

Public Attitudes towards News Processing of Events and Events of Basra Governorate in Iraqi Satellite Channels

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The crisis of the demonstrations in the province of Basra, which began on 8/7/2018, was one of the most prominent events that preoccupied the Iraqi media in general, and satellite channels in particular, as this event was the focus of media attention, despite the divergence of views on it. As part of their efforts to interact with this event, satellite channels worked to provide a variety of press treatments that dealt with its various aspects. The follow-up of news by satellite channels processing this event noted that it was represented in three levels: the first level of adoption, promotion and amplification of the event; the second with the event, impartially, and; the third level is ignored and passed by. This research attempts to find out the public's attitudes toward this news processing provided by Iraqi satellite channels for this event and crisis. The importance of this research is attached to the increasing attention to this crisis. The research aims to monitor and analyse the exposure of the sample to the media messages in all its forms and contents, which were broadcast by the Iraqi satellite channels concerning the crisis, and to monitor and analyse the direction of sample count. We look for the news processing of the Iraqi satellite channels for the Basra demonstrations. This research is based on correlational research and uses the analytical survey method. The researchers designed a three-dimensional measure consisting of gradients. The researchers used the statistical methods of repetitions, simple percentages, relative weight, arithmetic mean, standard deviation and the Pearson correlation coefficient. The relationship between the educational level of the researchers and the sample towards the treatment of Iraqi satellite channels for this crisis was reached. Findings reveal the existence of a weak positive relationship between the intensity of the subject's exposure to the news processing channels (the cognitive effect) and (emotional impact) and a very strong positive relationship between the intensity of exposure of the subject to the treatment of the news of demonstrations and events of

Basra by Iraqi satellite channels and between the sample trends towards this crisis (the behavioural impact).

Key words: *News Processing, Iraqi Satellite Channels, Public Attitudes*

Introduction

Crisis research has seen a steady increase despite criticisms of traditional methods of dealing with the media through events and crises, through the dissemination and flow of information at the beginning of the event, the interpretation of information and data, and the post-event adaptation phase, without a study of media-based frameworks. In dealing with events, which are important variables in influencing the content of the media treatment and the public's awareness and orientation towards those events, and because the media is the main source of public information about the events, especially in conditions of instability and conflict, disasters and crises, to find appropriate explanations for these events, a more effective role of those means in providing excellent media treatment through the volume and content of information provided to the public is required (El-Din, 2001). The crisis of demonstrations in the province of Basra, which began on 8/7/2018 and that concerns the Iraqi media in general, and satellite channels in particular. It is being the focus of media attention despite the divergence of views on it, and reactions to it. It has been working in the satellite channels in the framework of seeking to interact with this event to provide multiple press treatments dealing with various aspects. The importance of the role of satellite channels in building the public's perceptions of the event according to the nature of its practices, which do not operate from a vacuum. based on the treatments they provide to reference frameworks that guide the nature of their media practices. These frameworks, which are independent variables, vary to include the prevailing political system, media and the frameworks of beliefs and values prevailing in society (Qirat, 2014). This is in addition to the nature of the communication system prevailing in the community, and notes through the follow-up news processing of the event by satellite channels that they were at three levels; the level of adoption of this event and March and its amplificant process, the second level dealt with the events impartially and objectively, while the third level ignored them and passed by unnoticed. Therefore, this research attempts to find out public attitudes towards this news treatment provided by the Iraqi satellite channels for the event and this crisis.

Research Problem

This research has adopted the identification of the problem of research on the growing interest in the demonstrations of the people of Basra, which concerns the main artery of the budget of the Iraqi state of finance, which relies heavily on the economy of rent. Accompanied by these demonstrations were repercussions at the political, social and economic levels, as well as

increased interest in the integrated portal that integrates the role of media with political treatment, plus associated social and economic issues to deal with this crisis and its negative effects on the Iraqi state in general. The researchers' interest is in studying the relationship of the public's reliance on the media in general and satellite channels in particular in providing information that explain, interpret and comment on events in a manner designed to influence knowledge, conscience and behaviour. From this the researchers have devised a set of questions:

1. What is the exposure of the research sample to Iraqi satellite channels?
2. What is the average amount of time you are exposed to the Iraqi satellite channel?
3. Which Iraqi satellite channels do the sample prefer to watch?
4. What are the motives and reasons for the exposure of the sample to Iraqi satellite channels?
5. What is the trend of the research sample regarding the method of dealing with Iraqi satellite channels for this crisis (the cognitive side)?
6. What is the trend of the research sample on the treatment of Iraqi satellite channels for this crisis (emotional side)?
7. What is the trend of the research sample regarding the method of dealing with Iraqi satellite channels for this crisis (the behavioural side)?

