre to conduct interviews and was not be able to go to Syria personally.

For the focus group, it was conducted in Lebanon, where the students were grouped there between 10 to 20 April, and if anyone cannot come, they joined through video conference. The focus groups which consist of lecturer, media experts, student leaders and students with high CGPA from the Media Department, and one of Al-Aqsa satellite channel senior, as aforementioned. The schedule for the focus group is as follows:

Table 3.3

Focus Group

Focus group	Date and time
12 individuals	15 st April 2013 10am

The researcher used the audio recording of interviews with students and staff in Al-Aqsa satellite. The researcher recorded video for focus group data collection.

3.11 Chapter Summary

The researcher had deliberately targeted respondents from different socio-political and socio-cultural backgrounds to reflect their perceptions of media, awareness and the Israel-Palestine conflict. These characteristics helped the researcher to understand the respondents' feelings and this will enable him to recognize their views and perceptions on the issue. The triangulation of the data has enriched the study and even deepened the understanding of the researcher regarding the complex relationships between visual media and conflict in a war zone like Israel-Palestine.

The present study focuses on the level of awareness among the students of various universities of Arab countries in the light of the ongoing war between Israel and Palestine. Thus, the research methodology adopted for the research has been tailored to suit the specific requirements.



CHAPTER FOUR

RESULTS OF THE STUDY

4.1 Introduction

This chapter deals with the results of the interviews that have been conducted with the managers of Al-Aqsa satellite channel, as well as student leaders in the focus group. Also, it addresses the characteristics of those who were interviewed. Finally, it summarizes the chapter, including the most important results covered by the interviews. The sampling technique adopted for this research was purposive sampling. The criteria on which the sample of this research was selected was based on the fact that the selected participants must have “knowledge” and they must be “active” participants in the conflict and have the “authority” to talk on behalf of others.

Because the research topic is very sensitive, snowball sampling is used. The sampling is appropriate due to the participants’ situation and the context of the study. Thus, a deliberate choice on the basis of experience, knowledge, willingness and authority has been made in order to select the sample from the population. Statistical description of those in charge of Al-Aqsa Satellite Channel according to characteristics, features, gender, age, and years of experience is illustrated later on.

During the course of the analysis of the subject, the research would make sure that it would be careful in observing what the perspective of the people was during the fieldwork. The main thing that is needed to be seen is that the way the overall research is going to point out the way conflict between the Arab and the Israel is looked at and what

are some of the things that are needed to be kept in mind in that regard. So this is another thing that gains importance with the passage of time.

4.2 Participant's Profiles

The structured interview technique for obtaining the participants' personal profiles is used to make sure that they are suitable for this study and fit in the context of the defined criteria, whereas the semi-structured interview technique is used to give the participant a chance to describe the topic accordingly and openly. It also provides the researcher with the chance to obtain information which is impossible to obtain through the use of close-ended structured interview technique.

The names of the participants in this research have been fabricated due to secrecy and privacy reasons. It was critical to do so since the topic under study is extremely sensitive and politically exposed. Therefore, to make sure that the participants feel protected while presenting their views, it was essential to give them the guarantee that their names would not be revealed at any stage of the research. The profile of each participant, who has been selected for the purpose of this research, is presented below:

4.2.1 Senior Managers of Al-Aqsa

Six senior managers were selected, purposely for this research, from Al-Aqsa satellite Channel based on set criteria. Each of the participants had served in the channel for at least three years. Moreover, they all had cumulative experience in the media industry of at least five years. In addition to this, it was crucial to interview mainly only those who were part of policy making since the basic aim of the research is to assess the policy of Al-Aqsa Channel regarding the Palestine-Israel conflict.

Participant 1 is a senior manager at Al-Aqsa Satellite channel. He is a graduate of media studies and an integral part of the policy-making committee. He has been working at the channel for about four years and has total experience of six years in the media industry. He is married and blessed with three kids.

Participant 2, who is also a senior manager, has been working at the channel for about three years. His total experience in the media industry is approximately four years. This participant holds a master degree from a European university. He is married and has two kids. The third and fourth participants have been working at the channel for three years. Both were freshly graduated from the university before joining the channel. They are very capable, energetic and equipped with new and unique ideas. Both are single at the time of conducting the interview with them.

The fifth participant has also been working at the channel for about four years. His total experience in the media industry is approximately six years. He is also married and blessed with two kids. The sixth participant has been working at the channel for about four years. He has total experience of six years in the media industry. He is a graduate of media studies and is considered one of the important members of the policy making committee. He is married and blessed with three kids. All these senior managers worked at different stations of Al-Aqsa Satellite Channel; therefore, they have different points of view on reality.

4.2.2.1 Statistical Description

The following tables present a statistical description of the senior managers of Al-Aqsa Channel according to gender, age, experience and academic qualification.

Table 4.1

Distribution of the Sample by Gender

Sex	The Number	The Percentage %
Male	6	100.00
Female	0	00.00
Total	6	100.00

Table 4.1 shows that the number of the male participants (6) with a zero percent of females where there are no females in charge of the institution.

Table 4.2

Distribution of the Sample by Age

Age	Number	Percentage %
Less than 25- 35 years	2	33.12%
Less than 3536- 45 years	4	66.24%
Older More than 4046	0	00.00%
Total	6	100.00%

Table 4.2 shows that 33.12 % of the study sample is between the ages of 25-35, while 66.24 % is between 35- 45. These numbers indicate that those who are between 35 and 45 occupy senior management positions due to the fact that this age group is the most

capable of implementing, moving and following-up field matters, while the ages of those in senior management and other important positions in the media work are less than 45 years. However, the results of those in charge of media, who are less than 30 years, are five, who, is at this age, often need/not clear more experience and know what has been proved in previous studies. However, 0.00 % is the percentage of those who are above 45 years.

Table 4.3

Distribution of the Sample by Years of Experience

Experience	The Number	The Percentage %
3-6years	1	16.6%
More than 6 years	5	83.4%
Total	6	100.00%

Table 4.3 shows that 16.6% of the sample is between 3-6 years of experience, while 83.4% is more than 6 years of experience.

Table 4.4

Distribution of the Sample by the Academic Qualifications

Academic Qualifications	The Percentage %	The Number
Bachelor	34.25%	2
Master or above	64.38%	4
Total	100.00%	6

Table 4.4 shows that majority of the participants has high level of education with the rate of 64.38% has a master degree or higher qualifications. It is clear that those who finished their higher studies represented 64 %. This reflects the interest of the media organizations to appoint those who have long experience and higher academic levels in the senior management positions.

4.2.2 Student Leaders

Four different countries have been included in this study, namely Egypt, Lebanon, Syria and Jordan. From these four countries, specific universities were selected. The rationale of choosing the biggest and the famous university and should be in the capital of the country because many types of students whom are from other parts of the country come to learn in these universities. And in total, eight student leaders were selected from each country. This made a total of 32 student leaders from across four countries.

The student leaders have been selected from these four countries because these countries are directly affected by whatever happens in Palestine and Israel. An event that occurs inside Palestine has the ability to evoke reaction in all these four countries simultaneously.

The student leaders have already pre-defined set criteria in their own institutions. Usually, apart from the requirement of being a modest, moderate and excelling student, the leaders are finalized after conducting elections or polls. A student must attain more

than two-thirds of the majority votes to become a leader. These criteria finalize that a student leader, once selected, speaks on behalf of the rest of the student community.

These student leaders were interviewed in groups of eight, depending on their geographical distribution. This clearly defined the differentiation in their perspectives and the role of Al-Aqsa Satellite in creating this differentiation. Ultimately, those elements of differentiation will be clearly recognized and identified later in the research. The detailed distribution of the interview schedule has been presented in the methodology.

4.2.2.1 Summary of Student Leaders

First, the statistical description of the study sample according to the characteristics and features has been described. A sample of the university students was interviewed in four Arab countries and was chosen as the Capital University in each country. However, in the case of Syria, students were intentionally selected from various faculties. The study level and the sex were taken into consideration with the purpose of offering more diversity in the way of thinking on the part of the interviewees.

Table 4. 5

Distribution of the Sample by Sex

Percentage%	Number	Sex
72.00	23	Male
28.00	9	Female
100.00	32	Total



Table 4.6

Distribution of the Sample by Age

Age	Number	Percentage %
18-22	23	71.8%
22-30	9	28.2%
Total	32	100.0

Table 4.6 clarified that 71.8% of the study sample is between 18-22 years, while 28.2% represents between 20 - 30. These figures indicate that most college students in the study sample are in Bachelor or Diploma degree on average. This result fits with the number of students who are in universities permanently because more than 90% of the students who are attending universities are Bachelor students, while post-graduates' students do not often associate with attendance at the university.

Distribution of the Sample by Study Level

Table 4.7

Distribution of the Sample by Study Level

Study level	Number
Level 1	6
Level2	9
Level3	10
Level 4	7
Total	32

Table 4.7 shows that (9) are in the second semester, (10) are in the third level, while (7) are in the fourth one. The researcher has sought to include most of the education levels that represent all the categories' perspectives at a university.

4.2.2.2 Distribution of the Sample by the University

Table 4.8

Distribution of the Sample by University

Qualification	Number
Cairo	8
Jordan	8
Lebanon	8
Syria	8
Total	32



Universiti Utara Malaysia

Table 4.8 shows that eight from the sample are at University of Cairo, (8) are at University of Beirut and (8) are at University of Jordan and the last (8) Damascus University.

Table 4.9

Distribution of the Male and Female Sample in Each University

Qualification	M	F
Cairo	4	4
Jordan	5	3
Lebanon	5	3
Damascus	5	3

Total	19	13
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Table 4.9 shows that both males and females of the sample in the universities in this study are relatively close; this reflects the convergent percentages of males and females' numbers studying at universities.

Table 4.10

Distribution of the Sample by Place of Residence

Place of Residence	Number
City	23
Village	6
Camp	3
Total	32

As shown in table 4.10, twenty-three (23) of the sample live in city, (6) live in the village and (3) live in a campus in Egypt due to the lack of campus in Egypt. It is clear that most of those studying at capitals' universities are from cities.

4.2.2.3 Focus Group

The focus group consisted of two university lecturers, 2 media experts, 4 student leaders, 3 students with high CGPA from the Media Department, and one senior manager from Al-Aqsa Satellite channel.

The two lecturers were selected on the basis of their service in their department of media studies. One of them had served the department for over 15 years, while the other joined the department five years ago. Both of them had the reputation of being actively involved

with the student communities and they are said to have a close companionship with the media personnel.

The rest of the members of the focus group were the same as the ones selected for interviews. They were asked again to contribute because they had a direct stake in the conflict and the role of media. In addition, interviews provided them with an opportunity to voice their opinions, while interacting in a focus group; they could interact with each other, understand their points of views, and appreciate the differences. This would also allow the researcher to bring together the participants so as to understand their collective wisdom and opinions.

The conceptual issues of the visual media are also needed to be looked at so that the better perspective can be developed in that regard and how they can help as far as the objective setting is concerned at the first place. This is one of the impending issues.

The opinion leaders have to be better rounded in order to ensure that they have wider knowledge at their repertoire. In that way, they will not be opinionated and would develop their own course of action rather than relying completely on one visual media.

The questionnaire is being in this case utilized to make sure that it provides the fair idea what is being needed to be done in the long run and what are some of the cases that are needed to be looked at in that regard. This is one thing that is of extreme importance.

4.3 Rationale behind the Queries (Questions)

This particular chapter focuses on the rationale behind every query (question) and discloses the significance of each question put forth. The main theme is to elaborate on the objectives of this study in the light of queries developed by keeping in mind the same.

4.3.1 Rationale and Significance of Questions Presented to the Media Personnel

This part will elaborate on the queries which were directed to the senior management of Al-Aqsa. The rationale behind each question and its significance will be discussed. The responses to each question will be discussed in the fourth coming chapter.

The first part of the interview is related to the profiles of the participants which have been presented before. The second part, which includes the questions, is elaborated on as below:

i. The Main Conflict between Palestine and Israel

This is the main starting point for the discussion because this particular question will clarify the standing of the participants on this particular issue, which basically, they put in front of public for elaborating the basic reason behind this conflict.

It is important to know the opinion of the participants since they are the main policy makers of Al-Aqsa satellite channel. Therefore, this question will induce an elaboration on the main conflict as perceived by the senior management of the channel.

Al-Aqsa satellite channel has been established recently, broadcasting from Palestine, namely from Gaza. The channel broadcast media has focused on practices against Israel

and called for Palestinians' rights and getting Jerusalem under the administration of Palestinians. Incidentally, the Air Forces of the Israeli Occupation had bombed the channel headquarters twice (Thuraya, 2010). Though Al-Aqsa channel is said to promote the Palestinian Cause, it is significant to know the mind frame of the people on the driving seat of the channel.

Moreover, the compilation of the responses to this question will reveal the differences, if any, between the policy makers about their views of the conflict. This question will clarify, according to the participants, which factors play the main role in initializing the conflict.

ii. The importance of media's role in protecting the Palestine-Israel conflict

This is very important to consider because the response to this question will determine the seriousness with which the policy makers decide their plans and objectives. This question is asked to determine whether the participants have the knowledge about the Oslo Peace Accords of 1993. This question is also helpful in determining the role of Al-Aqsa Channel Satellite in causing the failure of those accords. This particular question will have two parts; the first part will quantify the extent to which the participants believe that media's role is important in projecting the Palestine-Israel conflict, while the second part will induce a discussion regarding the role of media in this specific setting.

This question is important in terms of awareness of the conflict because not every person in this world can understand the main contradicting factors between any countries by only travelling and visiting those countries, as done by newscasters, reporters and certain kinds of researchers. Thus, this question can influence the strategies and planning of the

policy makers regarding the correct delivery of the information to the target audience. For this reason, their policy needs to be more comprehensive to influence the ways of reporting the correct information.

The response to this particular query is also significant in the sense that it will determine the worth of the next questions and their responses. Moreover, once they are clear about the role of media, only then they will make the policies accordingly.

iii. The target audience of Al-Aqsa television according to its managers programming

This question is important since it forms the root of all policies. The target audience determines the types of programs that are presented on the channel. This means that this question indicates the demand of the target audience; whether they want to see the violence or the efforts of the related parties to minimize this violence.

Also, it is significant to know that according to the senior management, the future will be the ones who can bring about a change in the present situation. This question also focuses on the fact that media can influence the behaviour and perceptions of the people. The answer to this question will also reveal that, according to the management, how they identify those people whose attitude and behaviour towards the change in the present situation can be altered to induce them to maintain peace in the region. In addition, this would also reveal the rationale behind the types of programs that are aired and the strategies used with them.

iv. The extent to which Al-Aqsa is trying to promote awareness about the Palestine-Israel conflict

As suggested by the title, the focus of this research is about the awareness created by Al-Aqsa channel about the Palestine-Israel conflict. Thus, the awareness that is created among the public is important to be the correct portrayal of the actual conflict between Palestine and Israel. There is often a contradiction between what has actually happened and what is perceived by the public or, more accurately, what has been received by the public.

This research attempts to provide empirical analysis of the awareness created by media about the conflict. The current problems in media reporting are due to certain levels of inaccuracy, unnecessary sensationalism, and mistakenly reported news left uncorrected, not so good coverage of important issues such as the environment, government-related issues and education and the media's diversion from serving the public to the huge profit margins. In short, this research will highlight all those elements which affect the validity and reliability of the news presented in the newspapers and through the visual aid i.e. TV (especially Al-Aqsa Channel Satellite).

Even though numerous studies related to the issue of Palestine-Israel conflict reported by Al-Aqsa channel have been conducted, there is a gap in accurately investigating the impact that the conflict reporting created among the public. The gap has been identified by many organizations, and these organizations have started to focus on removing this gap by presenting the correct information to the world. Above all, one organization is doing this work very effectively, i.e. 'If Americans Knew'. Nonetheless, these

organizations and the past research show that these types of studies were either not backed by any type of strong theories to validate the findings or no measurement of visual media impact on the awareness of the conflict (Thuria, 2010).

Thus, this question reveals all the efforts made by the policy makers in removing the above-stated gap. It helps in understanding and seeking out all those factors which create the hindrance in achieving great quality and validity of the newspapers' information. Therefore, it is crucial to ask the management this question because they are the policy makers and the drivers of Al-Aqsa.

v. The programs related to Palestine-Israel conflict influence participatory action or not

Al-Aqsa Satellite channel has been blamed for promoting participatory action within Gaza and other areas. However, participatory action is not only limited within the confined lines of rebellion against the Israeli occupation but also encompasses the help that is extended to the victims of the war and conflict. This includes all sorts of help, either monetary help or providing voluntary services.

Therefore, firstly, one needs to understand the view point of the officials of Al-Aqsa. Secondly, this question would also clarify the intention of the management in this regard. Moreover, they would also elaborate the ways and methods through which the programs related to Palestine-Israel conflict influence the participatory action. Furthermore, this question would quantify the results and give numeric value to the notion that the programs related to Palestine-Israel conflict influence participatory action. The

participants, who believe that the programs related to Palestine-Israel conflict influence participatory action, will be separated from the ones who do not believe the same.

vi. The strategy Al-Aqsa uses to gain influence over the university student leaders in Arab countries

This is perhaps the main question for which ground-work was prepared by the previous questions. As this research focuses on the role of media in this crucial conflict under discussion, it is extremely important to understand the strategies used by Al-Aqsa to gain influence over the university student leaders in Arab countries.

This question tries to find out those factors which are kept in mind by the report writers, journalists and the policy makers, while reporting the news, in order to influence the target audience. We know that this topic is itself very sensitive; any debate or news regarding this topic, if properly presented, can induce the participatory action itself. Thus, this question is also linked with the previous one. An elaboration on this question would reveal whether the management truly seeks to influence participatory action or not.

vii. The extent to which Al-Aqsa Satellite channel's management thinks is successful in its mission or objectives

During the researcher's work in the field of media and journalism, Hassan (2008) conducted a field interview on the programs aired to measure the public knowledge around Jerusalem cities, including its mosques, homes and their lives. The results show that there is a major weakness in the knowledge of those who were interviewed. In 2010, one more interview on the same subject was conducted, but the results showed that there is good knowledge. Again, good knowledge in this case refers to the increase in the

degree of awareness that people previously had and the difference in the level of awareness from that investigated by Hassan (2008) in his first study.

This brings about the question of whether Al-Aqsa Satellite Channel has a role in this regard and whether it is effective in improving this knowledge or not. The management of Al-Aqsa Satellite Channel is the one that understands the aims and objectives of their channel and can assess the success or failure against the set standards. In order to view the role of awareness in this conflict, one surely needs to understand the perspective of the management can correctly tell about it by assessing this through the proper use of methods and techniques.

This is not only incorporating the factors which prove to be a hindrance in achieving success in terms of correct awareness but also analyze the importance and efficiency of this individual organization. Al-Aqsa Satellite Channel, in creating awareness and spreading correct information about the conflict and promotion of peace in the region.

Thus, the series of semi-structured questions, asked to the sample of management, have enabled us to gain a detailed deep study on the very crucial and sensitive topic, in which the participants are simply given an open opportunity to describe their opinions about the working of their organization and also about the significance of the conflict to them. They are asked to describe the questionable and contradicting facts they presented during the conservations, thus leading towards achieving a clear understanding of the beliefs of the authorized people associated with this topic.

4.3.2 Rational and Significance of Questions Presented to Student Leaders

This is perhaps the most important section of the whole research. The reason why the study focuses on the university students of Arab nations, specifically and the Arab population in general, is because university students, given their ages, are relatively better qualified than the rest of the population of the area, as well as the factor of their likelihood of being the opinion leaders of their respective geographical areas. This indeed makes them much better participants as well as central focus of the study.

Moreover, it is indeed more likely that, given their age, as well as the characteristic features of the age to which they belong, they are likely to be more agile and take up issues by active participation in spreading the word regarding the actual conditions that subsist in Palestine or the matter of atrocities committed against the Palestinians. So, the students are always the focus of the nation, whenever the country is in danger or not.

The student leaders also play a vital role in the economic and strategic security and strength of any country because they are the fresh blood of any nation. They are enthusiastic and emotional, and always play an active part in saving their country from the political and democratic threat. Thus, it indeed makes sense and practical significance for the present study to zero in on the university students of Arab nations in order to make an estimate of the level of awareness created by the visual media, in general, and Al-Aqsa channel, in particular.

These questions would not only assess the role of media but also evaluate the impact of Al-Aqsa Channel, if any. Very importantly, it would give an insight into the opinions and expectations of the student leaders. Moreover, as the student leaders are selected on the

basis of two-third of the majority of the whole student population, it is expected that they will speak on behalf of the whole student community. During their speech and discussion, they would disclose the reactions and feelings of the young generation because they are the true representatives and the leaders of the right opinion of the future generations.

The first part of the interview discussed the demographics of the leaders. Again, the names of participants have been fabricated for both secrecy and privacy and moral and ethical issues. It was critical to do so since the topic under study is extremely sensitive and politically exposed. Therefore, to make sure that the participants feel protected while presenting their views, it was essential to give them the guarantee that their names would not be revealed at any stage of the research. Out of total 32 student leaders, 4 were females, while 28 were males. All of them were between the ages of 19 to 26; this age represents the youth period. Few of the leaders have part-time jobs, while the rest lived on their parents' support. The queries, along with their rationale and significance, are presented below.

i. The participant's interest in politics

This is the starting point for the discussion. It is the very first part of our research. While setting the criteria for determining the characteristics of the sample for the population and also defining the set standards for sampling, the interest of sample people in politics is already considered very important. Also, it can be generally assumed that the student leaders are actively involved and are passionately interested in politics because their selection is very much based primarily on these features. However, it is always safe to

ask the participants the most obvious and an occasional question. Moreover, since the sample included ladies, it is important to ask because there is always a chance that they might not be personally interested in politics.

ii. The participant's interest in media

The second part of the research, or perhaps the most important part, is related to media. The question is associated with the fact that in today's world, politics is inter-mingled with media; i.e. the media is one of the most influencing factors of a country that has the ability to 'move and shake government'.

This question, further, is associated with the finding that there may be situations where leaders are oblivious of what is being presented on the media. The ambiguity can only be resolved if the leaders use the media for developing a thorough understanding of how and what to present on media. Therefore, it is pertinent to ask the participants about their interest in media. In addition to this, this question leads to the reasons behind being interested or uninterested and the reasons might be different from what is usually observed.

iii. In case of interest in media, the purpose and rationale of the interest in media

This question would induce the participants to disclose the type of programs that they are interested in. As it is defined above, Al-Aqsa Satellite Channel not only presented the news relating to the information about the violence facts but also presented the programs for conveying the messages of the government leaders and authority in special occasions.

Thus, it is important to determine which programs are most referred by the student leaders.

This is an important point, as it will be later used to compare the responses of student leaders against the senior management of Al-Aqsa. Their standing about the types of programs would be set against the types of responses given by the student leaders.

This would also show the relative success of each element of information/ broadcasting that is presented on the channel, and also the way of presenting that information to make it imperative to capture the audience.

iv. The extent of knowledge about the Palestine-Israel Issue

This is a very important question because the background knowledge of the conflict is very important before you are able to take a stance. The background knowledge can be termed as the main conflict between two nations, and the efforts of the leaders to negotiate and resolve this conflict up till now.

Moreover, this would also clarify the state of minds of the students since the leaders are a reflection of the main stream students. The student leaders are assumed to be more knowledgeable about the topic; their standing will show the level of awareness and knowledge amongst the student community. In other words, the question also indicates the research efforts and interest of the student leaders in getting the maximum information regarding this conflict and conveying the information effectively among others to promote peace in the region. This question would also quantify the results apart

from giving a detailed discussion. The extent to which each participant believes that he/she has knowledge about the conflict will be presented in the response.

v. The main sources of participants' information about the conflict

The rationale behind this question is twofold; one, it would tell if the student leaders use Al-Aqsa channel for gaining information and knowledge. Second, it would also reveal the level of trust that the students impart from the channel.

In other words, if the basic source of information about the conflict is the same, then this means that all the students have uniform background knowledge about the conflict. Thus, this question is useful in determining the clear figure about the beliefs of the participants on the particular source of information whether it is trustworthy or not.

Of course, the students would choose the source which they trust most. This would also be compared with the question which has been discussed earlier about the increase in the historical knowledge of the conflict. One would know whether Al-Aqsa channel had a role to play or not. This also clarifies the importance of the strategies used for enhancing the trust of the target audience, if it does, or the importance of modification of those strategies if it does not.

vi. The ability of visual media to draw the attention of its targeted audience

Is it not a secret that the student leaders have their own forms of information and updates? Therefore, only something very extraordinary would capture the interest of the

leaders. This question would answer one major question implicitly; whether the channel is able to capture the interest of its target audience or not.

If the response of the leaders is mainly negative, it means that this secret source of information only indicates the failures of the visual media, which badly spoil their performance. Though the visual media argue that they are implementing the best policies and strategies for attracting the target audience, they are still largely ineffective in regaining trust and increasing the information of their audience. Obviously, this leaves a question mark on their management.

vii. The element present in news to capture the attention of the participants

In continuation with the previous question, here the leaders would be induced to identify the elements which can capture their interest. These identified elements would also reveal if participatory action is encouraged amongst the leaders or not.

