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

HAZEM A. A. ALSHARAWI

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2016

Awang Had Salleh
Graduate School
of Arts And Sciences

Universiti Utara Malaysia

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

HAZEM A A ALSHARAWI

calon untuk Ijazah   **PhD**
(candidate for the degree of)

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

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

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada : **28 September 2015.**
That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on:
September 28, 2015.

|		
Pengerusi Viva: *(Chairman for VIVA)*	**Dr. Rosli Mohammed**	Tandatangan *(Signature)*
Pemeriksa Luar: *(External Examiner)*	**Prof. Dr. Asiah Sarji**	Tandatangan *(Signature)*
Pemeriksa Dalam: *(Internal Examiner)*	**Dr. Norsiah Abdul Hamid**	Tandatangan *(Signature)*
Nama Penyelia/Penyelia-penyelia: *(Name of Supervisor/Supervisors)*	**Dr. Adrian M Budiman**	Tandatangan *(Signature)*
Nama Penyelia/Penyelia-penyelia: *(Name of Supervisor/Supervisors)*	**Assoc. Prof. Dr. Norhafezah Yusof**	Tandatangan *(Signature)*

Tarikh:
(Date) **September 28, 2015**

Permission to Use

In presenting this thesis in fulfilment of the requirements for a postgraduate degree from University Utara Malaysia, I agree that the university library may make it freely available for inspection. I further agree that permission for the copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or, in their absence, by the Dean of Awang Had Salleh Graduate School of Arts and Sciences. It is understood that any copying or publishing or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to university Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Request for permission to copy or to make other use of materials in this thesis, in whole or in part, should be addressed to:
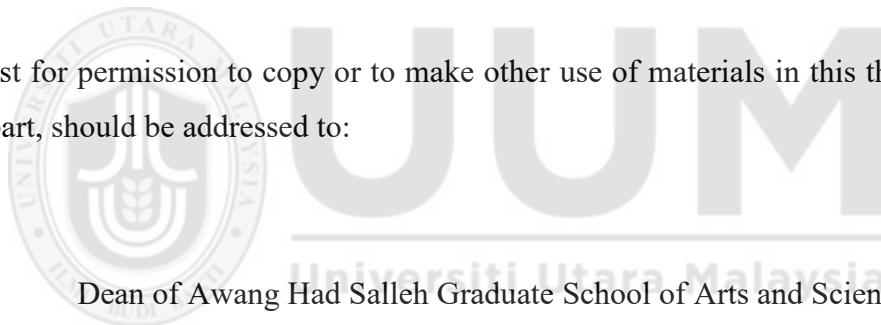
Dean of Awang Had Salleh Graduate School of Arts and Science

UUM college of Arts and Science

Universiti Utara Malaysia

06010 UUM Sintok

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, Jordon, 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

Acknowledgements

I gratefully acknowledge the help and support of my supervisors, Dr. Adrian M. Budiman, Assoc. Prof. Dr. Norhafezah Yusof. Without their assistance the work embodied in this thesis would not have been possible. Also special thanks for help and support from my father, my mother, and my wife and my best friend Ahmed Aljumaa and others they know I cannot forget their assistance.
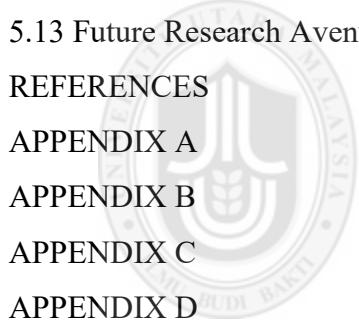
Table of Contents

List of Tables

List of Figures

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

1

The contents of the thesis is for internal user only

REFERENCES

Aaker, D. A., Kumar, V., & Day, G. S. (2008). *Marketing research*. John Wiley & Sons.

Abdalawi, A. K., El-Din Hassan, E., & Qteishat, M. (2005). The media in the Arab world between independence and re-domination. Cairo Institute for Policy Studies, *10*.

Abdel A.A.M. (2006). Motivated young university uses satellite channels Arab dramas, unpublished Master Thesis, Faculty of Education, Mansoura University, Egypt.