Research Hypotheses

1. There is a statistical function between the demographic variables (age, economic level, educational level, social status, profession) and the trend towards the treatment by Iraqi satellite channels of this crisis.
2. There is a statistical function between the intensity of the exposure of the research sample to Iraqi satellite channels and the realisation of the concept and the dimensions of this crisis (cognitive effect).
3. There is a statistical function between the intensity of the exposure of the research sample to Iraqi satellite channels and the trends of the research sample regarding this crisis (affective affect).
4. There is a statistical function between the intensity of the exposure of the research sample to Iraqi satellite channels and the trends of the research sample regarding this crisis (behavioural effect).

Research Importance

Having been identified, the research problem's importance is evident through:

1. The growing interest in this crisis, still continuing until the moment of writing this research, and the resulting repercussions at all levels of the political, economic, social and health realms.

2. The importance of the role that can be played by Iraqi satellite channels in this crisis.
3. This study attempts to test the hypotheses of the reliance on the media, namely relying on the Iraqi satellite channels, to highlight the relationship between this dependence and the formation of the trends of the research sample towards this crisis from the exposure to the various contents provided by these channels and relying on them as a source of information on various issues.
4. The research contributes to the formation of awareness of Iraqi public opinion, especially the research sample dimensions and the seriousness of this crisis.

Research Goals

1. To monitor and analyse the exposure of the research sample to the media messages in various forms and contents as broadcast by Iraqi satellite channels about this crisis.
2. To monitor and analyse the trend of the research sample towards the news processing by Iraqi satellite channels of the Basra demonstrations.

Research Methodology

This research is a study of correlative research, which studies the correlation between the variables of the research, and uses the analytical survey method.

Research Areas

Spatial Domain

The boundaries of the spatial area of this research were limited to the audience of Baghdad because of the characteristics that enable the researcher to reach conclusions that can be generalised to wider areas.

Human domain

The research community included a population of different strata, social characteristics and degree of urbanisation; specifically those aged 18 years and above who were exposed to the programs provided by all the Iraqi satellite channels about this crisis.

Time Domain

Beginning on July 8, 2018 from the start of protests and demonstrations in the province of Basra for a period of three months to October 8, 2018.

Type of Sample

The researchers chose a random sample who were exposed to the programs provided by all the Iraqi satellite channels about this crisis.

Sample Size

The size of the sample depends on the type of community. In a homogeneous society, a simple random sample is drawn. The most important characteristic of this type of sampling is that each individual in the target community has the same opportunity to appear. In heterogeneous societies, random stratified samples are more useful. The community was stratified according to the common characteristics of each stratum and then a random sample was taken from each stratum. In our research, a sample was taken within the urban environment. The following equation was used in determining the sample size:

$$n = \frac{Z^2_{\alpha/2} * P(1-P) * DEFF}{E^2}$$

As:

1.96	The confidence level value (C.L) is 95%	Z
0.50	The possibility of choosing the individual within the family	P
0.06	The absolute error as a default is acceptable	E
1.7	Effect of sample design	DEFF

The sample of based on the population projections for 2017 issued by the Central Bureau of Statistics. The confidence level for the results obtained from this sample is 95%. The probability of choosing the individual in the withdrawn sample is 50% The sample size was determined by (300) individuals at the level of the district centres of the Baghdad governorate. The sample was distributed to the districts of the governorate according to the relative importance of each district.

Data Collection Tools

The researcher constructed a three-dimensional scale consisting of gradients. This measure consists of (35) paragraphs applied by the researcher to the research sample.