The answer to this particular question would also be compared with the strategies used by the senior management to gain the attention of their target audience. On the one hand, the management reviewed the method used by the journalists and report writers in reporting the information regarding violence. And on the other hand, it helps them in evaluating whether the number and the type of news presented by them is enough or not. It will also reveal whether the same elements interest the leaders or not. The difference in the interest of the leaders leads towards the outcome of a more comprehensive and detailed knowledge of what the target audience need or require.

viii. The extent to which the participants are influenced by the news portrayed in the visual media

Though this is a very direct question, it would quantify the extent to which news portrayed in the visual media is able to influence the student leaders. This is a discriminating point of current research; it would quantify the extent of influence that the visual media is able to exert on the student community. Again, in this question, numeric data will be presented apart from the discussion. The extent to which each student leader believes that he/she is influenced by the news portrayed on the visual media will be presented in tabular form.

The question, on the other hand, also reviews the reasons behind the degree of their influence by the news portrayed on the visual media. Here, the word ‘influence’ means that whether this news affects the listeners in any way, particularly in terms of awareness, or it may induce them for any kind of peaceful participatory actions. Particularly, in some special cases, when the news relates with any peace accords or negotiations, what kind of impression it leaves on the leaders or the listeners of this news in terms of conflict awareness, the nations’ strength and the efforts of the government. Here, the leaders are told to seek out what they perceive about these three terms, especially about the role of media, which is under the control of the government.

ix. The frequency of viewing Al-Aqsa satellite channel

The student leaders are very busy, and have their own sources of information which are pretty fast and reliable. The answer to this particular query would show two things; one,

the level of trust that the student leaders place on the channel, and second, the speed with which Al-Aqsa channel is able to deliver the news.

Also, the levels of trust of listeners affect decisions about the sources of information. If it is trustworthy, the listener will stay connected in order to get all the updates given on a certain issue by that news media.

Here, the rate of updating the effective news is very important for any visual media in order to gain the trust of the listeners because it determines the rate of presenting all the important news to the audience. If this rate is very low, it would mean that if the listeners get aware of it before it appears on your channel, they will consider it as a waste of their time.

Similarly, the rate of updating is very important in terms of presenting the truth of certain events since these events change very quickly with the passage of time. So, any delay in updating the news will certainly cause loss of a certain part of the correct information. To obtain the basic purpose of this question, the answer would be asked and presented against a set time grid. Thus, the frequency of watching the channel will be quantified.

x. The ability of the participant to learn something new related with the history of conflict between Palestine and Israel.

Media has been effective in creating awareness and is known to disseminate information regarding the latest news events as well as incidents from each and every corner of the world in order to make the readers or viewers aware about these incidents. However, apart from informing or appraising the viewers or readers about the latest happenings,

media also creates awareness to a considerable extent. Warner (2009) has argued in this regard that media is perfectly capable of creating awareness among the readers as well as the viewers, but it fails short of inciting action after having evoked awareness of the viewers.

Warner's point of view highlights that the media succeeded in getting the public's attention towards the issue, but it lacks creating the understanding of the logical aspects that are related to the issue of conflict. As the Agenda Setting theory suggests, the media reporting is supposed to be clear and precise to the audience, enabling them to distinguish the important and less important agenda. This context plays an ultimate role in how the public perceives the news and how they evaluate the nation's involvement in the conflict. The effect of the media reporting is at a risk of creating bias or favouritism, and therefore, it is important to have incited action after the news telecasting.

In this regard, it is significant to know the point view of the student leaders, who were not presented to witness the emergence of this conflict, rather they inherited it. Therefore, it is of utmost importance to know whether the historical knowledge has been conveyed to the target audience or not. Again, this question would present quantitative as well as qualitative data. The participants who believe that their historical knowledge has increased by watching the programs presented on the channel will be separated from the ones who do not believe so.

xi. The extent of influence of Al-Aqsa programming related with the actual facts of the conflict.

This is a very important question. This would measure the integrity of the channel, as perceived by the student leaders. As the leaders speak on behalf of the students, and they form the opinions of those whom they command, their opinion would matter a lot.

Thus, the coming out of the visual media supports the Palestinians, there has been appeared a state of awareness which improved gradually and affected a proactive role towards the Palestinians (Harb, 2009). In this scenario, the media has played an instrumental role in the formulation of political awareness by offering the viewers, news of the exact happenings from the point of view of the oppressed but not from the perspective of the oppressor.

Again, this has been noted by esteemed Dailies like The Guardian, which has explicitly mentioned that what media is showing for the most part is incomplete news. Even world class news channels, like BBC, have not been spared. The report written by Gibson (2006) mentions that BBC has been delivering incomplete news so far as the conflict between Israel and Palestine is concerned.

The report further mentions that the oppression that has been meted out to the Palestinian populace has for the most part gone unreported and that BBC, in spite of being a visual media channel of reputation, has failed to come up with this part of the story. Well known people from various quarters, including both the media as well as the elites of the Arab community, have welcomed this report and has called for a much clearer picture of the actual status quo of the incidents happening in that area and the atrocities that are committed against the dwellers of Palestine (Gibson, 2006).

The answer to this question would basically summarize the effects of all the efforts of Al-Aqsa Satellite channel and will reveal whether their efforts are fruitful or in vain. This question will present, in tabular form, the numeric value assigned by each student leader to the extent that they are influenced by what is presented on Al-Aqsa or to what extent they believe that reality is shown on Al-Aqsa.

xii. As a student leader, the capacity to be influenced by the programs of Al-Aqsa satellite channel, related to Palestine-Israel conflict

The present study attempts to gauge the impact that visual media can bring about on the minds of people or how it can help to create awareness about the events taking place locally or internationally. In keeping with the fact that the present study specifically focuses on the impact that Al-Aqsa television may have had on the students of Arab universities in the region, the present study tries to find out whether this can be seen as a movement that may result in creating awareness as well as protest across the quarters of the populace, so that the atrocities against the Palestinian populace can be stopped for good until permanent resolution to the problem is not found.

Thus, the youth is the right type of audience to respond and reveal the ground realities in this regard. Moreover, it is significant to note that if a student leader is influenced, then he would be able to influence many other students with him.

xiii. The elements/ factors/ strategies influencing the participant

This is a comparison with the question presented to the senior management of Al-Aqsa channel. This will seek to reveal the elements/ factors/ strategies that truly influence and

impact the leaders. However, a comparison will be made with the actual strategies adopted by the management of the channel to influence the young generation.

xiv. Influence on Participatory action related with the content of programming based on Palestine-Israel conflict.

Perhaps, the most controversial topic is the participatory action by the people of Palestine. Here, another distinguishing feature of this study is presented as this is the only study conducted so far to quantify the responses of the student leaders related to participatory actions. Instead of assuming and propagating, this study will present the view of the student leaders themselves. This will be compared with the original intention of the senior management of the channel, and conclusions will be drawn.

4.3.3 Rationale and Significance of Discussion with the Focus Group

The focus group interviews have been devised in order to better comprehend the impact of visual media programs on the university students of Arab countries and perceptions of these students. Moreover, this study would focus on their perceptions and insights into the concept of visual media in terms of creating awareness regarding the issue of Israeli-Palestinian war as a whole and the visual media channels that engage into such practices in particular.

The focus group, which consisted of two university lecturers, two media experts, 4 student leaders, 3 students with high CGPA from the Media Department and one senior manager from Al-Aqsa Satellite channel, was formed to judge the viewpoints of each group against the other the total 10. The questions presented to the senior management and the student leaders who were more or less repeated in front of the focus group. The

only difference was the inclusion of the university professors, who had a grip on the media tactics, as well as understanding of the issues faced by the student community.

Moreover, the environment of open but guided discussion allowed the participants to understand the situation from different perspectives. It also opened ways to new avenues of research and understanding. From the researcher's point of view, it helped to summarize and compare the responses which were presented individually by the participants.

Thus, the discussion sought to bring the stakeholders together in an attempt to enhance the understanding of the participants themselves and the researcher too. In addition to this, it is expected that the discussion will also present some ways, through which the role of media can be enhanced or specifically the role played by the Al-Aqsa satellite channel can be augmented.

The results present the following points which are derived from the interview sessions data:

The interviews showed that the ability of visual media to affect the awareness towards the Palestinian cause comes from several areas. First, the Palestinian issue has got enough sympathy, starting with the promise of the Arab people to consider the Palestinian issue as the same dimension as Jerusalem issue, which represents a religious dimension and a challenge for the Arab countries surrounding Palestine. Moreover, Palestine is the only Arab country occupied in the region and the countries under study are in contact with Palestine.

Thus, people of these countries feel that the issue is directly concerning to them. On the other hand, by recognizing the results, it is clear that the Arab interaction is more emotional rather than doing a role or having a mission, which explains the moral sense towards the issue of the Palestinian people. This sense must be developed to turn these emotions into actions in order to benefit and support the Palestinian people.

The interviews showed visual media was a reason behind recognizing living conditions and daily life of the Palestinians, focusing on daily living conditions that caused war and the following circumstances caused by siege are what the viewer would like to watch. Although the Palestinian issue, with all its dimensions, receives the viewer's attention, the daily human dimension, including medicine, food, and the days following major events such as wars and invasions receive the viewer's considerable attention.

The interviewees mentioned that the visual media had added knowledge about dangers threatening Palestine and at the same time increased their knowledge on the issue in general. Of the daily bad Israeli occupation practices, the interviews showed there is a clear impact of visual media in increasing the knowledge of the university viewer because of its ability to deliver the image and sound much more attractive than the other media methods. However, the media channels often deal with the Palestinian issue in form of news only.

The Arab university viewers are considered to be the study core for those who are interested in reality. The study showed that more than 85% of viewer's watch news. Muala (2001) showed in his study that "the news navigates fast diverse events about the Palestinian issue which is at the core of the events every day" (p.127). Thus, it can

provide the university viewer with the major issues related to prisoners, martyrs or occupation crimes leading to increase the viewer's knowledge.

The interviews add major thing that high interest to compensate the refugees and the right of return, the necessity to return to the homeland and devotion to this right. No matter how long it takes and how many sacrifices will be. Results showed that those who were interviewed revealed high sense that the right of refugees to return to their homeland is the right that cannot be swapped.

The interviews also revealed that viewer participation through telephone or messages in programs related to the Palestinian issue, indicating that the Arabs and the Arab receiver, in particular, sympathize with the Palestinian Cause. They think that this interactive participation is an opportunity to express their feelings towards the issue. This opportunity of sympathizing would be safe because in many countries, including Jordan and Egypt, when there is any sympathy, this performance can affect the doer.

The interviews showed that visual media was the reason for participating in the financial donations to support the Palestinian cause. There are various reasons behind this issue, one of them is that the conditions in countries under study have their privacy, which may differ from those activities that need to have a collective effort. Reality in Jordan forbids such activities which are considered by the Jordanian government as illegal, but it does not declare that; however, it is against any activities that reflect any form of collective or supportive work with any Arab issue.

These kinds of activities are only allowed at times of crises such as wars. For instance, in Lebanon, problems and internal crises dispose activities incompletely because the interior issues take their time and effort. In Egypt, after the revolution, there is still instability gripping the Egyptian reality. Obviously, Egypt is the country that sympathizes popularly and publicly compared with the rest of the countries under study.

Results reflected that the media has an impact on participation. This is clear through phone calls, communications through programs, participating opinions, and online campaigns and in public awareness campaigns. This refers to the role of media which can result in practical steps, and it is worth noting that the participation of the Palestinian people represents the majority and the Jordanian people come next, but that is only, when approved by the government, in the major public issues that do not lead to confusion. Results also reflected that the parades and marches, taking positions to influence the government as a means of pressure not to think of.

Thus, there is not much participation by university students in such activities because of the damage resulting from. It is worth mentioning that many of the university students hint joked regarding questions related to participation in the activities that will put pressure on the government to take positions in supporting the Palestinian people. I was uncomfortable and unnerved for fear of causing them harm.

The results of viewers concentrate on the differences in the students' answers in promoting awareness of the Palestinian issue is due to demographic factors (the state, the media outlet, gender, experience, age, qualification, major).

It is noted in the results that the awareness of both, the Lebanese and Egyptian students are in contact with the Palestinian Cause. Lebanese people, on the one hand, experience the Palestinian issue because a quarter of a million Palestinians live in camps in Lebanon. On the other hand, the common enemy of both, the Palestinians and Lebanese, leads the two people to suffer of the same pain approach experiencing the troubles, politics and the situation. Also, Egypt hosts a lot of Palestinian families and the permanent close contact without disintegrating the Palestinians who would travel through Egypt, live chat and have attitudes. Thus, the effect will be linked to media and any effort or a change in the Palestinian arena must be preceded by Egyptian changes necessarily which make the differences clear according to location, place and degree of contact.

The interviews indicated that the Palestinian issue had impacted the emotions of the individuals especially the females. The interviews showed that there are differences in the students' responses due to the income rate. Low income individuals will direct most of their attention towards providing food, facing life and staying in order to achieve the daily and monthly goals.

Therefore, they cannot participate permanently or be interested in increasing knowledge and following-up. The interviews also showed that differences of age and academic level makes difference because experiment and experience in life appeared clearly among levels 1,2,3 and 4 of the students who have experience in life, deal with reality and do students' work. The interviews showed the most of the students said that they are interested in political issues around the area and the average time they spend in watching

political programs is more than 7 hours weekly. However, 1/3 of the sample spends 14 hours weekly.

Students said that the daily average of watching news is $\frac{1}{2}$ hour at least. As the political reality in each country draws the viewer's most attention followed by Syrian, Egyptian and Palestinian according to the conditions in each regarding caring about the Palestinian issue. Students said that following-up news about the Palestinian issue is very basic and there are permanent connections between the Palestinians and Egyptians or the Palestinians and Jordanians because the Palestinians go in and out crossing these countries.

Students expressed their malice towards the Israeli occupation and its awful practices such as murdering and imprisoning people in addition to the siege. Students reported the importance of the educational material to be broadcasted in a high quality. Students' interests were verified while following the news of Israeli Practices such as wars and big crises such as prisoners' suffering as well as following Gaza Strip conditions and the siege, including the departure of people through Egypt and Israel.

It was clear, based on the interviews that news with attractive titles and the videos from the events related to human issues, including lack of food, children and ill people, have got most of the students' attentions. Furthermore, students followed the news at night being at home rather than the early hours.

The human issues like illness, poverty and killing have taken the most of the university students' attention than political and cultural aspects related to Palestinian issue, and

finally come the legal issues. Regarding channels followed by the sample, their first interest was in channels about the country, such as the official channel, followed by news channels like Al-Jazeera, and then come to channels concerned with the Palestinian issue such as Al-Aqsa Palestine channel and Al-Quds one. Regarding the news material and the content that capture attention of him/her, the university students said that the Palestinian channels are abler to express themselves and their issues. On the other hand, the other channels in other countries do not have enough details about life in Palestine. In addition, photos viewed in those channels are from news agencies which view the material as their own specific policy.

The interviews showed that Al-Aqsa channel used a long-term impact strategy which was chosen because outside world lacks lot of information, concepts and realities. Then the step in trying to convey ideas appealing to all age categories concentrated on categories that affect the society such as students, people in syndicates, in addition to addressing nations by their names and mentioning their heroic situations that are full of pride and dignity, then demanding them to do a simple rather than a bigger role towards the Palestinians.

Al-Aqsa channel is keen to have a very clear understandable language taking into consideration age categories, cultural differences in countries that may receive the news the appropriate watching time, diversity in presenting like putting songs, programs, discussions, news and short breaks.

Al-Aqsa channel gave a considerable attention to youth, particularly university students. This was clear in the regular hosting to university students from other Arab countries, and

then asking channel offices, in countries under the study, to include youth in reports and discussions. Moreover, the channel used other ways such as Facebook and Twitter to connect with the audience as it concentrated on permanent communication with the university students believing that they have the most prominent role in the future changeable issue.

The channel largely increased showing activities related to youth in countries of the study, knowing that this would be a reason behind following the channel. The channel did a lot of studies that included tendency of the target category, the way they like programs to appear, watching times, content and external form of the program. It is keen to consult experts, academicians, psychologists and media about ways to stimulate and promote university students' abilities who will shoulder an essential future role regarding the important issues.

Recommendations that were taken have got a considerable attention and following. The channel specified 8 hours a week for programs that deal with issues about youth and their reality, Palestinian youth issues and other concerns of both Palestinian and Arab youth.

The interviews showed that many programs related to the Palestinian issue on Al-Aqsa channel are popular. This issue was dealt through 2 sides; first, the side related to, who is in charge of the channel whether the above mentioned question was studied or not; are there any neutral centers for the programs and did the channel study how many programs were spread and followed. Answers reflected that there are regular surveys done after every 6 months to know the average popularity of programs. The target category of the survey is used to be from the Arab countries as Arab countries are under the study in

current research. People in charge of the channel said that programs related to human, health, electricity, lack of medicine, as well as the ones related to emotions like killing and imprisonment by the occupation are the most popular ones.

Educational and cultural programs have a lower interest degree, while political ones are in the second level after the human related programs. People in charge of Al-Aqsa channel said that night times starting from 7:00 are the most appropriate as the average of watching continues to increase till it reaches the peak at 9:30. However, this following up starts to decrease from 11:30. They also reflected that programs that include participation through phone calls are more followed than the others, whereas talk and discussion programs inside the studio have got less interest level.

The finding showed that there is a perception of knowledge aspects, including the massacres of the occupation and peace agreements. Moreover, about 40% of the interviewers said that resistance may harm the Palestinians. Nearly 44% accepted the demilitarized state as a final step to prevent the continuation of the confrontation with Israel. In addition, the participation of the university viewer was strong in the case of the unknown "name and location" (as fictitious online connection or involvement) whereas, the participation that may entail declaring the name and the place of the participant seems to include fear and hesitation.

Results also demonstrated that awareness of more effect started from Lebanon and Jordan revealing that there is a good passion almost by most of the sample, but the practical performance is different in accordance with the contribution. The interviews showed that

variety in displaying, including the break, the song, the documentary and the talk show contributed in enhancing the awareness of the Palestinian issue.

The interviews showed that the fact that the quality of tools and equipment were the reason for the survival of the viewer in the case of suspense and following-up programs. It was directed to the sample managers who were interviewed to see if the tools and equipment's were important. However, this little importance, in comparison with the others have much importance in elements, including the choice of the subject, its importance, the method of presentation, the hosted figures and the ability to influence, in contact with the intent of the people's need and interest. The interviews also reflected that the clarity of purpose to the team work, the following-up and the reviewing represent the element of success.

On the other hand, the interviews talk about the channel's policy, its financial capacity, the nature of the financier, the intellectual and religious background, and the importance of the Palestinian issue for it. Paragraphs on the side of the management of individuals were related to the way of dialogue and debate between the management and the staff, and the methods of following up problems. This is what channels considered as linked to the policy of the channel, and that the decisions coming from the top of the pyramid are to be implemented because they are subject to the visions of senior management. As for the content, there were paragraphs related to periodic evaluation and surveys of public opinion.

The results of the interviews concentrate also on the current policy of recommendation for the presenters and writers to care for the issue of Palestine represents an important point for the formation of the viewer's awareness of the issue.

The interviews also showed that the most important thing is that the institution must have a strategic goal within its plan to increase awareness. This is applied to the program paragraphs, and the adoption of media organizations of the question of Palestine considers that it has a unique level of importance, which contributes to raising awareness. On the other hand, there are many issues that prevent great attention to the Palestinian cause and this varies from one institution to another depending on the circumstances of the country of the institution, taking into account the concerns of the public and their interest in a certain kind of programs and the way it is presented. As a result, the Palestinian cause is considered by these media institutions just as news.

Repeating show on the aspects of the Palestinian cause through the media organization had a role regarding the viewer participation in the activities that support the Palestinians. The interviews showed high relative weight that repetition of the Palestinian issue aspects contributes in promoting awareness. This repetition is to achieve two goals; first, to gain reach to all recipients. Those who didn't watch from the first time could watch the repetition. Second, the repetition is repeating the content with changing the format and output, and thus, this achieves confirmation and furtherance to the previous idea. Third, repetition is the successful way in promoting the values, principles and ideas.

The interviews showed that choosing the right time to view the Palestinian programs contributes to a larger following-up and thus, increases the viewer's awareness. Results

also showed that the ability to influence through content is very high. This begins with the high impact that the viewer wants to diversify into view not only by talk programs but also by theatre, drama and the break. As results reflected, it is important to have attractive and interesting outside form in addition to the choice of subjects and selection of the characters that have a big role in the follow-up by the public as well as listening to the viewers' opinion regarding the content and display live with the recipient.

The interviews showed that the regular training of teams contributes in performing more quality reflected in performance. Results reflected that there is an impact for individual and capabilities management, which had the least effect compared to content management, policy and planning management. There is no doubt that training individuals, direct guidance and developing a person's experience mostly made the impact. The influence of the human, according to people in charge of communication, has surpassed, with its impact devices and tools that come as a lower level like using good hardware and tools and modern techniques.

The reasons behind that according to the researcher are related to the university community. Although it is interested in image and performance quality, yet the quality of the subject, its importance the extent of contact with the recipient and the overall impact could make the effect. For example, the Gaza Strip war is a worthwhile subject; though the broadcasting was not good and with a bad image quality, there was a good impact.

The results showed that there is an impact of management policy and planning on awareness, noting a great effect in some areas, including the existence of a strategic plan for the institution and the adoption of a procedural plan for programmatic content.

They also showed that there is an impact for content management program. Also, varying degree was the highest interest in the form excretory and attractive colouring in the view. In addition, they showed that there is an impact of personal management and the potential on awareness, in case there was a follow-up to the team work, the pursuit of the training, development of skills and abilities and the presence of experienced citizen action. Moreover, the interviews showed that there is a difference in vision in the media work due to funding and policy adopted by the taxpayer and the intellectual background of the channel.

4.4 Chapter Summary

This section deals with the characteristics and personality features of the university student participants, classifying them according to sex, age, college, study level, university, gender at each university, place of residence and rate of income. And then, it explores the results of the interviews.

The starting point for this part of the interview session focuses on the participants' opinion regarding the main conflict between Palestine and Israel. This was followed by revealing the importance of the role played by media to cast light on the Palestine-Israel conflict. Other important issues are raised implying the target audience of Al-Aqsa Channel, the awareness promoted by this channel towards the Palestine-Israel conflict, the programs which promote the participatory actions, the adopted strategies by Al-Aqsa Channel to affect the university student leaders in the Arab countries and the extent of success in achieving the mission and objectives of Al-Aqsa Channel.

To sum up, the visual media management affects the awareness of university viewers, and visual media has added knowledge about the dangers threatening Palestine and was a reason in participating by telephone or messages in financial donations to support the Palestinian Cause. Moreover, recognizing living conditions and daily life of the Palestinians, where the viewers do not accept to have a demilitarized state that has no control on crossings and ports in order to stop Israel from prosecuting the Palestinians.

However, there are differences in the students' responses according to the income rate. Most of the students said that they are interested in political issues around the area and Al-Aqsa channel used a long-term impact strategy which was chosen because the outside world lacks lots of information, concepts and realities.

This chapter is focused to set the ground for the main analysis that will follow in the coming chapter. The profiles of the participants were presented, so that the responses given by each one of them could be analysed in the light of their background. The rationale and the significance of the queries and questions elaborate the aims and objectives of this study and discuss the way of carrying out the analysis. The next chapter will present the analyses, based on the questions elaborated in this chapter, which, in turn, are based upon the objectives of this research.

CHAPTER FIVE

ANALYSIS AND DISCUSSION

5.1 Background of the Analysis

The previous chapter of this research set the grounds for the analysis and described the aims and objectives of the study in detail. The major elements, factors and issues to be analysed in this research have been elaborated, so that the responses of the participants could be understood in their light. Moreover, the semi-structured interviews technique is used in order to ensure that the participants have correct understanding of the research topic.

The answers to the questions which could be quantified are presented numerically, after being recorded and summarized. Open ended questions induced explanation and discussion, which was initially taped and transcribed subsequently. The major, noteworthy points of the responses and discussions have been taken up and presented in a manner which helps secure privacy of the participants; and also facilitates the readers to follow the discussion. In this chapter, answers of the research questions will be exposed in addition to the researcher's comments.

5.2 Analysis of Interviews Responses of Media Personnel

This section aims to analyse the responses given by the senior management of Al-Aqsa Satellite Channel. The responses were compiled and important findings were derived. The condensed form of the responses and discussions is presented in this chapter. Six senior managers (directors) of Al-Aqsa were interviewed. The responses of these six managers (directors) are presented together. This approach has been selected for two

obvious reasons; first, to present a comprehensive viewpoint of all the participants, and second, to keep the responses anonymous in order to secure the privacy of the participants.

i. According to you, what is the main conflict between Palestine and Israel?

The first question aimed at knowing the basic stance of the participants regarding the Palestine-Israel conflict. This query itself will reveal the point of view of the senior management of Al-Aqsa satellite channel and show their feelings about the same. It will also reveal how they feel towards the conflict and whether they have any background knowledge about it or not. In short, this question also identifies their past experiences and their personal feelings associated with this conflict. The researcher aimed at assessing the awareness level of the participants and to see whether correct information could be retrieved through their feelings or not.

The first immediate response of the six participants was the same. According to them, Israel and its troops have forcefully captured the Palestinian land and are continuously striving to drive out the Palestinians, driving them to live as refugees. They all have almost the same bad past experience and feelings about the basis of main conflict and all wanted to deliver them in almost the same way.