Abdel-Hamid, A. S. (1991). The Muslim mind crisis. *International Institute of Islamic Thought publications-a series of Islamic knowledge, 4*(9), 131-137.

Abd-ul-rahman, H. (2009). The Palestinian media, publishing house generation, 2nd Floor, Oman.

Abidin, M. (2006). The local media (1st ed.), Cairo: Anglo Egyptian, 341

Abo-Daf, M., & Al-Agha, M. (2001). Cultural pollution among young people in the Palestinian society and the role of education in countering Cultural pollution. *Islamic University Journal*, *9* (2), 58–108.

Abou-El-Fadl & Ibrahim M. (1969). The achievement of the date of the apostles and kings, Knowledge House.

Abunimah, A. (2014). *The battle for justice in Palestine*. Haymarket Books.

Abu-Own, M. A. (2007). The educational role of the media in strengthening the national belonging among university students in the Gaza Strip, Master, Gaza.

Abu-Sulayman, A., & Al-Alwani, T. J. (1994). *Crisis in the Muslim mind* (p. 90). Herndon, VA: International Institute of Islamic Thought.

Adam, G., & Holguin, L. (2003, May). The Media's Role in Peace building: Asset or Liability?'. In *Our Media 3 Conference* (pp. 19-21).

Addya, S., (2011). Absolute: the credibility of television news at the students of King Saud University, unpublished Master Thesis, Faculty of Arts, King Saud University, Saudi Arabia.

Ahmed A. (2004). Role of media in achieving Arab development and economic integration, Journal of Damascus University of Economic Sciences, *20* (3), 45-52.

Ahmed, Y. (2010). The role of the media in shaping social awareness among university students, 175magazine Al-Azhar University in Gaza, a series of Humanities, (12)

Akram M. O. (2003). Israeli occupation practices and direct results on Jerusalem City in 1967, *The Islamic University Journal*, (11), 144-177.

Al Muala, A. (2011). Determinant factors of tourist's satisfaction in Muslim's Countries: A Structural equation model (SEM). *American Academic & Scholarly Research Journal*, *1*(1), 21-28.

Alaa Al. B.(2006). Study: Muslims of the United States and 9/11 effects, Al Jazeera Net website.

Alaieed, M., (2006). Freedom of the press from a human rights perspective - a comparative study of the press in the European and non-European democracies, *European journal of communication*, *14*(3), 291-324.

Alarabe, D., (2006). Media organizations foundations theoretical and applied models, Dar intellectual Arab management.

Alatout, S. (2000). Water balances in Palestine: numbers and political culture in the Middle East. *Water balances in the Eastern Mediterranean*, 59-84.

Alatout. S (2003). Imagining hydrological boundaries, constructing the nation state – a fluid history of Israel: 1936 – 1959. (PhD Dissertation: Cornell University).

Alatout, S. (2006). Towards a bio-territorial conception of power: Territory, population, and environmental narratives in Palestine and Israel. *Political Geography*, *25*(6), 601-621.

Aldalow, A. W. (2008). Modern History of Palestine (9th ed.). Beirut: Arab Institution for Studies and Publishing, 37-39.

Almasri, A. R. (2007). Media Education between theory and practice, the newspaper Okaz, GS 2094, Saudi Arabia.

Al-Mosairy, A. A. W.(1983). Zionist ideology, *Journal of World of Knowledge Series*, (61).

Almusari, S. (2008). From Dragnet to Survivor: Historical and cultural perspectives on reality television. *Survivor lessons: Essays on communication and reality television*, 57-72.

Al-Omar, (2007). Processing and editing of the News of Arab issues in the Israeli Arabic-speaking satellite channel, Annual World Conference "X", Cairo, Faculty of Information, Cairo University.

Al-Sawalmeh, W., Daqrouq, K., Daoud, O., & Al-Qawasmi, A. R. (2010). Speaker identification system-based mel frequency and wavelet transform using neural network classifier. *European Journal of Scientific Research*,*41*(4), 515-525.