The Scale Preparation Stage

1. Study a number of previous studies and theoretical and field research, both Arab and global that touches on the subject in one way or another.
2. To rely on the goals set by the researchers to formulate the paragraphs of the scale.
3. To benefit from the follow-up of the Iraqi satellite channels in diagnosing the aspects of the work of these channels and the related paragraphs of the appropriate scale.
4. Utilising the expertise of many individuals outside the sample in the design of some paragraphs of the scale.
5. The researchers collected the paragraphs of the scale through a preliminary survey questionnaire on (10%) of the size of the sample, asking them a set of questions. After counting the results of the preliminary questionnaire, the researchers drew conclusions based on many answers. The researchers returned these answers to their areas, based on the theory of accreditation to the media using the opinions of experts in the field of media and decided the number of paragraphs as (35).

Test the Validity of the Tool

In this study, the researchers verified the genuineness of the tools using the methods of honesty and virtual honesty. The first was achieved by presenting the form to a number of experts (*) to arbitrate the form and verify its validity, modification and validity, according to those experts.

The second method is to verify the validity of the construction through the testing of the two groups (contrasted groups) and this is achieved by finding the coefficient of discrimination for the experimental vocabulary.

Test the Stability of the Tool

Stability Was Calculated in Two Ways

Alpha Kronbach

After the use of the Kronbach alpha equation, the scale is constant (0.943).

Midterm Mode

The parameters of the scale were divided into two halves, to extract the Pearson correlation coefficient between the two halves of (0.855). Using the Seberman-Brown corrective equation, the stability coefficient was (0.918), indicating the stability of the scale.

Motives and Trends; Definition and Concept

First: Motivation

There are those who know the motives as a process to stimulate the activity of the organism and direct it to a specific goal (Adel Halim, 2003).

Some of them defined it as the readiness of the organism to make a double effort to achieve a certain goal (Hassan et.al, 2003).

Some have also known it to be internal sensory or psychological stimuli, biological or a psychological, that drives the behaviour of the organism and directs it, and aims at reducing its tension and arousing it (Fathi Mustafa, 1991).

Motivation properties

1. The form of expression of human motivations varies from culture to culture and from one person to another within a single culture.
2. There are different forms of behaviour that can be expressed by similar motives.
3. There are different motives expressed in similar behavioural forms.
4. Motivation does not necessarily lead to behaviour that satisfies the needs raised.
5. Motives sometimes appear in disguised forms, which show a certain motive to hide behind another motive. (Adel Halim, 2003)

Explanatory Theories of Motivation

1. Motivation theory: When the internal state of the stimulus is stimulated, the individual becomes driven to conduct that leads to the goal that reduces the intensity of the stimulus (Adel Halim, 2003, p. 438).
2. The theory of attraction: It is possible to identify the behaviour paid without the use of the concept of energised stimulus (Hassan & Ibid, 2003, p. 438).
3. Theories of humanity: The motivation lies in existential philosophy that emphasises the free will of human, and the definition of it's actions through the selection process (Kamal S. , 2007, p. 12).
4. Emotional arousal theories: Based on the assumption that the forms of behaviour that the organism enacts is satisfying or a source of pleasure for it, while the forms of behaviour that avoid them are the ones that bother it (Hassan & Ibid, 2003, p. 440).
5. Cognitive theories: Our thoughts, beliefs and mental or cognitive processes play an important role in driving and guiding behaviour, and our expectations are especially important as drivers of behaviour (kamal, 2007, p.28).

Second: Trends

There are many definitions of trends, including a mental state of readiness, which is organised by experience and has a directed or dynamic effect on the individual's responses to all subjects or attitudes associated with them, or is an acquired organisation of the relative continuity of the beliefs of the individual. It also defines the degree of positive or negative emotion associated with a particular psychological subject, some of whom are known to respond to the phenomenon as a result of motivation, and which are socially meaningful in the individual's society (Ahmed, 1996)