One of the manager, "A" elaborated that there are two prime issues at the core of this ongoing conflict. First, there is the unavoidably destabilizing effect of trying to preserve an ethnically preferential state, specifically when it is for the most part of foreign origin. The original population of what represents Israel now was ninety-six percent Muslims and Christians. However, after being exiled previously, these refugees are forbidden from

returning to their homes in the self-described Jewish state (and those inside Israel are subjected to methodical discrimination).

The second issue, as elaborated by one of the managers, is that Israel's sustained and unrelenting control over Gaza, and military occupation and confiscation of privately owned land in the West Bank, are exceedingly tyrannical and repressive, with Palestinians having nominal control over their lives. Thus, the senior management of Al-Aqsa views these two issues as the major conflict between Israel and Palestine.

The manager further disclosed that as part of the conflict, more than 10,000 Palestinian men, women, and children are detained in Israeli prisons. A very limited number amongst them has had a legitimate and justified trial. In contrast, they are exposed to physical torture and abuse frequently. The Israeli forces have control even over the internal Palestinian borders. All men, women, and children are strip searched; women in labour are stopped from getting to the hospitals (now and then resulting in death), people are beaten and both medicine and food are blocked from entering Gaza, causing a rising humanitarian crisis. Israeli forces attack and assault more or less daily, kidnap, injure, and at times kill inhabitants.

One of the managers of Al-Aqsa explained the background of the conflict, too. He stated that according to Oslo Peace Accords of 1993, these territories were expected to be at least one Palestinian state. Nevertheless, after years of Israel's continuing to seize land and with steadily worsening conditions, the Palestinian population rebelled. This uprising, popularly called "Intifada", began at the end of September 2000.

Thus, the responses of the senior managers of Al-Aqsa showed clearly that they view the conflict as an invasion by a Jewish state of their territory.

ii. To what extent do you believe that media's role is important in projecting the Palestine-Israel conflict?

This question was perhaps one of the most important questions directed to the senior managers of the channel. This question had two aspects: first, it asked the participants to quantify the extent to which they believed that media's role is important in projecting the Palestine-Israel conflict, and second, it induced a detailed discussion on the role of media. Also, this question reveals the role and responsibilities of media in case of specific resolving parameters, which are needed till the end of the conflict.

A part of this question also supports the fact that the role of media can be crucial in those times when special negotiations (the Oslo Peace Accords of 1993) are being made, and when it was thought that the government is wrongly interpreting the meaning of peace i.e. the damages and suffering of the nation are more than the benefits obtained (getting freedom and attaining peace) in the region due to the efforts of the government.

As for the first part, each participant had a different figure to report. The responses given by each of the participants are presented below:

When an average is calculated for all the responses, some of them are good percentage. And the other low, the others given media's role is important in projecting the Palestine-Israel conflict. Thus, it shows that all the participants agree with the enhanced

responsibilities and greater influence of media during war times. The second part of the question induced the participants to elaborate on the role that can be played by the media.

All six participants were unanimous on the importance of media. They individually stated that media has the power to aggravate the situation or cool it down. It also has the power to communicate a particular piece of information to the general public, whatever the way it deems fit.

One participant also covered the history of media's role in Palestine. According to him, when Israel occupied the Gaza Strip and the West Bank in 1967, there were no Palestinian newspapers in the area. It was after almost three years that the Palestinians thought of putting out a newspaper. At that time, the opposition was such that any dealings or interaction with the occupation were dejected; lawyers refused to go to court and schools were closed for a while. What applied to lawyers and schools was also applied to the press.

However, eventually the Palestinians started publishing newspapers, which reached a total of 10. Ever since then, Palestinians have realized the importance of media and used it to their advantage.

Although, the managers agreed that Palestinian journalists have only one story worth covering. It is indeed true that the incidents of the Palestinian-Israeli clash create an incessant stream of material as well as an unquenchable demand for stories. This particular subject makes up practically 90 percent of all news reporting in the Occupied

Territories. The Palestinian journalists are now entirely engaged in covering the incidents surrounding their nation's struggle for existence on daily basis.

They reveal that even though a large percentage of the newspapers contains the news relating to the damages suffered by the nations during this war, it is being argued that some important stories of death of chief personalities are neither presented nor filled by the press. Some parts of this fact are influenced by the government control over the press, which cause them to avoid reporting certain stories and incidents in newspapers.

While talking about the role of media in the particular scenario of Palestine-Israel conflict, one of the managers yielded that he does not deny that there is a common cause among all the segments of Palestinian society and all the institutions in Palestinian society, including media institutions with the Palestinian National Authority. He and two of the other managers stated that we have a similar cause; achieving our own independence, our self-determination, and building a state.

However, the managers categorically stated that there is a lot of exaggeration when it comes to the so-called interference of the state in guiding the media or telling them what they should and should not do. They referred to the fact that even on TV and broadcasting stations, which are under the command of the state, TV takes a point of criticizing diverse aspects of our life. Moreover, the senior managers of the channel revealed that there is no censorship of TV at all. On TV, one can express himself on economic, political, social matters or about any issue he would like to do.

Here, the fact of presenting wrong and ambitious information on the media affects its role in certain circumstances. And hence, the control on validity and quality of report writing is affected. More policies are needed to restrain them, but these policies cannot be implemented when the entire media is under the control of state and government.

In this particular scenario, all the participants said that the role of media increases when it comes to the conflict between Palestine and Israel. This is because the representatives of other countries are not present here. The international community relies heavily on what is projected on the media. Their reactions, opinions and support are based on what is communicated through the media. The managers also commented that the role of media has changed over time; greater importance is now attached to what is portrayed on the media.

One of the managers "B" commented that the advances in satellite technology and the digital revolution have given people unparalleled and exceptional access to global events with instantaneous and thorough reporting of war. The managers viewed that this as a positive and beneficial change as it makes sure that it is no longer so easy to fight a war in secret.

However, the manager, "C" also declared that this advancement also poses new challenges; war reporting has become voyeuristic, a kind of real life computer game with life endangering risk involved. Moreover, information management has become a foremost element in war strategy.

They also acknowledged that there is a need to change information management system, especially the ways of reporting a certain cause. This means that any news should be presented in such a way that it provides the users with the same information as it is in reality. It should not include any personal sentiment regarding the conflict to drive aggressive behaviour in the viewers or listeners. Now, due to this advancement, states also get the ability to manipulate the media to get a strategic and premeditated advantage over the enemy.

The manager, "B" seemed well aware that due to these changes, journalists and media workers have greater direct access to more people than at any time in the past. Therefore, they need to be aware of how they are being directed and influenced, and the impact their reporting can have on aggravating or calming the conflict.

Once the importance of the role of media had been discussed and agreed upon, few managers also discussed the ways through which media can help in the peace making process between the two states.

How can exactly the media contribute to peace building is indeed an important and a discussable topic? In spite of everything, the majority of the peace settlements took place far away from media. For example, the Dayton Accords which ended the Bosnian War and the Oslo Peace Accords in the Middle East. In spite of bitterness, the reality is that for conflict resolvers, the media is typically seen as a threat and eager to pounce on any imprudent or conciliatory remarks by the negotiators and circulate them with no thought of the consequences.

The managers also revealed the fact that states always try to control the media and press rather than cooperate with them in providing the correct knowledge to those who can be influenced to bring about peaceful outcome of this conflict. On the one hand, this is good in implementing their policies as it makes it easy for them to convey their messages to the target audience, but this also has some certain consequences on the behaviour of those people. Also, this affects the support of foreign nations to elicit the cause and their help in stopping such regrettable violence.

iii. As a senior manager of Al-Aqsa, who do you believe to be the target audience of Al-Aqsa?

The responses for this question varied across the participants. Some were very clear and direct about the answers while others were discreet. However, the most important point noted here was that all six managers saw the student leaders of Palestine as their target audience. Four of the managers also emphasized that the international community gains importance as their target audience. According to them, it is of utmost importance that the international community gets to know what is exactly happening in Palestine, especially the West Bank and Gaza Strip. Their importance plays a vital role in getting support and sympathy in resolving this conflict immediately. The support of UN and US in this conflict has a great significance; consequently, they can also be considered as the target audience.

However, one senior manager "D" had a different perspective. Apart from agreeing to the target audience of student leaders and the international community, he had other

concerns. He said that the target audience of Al-Aqsa should not only be the ones who are interested in war reports, though it forms the major part of the broadcasting.

Nevertheless, he acknowledged that they had certain limitations, which should be understood. He believes that he would take a position pertaining to certain issues; cultural, political, and social, etc., in a different manner if they were independent. But he or any other manager of the channel cannot raise these issues today.

For instance, he revealed that he did not like the facade of thousands of girls and women walking with veils over their heads under this sun sweating. He stated that 99 percent of them do not want this. He disclosed his will to fight against it. But, according to him, he possibly could not raise this issue these days because they have to fight over the peace process.

Though the manager " A" listed many issues, including the relations between men and women, family life, the status of women, the future of the new generations, and the relations between trade unions and workers, he also stated that all these are basic issues which they cannot approach now because the progression of winning independence has not been resolved yet.

He further elaborated that he thinks that freedom of expression is essential, but they cannot accomplish the standard they want as long as they are not free people. It was concluded that freedom of expression is the freedom of different segments of society and their representatives to convey their points of view for the sake of the progress of the whole society. Apart from this, in the concern of the target audience, all the managers

declared that all those people as target audience have some personal (may be religious or ethical) or strategic (diplomatic or military) stake in this issue.

iv. How does Al-Aqsa try to promote awareness about the Palestine-Israel conflict?

Al-Aqsa channel has taken it as its foremost responsibility and priority to promote awareness about the Palestine-Israel conflict. Due to this reason, the channel employs various tools and strategies. Various policies have been developed in order to improve the effectiveness of the information used to create awareness regarding this conflict.

All the six participants were very clear and unanimous about their strategies. All of them also highlighted the critical features of visual media. According to them, on the one hand, the visual media reports the violence in the war as a major and worst hostility in the world. On the other hand, it is presenting the pro-active activities to promote peace in the world (Here, the pro-active activities mean those actions, which help the government or state in transmitting their efforts in attaining peace for its nations).

The managers explained that for attaining the attention of the target audience, the channel has scheduled the programs relating to different issues for capturing the attention of maximum people by keeping in mind the fact of equal presentation of both aspects.

Very importantly, the channel allocates more than 90% of its resources and time for war coverage. It makes sure that all the reporting is precise and instantaneous. Any major event or incident in any part of the state is reported well in time. During the reporting, it is made sure that the attention of the international community and media is grabbed.

Moreover, the channel promotes discussions related to the conflict. This brings into scope a variety of ideas and opinions, which eventually enhances awareness amongst the general public as well as the international community.

However, while answering this particular question, two of the managers complained about the unjustified reporting by the international media. They posed a question that although Jerusalem is one of the most important reporting centers for Western journalists, why does the reporting from Israel and Palestine diverge so much from the real situation?

The managers themselves elaborated the issue. According to them, the answer lies not in media bias they did not mean to convey that there is none or that editorial control over reporting from Palestine is not oppressive – but in various other factors that affect the way journalists cover this area.

One of the managers "D" acknowledged that through his experience with Western journalists, he had learned that the vast mainstream really desire to tell the story and are thirsty for information, but they are stalled by a number of factors.

One such factor disclosed by the manager himself is that the failure to report Palestinian deaths is frequently the outcome of the let down on the part of journalists to travel to Gaza Strip or the West Bank. "Nablus is a trek," they are told while Tel Aviv can be visited in the afternoon.

Moreover, the attendance of a mounting number of Israeli military checkpoints makes it complicated for journalists to make a trip outside of the Jerusalem / Ramallah / Bethlehem envelope and makes it even thornier for journalists to meet their deadlines.

Consequently, Nablus is a planned visit while Tel Aviv is not. For this reason, Palestinian deaths are a line in a story whereas Israeli deaths are broadcasted in depth.

v. Do you believe that the programs related to Palestine-Israel conflict influence participatory action? If yes, then how?

When all the managers agreed that their foremost importance is attached to the Palestine-Israel conflict, it was logical to ask whether the management thinks that the programs related to Palestine-Israel conflict influence participatory action or not. All six managers had a similar response for this question. According to them, their aim is never to aggravate the situation. However, they really do want people living outside and inside Palestine to know the ground realities.

The managers said that their intention is always to present the facts as they are no matter if anyone comes forward after knowing them. The managers did mention that they genuinely want to help the victims of the conflict. Therefore, if anyone comes forward to help he is always welcomed. However, the participatory action in this scenario always varies. It is not always the media that encourages participatory action, but a combination of other factors also works in this regard.

However, the managers did yield to the notion that the programs presented on the channel do promote participatory action even if it is of a minimal rate. As a whole, the managers wanted to emphasize in the response of this question that they are only in favour of their common goal of acknowledging the target audience with the current situation, but generally, it does not heat up the situation. This shows that their aim is never to promote

the participatory actions specially, but presenting each violence picture aggressively promotes participatory actions.

vi. What strategies does Al-Aqsa use to gain influence over the university student leaders in Arab countries?

Earlier, during the interview, it was noted that all six managers saw the student leaders of Palestine as their target audience. When asked about the strategies to gain influence over the university student leaders in Arab countries, the managers were noticed to be very discreet. The response was, however, mixed.

One major response given by all the participants was that the channel made sure that it reported all major incidents instantaneously. The student leaders are normally more interested in getting timely information.

Very surprisingly, one of the managers admitted that the discussion shown on the channel induced and encouraged the student leaders to come forward and fight for the cause of independence. This further verified the notion that the programs related to Palestine-Israel conflict do influence participatory action.

One of the major findings during the discussion was that the anchors of programs built personal relations with the student leaders. This helped the channel to influence the student leaders through an informal channel, too. The managers also revealed that though, not in Palestine, but in other Arab countries the channel sponsored the student leaders in order to gain their confidence and influence them later on.

vii. To what extent do you think Al-Aqsa Satellite channel is successful in its mission/ objectives?

This question, which is the last part of the interview with the senior managers (directors) of Al-Aqsa channel, focused on the elements of success in the eyes of the senior management itself. One main direct answer was same by the all managers. Al-Aqsa Satellite channel will not be successful till it wins the war of independence from Israel. However, the managers yielded that the channel had gained success to some extent in promoting the actual cause of the Palestinians and projecting the ground realities that exist in the West Bank and Gaza Strip.

Most importantly, although the channel is not successful in presenting each and every aspect of this conflict and a picture of this violence it still has been victorious in raising a question mark on the reporting done by the international media. The international community, political leaders and the research students are now aware that the state of affairs projected by the western media is not true.

Therefore, the managers acknowledged that though their real goal is still unachieved, they have made progress in other areas which is itself a success, given the circumstances in which they are forced to work. To some extent, the managers also disclosed the fact of involvement of the government while reporting any appropriate news about the conflict and tried to reflect it as a reason in not achieving success in those crucial times. The results showed the following points derived from the interview session data as a response to the raised questions: The visual media management affects the awareness of university viewers.

The researcher attributed this result to media's ability to affect the viewer in general and the university category in particular. However, this result is contradicted with results of studies by Yusri (2006) and Zadeh (2008). The viewer's believes that the ability of visual media to affect the awareness towards the Palestinian cause comes from several areas. First, the Palestinian issue had got enough sympathy, starting with the promise of the Arab people to consider the Palestinian issue as the same dimension as Jerusalem issue, which represents a religious dimension and a challenge for the Arab nations surrounding Palestine. Moreover, Palestine is the only Arab country occupied in the region and the countries under study are in contact with Palestine.

Thus, people of these countries feel that the issue is directly concerning them. On the other hand, by recognizing the results, it is clear that the Arab interaction is more emotional rather than doing a role or having a mission, which explains the moral sense towards the issue of the Palestinian people. This sense must be developed to turn these emotions into actions in order to benefit and support the Palestinian people.

viii. Visual media was a reason behind recognizing the living conditions and the daily life of the Palestinians.

The researcher believes that focusing on daily living conditions that caused war, and the following circumstances caused by siege, are what the viewer would like to watch. Although the Palestinian issue with all its dimensions, receives the viewer's attention including medicine, food and the days following major events such as wars and invasions receives the viewer's considerable attention. This is consistent with a study by Almasri (2004), which showed the big interest of the Arab citizens in the other Arabs' issues such

as the case of Iraq occupation. This result has got from an interview about how many Yemeni people follow-up the Palestinian issue. The news of this issue reflected the crisis and major events which indicate the diary of the viewer.

ix. The viewers did not accept to have a demilitarized state that has no control on crossings and ports in order to stop Israel from prosecuting the Palestinians.

The researcher believes that this result from the first sight is disappointing because the Arab receiver accepted less than the actual right, and how he/she accepted for the Palestinians to live under a state with no sovereignty. This also explains many of the Arabs' positions towards the fundamental issues. They always care about the emotional side more than the historical right which may lead to accept some treaties less than the required level and do not achieve the people's interests as stated by (Matar, & Thabit, 2003). The emotional aspect on the part of the Arab people towards the Palestinian issue has been also reported by Karim and Hussein, (2007) who said that Arab people are controlled by the emotional dimension and reactions to judge things.

Therefore, this variation of the acceptance and UN acceptance degree is a result of some issues which affect the university viewer or reality around him including his/her own circumstances both on a personal level or the surrounding circumstance. In all cases the resulting impact by media management was at a medium degree and that is, what was reflected by several studies such as Saad (2007) who dealt with the positive impact of media on categories, including youth and how reality affects them.

x. Visual media have added knowledge about dangers that threatening Palestine.

Visual media have offered me knowledge about dangers that threaten Palestine. The researcher believes that this result reflects the ability of visual media to show dangers threatening Palestine. This finding is consistent with a study of Muheisen (2007) that reflected media's effects on the viewer in time of crisis. This is also compatible with the study of (Gompert, Shine, Robinson, Neu & Green, 2001) reflecting that the repetition of programs about Palestinian issues would increase the viewer's knowledge.

The researcher also believes that the visual media is the first and most important factor in identifying the dangers related to Palestine because it deals with the situation in its image and sound and is able to influence through excitement and suspense of the visual media's new way of presentation. In addition, the latest studies approved that videos on Facebook and YouTube were the major reasons for reducing any crisis, problem or a big catastrophic event.

xi. Visual media has of the daily bad Israeli occupation practices.

The researcher believes that the reason for not agreeing with the paragraph is because the viewer considers him/herself already enlightened with the worst disadvantages of occupation and that he/she saw massacres in "Sabra and Shatila" and destructive wars. Although media shows the daily new forms of occupation practices, it added nothing to the viewers' knowledge but they became surer of the previous beliefs; a result that corresponds to Omran's study (2004) which reflected that the Arab people are convinced

that the Israeli occupation has done enough massacres and wars unforgettable by the generations.

Also Meguid (2011) mentioned that new wars on Gaza Strip confirmed that the occupation is the same and that peace slogan is a fake propaganda which aims at misleading the international community and the West. That is what was reflected in working group discussions which included their interpretations that the complete knowledge of the Israeli history is enough for the viewer to add nothing but to remind of the painful past and confirm previous existing information.

There is a clear impact of visual media to increase the knowledge of the university viewer because of its ability to deliver the image and sound much more attractive than the other media methods. However, the media channels often deal with the Palestinian issue in form of news only. The Arab university viewer is considered to be the study core for those who are interested in reality. The study showed that more than 85% of viewer's watch news. Al Muala, (2011) showed in his study that "the news navigates fast diverse events about the Palestinian issue which is at the core of the events every day". Thus, it can provide the university viewer with the major issues related to prisoners, martyrs or occupation crimes leading to increase the viewer's knowledge.

xii. Compensate the refugees and keep them in the Arab Countries.

The researcher attributes this high result to the Arab people and university class understanding of the meaning of the right of return the necessity to return to the homeland and devotion to this right, no matter how long it takes and whatever the sacrifices. Results showed that those who were interviewed revealed high sense that the

right of refugees to return to their homeland is the right that cannot be swapped. This is in line with the study of Abunimah, (2014) which reflected that more than 95% abroad have demonstrated the right of Palestinians, who have been displaced to return to their home country.

As shown by the result of the study by Al-Omar (2007) that the issue of compensating the refugees financially is a necessity required to compensate for years of deprivation, in addition to their right of return to their home. The researcher believes that the Arab viewer's confirmation of this right enhances the stability of this inalienable right of refugees and gives a good image of the ability of visual media along with other means to enhance awareness of refugees' right issue.

The researcher believes that this result is weak because the programs and documents displayed on visual media reflected the amount of nostalgia and insist on returning and be buried in the homeland; this is what made all viewers confirm this right which was adopted by the refugees themselves.

Jerusalem cannot be divided into two parts: one for Israelis to build upon their religious building 'Al-Haika' and the other part for the Palestinians. This result was accepted but not in an enough high degree because there is a consensus that Jerusalem can never be compromised upon and it is complete right for Muslims, Thus, the sacrifice must be high.

The researcher demonstrated that the university students may feel that the cost paid by the Palestinians over their history was exorbitant, and they believed that Israel's strength is growing and the possibility to achieve victory looks difficult. Thus, they prefer for the

Palestinians to stop fighting and being in wars in order to relieve them and make them in comfort.

If the final result does not have enough acceptances the university viewer would not have enough knowledge upon which a position can be built due to the viewer's lack of knowledge regarding peace agreements and their aspects. The viewer may think that they are useful because they may provide him the future dimension and the negative economic and security impact. Also, the nature of life in a controlled environment under suppression does not allow much freedom like Egypt and previously Jordan.

Therefore, the viewer feels that safety under any circumstance is a trophy and this is consistent with Maliki's study (2007), which reflected that the freedom in the Arab countries is unavailable, and prisons or career damage is the most prominent sanction against any citizen expressing his opinions. The results are also in accordance with the results of Jawad (2006) which indicated that lots of people when they are asked about any political security or economic issue, feel hesitate to answer. Whereas when they are asked about other things, hesitation disappears, so he/she can talk with you in fields of ball matches, movie, drama and music etc.

xiii. Participation by telephone or messages in programs related to the Palestinian issue.

The researcher attributes high percentage for this paragraph, indicating that the Arabs and the Arab receiver in particular, sympathize with the Palestinian Cause. They think that this interactive participation is an opportunity to express their feelings towards the issue.

This opportunity of sympathizing would be safe because in many countries including Jordan and Egypt, when there is any sympathy, this performance can affect the doer.

This is consisted with a study by Riyad (2004), which reflected that the Arab viewer seeks to support the Palestinian cause without causing any self-harm. A result that is also consistent with the findings of Abidin (2006) which reflected that the official Arab system is the main reason behind the lack of action by the people towards the right issues of the nation. The regime law of these countries may harm those who hold supportive and sympathetic activities. So these activists usually use ways in which the person's identity cannot be unknown such as changing the name, using a nick name instead, or activities that do not require information about the person.

The researcher concludes that the Arab viewer finds this method as the least from among what could be offered towards the Palestinian issue. Most people have means of communication like adapter or phone, and probably they use messages to express their point of view. These reflect how much emotion, sympathy and active participation that Arab viewers have towards the Palestinian Cause.

xiv. The visual media was the reason for participating in the financial donations to support the Palestinian Cause.

The researcher attributes the low relative weight of this item to several reasons; one of which is that the conditions in countries under study have their privacy which may differ from those activities that need to be a collective effort. Reality in Jordan forbids such activities which are considered by the Jordanian government as illegal but it does not

declare. However, it is against any activities that reflect any form of collective or supportive work with any Arab issue.

These kinds of activities are only allowed at times of crises such as wars. For instance, in Lebanon, problems and internal crises dispose activities incompletely because the interior issues take their time and effort. In Egypt, after the revolution there is still instability gripping the Egyptian reality. Obviously, Egypt is the country that sympathizes popularly and publicly compared with the rest of the countries under study.

This finding is consistent with a study of Smith (2004), which reflected that people have a sense towards Arab issues but they can do nothing except in case of crisis. The results are also in accordance with the study results by Iyad (2008) which revealed that the Yemeni youth is dealing with Arab issues, but the level of participation is a moral rather than practical or realistic.

Results reflected that the media has an impact on participation. This is clear through phone calls, communications through programs, participating opinions, online campaigns and in public awareness campaigns. This refers to the role of media that can result in practical steps and it is worth noting that the participation of the Palestinian people represents the majority and the Jordanian people come next but that is only when approved by the government in the major public issues which do not lead to confusion. Results also reflected that the parades and Marches taking positions to influence the government as a means of pressure were away to think of. Thus, there is not much participation by university students in such activities because of the damage resulting from. It is worth mentioning that many of the university students hint jokes regarding

questions related to participation in the activities that will put pressure on the government to take positions in supporting the Palestinian people. The researcher was uncomfortable and unnerved for fear of causing them harm.

The results showed that the differences in the students' answers in promoting awareness of the Palestinian issue is due to demographic factors (the state, the media outlet, gender, experience, age, qualification, major).

It is noted in the results that the awareness of both, the Lebanese and Egyptian students is in contact with the Palestinian Cause. Lebanese people, on the one hand, experience the Palestinian issue because a quarter of a million Palestinians live in camps in Lebanon. On the other hand, the common enemy of both, the Palestinians and Lebanese make the two peoples of same pain approach experiencing the troubles, politics and the situation.