Al-Zahrani, A. M. (2009). The role of the Saudi press in the dissemination of political knowledge, unpublished Master Thesis, Faculty of Arts, King Saud University, Saudi Arabia.

Ameen Al-Ghory. (1982).flstina'brstina'amaan (1st ed.). Beirut: Dar Al-Nahar for publishing, 28-30.

Ammouri, A. A., Neuberger, G., Nashwan, A. J., & Al-Haj, A. M. (2007). Determinants of Self-Reported Physical Activity Among Jordanian Adults.*Journal of Nursing Scholarship*, *39*(4), 342-348.

Arar, K., & Mustafa, M. (2011). Access to higher education for Palestinians in Israel. *Education, Business and Society: Contemporary Middle Eastern Issues*, *4*(3), 207-228.

Arksey, H., & Knight, P. T. (1999). *Interviewing for social scientists: An introductory resource with examples*. Sage.

Assistance to Media in Tension Areas and Violent Conflict. (2003). Stockholm: Department for Democracy and Social Development and United Nation Educational, Scientific and Cultural Organization.

Atef, M. (2003). The role of the TV, in the formation of social consciousness, for college students, message. Master, unpublished, Arab Research and Studies Institute, Cairo.

Azaaatrh, (2011). The Palestinian media, Ramallah – Palestine, 57

Bader, A. (1979). International media, international studies in communication and advertising, strange Library, Cairo.

Badr, A. (1982). Outreach between the media and advertising development. Kuwait Agenda publications.

Bandura, A., Grusec, J., &Menlove, F. (1967a). Vicarious extinction of avoidance behaviour. *Journal of Personality and Social Psycology*, *5*, 16-23.

Bandura, A., Grusec, J. E., & Menlove, F. L. (1967b). Vicarious extinction of avoidance behavior. *Journal of personality and social psychology*, *5*(1), 16-23

Bandura, A., & McDonald, F. J. (1963). Influence of social reinforcement and the behavior of models in shaping children's moral judgment. *The Journal of Abnormal and Social Psychology*, *67*(3), 274-281.

Bar-Tal, D &Labin. D. (2001). The effect of a major event on stereotyping: terrorist attacks in Israel and Israeli adolescents, perceptions of Palestinians, Jordanians and Arabs. *European Journal of Social Psychology*, *31*(3), 261-280.

Bassiouni, I. H. (2012). Press and political decision-making in the Arab world, *the world of books*.

Bo Jalal, A. (1991). Media issues and social awareness in the Arab world, (147).

Bostian, L. R. (1970). The two-step flow theory: cross-cultural implications.*Journalism and Mass Communication Quarterly*, *47*(1), 109.

Brosius, M. (1996). *Women in ancient Persia, 559-331 BC*. Oxford University Press.

Caballero, J. X. (2010). *The Impact of Media Bias on Coverage of Catastrophic Events: Case Study from The New York Times' Coverage of the Palestine-Israel Conflict* (Doctoral dissertation, University of Pittsburgh).

Caballero, J. X. (2010). *The Impact of Media Bias on Coverage of Catastrophic Events: Case Study from The New York Times' Coverage of the Palestine/Israel Conflict* (Doctoral dissertation, University of Pittsburgh).

Campbell.N& Kean, A. (1997). American Cultural Studies: An Introduction to American Culture. *Oxon: Routledge*. 65.

Caplan. N. (2011). The Israel-Palestine Conflict: Contested Histories Chicestor: Wiley.

Carroll and McComb (2011). *How the Mass Media Influence Perceptions of Corporate Reputation: Exploring Agenda-setting Effects within Business News Coverage.*

(Unpublished doctoral dissertation), The University of Texas at Austin, Austin, Texas.

Chouliaraki, L. (2009). *Journalism and the visual politics of war and conflict* (pp. 520-533). Routledge.

Dajani, O. M. (2007). Shadow or Shade-The Roles of International Law in Palestinian-Israeli Peace Talks. *Yale J. Int'l L.*, *32*, 61.

Daud, W. M. N. W. (2010). Containing Muslim extremism and radicalism.*SARI: Jurnal Alam dan Tamadun Melayu*, *28*(1), 241-252.