Directions Functions

1. Functional utilitarian function: This function is based on the fact that people are working to obtain more of the boosts they receive from the surrounding environment while at the same time working to reduce the potential inconveniences they face.
2. The function of the defence of the ego: This seems clear through the attachment of the individual ideas about oneself and others, protecting one from threat and keeping oneself in a safe position.
3. The function of expression, growth and realisation of personality: that is, some of the trends that appear in an individual's behaviour are an expression of the values, ideas and beliefs that they hold.
5. Cognitive function: This function is based on the individual's need to know the world in which he or she lives, and to discover one's phenomena and secrets.
6. Determine the direction and direction of the behaviour.
7. Organising motivational, emotional and cognitive processes on certain topics in the area in which the individual lives.
8. Reflect the behaviour of the individual and his or her words and actions.
9. Facilitate decision-making in different situations.
10. Helps to develop semi-static behavioural patterns towards subjects and people.
11. Reflecting the individual's criteria for the group to which he or she belongs.
12. Helps to understand and feel the individual in a certain way (Adel Halim, 2003, p. 88).

News Processing

Is the choice of and focus on some elements related to the subject and avoiding some of the other elements? The treatment is the main idea that earns the event meaning and determines the subject of disagreement and the essence of the issue, the selection of some aspects of the truth to make them more prominent, and gives a causal explanation, moral evaluation and a way to address (Baysha & Colorado, 2004,).

In the importance of news processing in the role it plays in shaping the social reality of the masses, the organisation of everyday life, and in the field of media, the treatment is a daily routine of information that allows for the rapid identification and classification of information (Abdel-Ati, 2006,). In this regard, Paul de Angelo (2002) identified four experimental goals of news to investigate the questionnaire by:

1. Identifying the object units called blocks.
2. Studying the previous conditions that led to the production of these moulds.
3. Studying how to activate the templates and their interaction with previous individual experiences to influence interpretations, call information, make decisions or evaluate outputs.
4. Learning how to form stereotypes of social processes such as controversial political issues of public interest.

News Processing Features

1. Organising the information, transferring part of the facts and some details and information of the case, and linking them to the instantaneous event, which gives meaning to the event according to the goal that the contact wants to achieve, by which then the case becomes meaningful to the public.
2. News processing is an idea promoted in the case, as an intellectual platform to be used to explain the event.
3. News processing works through symbolic and abstract tools, expressed and translated through a series of symbolic words that carry certain gestures and give an indication of the media text.
4. News processing is a cognitive construct of the issue that is highlighted through it, taking one or more dimensions and ignoring the other dimensions, and this appears in the formulation and interpretation of the subject (Haidar, 2006).

Basic Principles of News Processing.

1. The first aspect relates to the content of communication, the message, culture and future.
2. The second aspect refers to news processing as the primary reasons helping to form different levels of truth, and serving as illuminations that can affect the knowledge of individuals and groups, and thus the formation of public opinion.
3. The third aspect is that the treatment of the news interacts with the cognitive and social behaviours that it formed at the beginning, that is, the previous knowledge available to the individual is the basis for accepting or ignoring or reinterpreting mainstream news processing provided by the media.
4. The fourth aspect indicates that news processing constitutes the general dialogue on political issues (al-Ati).

Factors Affecting News Processing

1. The effects of the communication are related to the communicator, who forms templates and makes sense of the information received. The formulation of the templates is mediated by many variables such as ideologies, trends and professional standards, which are ultimately reflected in the manner in which the journalist sets up the news coverage.
2. Selection of templates: Selection is usually according to a set of factors or what is called organisational routine, such as political orientation.
3. The role of external factors in influence such as authorities, groups, stakeholders and political symbols (Hassan & Ibid, 2003, p. 18).

Influential Ideologies News Processing

1. The prevailing ideology in society, which reflects the general attitudes of members of society.
2. The ideology of the prevailing political elite, which is linked to the general political orientations of the government, the political administration and the parties, and is often consistent with prevailing ideology.
3. The professional ideology of the media .