Also, Egypt hosts a lot of Palestinian families and the permanent close contact without disintegrating the Palestinians who would travel through Egypt live chat and have attitudes. Thus, the effect will be linked to media and any effort or a change in the Palestinian arena must be preceded by Egyptian changes necessarily which make the differences clear according to location, place and degree of contact.

The researcher found that being affected by the Palestinian issue has the impact only emotionally, which affects, mostly females who are, according to a study by Tucker and Roberts, (2008) more interacted with and affected by media than males.

xv. There is differences in the students' responses according to the Colleges.

The researcher attributes these differences to the nature of the study which reflects the interest and tendencies of each person, and therefore, it is reflected on the attitudes and decisions. For instance, a student in the Faculty of 'Usul Ad-din' a major that deals with basics of Islam may believe that this issue represents an important ideological matter, so he/she is required to keep up and see what is going on in Palestine. In addition, students studying in the departments of media, history, politics and science must necessarily follow up the event through analyzing and reading the position and its form.

Also, visual media would become an extension and a motivation of what is inside the student leading to changes on who may almost be far away from this field. This is certainly not a fixed standard therefore it is not necessary for a student who is closely connected with the material to have the greater chance to be affected by the media in favor of the issue. Thus, a person who is far from a related major has the ability and greater awareness if he/she provides much attention and following-up.

xvi. There are differences in the students' responses due to the income rate.

The researcher attributes this difference to people's low income which will direct most of their attention towards providing food, facing life and staying in order to achieve the daily and monthly goals. This makes people of low income less reactive because they are the most researching and the busiest in life therefore they cannot participate permanently or be interested in increasing knowledge and following up.

This result is consistent with a study by Ammour, Neuberger, Nashwan, and Al-Haj, (2007) which reflected that poor people are less involved in foreign issues and more involved in the issues affecting them if they are not exposed to greater damage from their

government. The results are similar to a study by Salmi, and Bassett, (2014) who reported that people of middle income have unfixed attitudes not because they agree or not but because they do what improves their lives or reduces the damage imposed on them.

The researcher attributes the differences to age and academic level because experiment and experience in life appeared clearly among levels 1,2,3 and 4 of the students who have experience in life deal with reality and do student's work.

The conclusions showed that there is a perception of knowledge aspects, including the massacres of the occupation and peace agreements because it is clear that almost low accepted compensation of the refugees and keeping them in the hosting countries. Moreover, about 35 % of the sample said that resistance may harm the Palestinians. More than half of the viewer accepted the demilitarized state as a final step to prevent the continuation of the confrontation with Israel.

In addition, the participation of the university viewer was strong in the case of the unknown "name and location" (as fictitious online connection or involvement), whereas the participation that may entail declaring the name and the place of the participant seems to include fear and hesitation. Results also demonstrated that awareness of more effect gradually started from Lebanon and Jordan revealing that there is a good passion almost by most of the sample, but the practical performance is different in accordance with the contribution.

5.3 Analysis of Student Leaders' Responses

This section endeavours to analyse the responses given by the Student Leaders of four countries. The responses were compiled and important findings were derived. The condensed form of the responses and discussions are presented as follows: 32 student leaders were interviewed totally. The responses of all 32 leaders are presented together. As in the case of managers of Al-Aqsa channel, this approach has been selected for two obvious reasons; first, to present a comprehension viewpoint of all the participants, and second, to keep the responses anonymous in order to secure the privacy of the participants.

i. Do you have an interest in politics?

This was the starting point of this discussion. To make sure the validity of the sample taken, the participants were asked this question by considering it as the most obvious and an occasional question for them. It is also generally assumed that the student leaders are actively involved and passionately interested in politics. Keeping asking them this particular question regarding their interests will also seek out the reason behind their likes and dislikes.

All the 32 student leaders were noticed laughing at the question and as it was assumed that all of them had interest in politics. However, few of them revealed initially that they were not interested in politics. These leaders mainly belonged to Syria and Jordan. According to them, they started taking interest in politics once they had joined college life. One of the participants interestingly, said that he had an interest in policies which

induced him to join politics college life and become a leader to improve the conditions of his nation.

Interestingly enough, one of the female participants said that she had an interest in politics only because she had to take interest. Given the responsibility of being a student leader she had to stay updated on the world events. Otherwise, she would have preferred to stay at home and cook delicious dishes.

ii. Do you have any interest in media?

The second question focused on the second but the most important part of the research which is media. Also, their interest in media is important to ask as a safe side for collecting correct information regarding the topic. It is also important in another way; if they do not have any interest in media how will they spread awareness and bring everyone together on any one point without the use of visual media. Thus, it also tells us about the basic reasons of like and dislike of the student leaders which make their work difficult without the use of media. The responses to this question were mixed. The responses of the student leaders are compiled in the table below:

Table 5.1

Participants Interested in Media

Interested in Media?	Number of Participants
Yes	26
No	6

Table 5.1 shows that the majority of the student leaders are interested in media. However, those six students who did not show interest in media attributed it to their lack of trust in the news conveyed through the media. They also attributed the factor of non-contribution of the media channel in spreading their voice in the promotion of peace around the globe. This, however, confirms that the majority of the student leaders are interested in media and the efforts directed at influencing the student leaders would not go in vain.

iii. If you do have any interest in media, what is the purpose behind it? Or differently put, what interests you most in media?

This question induced elaboration on the previous question. This question is intended to provide a narrative for assessing the effectiveness of the news channels; whether they are able to present the same information as demanded by the target audience or the management of the news channels needs to focus on the strategies of picturing the facts and figures.

Out of the 26 participants who showed interest in media, 21 student leaders responded that their interest was mainly to access news. According to them, they were not interested in the news presented because they were well aware that they were twisted. Nonetheless, the media did provide them with a source of information regarding the happenings and incidents across the globe.

Few of the participants said that they had learned previously not to trust the media and form opinions based on what is presented. However, they were, to some extent, dependent on media to provide them with incidents outside their jurisdiction.

The rest of the 5 student leaders also confirmed their interest in the news, but they also showed interest in the discussion presented on air. According to them, they never formed their own opinion based on the discussions; however, they did have interest in knowing the point of views of others. Thus, this show the failures of the news channels in capturing the desired attention of the target audience and that there is a need for them to revise their strategies extensively.

iv. To what extent do you have knowledge about the Palestine-Israel Issue?

This question aimed to analyse the knowledge of the student leaders about the Palestine-Israel issue. The response to this question helps in analysing the suitability of the student leaders for interviewing them in terms of their appropriate background knowledge, as they are representatives of a large population.

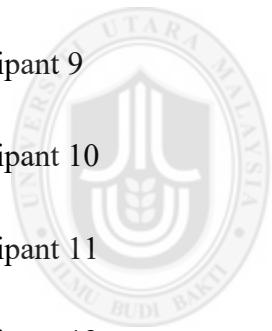
This question had two aspects; first, it asked the participants to know that why short test was conducted on the student leaders to know about the knowledge of Palestinian issue. The result was as shown in the following tables. The finding covered the extent to which they believed that they had knowledge about the Palestine-Israel conflict, and second, it induced a detailed discussion on the history of the conflict. As for the first part, each participant had a different figure to report. The responses given by each of the participants are presented below as their answers:

Table 5.2

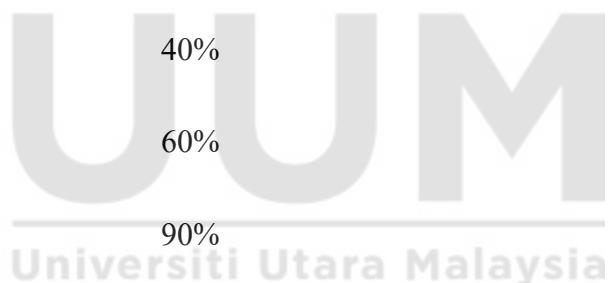
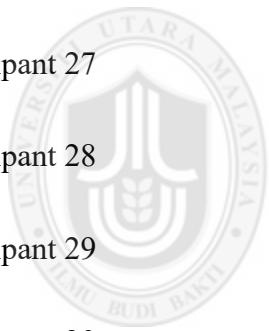
Participants' self-related knowledge about Palestine-Israel conflict

Participants	Percentage

Participant 1	80%
Participant 2	10%
Participant 3	80%
Participant 4	90%
Participant 5	80%
Participant 6	90%
Participant 7	80%
Participant 8	60%
Participant 9	10%
Participant 10	60%
Participant 11	20%
Participant 12	80%
Participant 13	70%
Participant 14	20%
Participant 15	50%
Participant 16	50%
Participant 17	70%
Participant 18	80%



Participant 19	10%
Participant 20	80%
Participant 21	30%
Participant 22	60%
Participant 23	90%
Participant 24	60%
Participant 25	40%
Participant 26	80%
Participant 27	40%
Participant 28	60%
Participant 29	90%
Participant 30	70%
Participant 31	10%
Participant 32	40%



On average, it is clear that all the student leaders had knowledge about the conflict. When calculated, it is seen that the 32 student leaders have almost average knowledge about the Palestine-Israel conflict. The detailed discussion brought forward the history of the

conflict as perceived by the leaders. Though the wording is varied, the main story line was the same. The main conflict, as presented by the leaders, is summarized.

A group in Europe decided to colonize this land in the late 1800s. They were characterized as an extremist minority of the Jewish population and were popularly known as Zionists. Their ambition was to build a Jewish homeland and they mulled over locations in Africa and Americas prior to settling in Palestine.

In the beginning, this immigration caused no problems. Conversely, as more and more Zionists immigrated to Palestine, with the explicit wish of taking over the land for a Jewish state, the native population became gradually more troubled. Ultimately, fighting broke out, with growing waves of aggression and bloodshed. Hitler's rise to power mutually with Zionist activities to disrupt endeavours to place Jewish refugees in western countries led to augmented Jewish immigration to Palestine therefore clash rose. All the above information presented by the student leaders is exactly what actually happened in reality.

v. What are the main sources of your information about the conflict?

The participants seemed to be very much sure of their knowledge and also their information is almost correct with a slight change in the use of information. Thus, it was must to ask them about their source of information because they certainty showed a large degree of trust in their sources which were similar to some extent.

Out of the 32 participants, 25 claimed that their sources of information were their elders, who had witnessed the events. However, they all stated that they had verified the

information using books and the internet. The rest 7 participants said that they never got the chance to consult their elders. They had gained their knowledge directly from books and the internet. However, interestingly enough, no participant at all gave the credit of his information to TV or radio. This shows the extent of mistrust that the student leaders have regarding the media. On the other hand, this may be associated with media which continuously talks about the current issues and happenings but it seldom gives importance to the past ones.

Has the news on visual media, about the conflict, ever captured your attention?

This question also yielded mixed responses. Table 5.3 presents the quantified responses of the student leaders:

Table 5.3

Participants' Captured Attention by Visual Media' News

Captured Attention?	Number of Participants
Yes	15
No	17

The participants who had their attention captured by the visual media were only 15 out of 32. These were mainly from Egypt and Jordan. According to them, the displayed news with actual and live reporting has always captured their interest. Moreover, the participants shared that there have been instances where they could not believe what was reported in the newspapers. However, listening and watching with their eyes the visual media compelled them to accept the reality.

The 17 participants, who said that the media has never been able to capture their interest had the same reason. They had and are still witnessing so many happenings and events but media, hindered by their bias, could not capture the participant's attention. Few of the participants reported that they heard or read the news quicker than being broadcasted on the TV. However, one participant "2" gave a detailed but a different answer. He stated that what newspapers and television report is peppered with violence. They believe that "If It Bleeds, It Leads."

But the leader was of the opinion that not all acts of aggression and brutality make the lead. He accused that the Palestinian suicide operations at all times make the news, whereas Israel's use of military weapons against stateless and unarmed people does not.

The student leader further gave the statement that when the next suicide operation occurs, Israeli deaths will definitely be broadcasted, but the killing of Palestinians that leads to the suicide operation will not. As an alternative, newspaper and television reports will make use of phrases such as "break in relative calm". The scores of Palestinian deaths will be completely ignored.

In short, the student leaders wanted to emphasize that while living in the same country, the news on TV is only a recap of what they have already seen by themselves. However, this news can capture the attention of those who live outside this country. The news does not create any awareness for them. It only creates painful feeling against the shown helplessness of people. The spread of incorrect information by the visual media only led people not to trust the media even when it really does deliver correct information. One of the participants argued that this is only leading us towards the intendency of arising

aggressive behaviour in ourselves. Thus, according to him, the news on visual media does not capture their attention now. Thus, the answer by the student leaders to this question and the previous one shows a lack of trust in the visual media.

vi. What element present in such news attains your attention?

As discussed above, displayed news with actual and live reporting has always captured the interest of the majority of the student leaders. In addition, the participants shared that there have been instances where they could not believe what was reported in the newspapers, but listening and seeing on the visual media with their eyes compelled them to accept the reality. Few of the females also reported that they were deeply moved by the videos of the victims to the extent that they could feel the pain of the victims, and could relate to them in a better way.

In short, the participants revealed that there is nothing very important in the news to capture their attention. They only watch news to be aware of what is being displayed by the news channels. The response of the leaders clearly defines the usefulness and effectiveness of the background information developed by the leaders themselves through the use of books and Internet and even elders with respect to the information displayed by these news channels. Thus, the gap between the information from two different sources can clearly be seen. This indicates the failure of the mission and visions of these visual media, including Al-Aqsa Satellite Channel.

vii. To what extent are you influenced by the news portrayed on the visual media?

The word ‘influence’ has a great importance in this study; it identified the main purpose and aim of conducting this research. Here, the leaders are asked to spot out a number

which shows the influence on them through the portrayed news. Then a discussion has been conducted in order to seek out the factors which helped them in defining this number. This will also include the perception about the different parties, which are playing a significant role in determining peace in this region.

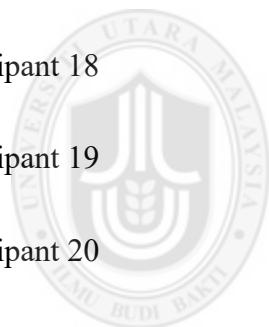
This question had two aspects, too. The first part asked the participants "12" to know the extent to which they are influenced by the news portrayed on the visual media. As for the first part, each participant had a different figure to report. The responses given by each of the participants are presented in Table 5.4.

Table 5.4

Percentage of Participants Influenced by Media

Participant	Percentage
Participant 1	70%
Participant 2	60
Participant 3	50%
Participant 4	60%
Participant 5	20%
Participant 6	60%
Participant 7	80%
Participant 8	50%
Participant 9	40%

Participant 10	50%
Participant 11	60%
Participant 12	80%
Participant 13	30%
Participant 14	60%
Participant 15	55%
Participant 16	50%
Participant 17	60%
Participant 18	80%
Participant 19	40%
Participant 20	50%
Participant 21	40%
Participant 22	20%
Participant 23	70%
Participant 24	80%
Participant 25	90%
Participant 26	60%
Participant 27	70%



Participant 28	70%
Participant 29	80%
Participant 30	50%
Participant 31	50%
Participant 32	40%

An analysis of the data shows that the majority of the student leaders are not influenced greatly by the visual media. This might be attributed to the low level of trust in the visual media. However, not all the blame can be put on the media personnel. With no or little knowledge about the region, it is undemanding to suppose that the two sides, Palestinian and Israeli, are equal because the formation of the Palestinian government does not succeed in reflecting the reality of the occupation. Just like the Israelis, the Palestinians have a President and Prime Minister. They even have a Minister of Telecommunications and a Minister of Tourism.

Nevertheless, unlike their Israeli counterparts, Palestinian leaders have the need to seek Israeli consent to be able to operate. Israeli permission must be sought by all Palestinian leaders to move within their own land and all of them are subject to Israeli checkpoints. Moreover, the so-called Ministries of Telecommunications and Tourism have entirely no control over the areas they are supposed to develop, namely the electromagnet spectrum and borders.

Many of the student leaders acknowledged and shared that Western journalists are, for the most part, unacquainted with the power imbalance between these two governments. The Israeli regime is free to plan and develop its part. It can enforce curfews when it wishes, build settlements when it desires, and put up checkpoints when it wants. In a nutshell, Israel has power over practically all aspects of the Palestinian life. In contrast, The Palestinian government is plainly incapable to do the same, not because it is ‘weak’ as it has been asserted but because it is a government that is under a military rule and guarded by a different regime. The leaders were raged and saddened by the fact that the Palestinian Authority has never had unencumbered control over a considerable territory. Though the Israelis have evacuated their settlements from Gaza Strip, Israel continues to be in command of the area where even the import of medicine and flour is subject to Israeli whims.

Moreover, another fact that does not let the student leaders be influenced by the visual media is that the statements by Palestinian officials direct people to think that the Palestinians are equal to the Israelis. Statements given on the visual media such as “We will not permit Israel to detach us” or “We rebuff Israel’s Wall,” only serve to stimulate the notion that the Palestinians and Israelis are one and the same.

The student leaders proposed that possibly, in its place, Palestinian leaders should declare the reality, which is “We are a government indicative of people under Israeli martial rule. Our powers are restricted by that military rule. We ask for only our freedom and look forward that the international community will not hold Israel higher than international law or view us as beneath it.”

In short, the leaders show that they do not trust the media since it is more controlled by the government. They expressed their feelings regarding the Palestine government indicating that they should officially declare themselves the slaves of Israeli government. In discussing the behaviour and role of media and press of both nations, Palestinians and Israelis, they concluded that both media are only discussing their own victims and sufferers in favour of their nations and are not concerned with the basic conflict and its resolution. They are only overheating the conflict badly.

ix How often do you watch Al-Aqsa Satellite channel to stay updated on the conflict?

As it has been seen that the student leaders did not consider the visual media as trustworthy, including Al-Aqsa Satellite Channel, they stay connected with the news channels in accord to stay updated with the information presented by the media. Also, it is obvious from the profile of the participants that these leaders mostly have a quiet busy schedule which maintained their sources of information. Thus, this question is important to be asked about how frequently they watch this particular media channel. This question also yielded different responses. The participants were presented with a time grid and were asked to respond accordingly. The time grid and the responses of the student leaders have been compiled and presented in Table 5.5

Table 5.5

Participants' Watch of Al-Aqsa Channel

Time Grid	No. of Participants
More than twice a day	5
Daily	2
Every few days	15
Rarely	10

The compilation of the responses for this particular question verifies the previous responses and the discussion with the student leaders. Only five of the participants admitted that they watch the channel twice or more than twice a day. The majority of the student leaders only watch the channel every few days or rarely. This verifies the previous arguments which support the notion that the student leaders are not influenced by the news presented on the visual media. Moreover, it also verifies that news about the conflict on visual media does not capture the attention of the student leaders.

viii. Do you feel that your historical knowledge about the conflict has increased by watching the programs portraying the Palestine-Israel conflict?

As it is observed from the above discussion the leaders always tried to maintain their sources of information by enhancing the information about the Palestine-Israel conflict. Hence this question is asked in order to direct their attention towards the visual media. This also helped them in determining the reason behind the maintenance of their own information and not trusting the visual media in this regard. This question also yielded mixed responses. The table below presents the quantified responses of the student leaders:

Table 5.6

Participants' Historical Knowledge

Increase in Historical Knowledge	Number of Participants
Yes	70
No	25

The compilation of the results shows that a huge majority of the student leaders does not think that their historical knowledge about the conflict has increased due to the programs of Al-Aqsa satellite channel. It is probable that the reason behind this is attributed to the lack of trust on the part of the leaders. It is also plausible that the channel itself does not offer a vast variety of programs aimed at enhancing the historical knowledge of the people about the Palestine-Israel conflict. Moreover, several student leaders related that one of the reasons for a deficiency of clear comprehension of the occupation is mishandling the terminology.

One of the student leaders "6" gave the example of the term 'military occupation'. According to him, without unmistakably indicating to readers/viewers that this clash is between an occupying party (Israel) and the individuals it occupies (the Palestinians) journalists eliminate the legal basis upon which Israel must behave. As an inhabiting power, Israel has a responsibility to look after the Palestinians rather than try out in its use of heavy artillery and persecute against the Palestinians.

A student leader "7" narrated an incident, which showed how easily the historical events are distorted by the media personnel. He said that once he had an extended conversation

with a Western journalist who grieved that through an interview with a Palestinian activist, she had used the term ‘occupation’ persistently. When the leader enquired what the problem was, the journalist replied, “We are weary of hearing about the occupation” ignorant of the fact that I am as a Palestinian drained of living it.

The same student leader also gave examples of the terms ‘colony’ or ‘settlement’. Both of which are all the time more diminishing in Western coverage in favour of terms such as ‘Jewish suburb’ and ‘Jewish neighbourhood’ (both used generously by newspapers such as the New York Times). The leader raised a question with subsections; how is a normal reader expected to realize that these structures are illegitimate? How Palestinians rights and access to their land have been refuted? How the existence of these ‘neighbourhoods’ has led to the fortified military structures in the region of Palestinian towns and villages, and cities, as a consequence of these ‘harmless’ “suburbs”, Palestinians need to acquire Israeli authorization to be able to pass these apparently harmless ‘neighbourhoods’.

Thus, such a distortion of the basic facts by the media has resulted in the lack of trust in their statements. Furthermore, it has formed the basic reason why the student leaders do not use visual media as a tool to enhance their knowledge of the historical events regarding the conflict.

ix. To what extent are you influenced by what is presented on Al-Aqsa? Or, to what extent do you believe that reality is shown on Al-Aqsa?

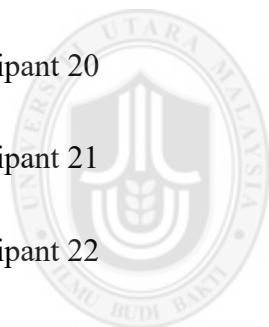
In all the above mentioned discussion, the elements, which attract the attention of the leaders and considered important, are retrieved by asking them usual questions about the interest and perception through the use of visual media generally. Now, this question leaned towards the specific media channel whose visual aid is considered important and significant in this research study.

Table 5.7

Percentage of Influence by News on Visual Media

Participant	Percentage
Participant 1	60%
Participant 2	60%
Participant 3	50%
Participant 4	70%
Participant 5	75%
Participant 6	60%
Participant 7	80%
Participant 8	60%
Participant 9	90%
Participant 10	50%
Participant 11	60%

Participant 12	80%
Participant 13	70%
Participant 14	60%
Participant 15	80%
Participant 16	95%
Participant 17	70%
Participant 18	80%
Participant 19	90%
Participant 20	80%
Participant 21	80%
Participant 22	60%
Participant 23	70%
Participant 24	50%
Participant 25	90%
Participant 26	60%
Participant 27	70%
Participant 28	40%
Participant 29	80%



Participant 30	50%
Participant 31	90%
Participant 32	80%

The response to a prior question showed that the student leaders are not affected by what is shown on the visual media. However, when the responses of this particular question were compiled and quantified it became clear that the student leaders place some trust in the broadcasting of Al-Aqsa Channel. When compared with the previous discussion, one can safely determine that though the leaders are not particularly interested in watching Al-Aqsa Channel, they do believe greatly what is shown.

However, few of the leaders were not particularly content with what is presented on the channel. According to them, reading newspaper reports of Palestine or watching western television always leaves them bewildered. If they did not live in Palestine and witness the Israel's military occupation, they would be left with the notion that Israelis and Palestinians are equals, with no sign whatsoever of occupation, and that this disagreement merely calls for 'concessions' on both sides. The leaders asserted that they would be uninformed that the Palestinians have for approximately 39 years been denied their freedom and would also have been ignorant of the fact that for more than five decades they have been driven out of their land.

The leaders continued to state that they would be oblivious that this conflict is between, on the one hand, an occupied party 'the Palestinians' struggling for their freedom,

independence, and the application of international law. On the other hand, the occupying party ‘Israel’ which has deprived the Palestinians of independence, freedom, and the application of international law for about four decades.

The student leaders also complained that regrettably, they are not the only people who would walk away with such impersonation. Autonomous studies carried out in the United States and Europe have correspondingly concluded that media reporting of this occupation is skewed to the point that a considerable number of participants, when asked, in a survey thought that it was the Palestinians who are occupying Israel.

x. As a student leader, do you believe you are influenced by the programs of Al-Aqsa satellite channel related to Palestine-Israel conflict?

Again, as stated in the abovementioned questions, a series of focused questions are asked to examine and evaluate the topic. Many answers to the general questions reflect the views of the leaders as simple citizens keeping in mind that these leaders are the representatives of a large population. This question is asked to get the views of the entire population as a whole to see if they are different from their leaders.

This question also yielded mixed responses. The table below presents the quantified responses of the student leaders:

Table 5.8

Participants’ Influence by Programs

Influenced by the Programs?	Number of Participants
Yes	10

The response to this question was also anticipated in the light of the previously asked questions. As the student leaders had categorically stated that they did not believe what is presented on the media, it is logical to believe that many of them are not influenced by the programs of Al-Aqsa satellite channel, related to Palestine-Israel conflict. The leaders gave one simple reason; they witnessed such terror, torture and bloodshed in their daily lives but the visual media and its presentations had lost their importance.

xi. What elements/ factors/ strategies influence you the most?

Out of the participants who were of the opinion that they are influenced by the programs of Al-Aqsa satellite channel related to Palestine-Israel conflict, few were ready to share their thoughts. The leaders added that at times, the discussions initiated on the TV channel attracted them and influenced their thinking style. There were also instances when the leaders were presented with an entirely different train of thoughts; one which had not crossed their minds before.