Denscombe, M. (2014). *The good research guide: for small-scale social research projects*. McGraw-Hill Education (UK).

Dowdy, (2005). Encyclopedia of Zionist concepts and terminology, Centre for Political and Strategic Studies, Al-Ahram, Cairo, 44.

Essence, S.D. (1998). Science Contact: concepts and theories and fields, Cairo, Ain Shams Library, Cairo.

Fawzi, S. (2007). Civil liability of the press, Dar Wael for publication and distribution, Sulaimaniya, p78.

Fecke, M. H., (2012). Arab issues in the Arab media, analytical comparative study, 8th Conference, Cairo, Faculty of Information, Cairo University.

Ghaffar, A. A. (2000). The impact of radio and television in the formation of the Egyptian public opinion trends toward normalization of relations with Israel, unpublished PhD thesis, Faculty of Mass Communication, Cairo University.

Gibson, O. (2006). BBC's coverage of Israeli-Palestinian Conflict Misleading, The Guardian.

Gompert, D., Shine, K., Robinson, G., Neu, C. R., & Green, J. (2001). *Building a successful Palestinian state*. Rand Corporation.

Gupta, V & Dayal, R. (1998). Media & Market Forces: Opportunities & Challenges, New Delhi: AMIC.

Hamdi, Al-Azizi. (2005). American Political and intellectual currents, unpublished research.

Hamdy, N. (2010). Arab media adopt citizen journalism to change the dynamics of conflict coverage. *Global Media Journal*, *1*(1), 3-15.

Harb, A. Q. & Matusiak, K., (2009). Digitizing the Historical Periodical Collection at the Al-Aqsa Mosque Library in East Jerusalem.

Hassan, H. (1980). Position of the Ottoman Empire against the Zionist movement (1897-2909) (2nd Ed.). Beirut: University House Publishing, 82-84.

Hassan, I. S., (2006). Constellation of global capitalism in the post-imperialism, Magazine Road, No. July 4 / August 1997. P84**.**

Hassan, M. (2008). Origins of political freedom, Dar Al Aswar, 83.

Hassan, M. (2010). Origins of political freedom, Dar Al Aswar, 41-43.

Hazza, S. (1986). Television and family upbringing, unpublished Master Thesis, King Saud University.

Henderson, K.E. (2007). News Narratives and Television News Editing. Unpublished Master's Thesis, Louisiana State University and Agricultural and Mechanical College, Louisiana, United States.

Hillis, M., & Nasser al-Mahdi (2005). The family and society. The Palestinian community GHz series of studies Palestinian.

310

Hillis, R. M. A. (2003). Introduction to Sociology, Library and Press Dar Al Manar, Gaza. Palestine.

Hill-Parks, E. E. (2004). The Formation of Ideologies in Narrative Film: Understanding War through Three Kings and Black Hawk Down (Master's Thesis, Georgetown University).

Howaida, M. (2002). Attitudes of elite journalists over the Egyptian media coverage of 9/11 and aftermath, exploratory study on the elite sample of journalists. *Journal of Public Opinion Research*, *3* (4), 53-99.

Hulme, S. J. (2001). The Modern Media: The impact of foreign policy, (Master's Thesis, The Faculty of the U.S. Army Command and General Staff)

Hunt, W. (2010). Art or propaganda? – Reflections on Gaza, theatre and the big interview. Retrieved09-10-2012from http://www.arabmediasociety.com/?article=742

Ibn-Faris (1981). Lexicon language standards, C 4, 3rd floor, achieve Abdul Salam Aaron, Khanji library, Cairo 0.

Israeli-Palestinian Conflict. (2012). Retrieved fromwww.procon.org

Iyad , M. A. J. (2008). Communication and Information in the Arab world (1st ed.).*Center for Arab Unity Studies*, Beirut, August 1991, 52-53.

Jabara, F. (1985). Studies in the History of Modern Palestine. Modern Major ShuafatPress.

Jarbawi, B.A. (1989). The uprising and political leaders in the West Bank and the Gaza Strip, in search of the political elite, Pioneer House Printing and Publishing, Beirut.