First: The Theory of Dependence on the Media

This theory in communicative research is defined as organised and conscious interpretations that discuss and analyse communicative phenomena (Em, 2012) leading to logical conclusions and proven results on the subjects studied and observed. (Melvin L, 2010)

Mohamed Mounir Hijab states that the theory of accreditation is a comprehensive theory that provides a comprehensive force for the relations between communication and public opinion, avoids soft questions and shows the relationship of media influence to society. (Hajab, 2010)

Theory Hypotheses

The main hypotheses of this theory are:

1. Increasing the need for information: The degree of public reliance on the media increases the likelihood that this information will change its knowledge, feelings and behaviour.
2. The reliance on the media will increase if there is some ambiguity due to a lack of information.
3. The more centralised the information provided by the media, the greater the public's reliance on it.

4. Increased reliance on sources of information available in the absence of other alternatives to obtain information.
5. Public reliance on the media increases when the media realises that its goals can be achieved through the content it provides, and vice versa (Mohamed Hilal Mohamed, 2007).

The Main Objectives of the Theory

There are a set of objectives set by this theory:

1. Understanding: The individual depends on the media in an attempt to understand his or her self and develop his or her personality.
2. Guidance: The media assist the public in making some of their daily decisions as well as providing indications about how to deal with new situations.
3. Entertainment: Includes relaxation, excitement and entertainment such as going to the cinema or attending a theatrical performance (Imad & Hussein , 2002).

Effects of Reliance on Media

The theory identified the potential effects of individual dependence on the media in three main categories:

Cognitive effects:

This includes:

- (A) Explaining ambiguity by providing a clear explanation of the event or increasing information about it.
- (B) Contributing to the formation of individual attitudes towards different issues.
- (C) Contributing to prioritising for the public by highlighting issues and concealing others.
- (D) Contributing to the broadening of the public's concerns through teaching things and knowledge that they do not understand, such as freedom of expression, equality and tolerance (Hijab).

Emotional Effects

Means:

A: Emotional error: The frequent exposure to the media creating the feeling of indifference and unwillingness to help others.

B - Fear and anxiety: The frequent exposure to scenes of violence creating feelings of fear and anxiety, and avoids them.

C. Moral support: The media tries to raise the morale of the public so they feel united and unable to integrate into society by expressing their culture and ethnic, religious and political affiliations (Moussa, 2006).

Behavioural Effects

Limited to two things :

A. Activating: Refers to an individual's activity as a result of exposure to the media, which may be to take positions in favour or reject a position.

B: *Altmhul*: Refers to the lack of activity and reluctance to work and participate in activities that benefit the community due to excessive media coverage, which causes political and intellectual inactivity (Hijab).

Results

1. The largest percentage of the sample was found in the age group 29-38, followed by the category of 18-28, after which the group was 39-48, followed by 49-58 and finally 59 and upwards.
2. The proportion of married couples in the sample was the highest number of 131, followed by the category of single, 119, and widowed, 28, then divorced, 18 and separated, 4.
3. The educational level of the bachelor degree, the largest proportion of the sample, was 147, then the preparatory, 56, followed by the average, 24, Masters, 20, then primary, 16, followed by the doctorate and can read and write, both at 12, the high diploma, 10, and finally to read and not write, 3.
4. The economic level of the research sample was 119 in the average category, the good category had 67, very good 51, bad 43 and very bad, 20.
5. The first employee was 121, followed by 87, then 72, and finally 20.
6. Iraqi satellite channels occupied the first place in terms of the adoption of the respondents by choice, numbering 286, followed by the Arab satellite channels with 75 choosing them and then the international satellite channels 58.
7. Al-Iraqiya channel ranked first in terms of Iraqi satellite channels preferred among respondents, with 231 choosing it, and then Alsumaria as respondents' choice at 125, followed by the choice of Eastern at 92, then Tigris, 87, Baghdad, 63, Fallujah, 62, Al-Ghadeer, 52, Aldyar, 49, the Euphrates with 47, Karbala, 43 and Rationale with 37. Prospects follows with 33, then Path, 28, Direction, 25 and finally, My Last with 23.
8. Reasons for preference of respondents to the Iraqi satellite channels, a class separate between the news and opinion; first choice 93, and then the class is characterised by objectivity and credibility in dealing with the events; 87 selected, and the category of interest in the analysis and interpretation of events, 81 selected. The two categories characterised by speed in dealing

with events and coverage of the event site had 73, and for the category of boldness in dealing with the subject, 62 selected.