One female student leader disclosed that she is affected deeply by the videos shared on the channel, especially videos of the children being hit and injured. Though this depresses her, it gives her the strength to continue her struggle to save the future generations.

xii. Have the programs related to Palestine-Israel conflict ever influenced your participatory actions?

This question reveals the basic concern of the study. This study emphasizes not only on the role of media in conducting peaceful participatory actions to maintain peace in this disputed region but also on those people who can induce those participatory actions. So, this question reviews the features of the programs related to Palestine-Israel conflict and the characteristics and opinion of the related influencer for ultimately achieving the eventual goals of the visual media. The response to this question was mixed. The responses of the student leaders are compiled in the table below:

Table 5.9

Participants' Influence by Participatory Actions

Influence over Participatory Actions?	Number of Participants
Yes	15
No	17

The participants, who believed that the programs related to Palestine-Israel conflict influenced their participatory actions, had one more reason to believe so. According to them, in their capacity of being student leaders they came across students who were influenced by the programs related to the Palestine-Israel conflict. It was evident that their participatory action had been influenced by the channel. Therefore, here the student leaders spoke on behalf of the students they represented.

5.4 Analysis of Focus Group's Responses

The last part of the research called the participants to form a focus group and interact not only amongst themselves but also with the researcher. The focus group interviews had

been developed in order to get better understanding of the impact of visual media programs on the university students of Arab countries and perceptions of these students regarding the same, along with their perceptions and insights into the concept of visual media in terms of creating attentiveness regarding the issue of Israel and Palestinian war as a whole and the visual media channels that are involved in delivering such practices in particular.

The focus group, which consisted of two university lecturer, 2 media experts, 4 student leaders, 3 students with high CGPA from the Media Department, and one senior manager from Al-Aqsa Satellite channel, was formed to judge the viewpoints of each group against the other.

The main questions directed to the focus group were the same as those presented to the senior managers of Al-Aqsa and the student leaders. The difference was just that all the concerned parties got a chance to present their viewpoints in front of other stakeholders and weigh their arguments justifiably. The main discussion focused on the extent to which personal bias is involved in creating the distortion that all the student leaders and the lecturers found in the coverage of the events. Journalists, similar to other people, hold prejudices and preferences, allegiances and loyalties. Early habituation, family pressure and traditional narratives are complicated to put aside. Such partialities may colour, intentionally or involuntarily one's writing or editing on a subject.

It was interesting to note that during the discussion, one of the university lecturers explained the Jewish point of view. In this aspect, he quoted one of the Jewish writers. According to him, the writer said that I am a Jew before being a journalist; before

someone pays me to write. If I find a negative thing about Israel, I will not print it and I will sink into why did it happen and what can I do to change it.

Further, the writer said that even if he in due course wrote about negative happenings that happen in Israel, he would try to discover the way ‘to transfer the blame’. Moreover, the other lecturer quoted another journalist’s point of view who said that there already is so much anti-Israeli sentiment on-campus that they have to be vigilant about any added criticism against Israel. Moreover, the journalist viewed this as her responsibility as a Jew that apparently contradicts her responsibilities as a journalist.

However, on the other hand, few of the senior managers of Al-Aqsa quoted that there are several brilliant Israeli and Jewish journalists covering this issue truthfully and precisely. A few Israeli reporters frequently file investigative stories on Israeli violence in the occupied territories. Correspondingly, the managers also reported that some of the student interviewees in the Jewish Bulletin article pressurized the significance of reporting truthfully and without prejudice.

One of the student leaders commented during the discussion that journalists have to appreciate the value of unbiased coverage, the justice of portraying both sides. They are not supposed to be agencies. However, one of the student leaders had a very interesting research to share. He quoted Ackerman, who carried out a study of National Public Radio’s coverage of Israeli and Palestinian deaths during the first six months of 2001, and titled his report ‘The Illusion of Balance’.

Ackerman established that the channel NPR, which was blamed by Israel partisans as being ‘pro-Palestinian’ had truly reported Israeli deaths at a rate almost two and a half times greater than the Palestinian ones and the Israeli children’s deaths at a rate almost four and a half times greater than the Palestinian deaths. The leader also disclosed that in his study, Ackerman used each reported death only once. If follow-up reports had been embraced, it is probable that the inequality would have been even larger.

In its first year of coverage, it was found that ABC reported on 305 Israeli deaths and 327 Palestinian ones, 185% of Israeli deaths and 60% of Palestinian ones. CBS reported on 344 Israeli deaths and 296 Palestinian ones, 202% of Israeli deaths and 54% of Palestinian ones. NBC reported on 227 Israeli deaths and 190 Palestinian ones, 138% of Israeli deaths and 35% of Palestinian ones.

On the contrary, ABC reported Israeli deaths at a rate 3.1 times greater than Palestinian ones, whereas CBS reported Israeli deaths at a rate 3.8 times greater than Palestinian ones, and NBC reported Israeli deaths at a rate of 4.0 times greater than Palestinian deaths. On average, the networks reported Israeli deaths at a rate of 3.5 times greater than the Palestinian ones (175% of Israeli deaths and 49% of Palestinian ones).

Collectively, the networks reported an average of 46 Israeli children’s deaths (164% of the Israeli children who have been killed) and 21 Palestinian children’s deaths (16% of the Palestinian children who have been killed). In a nut shell, the networks reported the Israeli children’s deaths at a rate of 10.2 times greater than the Palestinian children’s ones.

Another student leader shared a six-month study of the San Francisco Chronicle's exposure of children's deaths during the first six months of the Intifada, which established reporting Israeli children's deaths at a rate of 30 times greater than the Palestinian children's ones. The senior managers also shared valuable pieces of news. One of them reported that the European networks hardly ever provided full two-sided collective reports, and partial two-sided collective reports were only seldom given. On the other hand, they followed a strategy which meant that the channels more commonly reported one-sided cumulative reports. These whether partial or full, make it more complicated for the viewer to make an evaluation and draw conclusions on the comparative levels of violence. In reality, such one-sided cumulative reports may often do more to blur comprehending of the conflict than to develop it.

One of the university lecturers added that ABC's March 22 report was emblematic: 'Hamas has killed hundreds of Israelis over the years'. But it never told over how many years or how many hundreds exactly. The audience was also not told how many Palestinians have been killed throughout this period, almost certainly at least three times more.

All the participants of the focus group were unanimous that Western mainstream media has depicted the Israel-Palestine conflict as a clash circling around terrorism and security, with Israel being the sufferer. As a result, for many Western people, the conflict is understood as a difference of land and borders between two peoples who have identical claims, but not as a conflict between a colonized and a colonizer, an oppressed and an oppressor.

The student leaders "9" emphasized that it is crucial that the media begins to represent the conflict as it is; one people the Palestinians, are being colonized where Israel is the colonizer. The media has assisted to blur the authenticity of the situation through the exploitation of terminology and even worse by deforming basic facts regarding the core of the conflict, including racism, colonialism, and ruthlessly uneven distribution and lack of balance in power relations.

It was also agreed that the international media has the capability to affect change and it is a powerful weapon and a resource that should not be undervalued. The silence of the international media on numerous concerns has indicated international unawareness, complacency and the concentration of the international media on other issues. All these have given those matters eminence on the world scene.

The focus group agreed that, recently, the outburst of digital technology combined with optic fibre and satellite links has given unparalleled access to information. The supremacy of global communications mainly benefits human rights. Though not all people get benefit equally and there is a strong case that the poorest are extra marginalized as information 'have-nots'.

One experienced lecturer revealed that the war he knew best is the Afghan war, in opposition to the Soviet occupiers and their Afghan allies in the 1980s that was fought secretly. At that time it was very tough to find out what was actually going on and there were hardly any graphic pictures to bring to the interest of the world and the human rights and let them know the ill-treatments that were being committed by the occupying forces.

The discussion finally evolved around the role that the media can play to create a positive impact and more importantly to calm down the aggravation.

i. The participants gave different proposals, which have been compiled and listed below:

The media can ensure that the public has pragmatic expectations about what can be accomplished and about the length of time essential to achieve long term positive outcomes. It should give all the parties the chance to speak and see each other's position unmistakably and exclusive of bias. It can also help in understanding by assisting communication and helping to evade misunderstandings.

Media can also assist in informing the populations of conflicted areas about the possibilities of action, even on a very small scale, towards conflict resolution at the community level. Communities need the confidence of knowing that measures have been tried, taking into consideration accomplishment in other places, and their efforts will be sustained and publicized by the media.

It can help to avoid the circulation and broadcasting of propaganda, hate-media, inflammatory material or damaging rumours which devastate communities and thwart the building of trust. It is essential that media gives precise representation of the causes of a conflict where the state of affairs in a conflict area will, in its turn, help to guarantee that the right and most valuable type of humanitarian aids are provided by the international community. Sensitivity to cultural and religious requirements, even in a time of crisis, is significant and helps to counter the image of those in conflict areas as unreceptive victims.

It can aid in establishing networks of information and facilitating the preservation of a 'collective memory' measures which worked in one area or in particular circumstances may work again elsewhere. It is crucial that the media avoids stereo-typing of populations, groups and leaders. Last but not least, media has a duty to participate in the process of social reconstruction and democratization in the repercussion of conflicts by providing a constructive and participatory forum for the exchange of ideas, democracy, and nation building.

ii. Does the university viewer have a minimum average of information relating to the Palestinian issue?

The results showed that all observers watch television more than 5 hours per week; all the participants watch programs related to the Palestinian issue. 81.41% of the sample follows the news and 85.2% follow news and programs related to the Palestinian cause.

Results showed that the overall result of the knowledge is over 70% despite the fact that there are aspects related to the history and events where their percentage was low, such as issues related to prisoners represented by 63 %, while those who did not know the cause of the refugees are 61%, and about 40 % of the followers were not able to recognize the personality of Ezz Din al-Qassam. Moreover, 49% didn't recognize one of the famous Israeli massacres. In addition, 45 % of the sample does not know the Madrid Peace Conference.

The result that reflected the knowledge of the study sample, regarding the Palestinian resistance organizations, Palestinian characters, Palestinian capital, Intifada of Al-Aqsa and wars that Palestinians were exposed to, was almost 76%. The researcher mentioned

in the interviews a number of questions related to the personalities and important events. The answers of the sample were correct exceeding 70%.

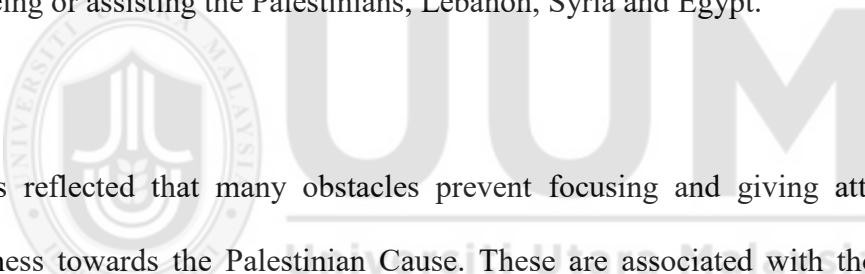
iii. What are the obstacles that face those in charge of visual media in the course of promoting awareness towards the Palestinian issue?

Level of awareness of the visual media at current state is quite subjective to begin with. At most of the time, the understanding of awareness and the effect is varies. For most practical and common thinking people, awareness comes easy as they validate what they see in the visual media and what they see in reality. However, for some, this kind of awareness doesn't seem to have any effect on their natural understanding as they have been brainwashed or rather to say they have been told to only believe what they hear from the people they believe in. For example, the channel Al-Aqsa does a clear and broad coverage on the righteousness of the actions of their leaders. And this might create a bigger and broader awareness to the people of Palestine's especially students on what to expect. And the level of their awareness will also improve from being general to specific.

Visual media also has a very high effect to the emotions and also impact the knowledge of the people especially students. With what's happening in the world now between Palestine and Israel, there are many countries confused on the right tract of each party. However the visual media in Palestine does a great job in affecting the emotions of the students. From being passive and naïve, they are more advanced and able to absorb what are appropriate actions to be taken. Emotionally they are more prepared and also their understanding of the current issues will be clear. Visual media has the capability of maneuvering into the emotions of the viewers in many ways. And that is why sometimes

we cry and sometimes we tend to have more anger towards certain issues. All based on how the visual media portray its story.

The conflict in the Arab countries, especially the Arab-Israeli has been an ongoing religious war since the 1940s and there is always the issue of religious righteousness and the path of truth. And both sides have their very own ideas of the chosen people and who the land should belong to. The Land of Canaan or *Eretz Yisrael*, and according to the Hebrew bible, this land was given by the God of Jews. However the Promised Land is also given to the Muslims and it is stated in the Quran. And the ongoing crisis has been there and there are many siding the works of the Israelis and that could be the reason for not seeing or assisting the Palestinians, Lebanon, Syria and Egypt.



Results reflected that many obstacles prevent focusing and giving attention to raise awareness towards the Palestinian Cause. These are associated with those who are in charge of media organizations who cannot change because they are linked with the high policy of a country or the Board of Directors. As a result, they have to follow it without any change. An example of this is the channels in Egypt and Jordan which follow the policy of their own countries that represents the government's decisions and vision. These countries are involved in agreements and peace relations which limit their activities against others.

However, they can deal with the Palestinian issue as just news, not as a matter of adaptation, theorization, aggregation and mobilization. This finding is consistent with the findings of study conducted by Abdel-Hamid (1991), who pointed out that the media

policies of the Arab countries are controlled by treaties, including not offending or slandering the Israeli occupation. Organizers of the media institutions have also said that there are physical obstacles which prevent achieving the required role towards Palestine.

However, following up the Palestinian issue needs great efforts and crews, especially because it has many events and needs equipment. As well as, taking into consideration the risk that will affect the devices and people because the Israeli occupation does not differentiate between people whatever are their nationalities. Consequently, some countries limit themselves to the minimum coverage of the case.

Visual media has the power to affect the people emotionally and also on improvising their knowledge and understand of the Israel-Palestine crisis. Emotional understanding has major effect on the people. And the visual media has what it takes for that. And the outcome is simply giving more knowledge to people on the crisis and thus more actions are expected from them. This is the nature of a human mind, whereby what they read is not as relevant to what they see, and by watching the crisis news on the television, they could now have the emotional understanding of their nation and also ways on what should be done, especially by the young students who will be the future leaders. When someone is emotionally affected by what they see, it will automatically trigger the mind to make certain decision. And by watching the crisis and the impact it has on their daily lives, the people will now make decisions that could change the situation of the crisis and also make decisions that will avoid their lives to be more in depth of the problems.

iv. What are the university students' responses that reflect their awareness of the Palestinian issue?

The form shows the relationship between awareness and the Palestinian issue under study, and between media management and the influence on the recipient to create this awareness. The previous studies and the researcher's conclusions clarify that a number of influences interfere together to create an awareness towards the Palestinian issue. Media management with its three axes policy and planning, content and personnel and capabilities management result in a visual image showed to a recipient and surrounded by a variety of external conditions like the economic, social and political situations as well as other internal conditions related to the academic level, tendencies, interests, wishes and knowledge.

Therefore, one of four conditions will be created. First, a completely aware recipient got knowledge, took a stand and shared in activities. Second, incompletely aware recipient gets knowledge, takes a stand; nevertheless, he doesn't share in activities due to no specific reason. Third, a little aware recipient who gets knowledge, but neither takes a stand nor shares in activities. Finally, a recipient, who is not aware, neither gets knowledge or takes a stand nor takes part in activities.

Yes, visual media has the effect and the knowledge in creating a strong awareness among the viewers especially the young leaders. However, it is undeniable, that based on survey 90% of the viewers are expecting the stories and the news to be broadcasted in the form of short movies or short visual programs that clearly epics the involvement of the crisis. What they could be expecting from these short programs? It is quite understandable that by viewing the crisis in the form of stories could give the people of the Palestine; especially the students have better awareness and a strong impact.

The target market for the visual media effect and awareness creation is the students, who are expected to be the future young leaders. Visual media are targeting them as the main viewers, as the young minds are more prone to attraction and awareness. Especially if is emotionally linked and has the potential to benefit the country they serve. Young minds have the thinking of their own and are very practical. They are the generation that will lead the country in the right path in the future. Knowledge and understanding of an issue always provides interest and more room for learning for the young students. And by targeting them as their main viewers and gaining approval for their news, the young students will arise and will fight for the justice of the land promised to them by god. Young students are the young brave minds that will lead the society and the government.

v. Human Obstacles

The results reflected that satellite channels that were not funded by the state seek to be self-funded or self-supported. Nonetheless, channels that are self-supported can have Palestine as a part of their news and programs. However, this would not cost much money when adding human cadres. In addition, Palestinian Cause needs cadres who are well-informed and expert because the Palestinian issue is sensitive and there are multiple opinions (exhibitions and pro).

Also, having occupation interacts with the Palestinians, the existence of an internal Palestinian dispute recently and many difficult internal issues impose the need for a trained and educated cadre who are familiar with the course of events. Obviously, this issue, lacking trained and well-informed cadres prevents media in focusing and being interested in all aspects of the Palestinian issue.

After checking the results of this study and the theoretical logic, the researcher formulates his model based on the study results which produce a mixed model combining the media and administration theory in order to bring awareness to any issue. The Palestinian issue is adopted in this research.

The involvement or the participation of neighboring countries in Israel-Palestine conflict is weak in general, however in terms of the war involvement; it is rather questionable as most of the neighboring countries such as Lebanon, Syria and Egypt are not equipped for the war. It is a question mark on the participation and awareness of other countries as even though the crisis is an ongoing political war, there seems to be no favor on ending the war peacefully. Is it true to say that other countries awareness on the conflict is at stake? Or rather the visual media in their countries are not having an effect on the thinking of their people? The question are rather general and subjective, however the lack of awareness and the lack of physical involvement of this countries, Palestinians are being brutally agonized by the Israel's who claim the land if the promise of the Hebrew bible.

5.5 Conclusion and Recommendations

The concept of the world has evolved to become a global village due to the great improvements in the Information and Communication Technologies (ICT). Today, after the emergence of amazing concepts of 'Globalization of Markets' given by Levitt (1983), and 'Borderless world' given by Ohmae (1989), the people of the whole world are connected with each other and can do many things together without borders and

boundaries. They can also share their happiness and sadness especially through the use of media.

In spite of all these developments, many problems such as warfare and terrorism are still unsolved. One of these major problems is the war between Israel and Palestine that has been intensifying for decades. Dowdy (2005) termed the Israel- Palestine conflict on the part of Israel as pro- Zionist by the Arabs and on the part of Palestine as pro-Palestinian stance by Israel. Whereas Edwards (2009) explains this conflict as a struggle made by the people of two different nations in order to get their own land, national identity, political power and politics of self- determination.

No one can deny the importance of media in spreading the truth of any warfare to the people of the whole world. Moreover, the importance of media is in forcing the nations to end the war and highlighting the Israeli- Palestinian war.

Here, the importance of visual media, particularly, is more important amongst the entire mass media in creating awareness to cause change in the current situation of Israel- Palestine conflict (Daud, 2010) because the visual media can broadcast the true picture of violence, the voice of the people's sufferings and their image in a real manner (Thuria, 2010). So, in this study, the awareness of the Israel-Palestine conflict created by visual media has been taken into account, especially by Al-Aqsa Satellite Channel because this TV channel is recently established in Palestine specially aiming at spreading information of violence practiced over the Palestinians.

5.6 Agenda Setting Theory and Two-Step Flow Theory

As discussed in the research previously, the importance of Al-Aqsa Satellite Channel during this war can never be denied, particularly in creating awareness of the current situation in Palestine. However, to clarify more, this importance has been tested with the help of two strong theories, which discuss the role of media in creating awareness about any war.

The first theory is the Agenda Setting Theory. This particular research aids to add to this theory in recognizing three things, that are (ii) on what criteria issues or news are considered to be important for presentation on TV by this channel (ii) whether these issues or news affect the perception of the public and (iii) whether these affect the policy of policy makers. These three subject matters are analysed on the basis of two assumptions; (ii) any press or media company like Al-Aqsa Channel does not reflect reality which means that the news displayed to the public is changed from the reality (ii) only specific and selected issues are represented on the TV by classifying all the issues into important and unimportant ones.

The second theory is Two-Step Flow Theory. This research has been helpful in adding to this theory in determining the personal influence upon the people in terms of (ii) how the information provided by the news channel particularly by the Al-Aqsa Channel have been interpreted by the leading people and (ii) what is the ultimate reaction of their audience in the light of their attitudes and behaviour. This theory takes into account before analysis the assumption that the report from Al-Aqsa channel will not have direct influence on the public's perception about the conflict between Palestine and Israel but rather the

influence actually happens through the interpretation of a knowledgeable individual who acts as the opinion leader.

The application of the first theory has enabled to analyse the effect of Al-Aqsa channel on the readers about the Palestine-Israel conflict telecasted by that channel. Whereas the application of the second theory has enabled to understand how the channel influences decision making. So, both, the Agenda Setting and the Two-Step Flow, theories are used in the right proportion to analyse the effects of the reports from Al-Aqsa channel about the Palestine-Israel conflict.

The research has sought to address all mentioned aims and objectives. An amalgamation of the participants and questions has assisted in attaining all the required answers. All six research aims have been fulfilled from three aspects: (ii) perspectives of the senior managers of Al-Aqsa channel (ii) perspectives of the student leaders of Palestine, and (iii) the members of the focus group.

5.7 Major Researches

In the wake of this research, the most important previous researches have also been highlighted. Tessler (1994) conducted a study for highlighting the wrong perception about the causes of the Israel-Palestine conflict. He shows that the original reasons behind this war include some religious reasons and a desire of an ethnic community to create a new nation. But these original reasons have nothing to do with the war. However, there are recent reasons that have been added to the fire to keep the strife extant between the two nations. But Tessler's research was unable to tell what the actual causes are if religion is not the cause.

However, according to Caplan (2011), the main bones of contention between the conflicting parties are based on sovereignty of the land, demography, land purchase as well as migration and borders that caused fuelling of this war from many decades and centuries of hatred, bitterness and revenge.

Warner (2009) has argued that media succeeded in getting the public's attention towards the issue but it lacked creating the understanding of the logical aspects that are related to the issue of conflict. As the Agenda Setting theory suggests that media reporting is supposed to be clear and precise to the audience in a way that enables them to separate between the most important agenda and the less important one. This plays an ultimate role in showing how the public perceives the news and how they evaluate the nations involved in the conflict.

The New York Times newspaper (2009) said that Oslo Peace Accords which started in 1993 did not fully succeed in maintaining peace in the region because the two different Palestinian parties, Hamas and Fatah ruling these two regions did not unite on the point of governance of the newly established state.

Wolfsfeld (1997) presented the role of news media in Oslo Peace Accords as obstacles in establishing peace in three ways (i) they disclosed the peace negotiations as individual events rather than processes (ii) they presented the unusual dramatic and conflicting aspects of the process to the citizens who can only create negative opinion and images from those pictures and (iii) they created difficulties in the conduct of successful negotiations. Thus, this proves that the news media is playing a negative role in the peace process and all these three problems serve as hurdles in the way of the promotion of

peace process for the Israeli government. In other words, Israeli government adopted the news coverage to influence the policy formulation during Oslo Peace Accords 1993.

However, Robinson (2001) has argued in his article ‘The Influence of Media on World Politics’ that media coverage, which approves the reference frames of only one side of an elite debate, i.e. the most powerful and best government of this conflict is alone not enough to begin the influence of the media coverage on the policy process. Policy certainty is another important concept was added which determines whether the policy process can be affected by the news media coverage or not and whether it has the ability like ‘external actors’ to affect policy formulation.

He defined policy-making as the result obtained from the complicated bargaining process between a set of sub-systems in the government. If the subsystems of the executives coordinates and consents the respective issue at a higher degree as it is said to be a policy certainty. However, if the subsystems did not match up with the issue, disagreement and conflict of interest or uncertainty of policy will arise due to an ambiguous and vagueness in policy between the subsystems of the executives. This is termed as policy uncertainty. Thus, when the policy uncertainty exists under a given condition, the news media can adopt and present only one side of an elite consensus. This initiates a negative role of news media coverage.

Resultantly, the government has to deal with the three major developed problems. They do so to control the negative role of news media in portraying only one-sided picture of the policies used for attaining peace in the region. These problems are (i) the chances that public opinion might be affected by the negative news coverage (ii) related destruction of

the image and reliability of the government that can be caused by the ‘bad press’ and (iii) policy-makers might themselves start to question the simplicity of existing government policy.

These problems tell us that the greater the degree of policy uncertainty the higher the level of susceptible in the policy process that leads to a greater influence of the negative news in media coverage. Thus, negative news media will act as an additional bargaining power to those policy-makers in order to change the direction of policy. In addition, it drives the policy-makers to formulate another policy for counteracting negative publicity resulting in a distraction of the policy-maker from the original policy process.

In this case, if gap between the government and the policy makers due to the non-existence of an unclear articulated policy line to respond to the critical coverage, the result of this existing negative news media coverage is only a more vulnerable hostile press than before. The gap between the government and the policy-makers can only lead to the two different policy lines being developed by both parties. So, it can be expected that when the higher level of critical media coverage settles down. It will help the news media in generating some critical news reports. The same happened in Oslo Peace Process which ends in failure. Wolfsfeld (1997) has argued that the same factors are in many of his theories and media is an additional factor of obstacle in the way of peace process.