Jawad, Al-Dalo. (2006). Public attitude towards communication and media tools and methods used in the Al-Aqsa Intifada, A field study of a sample from Gaza Governorate.*The Islamic University Journal*, *14* (1); 1-56.

JawadR. (1999). Sports Journalism in Palestine from 1876 to 1997, Journal of the Education College,Gaza: Public College.

Jelena, J. (2004). The meaning of the student advisory board leadership development experience to the student board members. Unpublished Master's Thesis, University of Maryland, Maryland, United States.

Jereddle, H. (1997). Media war, a research paper about the military role of the media in time of war, the Faculty of Information, Cairo University.

Jihan A. Z. (2006). Arab youth and globalization in the Arab world, worksheet at the Conference of Youth and the Development - Sanaa – Al Nahar Journal.

Jihan, Y. (2003). Journalists attitude in providing Egyptian media coverage over terroristic operations in Egypt, Annual World Conference IIX, "Media and the image of Arabs and Muslims," Faculty of Information, Cairo University, 599-666.

Jihan, Y. (2003). The use of satellite channels by Egyptian youth and satisfaction achieved. *Journal of Media Research*, (8), 177-231.

Kapitan, T. (1997). Philosophical Perspectives on the Israeli-Palestinian Conflict, NY: M.E. Sharpe and Co.

Karim, A., Hussein, R. B (2007). Study and development of queen's monetary media curriculum. First Conference of Educational Media / Riyadh, Saudi Arabia.

Karsh, E. (2002). The Arab-Israeli Conflict, Osprey Publishing.

Katz, E., & Lazarsfeld, P. (1955). Personal influence.

Khadija, Q. (1989). The story of Jerusalem, Beirut: Dar Al-Quds.

Khalifa, A. (1948). Palestine war, the official Israeli version, Institute for Palestine Studies, Cyprus.

Knitter, A., From seclusion to openness format layout for cultural communication channels.

Konig, F. (2011). Media Bias in the Israeli-Palestinian Conflict, Nordersdt: Auflage

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educ psychol meas*.

Levitt, T. (1983). Globalisation of Markets. Harvard Business Review, May/June, 92-102.

MacLeod, R. (2000). Promoting a subject gateway: a case study from EEVL (Edinburgh Engineering Virtual Library). *Online Information Review*, *24*(1), 59-64

Maher, A. (2011). The role of television in shaping the social consciousness for college students, Master Thesis, unpublished, Arab Research and Studies Institute, Cairo.

Mahmoud, A. R. (1991). The making of media or the media industry, Al Arabi Journal, (396).

Maliki, A. (2007). Theories of media and public opinion, i 1, C 1, Cairo, Dar Al Arab

Malkit, S. (2010). Atlas of the conflict: Arab-Israel, Rotterdam: 010 Publishers.

Markopoulos, P., & Mackay, W. (Eds.). (2009). Awareness systems: Advances in theory, methodology and design. Springer Science & Business Media.

Martin, G. (1974). Atlas of the Arab Israeli Conflict, London: MacMillan.

Martin, G. (2008). The Routledge Atlas of the Arab Israeli Conflict, London: Routledge.

Matar, K. I., & Thabit, R. W. (2003). *Lockerbie and Libya: a study in international*

relations. McFarland.

Maxwell, J. A. (2005). Qualitative research methods for evaluating computer information systems. In *Evaluating the organizational impact of healthcare information systems* (pp. 30-55). Springer New York.

McCombs, M. E., & Shah, D. L., (1972). Agenda-setting effects of business news on the public's images and opinions about major corporations. *Corporate reputation review* 6 (1), 36-46

McCombs, M. E., Shaw, D. L., & Weaver, D. H. (1997). *Communication and democracy: Exploring the intellectual frontiers in agenda-setting theory*. Psychology Press.

McQuail, D. (1994). Mass Communication: An Introduction (3rd ed.,). London, Thousand Oaks, New Delhi: Sage Publications, p 218**.**

Meguid, N. A. (2015). Egypt and Autism.