9. The extent of the exposure of respondents to their favourite content broadcast by the Iraqi satellite channels began with the has always been category, 158, followed by 107 sometimes, rarely, 35, night time, 134, evening, 129 and morning, 37. The average number of exposure About one hour, 132 hours, less than 65 hours, 29 hours, according to circumstances, 13.

10. The pattern of respondents to the favourite content broadcast by the Iraqi satellite channels broadcast a class with the family with 147, followed by by myself, 139, and finally, with friends, 14.

11. The preferred content of the Iraqi satellite channels has been replaced by news bulletins in the first rank at 261, and then talk shows with 227, programs with political content had 215 selections and drama had 212 selections. News briefs had 183 selections, variety programs, 175, and finally programs of religious content 24.

12. The result of the data on public attitudes towards the news processing of events and the events of Basra Governorate in the Iraqi satellite channels (the cognitive side) was somewhat agreeable, with a percentage of 69.67, a standard deviation of 0.89 and a mean of 2.09.

13. The result of the private data of the public attitudes towards the news processing of the events and events of Basra Governorate in the Iraqi satellite channels (the sentimental side) was somewhat agreeable with a percentage of 67.33, a standard deviation of 0.88 and an average of 2.02.

14. The result of the private data of the public attitudes toward the news processing of the events and events of Basra Governorate in the Iraqi satellite channels (behavioural side) was somewhat agreeable by a percentage of 76, a deviation of the standard of 0.83 and an average of 2.28.

Conclusions

1. The distinguished location enjoyed by the Iraqi satellite channels among the respondents is considered as the main source of information and data about the various events and this is distinguished on their trust in these channels as a source of information about the various events and these channels can form public opinion and influence their attitudes towards the issues.

2. It is apparent that the inability of many Iraqi satellite channels to attract viewers may be due to region and rhetoric.

3. It is clear that the respondents agree to some extent with the contribution of news processing by the Iraqi satellite channels of the events in Basra to enhancing their knowledge, and we can return this result to the presence of other sources contributing to the promotion of this aspect such as social networking sites, as well as other media such as newspapers, radio and other channels in the Arabic and international space.

4. It seems that the respondents agree to some extent with the contribution of news processing by the Iraqi satellite channels of the events in Basra to strengthening the emotional side they

have in Asia, this being in sympathy with the demonstrations and victims, and their willingness to help.

5. It is clear that the respondents agree to some extent with the contribution of the news processing by the Iraqi satellite channels of the events in Basra to enhancing their behaviour.

6. There is a very weak inverse relationship between the age of the respondent and the trend of the sample towards the treatment by Iraqi satellite channels for this crisis, that is, the younger ages are more interested and engaged in this crisis than the older ages.

7. A weak inverse relationship between the educational level of the researchers and the sample orientation towards the treatment by Iraqi satellite channels of this crisis, meaning that those with lower educational levels are less interested and preoccupied with this crisis than those with higher educational levels. This may be due to the high unemployment rate between the lower educational levels Class differences between higher and lower levels of education.

8. There is a very weak inverse relationship between the social situation of the researchers and the direction of the sample towards the treatment by Iraqi satellite channels of this crisis, and this may be due to the impact of all social situations in this crisis.

9. The existence of a very weak inverse relationship between the economic situation of the respondents and the sample towards the treatment by Iraqi satellite channels of this crisis, and this result gives The first indication of concern about the low economic conditions with this crisis and the second indication of their sympathy for the good economic conditions.

10. The existence of a weak positive relationship between the intensity of the exposure of the subject to the news processing by Iraqi satellite channels of the events of Basra and the understanding of their concept and distance (cognitive effect), and a weak relationship between the intensity of the exposure of the subject to the news processing by Iraqi satellite channels of the events of Basra and the trends of the sample research on this crisis (emotional), and a very strong positive relationship between the intensity of the exposure of the subject to the treatment by the news of Iraqi satellite channels of the events of Basra and the trends of the sample research on the crisis (behavioural impact). Thus it can be concluded that the satellite channels succeeded in their plan, which aimed to focus on this crisis, within the allocation of time many of them broadcast, exposing the audience extensively to the treatment of the news, which contributed to this result.



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