Caballero, (2010) has established an organization “If Americans Knew” for highlighting the bias of American and International media in showing the death of Israelis more than

the Palestinians, contradicting the reality and disclosing the accurate information of the continuing violations of human rights in Israel-Palestine conflicts.

Adam and Holguin (2003) have conducted a study on whether the role of media in building peace is an asset of the country or its liability for helping the journalists in reporting the truth objectively and stopping the wrong presentation of violation in news media Adam and Holguin (2003) gave 5 Ws in order to improve their conflict reporting. These are Who, What, When, Where and Why, and also How Options and Common Ground for presenting further detailed information.

5.8 Discussion of Findings

All the sample groups were interviewed at the appropriate and convenient time according to a prepared schedule. The answers of all the participants were initially taped and transcribed subsequently. The questions which the participants were asked were determined, keeping in mind the factors of suitability and gaps of the previous researches, and hoping that this research will be helpful in future researches as well. While summarizing the major and noteworthy points of the reports in a manner as to secure privacy of the participants and also makes it for the readers to follow the interview discussion, the researcher has set the grounds for the analysis taking into consideration the aims and objectives of the study.

Thus, the researcher has easily understood (i) the strategies used by Al-Aqsa Satellite Channel to gain influence on the university student leaders in Arab countries, (ii) the extent to which Al-Aqsa satellite programs about the Israel and Palestinian conflict are popular among the students of Arab universities and (iii) identifying the ways through

which the programs related to Palestine-Israel conflict influence participatory action to support the Palestinian people.

5.8.1 Findings Obtained through Interviewing the Media Personnel

The chain of interviews started with the senior managers of Al-Aqsa Satellite Channel. The first question that was asked from them was what the main issue of this conflict is. We know that Al-Aqsa is established only to promote the Palestinian Cause, so their views can be considered important as they are the driving seat of the channel and can influence the opinion of the viewers and any differences can result in recognizing the different factors heating up this conflict.

While discussing this question, it was revealed that immediately all the managers have the same thought that Israel forcefully wants to capture the control over the entire Palestine but some of them further elaborated the factors, indicating the forbidding of the Palestinian refugees by Israel after their exile, the sustained and unrelenting control over Gaza with military control over West Bank by Israel, and also the physical torture and abuse of the Palestinian prisoners living in the Israeli jails. Thus, it is found that the senior managers of the channel viewed the conflict as an invasion by a Jewish state of their territory, putting all the blame on the Israelis.

What is really happening at the moment is that the level of the awareness that is possessed by the people lefts a lot to be desired and there is a need to make sure that all the stakeholders that are the part of this conflict or the ones that are indirectly or directly conflicted by it that they understand the viewpoint of the other party. So for Palestinians,

it is important to understand the psyche of the Jewish state and same goes with Israel as they have to understand a bit better.

The role of the print media becomes all the more important in such a situation due to the fact that it not only has to power in creating perception; it can also play its role as far as the setting the way emotions are developed in that regard. For instance, by showing the demolitions of the religious sites from both the parties, that template has been put together where people put aside the rationale during the course of their actions and instead they set to take out their emotional impulsiveness in that way, so this is something that is needed to be rectified at the first place.

And that set of rationality and logic does not really have to restrict to the Israel and Palestine conflict. The way things are carried out in Saudi Arabia, the fact reaching impact of the social media has to be kept in mind determining the course of actions that are taken by the regarding the way Government reacts in those countries is another example of how the visual media can plays its part in the way they create awareness among people but also have the ability to divide opinion on certain subjects.

The first question simply approves that anyone will continue to support his own country because it is one of the basic portraitist features. So, the next question should lay an emphasis on the role of media in projecting the Palestine-Israel conflict. This question has helped us in understanding the views of the senior managers about the importance of media in spreading awareness about the conflict in a certain percentage, and how they interpret these percentages.

This question includes two parts; the first part reflects the viewed percentages of the importance of media in this issue, which was found as more than 70 % , (18) students. This shows that all the managers agreed with the responsibility and role of media in this conflict. The second part of this question is helpful in determining which factors they include in order to view the media as important. Those factors are the incorrect and non-presentation of the true story of Palestinian, non-representation of the government moves and negotiations for establishing peace, indirect and careless reporting of important issues of war, which can only lead towards driving the aggressive behaviour of the viewers or listeners.

According to them, this has only ultimately led towards the exaggeration of those issues, which cannot create any hurdles in maintaining peace in this region but due to the overstatement by the news channel, they become one of the very issues of the conflict. Thus, it simply proves that they agreed on the role of media in creating awareness, which can help in initializing peace in the region.

As the second question has clarified the role of media; the role of media in creating awareness to which type of audience is still not clarified yet. So, the next question focused on who their target audience are. The type of target audience can tempt the policy makers to change the type and kind of programs according to their demands and desires, so this has helped us in understanding the extent the target audience recognized by them can influence the role of media. It was found that they are all clearly defined student leaders as their target audience.

The idea of the visual media is to provide the factual information in the due course and make sure that they make the decision making rather easier at the first place. So the biggest effect of the visual media is that it sorts of provide the visual stimulus regarding what is happening all over the world at the moment and what are some of the biggest events that are happening all across the world. This as a matter of fact is one of the biggest purposes of the visual media that it is bound to provide clarity of the view regarding the global events and how they are needed to be looked at the first place. Another thing that has to be kept in mind is that it provides a visual aid regarding the global events and how they are needed to be perceived at the first place.

Some also refer to the international community, but the most important among the target audience are the students' leaders. It was also found that choosing the students' leaders as their target audience has influenced the kinds of programs and news that should be presented on the TV. The news of faceting thousands of girls and women walking with veils over their heads under the sun, and the issues focused on the relations between men and women, family life, the status of women, the future of the new generations, and the relations between trade unions and workers cannot be presented because these issues are not demanded by almost 100% of their target audience.

Further, these issues should not be approached as the progression of winning independence has not been resolved yet. Thus, it is found that their target audience having some personal (may be religious or ethical) and some strategies (diplomatic or military) concerns regarding this conflict have a great influence on the strategies of the managers.

As the third question reveals the fact that the target audiences change their strategies of portraying only certain news on the visual media, the next question must be what and how the channel manages between the important and unimportant news in order to spread awareness about this conflict. This question helps in retrieving the strategies and tools used by the channel in order to improve the effectiveness of the information used to create awareness regarding this conflict. It was found, as a result of this question, that 90% of resources and time of this channel is allocated to the war reporting in presenting the correct picture of the violence, injustice, worst hostile of Palestine, and also the proactive activities of Israel against Palestinians to their target audience.

There are many reasons that people might have fixation for the short stories as compared to long ones. The main reason is that people these days, have much shorter span of attention and due to that, their concentration powers are on the lower side, and at the same time, they do not really possess the necessary set of skills when it comes to comprehending the long stories.

The target of this whole debate is the student leaders of these days. The main reason that they are targeted is due to the fact that they are in a better position as compared to some of the other people in that regard as they are in the position of the power and influence in the long run and they have this ability to bring about the change at the first place.

Another reason that the young leaders need to have better perspective about the issues is due to the fact that they lack certain level of awareness on social issues and they need to improve on that regard.

To get the attention of the target audience, the channel has scheduled the programs relating to different issues in order to capture the attention of many people, keeping in mind equal presentation of both aspects. Some parts of their strategies also include capturing the attention of international community, especially those who are aiding Israeli against Palestinian.

The answers given by the senior managers result in findings that one of the major factors influencing the non-presentation of the important news, including the news regarding the death of Palestinian celebrities, is the control of government upon the presented material on the media. This control increased greatly when the news discussed the actions and negotiations of the government with the other nations in bringing peace in this region. The managers know the fact that the government always considers media a factor that can spoil their negotiation. Another factor revealed by the managers is that sometimes, it is impossible for their journalists to witness the scene and capture the picture of violence.

There are many hurdles made by the Israeli military forces that the journalists and report writers cannot break. Thus, such type of information cannot be portrayed by the channel. The influence of the Israeli military forces can be approved by the fact that headquarter of this channel was attacked twice by them. So, the channel is not able to portray important issues of their country.

Here, none of the managers discussed the strategies of the programs related to Palestine-Israel conflict that can bring about participatory action. So, the next question was aimed to explore whether the senior managers of Al-Aqsa Satellite Channel believe in any kind of the programs that can lead to participatory actions. This question is also important to

be asked because this channel is banned from any kind of participatory action programs. So, the researcher has wanted to clear the factors implying this prohibition.

It was found that this channel never aims to aggravate the situation rather it only wants the people living outside of Palestine and even those living inside, to know the ground realities, even though these people do not consider it as their main concerns. These views of managers match with the missions of the channel which are to help the victims of the conflict, whenever in need. The managers also revealed that it is not always the media that encourages participatory action, but there is a combination of other factors working in this context. So, as every violence picture itself is enough to promote participatory actions and the media is one of many factors in this respect, it can be concluded that the channel may still present some programs, which do promote participatory action but on a minimal rate.

Earlier the senior managers of Al-Aqsa Satellite Channel preferred their target audience to be student leaders but defining the strategies regarding creating awareness towards them is not specified. So, the next question should be asked about the strategies to influence their target audience and capture their attention. Interestingly, while discussing this question, it was revealed that the senior manager accepted the reality that they formed various strategies in order to induce and encourage the student leaders to come forward and fight for the cause of independence, and hence this creates awareness about the conflict for influencing participatory actions.

They do so since the student leaders are the fresh blood of the nation and they normally seem to be more interested in getting timely information. Thus, the anchors of programs

built personal relations with the student leaders, which led towards affecting and influencing the student leaders through an informal channel, too. In short, it was found based on this question that the managers of Al-Aqsa Channel formed such strategies to enable the channel sponsor the student leaders, not in Palestine but in other Arab countries, in order to gain their confidence and influence them later on.

It is clear by now how Al-Aqsa Satellite Channel makes strategies to create awareness, support and prepare their target audience i.e. student leaders for gaining their confidence and influencing them. It is important to ask whether they have succeeded in accomplishing their mission and vision. It is important to ask them because they are the driving seat of this channel and they have to alter or improve their strategies for achieving them. It is found out based on the answer to this question that according to the senior managers, Al-Aqsa Satellite channel will not be successful till it wins the war of independence from Israel, but compared with the past, the channel has gained success to some extent in terms of promoting the actual cause of the Palestinians and projecting the ground realities that exist in the West Bank and Gaza Strip.

According to them, now the international community, political leaders, and the research students are more aware that the state of affairs as projected by the western media is not true. There is a presence of wrong information spread by western media, which has been removed by presenting many of the aspects of this conflict and picture of this violence. This helps in putting a question mark on the reporting done by the international media.

In short, the managers believe that their efforts have created a lot of awareness about this conflict, and they have succeeded in achieving success in these crucial times to some

extent, even though the government involvement remains a key factor throughout their efforts. They also believe that the student leaders are the correct target audience of this channel since they can be the future rulers of this country. The channel strategies can play a vital role in inducing and motivating them to come forward and fight for their freedom and independence.

5.8.2 Findings Obtained Through Interviewing the Student Leaders

The results are obtained from the senior managers then are checked by interviewing the student leaders. The first question to be asked was whether they got interest in politics or not. This question is asked in order to check the validity of the sample taken and to ensure the active participation and interest in politics. This question resides the fact that some people show their interests in anything due to some certain reasons behind their likes and dislikes. The behaviour shown in this question by the student leaders indicates the preparation and motivation regarding this topic, but at the beginning, all of them did not show their interest in politics.

However, later they revealed that their interest in politics started while joining the college life. It was found that all the student leaders also agreed on the fact that a student leader should be updated with the world events, so as to improve the strategic condition of the country. Thus, it can be concluded that this stimulates the strength of awareness of the correct information, which provides a demonstration to why the students take interest in politics more probably when they join college but not before that.

As the first question ensures the interest of student leaders in politics, the next question that was asked surely was in their interest about the media. This question is asked in

order to make sure that the selected sample has interest in our topic. It will also be helpful in collecting correct information. Through the discussion, 28 of the student leaders showed their interest in media, but the remaining 8 of all the student leaders did not have their interest in media. Consequently, it was found that the majority of the sample selected is interested in media.

As it is found based on the responses of the second question that there is diversity in the interest of the student leaders towards media, the next question is asked to determine what factors are included in this variety. This question seemed to be useful in assessing the effectiveness of the news channel and also determining whether the management of the channel needs to focus on the strategies of picturing both facts and figures. It was discovered that more than 80%, (27) students of the interested student leaders had access to news.

But they revealed that they know very well about the misrepresentation of all the information; nonetheless, they still believe that it is a source of information for them regarding any event across the globe, on which they merely believe or trust. The rest of the student leaders have shown their interest in media to know the points of view of others. The other student leaders showed no interest because they know about the false presentation of information regarding the conflict. Thus, it has been shown the ultimate failure of the news channels in capturing the desired attention of the target audience and led to a crucial need of revising their strategies extensively.

By the end of the third question, the view and thinking of the student leaders generally, about the media has become clear, so the next question should emphasize upon the

awareness and knowledge of the student leaders about the Israel-Palestine conflict. It was helpful in determining to what extent the student leaders know about this conflict and what they do actually know about it, especially about its history. It was found that, on average, all the student leaders had good knowledge about the conflict.

When calculated numerically, it is seen that the 32 student leaders have almost 71% knowledge about the Palestine-Israel conflict depend on test knowledge the researcher was do. When the history of this conflict has been discussed with the student leaders, they come out with the same story line, as discussed by the media personnel. They all discussed the Israel occupation and the military control over Gaza and West Bank, and the exile of Palestinian people from their country. This ensures that all the people living in or out side Palestine have the same information regarding the history of this conflict.

After acknowledging the views of the student leaders about the history of Israel-Palestine conflict, the next question should emphasize the source of information of the discussed history. It was helpful because when both the media personnel and the student leaders had the same information regarding the history, there may be a possibility that the student leaders get this information from the news channel. But it was a surprise to find that their source of information was their elders, the Internet websites and books. Twenty eight (28) of the student leaders referred to the elders, as well as the Internet sources and the books, whereas the remaining of the student leaders mentioned the Internet sources and the books because they have never been able to get a chance to meet their elders.

As a result, we can conclude that none of them finds media as a trustworthy source; therefore, they did not give credit to the information (news) presented either on TV or

radio. Part of this non-consideration is the mistrust of the student leaders, but other parts may include continuously media talks about the current issues and happenings rather than the importance of the past.

Mostly, the media is considered as a source of information, but surprisingly, the source of information of the student leaders was found to be their elders, the Internet website and the books. So, the next question should emphasize whether the news has anything to capture the attention of their target audience. This seemed helpful in determining the quantitative value of the extent to which the news captures their interest. It was found that 14 of the student leaders agreed on the fact that the news captured their interest, but the rest 18 of them did not agree on this.

The reason behind this is that the news on TV is only recap of what they have already seen by themselves. However, the student leaders who were induced to see the information of the news thoughtfully were not living in that region. So, one can easily know that this awareness is an internal building painful feeling against the shown helplessness of the people. We can conclude that this is leading only towards the intendency of arising aggressive behaviour of both the Palestinians and the Israelis. As a result, none of the leaders felt that their attention was captured after watching news on visual media.

As the above question reveals that the content of the news and information spread on the news media did not capture the attention of the target audience, the student leaders, it is important to take the views of the student leaders about their feelings towards the type of information presented on the news media. This question seemed to be important in

determining the diversity or gap in the stated demands and actual demands and needs of the target audience of the news channel. This can help them in improving the strategies and effectiveness of the channel. It has been found that the student leaders only know about the news showing the violence on their people. None of the TV or radio programs includes information regarding the history of this conflict.

So, they cannot focus on such types of news that created awareness of what they actually see in reality. As a consequence, the response of the leaders clearly defines the usefulness and effectiveness of the background information developed by the leaders themselves through the use of books and internet, and even their elders, over the information developed by these news channels. The gap between the information from two different sources can clearly be seen. This identifies the failure of the mission and visions of these visual media, including Al-Aqsa Satellite Channel.

As it is derived from the result of the answers to the above-mentioned question that the news media is only spreading aggressive behavioural technique, the next question should be on the extent to which the news portrayed in the visual media influence the student leaders. This question consists of two parts headed towards the main topic and the main purpose and aim of conducting this research. It was helpful in obtaining a quantitative value of to what extent the student leaders have got influence from the news portrayed in the visual media, and in determining what factors are useful in doing so. It was found that the majority of the student leaders are not influenced greatly by the visual media. The reason told by the student leader indicates the low level of trust shown in the visual media.

When discussing this topic in detail, they themselves did not blame the media personnel. According to them, both these nations, Israel and Palestine, are equal in terms of economic conditions. They both have the President and Prime Minister, and even have a Minister of Telecommunications and a Minister of Tourism. They both need the permission of the other side to be able to operate. However, still the news channel of Israel has more effectiveness than that of Palestine because of differences in the power of the government.

Another reason mentioned by the student leaders of not being influenced by the visual media is the statements by Palestinian officials, which direct people to think that the Palestinians are equal to the Israelis. Also, the highlights presented in the newspapers and the news channels are the meaningless speeches by their leaders. Thus, all these factors did not create any influence on the student leaders.

After getting views of the student leaders on the research topic in general, the next question focused particularly on the selected news channel, which is Al-Aqsa Satellite Channel. It was asked how often the student leaders watch Al-Aqsa Satellite channel to stay updated on the conflict. It is useful to ask this question because it was observed that the student leaders do not consider the visual media, including Al-Aqsa Satellite Channel. The student leaders maintained their own information source, so this question is important to be asked to find out how frequently they watch this particular media channel.

A set of time grid, consisting of the options of more than twice a day, daily, every few days and rarely, is presented for this purpose. It was found that 5 of the student leaders

have chosen the more than twice a day option, 2 of them have chosen the daily option, 15 of them have chosen the every few days option, and 9 of them have chosen the rarely option. This shows that the majority of them selected the “Ever Few Days” option, which clearly shows the failure of the mission and vision of Al-Aqsa Satellite Channel. In other words, it neither influences the target audience nor captures their attention.

As similar to the previous question, the next question should also focus, particularly on the performance of Al-Aqsa Satellite Channel with another perspective, that is whether the historical knowledge about the conflict has increased by watching the programs portraying the Palestine-Israel conflict on Al-Aqsa Satellite Channel or not. As it was seen in the case of the whole news media that the student leaders determined their source of information i.e. the elders, Internet sources, and the books, but they did not trust the news from the visual media, so it is important to ask them whether the news which Al-Aqsa portrayed about the Palestine-Israel conflict have increased their historical knowledge or not.

It was found that 25 of the student leaders agreed that Al-Aqsa portrayed news about the Palestine-Israel conflict but has not increased their historical knowledge, while only 7 of them agreed that it has. So, a large majority of them did not have any positive impression about Al-Aqsa satellite channel. The reason behind this is that they lack trust in news, but an important factor that comes out in the discussion is that the student leaders did believe that the channel itself did not offer a vast variety of programs aimed at enhancing the historical knowledge of the people about the Palestine-Israel conflict. It was also found out that the media presented the basic fact wrongly. Such a distraction formed the basic

reason that led the student leaders not to use visual media as a tool to enhance their knowledge of the historical events regarding the conflict.

Another perspective of the Israel – Palestine Conflict is to influence the Palestinians or Israelis through the use of media. In this perspective, it is found that the student leaders reject this factor also and told that they believe that they only get a certain sort of pain from them. So, now it is important to ask them whether they have the same belief about the Al-Aqsa Satellite Channel particularly. The first part of this question was to obtain a quantitative value about the extent to which they think that Al-Aqsa portrayed the reality.

It was found that the student leaders place only a little trust in the broadcasting of Al-Aqsa Channel, which was not found in the entire visual media channel. In addition, it was found that a few of the student leaders were not particularly content with what is presented on the channel. They did have a belief that both the Israeli and Palestinian news media put the blame on their opposition and that this disagreement merely calls for “concessions” on both sides. The leaders asserted that they would be uninformed that the Palestinians have been denied their freedom for approximately 39 years and have been also ignorant of the fact that for more than five decades, they have been driven out of their land.

It was also found that the student leaders have a great knowledge about the autonomous studies carried out in the United States and Europe outside their country. According to them, these studies have proved that it was the Palestinians who occupied Israel. So, it was found that these are the aspects which the student leaders obtained from researches and are not portrayed on the visual media. But Al-Aqsa Satellite Channel does have some

strategies to include some TV programs about these. This can easily capture the attention of their target audience and can influence only the student leaders and the other viewers of them, such as the international communities and even the western media reporters who represent the issue in favour of Israel.

In fact, as it was found and proved that Al-Aqsa Satellite Channel did not present any sort of reality, but its news include a twist to make them seem neutral. So, it is known that such type of news cannot have any possibility to influence their target audience. It is also important to ask because the student leaders are the representative of a large population, so it seemed to be helpful to get the views of the entire population as a whole taking into consideration the differences.

The first part of this question was to obtain an approximation value about the extent to which the entire population gets influence from the information presented on Al-Aqsa Satellite Channel. It was found that 10 of the student leaders agreed with the fact that they got influence from the information presented on Al-Aqsa Satellite Channel, while the remaining 22 did not agree with it. The second part of this question was to ask about such terror, torture and bloodshed which they themselves witnessed in their daily lives, a reason that makes the visual media lose the importance of its presentations.

After all the discussions regarding the various aspects of the mission and vision of media, especially Al-Aqsa Satellite Channel, the last two questions focus on of conclusion that how the management can change their strategies in order to make them useful in influencing and in inducing the target audience for any type of the participatory actions. The answers to these questions have resulted in the strategies or factors that should be

presented on the news channels for improving their effectiveness and efficiency among the important visual media news channel.

It was found that initially, the student leaders focused on the discussions on the TV channel, which they considered a few programs that can capture their attention, and somehow they got influence upon their thinking style. These discussions include different train of thoughts of the political leaders, which had not crossed the minds of the student leaders ever before. It was found that a few of them believe that somehow, the videos shared on the channel, especially of the children being hit and injured, have affected them deeply. This gives them the strength to continue their struggle to save the future generations.

When it was asked how many of them got the same belief, it was found that 14 agreed with this fact and the remaining 18 of student leaders deny it. It was found that they have one more reason behind their belief. They know many of them who were influenced by the programs related to Palestine-Israel conflict and provided the evidence that their participatory action had been influenced by the channel, too. Here, it was found that the student leaders answered and judged all the questions during the discussions on behalf of the students they represented.

So, it was found out of the overall discussions that as the senior managers said that they succeeded in achieving their mission and vision to some extent; it has proved here that the beliefs of the management regarding the news channel of Palestine are true. However, the important thing noticed in these findings is that the management is not able to achieve

this mission as they think they do. They thought of the direct factors, which have influenced them, but these factors have influenced their target audience indirectly.

It was also noticed that the management of the news channel is unable to state the demands and needs of their target audience. Even though they are able to state them properly, they are unable to present completely and effectively. Both the management and the student leaders know the reasons, but it was found that they both are not able to remove these gaps as there are many factors that influence their strategies and the material to be presented on the news media.

5.8.3 Findings Obtained through Interviewing the Focus Group

As it was discussed above, the focus group consisted of university lecturers, media experts, student leaders and students with high CGPA from the Media Department, and a senior manager from Al-Aqsa Satellite channel. So, it was clear that there can only be an addition of views from the individual students, media experts and the university teachers.

The focus group was also developed to judge the viewpoints of each group against each other in order to get a better understanding of the impact of visual media programs on the university students of Arab countries and perceptions of these students regarding the concept of visual media in terms of creating attentiveness towards the issue of the Israel and Palestinian war as a whole and the visual media channels that are employed into such practices in particular.

- 1) The conceptual issues of the visual media are also needed to be looked at so that the better perspective can be developed in that regard and how they can help as far as the objective setting is concerned at the first place. This is one of the impending issues.
- 2) The opinion leaders have to be better rounded in order to ensure that they have wider knowledge at their repertoire. In that way, they will not be opinionated and would develop their own course of action rather than relying completely on one visual media.
- 3) The questionnaire is being in this case utilized to make sure that it provides the fair idea what is being needed to be done in the long run and what are some of the cases that are needed to be looked at in that regard. This is one thing that is of extreme importance.

The addition in the views seemed to be very interesting as one of the university lecturers explained the Jewish point of view and quoted one of the Jewish writers, who wrote that: 'I'm a Jew before being a journalist, before someone pays me to write. If I find a negative thing about Israel, I will not print it and I will sink into why did it happen and what can I do to change it, and thus, he would try to discover the way 'to transfer the blame.' The other lecturer talked about a journalist who admitted this reality and viewed this as a responsibility being a Jew; this matter apparently contradicts her responsibilities as a journalist.

The senior manager of Al-Aqsa, on one hand, admitted that there are several brilliant Israeli and Jewish journalists covering this issue truthfully and precisely. On the other hand, he quoted some of Israeli reporters' frequently file investigative stories on Israeli violence in the occupied territories. Correspondingly, they also reported the views of

some of the student interviewees in the Jewish Bulletin article that they pressurized the significance of reporting truthfully without prejudice.