Merikle, P. M. (1984). Toward a definition of awareness. *Bulletin of the Psychonomic Society*, *22*(5), 449-450.

Meseiri. A. W. (1998). The problem of bias. *International Institute of Islamic Thought Virginia*

Michael, M., (1999**(**. Television and Its Viewers, Cambridge University Press James Shanahan (p, 114).

Miladi, (2006). The Dmaan: television news bulletin in Arabic and international channels and their role in the provision of local issues and treatment: A Comparative Study, unpublished Master Thesis, Faculty of Arts, King Saud University, Saudi Arabia.

Milton, E. B. (2009). The Israeli-Palestinian Conflict, Oxon: Routledge

Mitchell, W. J. T. (2005). There are no visual media. *Journal of Visual Culture*, *4*(2), 257-266.

Mohammed, A. A. (2005). Strategic role of Arab Islamic media in addressing in the cause of Jerusalem, Annual Conference of Jerusalem 3, Yemen, Sanaa, 63-98.

Mohsen, S. (2002). A series of systematic study on the Palestinian issue. (1st ed.). Kuala Lumpur: Tajer Company,

Muheisen, M. H. (2007). Political socialization, the study of the role of TV News, Cairo, the publishing house of the universities.

MurphyI. H. (2010). Addressing the issue of Palestinian-Israeli conflict in the Palestinian satellite channel, and the Israeli Satellite Channel, (Master thesis, Cairo, Institute of Arab Research and Studies, Arab League).

Mustafa (1984). The media and their impact on personal invasion. Kuwaiti Ministry of Information, Magazine thought c 14, 4.

Muti, A. & Basit, A. (1979). The media and the falsification of consciousness, Cairo, the new House of Culture.

Nabil, (2001). Arab culture and the information age, the world of knowledge, the National Council for Culture and the arts, Kuwait.

Norman, J. M. (2009). Creative activism: Youth media in Palestine. *Middle East Journal of Culture and Communication*, *2*(2), 251-274.

Ohmae, K. (1989). Managing a Borderless World. Harvard Business Review, *53* (6); 152-162.

Olian, A.K., (2006). Satellite Allowaidh cultural understanding and the power of the image, the magazine of the Arab future, GS 267. Beirut. *Center for Arab Unity*

Studies.

Omary, I. A. S. (2008). Displacement of Gaza Province population in 1948, a comparative study between the popular Palestinian narrative and Zionist narrative. *Journal of Islamic University*, *14* (2), 227-260.

Omran, M. (2004). The impact of cultural invasion on Arab youth behavior, Nayef Academy Arab Human Sciences, Riyadh

Pavel S. (2007). Protection of publicly distributed software components. Unpublished Master's Thesis, Lappeenranta University of Technology, Lahti, Finland.

Penguin, A. (1989). People and audio-visual media theory study in the social entrance, i 2.

Prosur, A. (2006). Literature Review Made Easy, USA: Information Age Publishing Inc.

Quandt, W. (2005). Peace Process: American Diplomacy and Arab-Israeli Conflict since 1967, DC: The Bookings Institution.

Rahman, A., (2009). Our country Palestine, Part I, Section 1. The issuance of Dar Al Huda, Kafr poverty.

Rajab, M. (1989). Educational media in Egypt and reality and its problems, Cairo, Arab Republic of Egypt.

Ramos, F. (1998). Relevance theory and media discourse: a verbal-visual model of communication, Poetics, *25*, 293-309.

Rashid, M. (2009). A survey conducted on a group of elite journalists and politicians about their opinion on television coverage of parliament elections in the year 2000l. *Journal of Public Opinion Research*, *2*(2), 123-159.

Raymond, A. R. (1997). Issues of media dependency in the Third World, Kuwait.

Rego, N. (2011). The Role of Communication and Information in the overall development, research and theoretical field. *University Corporation for Studies and Publishing and Distribution, Beirut*.

Riyad, A. M. (1989). The idea of Israel and the state borders, Institute of Arab Studies and Research, Cairo, (1st ed.). Beirut: Dar Al-Nahda Al-Arabia for printing and publishing, 159-158.

