A Framework of Arab Affairs Treatment in the American Press

"The New York Times" As an Example

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Abstract

The press is one of the most effective and influential media outlets, especially after the advent of electronic journalism, which has enabled the addition of several elements to traditional journalism such as interaction, links and multimedia, which provided additional information in various forms.

The purpose of this research is to identify the topics dealt by the American press regarding Arab affairs, specifically the New York Times as a model representing the American press. In addition to identify the direction of content coverage of the New York Times for Arab Affairs, and identifying the frameworks and strategies used when dealing with Arab affairs by the newspaper.

This study uses the theory of media framing, which states that the media framework of the news is only a deliberate selection of some aspects of the event or issue, and make it more prominent in the media. The Maxwell Macombs model, which provides an explanation of how to build a stereotype of people, is applied. This model indicates that media messages contain objective features relating to abstract information about the case, its personalities and parties, the reasons for its situation and the alternatives to its solutions, and emotional characteristics relating to how

The parties and personalities involved in the context of the case, which been dealt with.

The Robert Entman model, which focuses on reasons frameworks, results frameworks and solutions framework during the press treatment, is applied.

The study used the survey method of the content analysis tool, through a descriptive study of a sample of the New York Times on the news published on the newspaper's website, during the period from 6th of December 2017 until the 6th of March 2018. This period was specifically chosen as the period when the US President Donald Trump announced Jerusalem as the capital of Israel.

The study found that the newspaper's coverage of Arab affairs focused more on war, conflicts and military issues. As well as its focus on politics. The newspaper did not focus on the cultural and economic aspects, despite the importance of the economic aspect (Gulf oil countries), especially for US policy. The study also found that the tendency of the newspaper's content towards Arab affairs issues was somewhat neutral. This indicates that the direction of the content is not very neutral. The negative content is not far from neutral. The newspaper used some negative words when referring to the Arabs Such as (failure, dictator, ...). The paper focused more on the results frameworks, as the result showed that the paper did not focus on presenting solutions to the issues on the Arabs or the reasons, but focused on presenting the results achieved.