The leader also disclosed that Ackerman used each reported death only once. When follow-up reports had been embraced, it is probable that the inequality would have even been larger. The student leaders disclosed the fact that in Ackerman's report, ABC reported Israeli deaths at a rate of 3.1 times greater than the Palestinian deaths. CBS reported Israeli deaths at a rate of 3.8 times greater than the Palestinian ones, and NBC reported Israeli deaths at a rate of 4.0 times greater than the Palestinian ones. These statistics mean that, on average, the networks reported Israeli deaths at a rate of 3.5 times greater than the Palestinian deaths (175% of Israeli deaths and 49% of Palestinian ones).

One of the university lecturers added more information to the discussion indicating that ABC's March 22 report was very much unclear. It stated that: "Hamas has killed hundreds of Israelis over the years", but it never told during how many years or how many hundreds. The audience was not also told how many Palestinians have been killed throughout this period, almost certainly at least three times more.

It was also agreed that the international media has the capability to make change and it is a powerful weapon and a resource that should not be undervalued. The silence of the international media on numerous concerns has meant international unawareness and complacency and the concentration of the international media on other issues. This has given those matters eminence on the worldly scene.

Many other articles are also included in the discussion. The main facts of this discussion are almost the same as retrieved from the interviews with the student leaders and the media personnel. The lecturers and even the students from the Media Department had more details on the topic which they had obtained through their own research. At the end, the discussion evolved around the role that the media can play to create a positive impact, and more importantly, to calm down the aggravation.

5.9 The impact plans and policies management of those in charge of media organizations in promoting awareness of the Palestinian issue.

Results showed that there is an impact of plans and policies management of those in charge of media organizations in promoting awareness of the Palestinian issue; this impact appeared through having a goal, within the strategic goals of the channel, to activate the Palestinian issue, increase awareness towards it and follow content of programs, which serve the same goal. In addition to the permanent revision and evaluation by the work team, results showed that but some answers were.

The strong points of impact through the answers of those who were interviewed are the strategic goal, content plan, and follow up plan. These aspects are with the greatest impact from the perspective of those who are responsible for media managing while monitoring. Evaluation and the clarity of the goal about raising awareness were at a lower stage than previously. Accordingly, there is an impact of policies and plans management on awareness, but this effect has two degrees; an effective upper degree and a lower degree, in addition to another much lower degree.

Results can be summed in the Figure 5.1 where policies and planning management has a two side effect; one of which, that reaches "high" is represented by setting a goal within the strategic plan as well as planning the content of programs that are given to employees to do their job. The other side that reaches "low" is represented by the procedures and follow up including guiding and evaluating. This is in case of not having any external or internal effects on the receiver that may affect his/her reception of the content such as bad social or economic conditions that affect him/her and direct the attention of the receiver towards the Palestinian issue. This, according to the results, necessarily leads to an increase in awareness. The second question: What is the impact of content management by those who are in charge of media organizations in promoting awareness of the Palestinian issue?

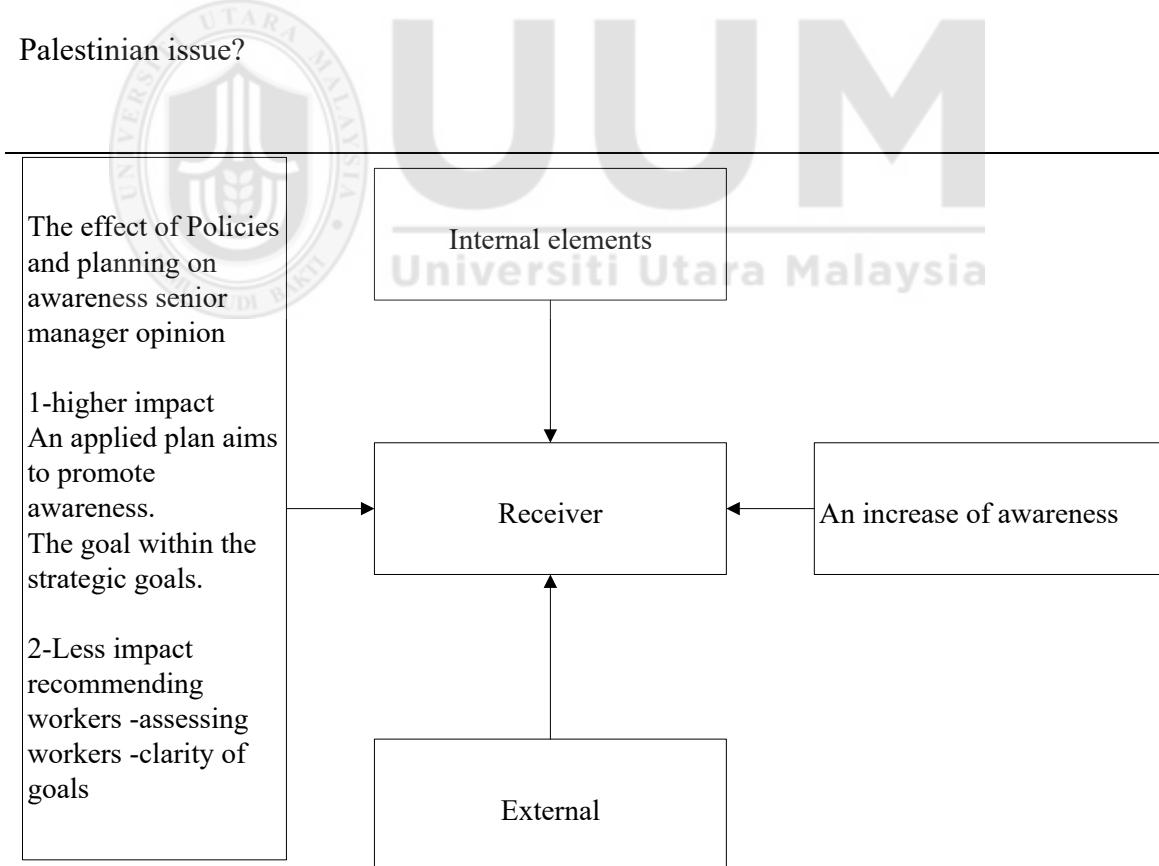


Figure 5.1: Impacts of Policies and Planning on Awareness "by researcher"

Results showed that there is an impact of the program content management contributing in enhancing the awareness of the Palestinian issue, where the total of the relative average is "middle". Program content management has the greatest impact among other departments comparing with policy, individual and potential management capabilities. Results also reflected that there are "detailed results" that must be taken into consideration in the field of content and program management, where the results related to the form and attractive suspense, in addition to verifying in the way of presenting including programs, breaks, documentary and talk programs, which deliver the idea in simple and clear ways have the greatest impact. Results of that figure was high, but there was less impact reflected on the paragraphs related to repeating a program, considering the audience's opinion and the managing programs time represented by the "middle".

However, the periodic evaluation and opinion polls consider discourse language and choosing the peak time as having an impact ranged "low". The researcher believes that choosing the peak time in these areas undergo more privacy conditions in each country, where priority is given to the country's internal problems; the result of which was "low 50%" and this is normal, but the Palestinian issue must be focused on, at even the minimum distance following the countries' own issues.

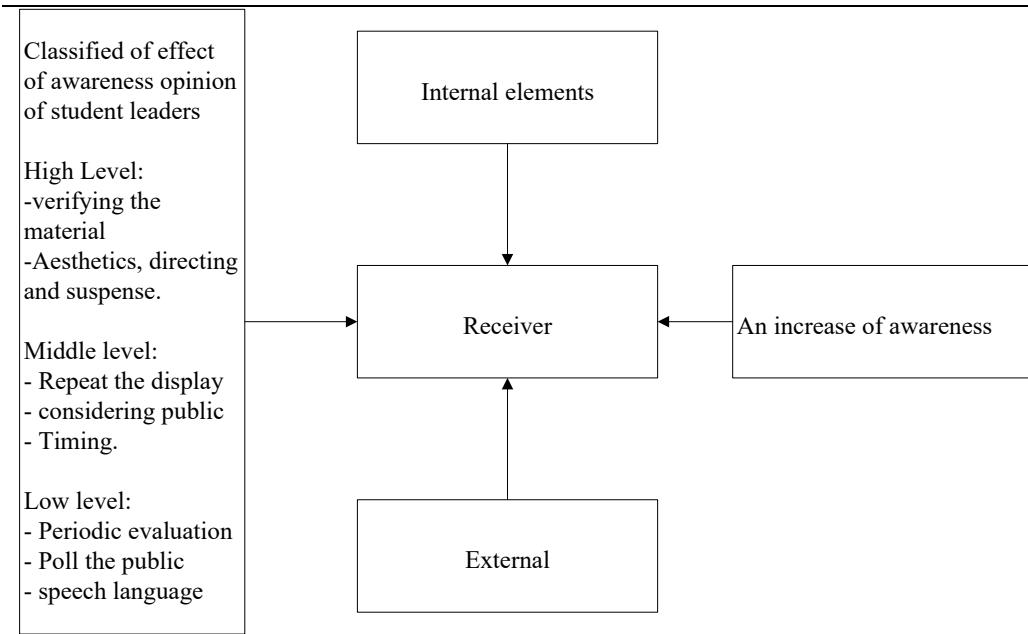


Figure 5.2: Impact of Program's Content Management on awareness

Results showed that there is an impact by individual and capabilities management, represented in the overall result of the field, which exceeded the limit of neutrality low 60% as a relative average. This area is considered to have less impact than other areas of content, policy and planning, where the effect of the program content management was 75%, whereas policies and planning management was 70%. Results with their details showed that the importance because there were paragraphs less than the neutrality; the administrators of the media institutions have been interviewed to enquire them about this decline in paragraphs.

Tools quality and discussion methods with the staff, which were less than 50% of the problem implied in financial reasons because the image quality requires expensive hardware and tools. This is what enhanced the channel in the research, including the way of discussion, which has a certain policy, according to channels management, as well as a

certain amount of money that things must be considered. Discussions must be in the field of perspectives on the content, however, problems of policy, appearance on television and the content nature are controlled by senior management.

Thus, workers must abide them. Results also showed that there are effective issues such as team training, the right person and expertise in the right place, in addition to the constant communication with the staff to provide a direct guidance. These issues reached high 80%, while the areas of image quality, technical dimension and solving problems instantly was less than 60% low. The scheme below summarizes the relationship between individual management and capabilities and awareness.



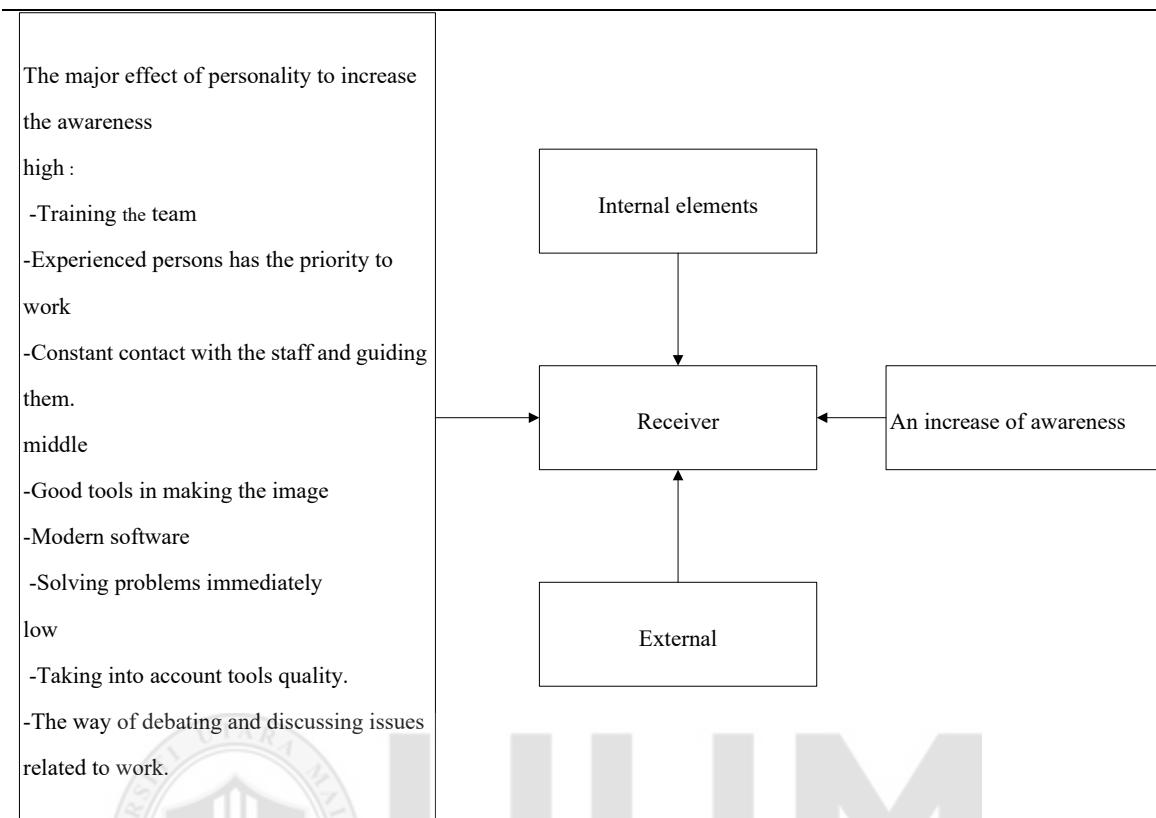


Figure 5.3: Impact of Individual Management and Capabilities on Awareness "by researcher"

Although the financial management is not traded separately, it is an integral part and a basic component of all previous administrations. The quality of the hardware, tools, staff complacency, and production of programs, continuous material supply and the basic needs amounts for the work of media continuation must have the financial resource that guarantees continuity, diversity and quality.

The form shows the relationship between awareness and the Palestinian issue under study, and between media management and the influence on the recipient to create this awareness. The previous studies and the researcher's conclusions clarify that a number of

influences interfere together to create an awareness towards the Palestinian issue. Media management with its three axes "policy and planning, content and personnel and capabilities management" results in a visual image showed to a recipient and surrounded by a variety of external conditions like the economic, social and political situations as well as other internal conditions related to the academic level, tendencies, interests, wishes and knowledge.

Therefore, one of four conditions will be created. First, a completely aware recipient got knowledge, took a stand and shared in activities. Second, incompletely aware recipient gets knowledge, takes a stand; nevertheless, he doesn't share in activities due to no specific reason. Third, a little aware recipient who gets knowledge, but neither takes a stand nor shares in activities.

Finally, a recipient, who is not aware, neither gets knowledge or takes a stand nor takes part in activities.

The study results show differences in the viewers' cognitive, stand and sharing responses. In this study, the importance of the visual media represents "very high" of the viewer's knowledge obtained from the visual media. This result indicates how many Arab viewers are interested in the Palestinian issue and get knowledge about it from the visual media as an essential resource of knowledge and information. The results also indicate that taking stand for the issue needs to be activated, where 60% of the viewers take a stand for the Palestinian issue. Clarifying the causes behind this low result, the study refers to the government's strict procedures taken against those who take a stand for the Palestinian issue.

In addition, the viewers in both Egypt and Lebanon have a philanthropy consideration rather than a strategic plan towards an occupied country; they think that taking a stand for the issue or supporting the resistance does not help the Palestinians; rather it may create a hard occupational reaction. This consideration is clearly reflected in the viewers' idea that the agreement includes supplying the people with food and essential needs is better than letting them die even if this agreement includes giving the occupation a right to arrest the warriors.

Therefore, the researcher believes that it is necessary to focus on concepts related to the dignity and pride, and we have to die for our rights in order to give the coming generations an opportunity to live well.

The results reflected in the theme of responding to participation represented "middle". This result reveals that the responses, compared to the cognitive aspect are low, as shown in the results, responses that related to responsibility that result damage, such as participation in a march or a sit-in in Jordan and sometimes in Egypt as Blood Donation activity or in Jordan or participate in a discussion with others may not know them.

Therefore, the researcher believes that it is necessary to focus on concepts related to dignity and pride and we have to die for our rights to let people live after us well. The results reflected in the theme of responding to participation represent "middle". This reflects that the responses, compared to the cognitive aspect, are low. As shown in the results, responses are related to the responsibility which may result in damage such as participation in a march or a sit-in in Jordan, and sometimes taking part in Blood

Donation activity in Egypt or in Jordan or participating in a discussion with others whom they may not know.

The varied results of these responses 50% reflected response quality that costs high price or results in damage, leading the university viewer to hesitate in taking part in participation for the Palestinian Cause. This is clear more in the responses of both the Jordan viewers and the Egyptian ones. However, other responses related to contact via phone, sending a message to the program, participating through an awareness campaign or participating via the Internet had received an outcome that ranged between 65% to 75%.

In general, based on the results, media management affects very high in the knowledge field, where 65% was impacted with positive attitudes and 70% was affected with the response of participation.

However, a note that can be obtained, by reading the internal numbers of the paragraphs, is that the university viewer in his/her calculations has the perspective and his/her interpretation is not seen by the owners of the Palestinians to be, however, it comes from positive output as the fear and love they want to keep occupying living with them without killing them and also through participation responses can recognize that participation that results damage and if it is small, it may make a lot of students hesitate but they have a passion and great love for the Palestinian cause.

This love can be translated regarding the state nature, how to look at things like this and possibilities to cause damage, therefore, deciding to participate or not. Regarding the

responses of others who do not appear, there was a permanent participation, but Lebanese students were afraid in participating (by telephone or via the Internet) due to issues related to their own political circumstance. However, this could distract them to follow up their internal cases; nevertheless, they participated in sit-in, blood donation or public discussions unlike students in Jordan and Egypt.

The model formulated by the researcher shows that the management of media is a mixture between management and media science, including all their theories and basics.

It is worth mentioning that the administration as a system may be consistent with the institutions or ministries, but media as an institution lacks the stability and permanent renewal is its main and essential feature. That requires a certain kind of management and a theory that depends on situations if the researcher wants it to be based on the attitudinal administration.

On the other hand, there are several media theories focusing on the subject of influence and impact; the researcher chose what is consistent with the state of the media that allows him to select and frame because it is the closest in viewing the Palestinian issue. In addition, this gives more space to a media organization in selecting the case, its impact and form in accordance with its policy and tools.

The model passes several stages; first, select an issue from several issues and events locally or internationally, then identify a specific target shows to deliver. Next, the Director of the Foundation or the authorized person studies the matter with the team. In light of this, a decision will be taken either to adopt the issue with all its determinants or

to decide ‘no’ to the issue which means cancelling the adoption of the issue. However, if the decision is ‘yes’, the form, content, hosted personalities, final produced form and target categories will be managed. That will target other issues related to sending the message to the viewer. Thus, the message will reach the recipient, motivating him/her to be more aware as it will be clarified as follows:

5.9.1 The Issue & Aim of the Issue

Persons, who are responsible for media management organization, have lots of daily and permanent issues and events that they must, cooperatively with the work team, take a decision towards any issue that must be dealt with in accordance with the vision, strategic plan or annual plan of the Palestinian issue. However, this later issue represents the case of a permanent conflict that must to be a part of program goals plan and a component program. Each institution has its own vision of arranging the issue of Palestine according to a schedule, the relative weight of the content on the channel, the way of displaying and any aspects to be covered. However, several studies including Yassin (2006) and Dajani, (2007) proved that the Palestinian issue represents the state of consensus and acceptance of the viewer that it is an Islamic focus on the conflict with the Israeli occupation.

This aspect means that persons who are responsible for media organizations must know exactly what they want to achieve and what must be delivered to the viewer. According to this, they can make decisions about the team and using tools. They should be specific when taking a certain aspect or the whole case. In the Palestinian case, for example, does he want to deliver the case in order to build up or get the audience sympathy and give a financial help?

For example, what is the margin of the targets that are available? In this research, the researcher is dealing with awareness towards the Palestinian issue including (Jerusalem, prisoners, refugees and the humanitarian situation). The research aims at using media to increase the receiver's knowledge and drive him/her to the position and participation.

The researcher believes that each media organization has its specificity and circumstances, according to which, it can choose its goal, even at the minimum level. For example, the researcher can choose the human side of the issue in order to avoid harassment or accountabilities, if it is committed to policies prevent, or can take the side of Islamic civilization of Jerusalem and so on regarding other issues.

The issue of consultation and meetings between the director of the Media Foundation and the team to take decisions is very important, not only at the level of achieving the target but also at the level of converging the ideas. Reaching harmony and the individual's sense of being a part of the decision contributes in achieving the goal in a powerful way. Such a finding has been reported by this study. This finding is also consistent with the findings of a study by Saad (2008) that reported that the consultation between the director and his/her team increases the chances of achieving the goals of the institution.

This meeting includes several important issues: many issue with general rules of the institution and available capabilities such as instruments, money, team and the time required for completion. All this is in the light of internal and external surrounding circumstances which result in 'yes' or 'no' decision. Next is complementing the method. Thus no implementation mechanisms unless one aspect of the case for implementation is taken.

5.9.2 Resolution

In the light of the available capabilities, the financial circumstances, the capabilities of team work and control policies with considering the internal and external surrounding circumstances, the decision is taken in accordance with the following:

- 1 - Public policy of the foundation
- 2 - The financial capacity
- 3 - The human capacity

The decision could be either non- adoption due to special circumstances of public policy and financial status or other reasons; therefore, the decision will be "no" In the case of adopting, the standard cost and a working group to follow up the case will be determined.

Send the Information after taking the decision including public policy and rules with the financial cost, costs and tasks of the team, the template and form, the duration of the display, time of broadcasting, the appropriate language for the recipient, message inclusivity and clarity and all the issues with their ability to influence the recipient taking into consideration that the receiver is more affected by the way of displaying, the form and the content of the speech more than other aspects.

According to the research results, information-sent through media must have some features:

- 1 - Clarity: not making any confusion, unambiguous and easily understood by the recipient.

2 - Diversity: showing ideas in different ways through programs, short concentrated breaks, songs, documentary and talk program and many other ways.

3 - Inclusiveness: displaying various aspects of the issue with their effects and areas, so the issue would be completely covered as the receiver needs to understand the logical side, and sometimes, it is necessary to have the emotional side. Specifically speaking, the Palestinian issue must be addressed with respect to the prisoners, martyrs, refugees, resistance, the brutality of the occupation, children, women, students, factories and hospitals.

4 - The role required: results showed the importance of implementing knowledge and emotions of the recipient to direct him/her in a wise and conscious manner and in accordance with the rules of conditions to stimulate and clarify mechanisms without causing any harm. For example, a case of someone volunteers to offer a financial help without being identified by others. Thus, it is necessary to devise ways and models through which people cannot be identified. Managers of media must know how to direct the energy of technologists, engineers, and public and university students. It is clear that a young man was able to do the "technology role" by attacking all the Israeli websites and stopping the movement of airports and banks; therefore, it is necessary to devise ways in order to employ their energy. A receiver must also be transferred from fear of the result to frequency, then performing a task permanently.

5.9.3 Levels of awareness

The researcher noted that many factors may affect this, so media institution cannot overcome some problems like the social and economic situations of the receiver, as well

as the political situation of the country, which is, for the viewer, more important than the Palestinian issue and this is, of course, a natural matter. For example, an internal problem in Lebanon would turn the viewer's attention from any problem in a near country even though he/she may love that country and its issue.

Thus, there are three levels of awareness which are, in all cases, a positive impact in the long term and receiving that media led to knowledge then all that resulted in a position and a permanent participation. Thus, this is a complete awareness (knowledge + position + permanent participation lead to complete awareness). The viewer was impacted by media, so he/she "knew". Next, he could take an attitude according to what was displayed on media, but there are some circumstances which could stop some activities due to political or economic circumstances.

The state doesn't allow that type of marches or even he/she works all the day to secure food for kids (knowledge + attitude without participation lead to incomplete awareness). The receiver was impacted by media. As a result, he knew that knowledge is not enough to make a perspective; he/she may look or listen to the idea without an actual participation in some activities and events.

Through the experience by the researcher to those who were interviewed, two major points were noticed: First, there are two other types i.e. the receiver is affected by media. Then he/she develops an attitude towards an issue according to a false vision, but he/she has a good motivation. For the researcher in his study, a lot of viewers may take an attitude. For instance, after the turn back of refugees because their own matters and their economic life become better, turning back may make them struggle in life. Consequently,

he/she looks at this matter from a personal point but not on the basis of the issue as a whole.

Another example is the acceptance of Israel to stay permanently in Palestine because of the Palestinian tough circumstances. The viewer witnesses the daily killing and that Israel is much more powerful than the Palestinians with their simple and modest abilities; therefore, she/he would accept any solution for the Palestinians. The researcher recommends media institutions to focus on contents that help the receiver in taking a total positive attitude towards the whole issue and to focus on the impact of each situation on the basis of the whole issue.

Concerning the issue of refugees, for example, media must focus on all families, who decided not to turn back and how refugees' rights could motivate the aspect, like leaving their own country will make a wider space for the enemy. As a result, the receiver will have an attitude supporting the concept of refugees' return. Moreover, people who are in charge of media may have their own methods and tools to affect deeply and largely on such issues, which in their turn, affect the public opinion.

Second, not all people, who do not say their opinion, have an attitude or participate are not aware of the issues because many Arabs live through an algebraically provision that does not allow them to express themselves have an attitude or even participate. Thus, in case of having a specific limit of expressing without any accountability or problems, recipients can be evaluated without having accountability or problems. Also, recipients can be evaluated without having awareness if they did not share or have a clear attitude. Furthermore, media must concentrate on the concepts of dignity, pride and strengthening

doing duties and rules even if this needs motivation through examples and models which people follow. That type of recipients could be changed from the negative awareness to the positive one by doing a role and having a mission.