Robinson, P. (2001). Theorizing the influence of media on world politics models of media influence on foreign policy. *European Journal of Communication*, *16*(4), 523-544.

Rogers, E. & Dearing, J. (1988). Agenda-setting research: Where has it been, where is it going?. *Communication Yearbook 11,* 555–594**.**

Rollyson, S. (2006). Geography of Palestine, at the entrance to the Palestinian issue, edit Jawad al-Hamad, a series of studies, No. 21, Amman: *Center for Middle East Studies*.

Rouhana, N. (1989). The Political Transformation of Palestinians in Israel: From acquiescence to Challenge.*Journal of Palestinian Studies*, *18*(3), 38-59.

Rushdie, G. El-Din. (2006). The impact of the use of critical program to watch on a sample of Egyptian children. Center safety studies.

Saad, M. (2007). The role of the school in Media Education. The first International Conference on Media Education, Ministry of Education and UNESCO, Riyadh, Saudi Arabia.

SabryJrissy, (1981). History of the Jews, the Zionist infiltration into Palestine (2nd ed.). Palestinian Research Center - Beirut 1981, 72.

317

Said, A. (2003). Power Description, study in political communication and the language of symbols. *the world of thought*, *1*(32).

Salmi, J., & Bassett, R. M. (2014). The equity imperative in tertiary education: Promoting fairness and efficiency. *International Review of Education*, *60*(3), 361-377.

Sayigh, R. (2008). *Palestinians from peasants to revolutionaries*. Zed Books.

Sayigh, Y. (2007). Inducing a failed state in Palestine. *Survival*, *49*(3), 7-39.

Scheufele, D. A., & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of communication*, *57*(1), 9-20.

Shaheen, M. (2007). The uses of television and Achaabaath in the city of Arab, unpublished Master Thesis, Faculty of Arts, King Saud University, Saudi Arabia.

Shanahan, J., & Morgan, M. (1999). *Television and its viewers: Cultivation theory and research*. Cambridge University Press.

Sharif, I., Wills, T. A., & Sargent, J. D. (2010). Effect of visual media use on school performance: a prospective study. *Journal of Adolescent Health*, *46*(1), 52-61.

Sinha, D. (2012). *Social Welfare & Social Work*. Concept Publishing Company.

Smith, S. (2004). The Arab social awareness, analysis Sisologi, House Library. Lighthouse Strip.

Storey, J. (2000). Cultural Studies: The Politics of an Academic Practice; an Academic Practice as Politics. The Future of Cultural Studies. Leuven: Leuven University Press. 142.

Taiseer, M. A. (2009). Educational Media: concept - defined - its relationship to other sciences.

TalaatAbd, A. H. (2004). The Culture and the Palestinian media, Ramallah – Palestine.

TareqR. W. (2004. Al Wa'ai Magazine, *9* (2), 28-63.

Tessler, M. (1994). A History of the Israeli-Palestinian Conflict, IN: Indiana University Press.

National Council for Culture and Arts, Kuwait. (1983, December). *1,* 89-116.

Palestinian Encyclopedia. (1984). Damascus (3), 283-284.

Thuraya, B (2010). The Israeli-Palestinian Conflict: A People's War, Oxon: Routledge.

Thuria, S,A. (2010). The other curriculum in pesantren exploring possible triggers of radic Alisva. http:www.pvtr.org/pdf.

Thussu, D. K. (Ed.). (2006). *Media on the move: global flow and contra-flow*. Routledge

Tucker, S. C., & Roberts, P. (Eds.). (2008). *The Encyclopedia of the Arab-Israeli Conflict: A Political, Social, and Military History [4 volumes]: A Political, Social, and Military History*. Abc-Clio.

Vet, A. (2007). Subjective Atlas of Palestine, Rotterdam: 010 Publishers.

Wadi, Rum., (2009). Media culture, social science magazine, 16 m c Kuwait University, 48.

Warner, C. (2009). Media Selling: Television, Print, Internet, Radio, Chicestor: Wiley Blackwell.

Wolfsfeld, G. (1997). Promoting peace through the news media: Some initial lessons from the Oslo peace process. *The Harvard International Journal of Press/Politics*, *2*(4), 52-70.

Yaseen, T. (2008). The media and the new era, the Arab House for publication and distribution, *Cairo, 1*, 75.

Yasser K. A. B. (2006). Reality TV has Sever effects on youth, Ajman

319

University.*Journal of Ajman University, U.A.E.*

Yasser, S. (2008). TV and effects on youth, Ajman University.*Journal of Ajman University, U.A.E.*

Yassin, Al-Dalo. (2006). Public attitude in reading the local news page in the Palestinian newspapers, The Islamic University Journal, Faculty of Arts - Islamic University – Gaza, *11* (2), 93-148.

Yosri, S., (2009). Political media to form political parties. The modern Arab Bureau, p. 35.

Yusri, A.S. (2006). The role of the young man in the change in Jordanian society from the standpoint of Jordanian university students, working paper submitted to the Conference of Youth and change, Al-Hussein Bin Talal University - Ma'an, Jordan.

Zaapop, (1998). Just: media institutions, the University of Damascus management, i 1.

Zadeh, M. A. (2008). Framing the Egyptian uprising in Arabic language newspapers and social media. *Journal of Communication*, *62*(2), 195-211.

Zaidi, T. A. (2013). Studies in the effect of satellite channels on the community, Dar-dawn to post.

Zakaria, I. A. S. (2006). Displacement of Gaza Province population in 1948, a comparative study between the popular Palestinian narrative and Zionist narrative.*Journal of Islamic University*, *16* (2), 227-260.

Zaki, U.C. (1995). Societal beliefs in times of intractable conflict: The Israeli case. *International Journal of Conflict Management*, *9*(1), 22-50.

Zhu, J. H., & Blood, D. (1997). Media agenda-setting theory: Telling the public what to

think about. *Emerging theories of human communication*, 88-114.

Ziad A. A. (2001). Origins of political freedom and the Gaza Strip, Dar Al Aswar, *Middle East Journal*, *47*(2), 258-274.

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 ☐ Female ☐
University education degree: BA MA phd	Age: 18-22 ☐ 22-30 ☐ 30+ ☐

Level	First ☐	Second ☐	Third ☐	Fourth ☐ Fifth ☐

Marital status: Married ☐   Single ☐   Living: City ☐   Village ☐   Camp ☐

Income level	200- 450$ ☐ 451- 650$ ☐ 651- more$ ☐

How many hours do you spend watching visual media?

1-3 hours ☐   3-5 hours ☐   more ☐

☐   ☐   ☐

☐   ☐   ☐

Do you watch programs related to the Palestinian case?   Yes/No

How many hours do you spend watching programs related to the Palestinian case?

   1-3 hours   3-5 hours   more

What kind of the Palestinian case programs do you prefer to watch?

   News ☐   Martyrs and prisoners" stories ☐   Resistance works ☐   All ☐

Second: Information about the Palestinian cause:

   1- Which of the organizations are Palestinian?

   ETA and Fair Right ☐   Kefaya, 26 April, and Alghad ☐   Fath, Hamas, and PFLP ☐

2-Who signed a peace agreement with Israelis?

   Ahmed Yassin ☐   Yaser Arafat ☐   Ahmed Jibril ☐

3- What's the capital of Palestine?

   Jerusalem ☐   Abu Dis ☐   Jericho ☐

4- What is Palestine's area?

   360.000 sq. km ☐   27.000 sq. km ☐   2.127.000 ☐

5- When and what was the massacre called when an Israeli attacked Palestinian worshipers and killed two of them?

In the 25^{ON} Ramdan and called Ibrahimi Mosque massacre

In the 16th of Muharram and called Al-Fakhoura massacre

 In the 2nd of Du Al Hajj and called Al-Ghadab massacre

6- When did the first Intifada break out?

In 1987 when an Israeli run over six Palestinian workers

In 1917 because of Balfour Declaration

In 1987 when the Mossad killed a Palestinian leader abroad

7- When did Al-Aqsa Intifada break out?

In 2002 when Ariel Sharon entered Al-Aqsa Mosque

326

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 ☐