5.10 Summary of the Study Results

- The media organization that adopts a programmatic plan in which the Palestinian issue is one of its priorities could contribute in increasing awareness.
- The diversification in methods of displaying the material related to the Palestinian Cause is the most influential step with a degree of 85%.
- The attractive outside form to show materials is the most influential step with a degree of 80%.
- Choosing the time of programs presentations that are related to the Palestinian issue was not appropriate for the viewer.
- Programs related to the Palestinian issue did not receive opinion polls, quality and quantity assessment or if it exists or not.
- Repeating showing sides of the issue, in different ways and taking into account the language of the speech, had a good effect that ranged between 78% -79%. This means that good qualified tools in most of the official government channels were few.
- Giving attention to modern instruments and equipment was visible in some of the major official channels in the countries under study. This attracts more viewers.

- There was no acceptance for talk or discussion between management and staff about reviewing and producing the programs related to the Palestinian Cause.

- Channels provide a space for interactions through Face book, Twitter or other ways.

This means a lack of communication and interaction.

- Working teams' training and raising their abilities contribute to increase the quality of media products, which, in their turn, increase the receiver's awareness.

- Visual media is a direct and a major reason in defining dangers related to the Palestinian issue according to the university viewer.

- University viewer follows considerably detailed news about the Palestinian issue (the prisoners, martyrs, resistance, and so on).

- Online Participation was the biggest form of expressing support for the Palestinian Cause.

- Participations with donations for the Palestinian Cause by the universities viewer were below 50 %.

- Participations that do not show the participant's identity were largely accepted, but those which show the identity were much less.

- Any damage because of the debate in the Palestinian issue stops over 65% of the study sample from debating.

- Visual media is the first major source for 75% of historical information, the Israeli crimes and living conditions.
- There were differences in awareness due to the university as well as income rate; firstly, the Palestinians, the owners of the case, next, Jordanian, then Lebanese and Egyptians.
- The result has shown that university female students are the most affected by the visual media about the Palestinian issue.
- There are differences in the awareness as students in the Faculty of Arts. Media and politics students are more aware, followed by the rest of the different colleges, like education and Sharia, then the others.
- The university viewer did not have enough knowledge about the history of Israel, the massacres and issues related to peace.
- The university viewer has a great passion, but he/she does not have steps to be applied.
- The main problems the management of media institutions faces are the financial support of their agendas.
- Media institutions are restricted with non-profit and intellectual policies and rules and are mixture between both. In all cases, Palestine is the core subject in the program content only in Palestine.

5.11 Summary of Study

It is needed for media to make combined programs that reduce the productive cuff of programs and documentaries with a need to urge the institutions to adopt the firm line that presents a minimum accepted level for media institutions in adopting the Palestinian issue in the programs content. All is the practical procedural part. However, there is another important thing that those who are responsible for media must consider the Palestinian issue to include: a religious dimension, the duty of liberation, national dimension, neighbour lines duty and brotherhood one.

The basic aim of the research is to assess the policy of Al-Aqsa Channel regarding the Palestine-Israel conflict. The interviews mention that variety in displaying, including the break, the song, the documentary and the talk show contributed in enhancing the awareness of the Palestinian issue. The researcher attributes this high acceptance to those in charge of the media institutions as they explain that the most effective tool on the public is to represent the content of a particular idea in different ways of targeting all age groups

The researcher illustrates that the receiver is inclined to listen to the serious talk show as the idea of documents gives the topic another chance to be watched, and the repetition of the idea, in a minute-break or a three-minute song, is a good chance to focus on the subject; therefore, diversification, repetition and displaying of the Palestinian cause's dimensions promote the awareness of the cause. Touching the subject under discussion, the researcher noted that the people in charge of Al-Aqsa Channel believe that the issue

of Palestine, whatever tool or way it is presented with gets wide attention when casting light on the humanitarian or life aspects.

The interviews also reflected that the clarity of purpose to the team work, the following-up and the reviewing represent the element of success. The interviews' data also showed that the paragraphs of interaction with the audience, choosing the right time to address the Palestinian issue, the policy of guidance to the presenters requiring them to pay attention to the details when addressing the Palestinian issue have a great importance. The results of the interviews showed that the current policy of recommendation for the presenters and writers to care for the issue of Palestine represents an important point for the formation of the viewer's awareness of the issue.

Study results reflected important and significant issues regarding the impact of visual media. First, there is an impact of plans and policies management on the awareness of the Palestinian issue if there was a strategic adoption and content following by the institution. Second, content management has a significant impact in raising awareness, but it is divided into three levels: verifying in representation in an attractive format with considering time, discourse and repetition, and there is little impact on the need to make polls, periodical assessment and selection of displaying time.

Results also showed that money is the most important in all media work and it is the core factor in affecting as it affects planning, content and individuals and abilities. Results also revealed that there is disparity in participation in countries under the study depending on the country and its privacy. It became clear in deciding a specific attitude by the university student in doing a role.

A quotation of Captain Ellen K. Haddock is very famous with respect to the role of media in the wars, which is as follows: “The media is a weapon available to anyone, (p.122). Thus, he relates media with the solution of the war by calling it “a weapon”. According to Raymond (1997), media has been present during each of American’s military conflicts. In America, the media is termed as American’s fourth estate and the unofficial fourth element of the government. Though the military cannot control the media, both the military and media must realize the fact that media is important in all military operations, and thereby, they are prepared accordingly. Thus, the media should try to capture all the possible pictures of the war in order to support its people.

“The media can make or break a peace process (p.143) said Senzo Ngubane, who is a researcher at the African Centre for the Constructive Resolution of Disputes in Conflict Prevention Newsletter, in 2003. This quotation fits when the media gives a minute-to-minute reporting from the silent battle scene. As a result, the drama of war will be over and the long winding road to peace can be brought. This fact seems to be especially important in case of Iraq and Afghanistan, whereby the media have presented all the hidden causes of the war and opened the eyes of the world; therefore, the world started promoting the peace negotiations for those wars.

“Impartially, objectives, ethics and reliability are complicated issues in a conflict zone” (p.211), a statement quoted by Alice Petrén who is a news reporter at the Swedish Broadcasting Corporation and a researcher with the Life and Peace Institute in New Routes-a journal of peace research and action, in 2003. The complexity of the information portrayed on the news media is considered the first victim in the war. So, the

media should include the information in a way that remains easily and simply understood by the viewers.

“Some media served as little more than camouflages for their own side, (p.224)” said Orla Clinton who is a freelance journalist reporting mainly for Irish media and a researcher with the Life and Peace Institute in New Routes: a journal of peace research and action, in 2003. The media should give everyone the right to freely express himself and his opinions.

This right should include freedom to keep opinions without intrusion and the rights to get, obtain, accept, communicate and transfer information and ideas through any media regardless of any frontiers. He does include another quotation to explain the fact in an easy way: “Every human being has a right to information that is credible. P.62” All these quotations lead towards a certain role of media, which can be used in any type of war and also help media in achieving their goals and ambition.

University students have a total appropriate knowledge of approximately 70% in general, even though there were lack of knowledge about sensitive issues like peace agreements, their dimensions and harmfulness, settlements and occupation crimes. To face the obstacles by media management, money is needed and it was clear how people in charge of media management were controlled by agendas and policies whether they are political, following a party or following the funded politics sometimes.

The study put some recommendations, the most important of which are:

Focusing on configuration and changing in the way of displaying the material related to the Palestinian issue and trying to connect with other channels to adopt the Palestinian issue as a basic aspect in media in order to be technically perfect and emphasizing on the right of return and some values like pride and dignity. This drives the viewer towards doing a role as well as clarifying the concept of resistance with its role and the need for it in addition to caring about women by specifying a speech for them. Moreover, the role required from the viewer must be specifically identified by using the emotional discourse for all the nations, such as Lebanon, you who harmed the occupation, Egypt Al-Kenana, the best soldiers on earth etc.

The researcher attributes this decrease to the importance of the continuous and permanent policy of guidance for the presenters and broadcasters. Addressing the issue of Palestine, however, did not receive adequate attention by those in charge of the institutions. There was no follow-up mechanism to the theme, the vision and impact of the programs. The interviews also showed that the most important thing is that the institution must have strategic goal within its plan to increase awareness.

The researcher attributes a high relative weight that repetition of the Palestinian issue aspects contributes in promoting awareness. This repetition is to achieve two goals; first, to gain reaching all recipients. However, the researcher believes that the important time is given, firstly, to the country's own issues related to the parties or the government. The Palestinian issue comes next except in great events. On the other hand, the Palestinian channels consider the Palestinian issue as their own and therefore, it occupies their priorities.

The matter of choosing the time, following-up public opinion and the extent of satisfaction with the programs related to the Palestinian didn't get a high average. This is related to each country's own circumstances because each country has its internal top news and issues that take the peak time, so the access to such a figure in the country, which is relatively stable, represents something important that satisfies the researcher.

The regular training of teams contributes in performing more quality reflected in performance. The researcher believes that training staff in order to deal with the Palestinian issue, in terms of understanding the affecting image, using the influential appropriate voice, drafting affecting news, developing performance of broadcasters, submitting to become capable to master all skills and abilities would have more influence on the viewers.

The researcher also believes that the discussion between management and the employee, when applied, would affect positively the product of the Palestinian issue because when the employee works in a comfortable condition and is satisfied, he will be keen in choosing the image, dropping the sound and shaping the output. Though Al-Aqsa channel is said to promote the Palestinian Cause, it is significant to know the mind frame of the people on the driving seat of the channel.

Moreover, the compilation of the responses to this question will reveal the differences, if any, between the policy makers about their views of the conflict. This question will clarify, according to the respondents, which factors play the main role in initializing the conflict. In short, this research will highlight all those elements which affect the validity

and reliability of the news presented in the newspapers and through the visual aid i.e. TV (especially Al-Aqsa Channel Satellite).

Even though numerous studies related to the issue of Palestine-Israel conflict reported by Al-Aqsa channel have been conducted, there is a gap in accurately investigating the impact that the conflict reporting created among the public

The reason why the study focuses on the university students of Arab nations, specifically and the Arab population in general, is because university students, given their ages, are relatively better qualified than the rest of the lots of population of the area, as well as the factor of their likelihood of being the opinion leaders of their respective geographical areas. This indeed makes them much better respondents as well as centre of focus of the study. Moreover, it is indeed more likely that, given their age, as well as the characteristic features of the age to which they belong, they are likely to be more agile and take up issues by active participation in spreading the word regarding the actual conditions that subsist in Palestine or the matter of atrocities committed against the Palestinians. So, the students are always the focus of the nation, whenever the country is in danger or not.

The student leaders also play a vital role in the economic and strategic security and strength of any country because they are the fresh blood of any nation. They are enthusiastic and emotional, and always play an active part in saving their country from the political and democratic threat. Thus, it indeed makes sense and practical significance for the present study to zero in on the university students of Arab nations in order to make an estimate of the level of awareness created by the visual media, in general, and Al-Aqsa channel, in particular.

Thus, the youth is the right type of audience to respond and reveal the ground realities in this regard. The importance of Al-Aqsa Satellite Channel during this war can never be denied, particularly in creating awareness of the current situation in Palestine. However, to clarify more this importance has been tested with the help of two strong theories, which discuss the role of media in creating awareness about any war.

The first theory is the Agenda Setting Theory. This particular research aids to add to this theory in recognizing three things; which are (i) on what criteria issues or news are considered to be important for presentation on TV by this channel (ii) whether these issues or news affect the perception of the public (iii) whether these affect the policy of policy makers. These three subject matters are analysed on the basis of two assumptions (i) any press or media company like Al-Aqsa Channel does not reflect reality that means that the news displayed to the public is changed from the reality (ii) only specific and selected issues are represented on the TV by classifying all the issues into important and unimportant ones.

The second theory is Two-Step Flow Theory. This research has been helpful in adding to this theory in determining the personal influence upon the people in terms of (i) how the information provided by the news channel, particularly by the Al-Aqsa Channel, have been interpreted by the leading people and (ii) what is the ultimate reaction of their audience in the light of their attitudes and behavior. This theory takes into account before analysis the assumption that the report from Al-Aqsa channel will not have direct influence on the public's perception about the conflict between Palestine and Israel but

rather the influence actually happens through the interpretation of a knowledgeable individual who acts as the opinion leader.

The application of the first theory has enabled to analyse the effect of Al-Aqsa channel on the readers about the Palestine-Israel conflict telecasted by that channel, whereas the application of the second theory has enabled to understand how the channel influences decision making. So, both the Agenda Setting and the Two-Step Flow, theories are used in the right proportion to analyse the effects of the reports from Al-Aqsa channel about the Palestine-Israel conflict.

The research has sought to address all the mentioned aims and objectives. An amalgamation of the participants and questions has assisted in attaining all the required answers. All six research aims have been fulfilled from three aspects: (i) perspectives of the senior managers of Al-Aqsa channel; (ii) perspectives of the student leaders of Palestine, and (iii) the members of the focus group.

Thus, the researcher has easily understood (i) the strategies used by Al-Aqsa Satellite Channel to gain influence on the university students' leaders in Arab countries, (ii) the extent to which Al-Aqsa satellite programs about the Israel and Palestinian conflict are popular among the students of Arab universities and (iii) identifying the ways through which the programs related to Palestine-Israel conflict influence participatory action to support the Palestinian people.

The conflict of Israel –Palestine is historical and has been an ongoing war. However, the Palestinians are now has the opportunity to have broader and more valid progress on this

crisis through the visual media of Al-Aqsa television. The crisis stories and news are broadcasted and more and more facts are merging to be in favor of the Palestinians. The crisis has made many properties and lives lost and if the crisis is still ongoing, it could lead to more and more broken families and the sacrifices of many children.

The awareness of the conflict and what could be done by the leaders is the much discussed topic by many. The television is currently in interest in targeting the young students as their main viewers as the young students could be the next leading generation and could possibly end the entire crisis for good. Much is being discussed on the history of the crisis and on the religious point of view on who is the owner to the land, however at, current there are no detailed discussions or highlights on how the crisis could end. And thus the visual media plays very important role in my opinion. It has the power of creating awareness by simply showing the footage of the crisis and also propaganda. And by improving the agendas and also the programs of the channel, there is an absolute solution to this; the young students will have awareness on which specific topic to touch and who to see and at what stake. An analysis on the crisis and also having mutual understanding could lead to solving some part of the crisis. Students are sharp minded and also very analytical in solving issues, and with the help from the media, this could be accomplished.

5.12 Study Recommendations

First recommendations: Strategies and Principles

Even though the media know their importance in the military operations during wars, they still continue to present the wrong information regarding the Israel-Palestine

conflict. The followings are the suggestions which can be used in order to improve the role of media in resolving the conflict between Israel and Palestine. It cannot be helpful in fully resolving the conflict, but these can be helpful in stopping the human violence in that region.

As the media is only spreading the news of human rights violence, the first suggestion must focus on the argument that the media should play as the tool for peace, not as a weapon for the wars.

The public opinion must be supportive for developing a solution to any problem. Many people reveal such factors that can help in deciding a solution for a problem and in exhibiting the main cause in the Israel-Palestine conflict. So, the public opinion should be built by the media.

The active and fair involvement of media in Israel-Palestine Conflict can remove the operational secrecy in this conflict. So, the media should present the correct information to that extent that it can be met by the journalists without including any type of bias and personal feelings.

Operational secrecy in modern wars requires active participation of the media. Thus, media can also be helpful in this perception as it was found in many other wars, too, especially in the terrorist wars in Afghanistan. The media removed the secrecy of the wars, which was seemed to be a hurdle in setting peace in those wars.

The media should present any type of negotiations settled between the leaders of the two main nations in the same way as it is because conveying the wrong information regarding

the negotiations, as found in Oslo Peace Accords, can cause the failure of those negotiations.

The media should accept the fact that for achieving peace in this region, the nations have to lose anything in order to gain something. So, they should promote those activities of peace settlement that sign if damages less than the benefits.

In promoting those activities of peace settlement that signify damages less than the benefits, the media should focus on determining whether the damages are more than benefits or vice-versa.

When the damages seem to be more than the benefits during a peace settlement, the media should properly analyze the factors that made the damages more because there are some instances when the damages are more than the benefits due to the faults of their own nation.

When the faults of the nations are found to be the determining factors of the extensive damages, the media should develop the programs that can identify the nations' mistakes along with their solution and the other compensations in order to eliminate that mistake completely.

By showing the true information of damages faced by any nation, the media can also help in settling the table disputes about the gains received by any nation. e.g. the amount of lands that will be received by any country in exchange of losing some other.

The media should try to present the discussion of such authorized people who can have the solution for the problems faced in settling the conflict. They should spread the voice of those people who truly want to recover peace in this region.

The media should present the information regarding the causes and reasons of the conflict rather than only showing violence on the TV. This can lead towards the correct and large amount of awareness in the region.

The control of government to some extent is useful when the media channel presents the wrong information regarding any steps and efforts for settling peace, but the government also can use it to convey wrong messages, a matter that induces the young generations towards participatory actions. The media should develop the strategies for conveying wrong messages in such a way that prevents the participatory actions.

The media should also develop the strategies for conveying the complete information of that news which can be assessable by their journalists. For this purpose, they can adopt the 5 ways of conflict reporting given by Adam and Holguin (2003) to improve the effectiveness of the content of their news.

The media should try to spread the awareness of possible solutions for resolving the conflict. Communities require confidence in the support of media to sustain and publicize their efforts.

The participatory actions are not always the solution of a conflict, especially in case of Israel and Palestine Conflict where the negotiations are the possible solution. So, the media should focus on the strategies that can ease the process of negotiations, but not to

influence people towards the aggressive participatory actions which do increase violence. By doing all these, they show the reality of the conflict to the international community, who will be induced in redefining their strategies in terms of aid that are given to support the violence.

Last but not least, media should have to perform their duties to participate in the process of social reconstruction and democratization in the repercussion of conflicts by providing a constructive and participatory forum for the exchange of ideas and nation building. In short, the media can play a positive impact and more importantly, calm down the aggravation.

Second recommendations: Steps and Procedures

1. Communicating with media institutions to make the Palestinian issue a part of the priorities and interests of the channel as a specific goal of the plan and basic in the strategic area.
2. Activating guidance aspect for those who are working in preparing and presenting programs in media institution in order to make the Palestinian issue in all its aspects, cultural, religious and life presented in those programs.
3. Focusing on verifying the ways of presenting materials related to the Palestinian Cause.
4. Emphasizing on the necessity that the material related to the Palestinian issue must be produced in a perfect technical way.

5. Communicating with media institutions of the Palestinian issue to have an appropriate and a good show time.

6. Making opinion polls about the programs and the parts related to the Palestinian issue.

7. Opening interaction with the public to express their views and feelings by calls, Twitter or Facebook, and be the focus of attention and broadcast in front of people.

8. The need to take steps forward towards training working teams on the side of impact ways especially who manages the content to the recipient (preparer, broadcaster, photographer, director).

9. The need to emphasize the importance of active participation with the Palestinian people and being patient with the resulted damage caused through promoting the values of dignity, pride and human brotherhood, and so on.

10. Focusing the speech towards the Egyptian society, considering it as the third one in awareness, where its population is nearly 4 million and it can make a considerable change.

11. Giving women and girls a considerable attention in the Palestinian discourse, and customizing programs for them as they are more affected.

12. The need to direct the viewer who has a step with its details to stimulate him/her to do this step in case there was a fear on part of him/her.

13. Making collective programs led by the Palestinian media and distributing them to channels due to the production costs because when they are distributed, a symbolic payment is offered.

14. Focusing a lot on content management because the university viewer is affected more by the title, the character, way of showing and suspense style.

15. Focusing in the context of media content on participation ways and response mechanisms to convert the cognitive and emotional dimension of the university viewers to supportive steps while doing their duty.

16. Focusing on the Palestinian issue's concepts, including right of land and refugees and the history of occupation that would reformulate positions of many of university students about the Palestinian cause's concepts in order to follow and transmit them to future generations.

17. Giving much interest to the technical and aesthetic form of media products related to the Palestinian Cause by creating presentation ways and choosing an appropriate time.

18. Communicating with the Arab channels and making literary combined compact of the Palestinian Cause to be in their interest and provide them with news and all needed materials.

19. Communicating with the media persons in the media institutions and let them know permanently events in Palestine in order to involve them in their conversations, programs and issues.

5.13 Future Research Avenues

The future research that can be conducted by using this study can be:

A research on the improvement of the 5 Ws of the conflict reporting techniques, which were found in the research to get accurate information. There should be some more clear and comprehensive studies on how to report effectively.

A research on other unresolved conflict, such as the conflict of Kashmir between India and Pakistan, the conflict of Afghanistan and the conflict of Iraq that is occupied by the Americans. The research can help the researches in these issues because these have also included some hidden factors influencing them.

This research can also be improved by including the government experts to determine the factors behind the control of government on media and the usefulness of media in any perspective.

A more clear research can be conducted on whether the participatory actions should be displayed on the television or not.

A research can be conducted on other important channels of both Israel-Palestine conflicts to determine the role of those channels in the context of this conflict.

A research can be conducted to clarify the role of media and military relationship with regard to this conflict or any other wars.

Thus, a number of studies can be done using this study. It does not mean that this study is incomplete, but it includes all those factors and public representatives to clarify the role of Palestinian media, especially the role of Al-Aqsa Satellite Channel.



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APPENDIX A

The Questions of Student Leaders

- Do you have an interest in politics/ Issues ?
- Do you have any interest in media?
- If you have any interest in media, what is the purpose behind it? Or differently put, what interests you mostly in media?
- To what extent do you have knowledge about the Palestine-Israel Issue?
- What are the main sources of your information about the conflict?
- Have the news on visual media, about the conflict, ever captured your attention?
- To what extent are you influenced by the news portrayed in the visual media ?
- How often do you watch Al-Aqsa Satellite channel to stay updated on the conflict?
- Do you feel that your historical knowledge about the conflict has increased by watching the programs portraying the Palestine-Israel conflict ?
- To what extent are you influenced by what is presented on Al-Aqsa? Or, to what extent do you believe that reality is shown on Al-Aqsa?
- What elements/ factors/ strategies influence you the most?
- Have the programs related to Palestine-Israel conflict ever influenced your participatory actions?

APPENDIX B

The Questions of Focus Group

- Do you have an interest in politics? Issues?
- Do you have any interest in media? Which? Time?
- If you have any interest in media, what is the purpose behind it? Or differently put, what interests you mostly in media?
- To what extent do you have knowledge about the Palestine-Israel issue?
- What are the main sources of your information about the conflict?
- Have the news on visual media, about the conflict, ever captured your attention?
- To what extent are you influenced by the news portrayed in the visual media?
- How often do you watch Al-Aqsa Satellite channel to stay updated on the conflict?
- Do you feel that your historical knowledge about the conflict has increased by watching the programs portraying the Palestine-Israel conflict?
- To what extent are you influenced by what is presented on Al-Aqsa? Or, to what extent do you believe that reality is shown on Al-Aqsa?
- What elements/ factors/ strategies influence you the most?
- Have the programs related to Palestine-Israel conflict ever influenced your participatory actions? How?

APPENDIX C

The Questions of Al-Aqsa Senior

- *How do programs portraying the Palestinian-Israeli conflict influence participatory action to support the Palestinian people?
- How do programs portraying the Palestinian-Israeli conflict increase historical knowledge on the conflict?
- What is the main conflict between Palestine and Israel?
- To what extent do you believe that media's role is important in projecting the Palestine-Israel conflict?
- As a senior manager of Al-Aqsa, who do you believe is the target audience of Al-Aqsa?
- How does Al-Aqsa try to promote awareness about the Palestine-Israel conflict?
- Do you believe that the programs related to Palestine-Israel conflict influence participatory action? If yes, then how?
- What strategies does Al-Aqsa use to gain influence over the university student leaders in Arab countries?

APPENDIX D

Test for checking of knowledge the student

1 - Personal Details Information Test for University Students

Country: University		Sex: Male <input type="checkbox"/> Female <input type="checkbox"/>			
University education degree: BA MA phd		Age: 18-22 <input type="checkbox"/> 22-30 <input type="checkbox"/> 30+ <input type="checkbox"/>			
Level	First <input type="checkbox"/>	Second <input type="checkbox"/>	Third <input type="checkbox"/>	Fourth <input type="checkbox"/>	Fifth <input type="checkbox"/>
Marital status: Married <input type="checkbox"/> Single <input type="checkbox"/>		Living: City <input type="checkbox"/> Village <input type="checkbox"/> Camp <input type="checkbox"/>			
Income level	200- 450\$ <input type="checkbox"/> 451- 650\$ <input type="checkbox"/> 651- more\$ <input type="checkbox"/>				

How many hours do you spend watching visual media?

1-3 hours 3-5 hours more

In 1998 when Israeli settlers killed five Palestinians during a march in Hebron

In 1995 when Israelis killed a Palestinian intentionally

8- Who was the Syrian one who fought in Palestine and was killed in Ya'abod region?

Mohammed Jamjoum Amin Al-Hussaini Ezz Aldin Al-Qassam

9- Who was Yaser Arafat's vicegerent of Fath and was killed in Tunisia?

Khalil Wazir Ahmed Jibril Fathi Shoqaqi

10- Who is the paralyzed leader of Hamas who was shelled with a F-16 rocket?

Ahmed Yasin Fathi Shoqaqi Ahmed Sa'adat

