

THE COVERAGE OF INTERNATIONAL NEWS IN TEN AMERICAN
AND ARABIAN DAILIES: A COMPARATIVE ANALYSIS

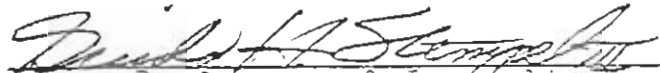
A Thesis Presented to
The Faculty of the College of Communication of
Ohio University

In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
Salah Ahmed Abdelaziz

November 1981

This thesis has been approved
for the School of Journalism
and the College of Communication by


Professor of Journalism


Dean of the College of Communication

ACKNOWLEDGEMENTS

I would like to express my thanks and appreciation to Dr. Guido Stempel for his guidance and assistance that made this study possible. I would like to acknowledge also the contributions rendered by Dr. Hugh M. Culbertson and other faculty members of the Ohio University School of Journalism. To my friend Ali Al-Karni, I owe the deepest gratitude for his assistance with statistics and encouragement during the difficult period of carrying this research.

Salah A. Abdelaziz

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Purpose.	9
II. BACKGROUND INFORMATION	10
Importance of International News Coverage. . .	10
Problems of International News Coverage. . .	14
Reporting from the Middle East	18
Wire Services and International News	19
Arab News Agencies and International News. .	24
Newspapers Circulation and International News	30
Volume of International News in Arab Papers.	32
Volume of International News in American Papers	35
Trends in International News Coverage. . . .	39
The Arab-Israeli Conflict and the U.S. Mass Media.	48
III. RESEARCH DESIGN.	52
Selection of Papers.	52
Selection of Content	53
Operational Definition of International News.	54
Selection of the Unit of Analysis.	54
Category Construction.	55
Subject Categories	57
Geographic Categories.	57
News source Categories	58
Reliability of Coding.	59

	Page
Study Hypotheses	60
IV. RESULTS.	62
International News Volume.	62
Geographical Distribution of International News	67
Subject Categories	72
News Source Categories	77
V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS . . .	80
Recommendations.	82
BIBLIOGRAPHY	84
APPENDIXES	88

LIST OF TABLES

Table	Page
I. National News Agencies in the Arab Countries	26
II. Daily Average Coverage of Foreign Versus Local-Arab News In The Six Arab Dailies . .	33
III. Foreign News and Features in 10 U.S. Papers from 1910 to 1940	44
IV. Top 10 Countries with American Correspondents in 1975, 1972, and 1969	47
V. Percentage of International News in All American and Arab Newspapers Studied. . . .	63
VI. Percentage of Geographical News Distribution in All American and Arab Newspapers Studied	68
VII. Percentage of Geographical News Distribution in Individual Newspapers Studied.	70
VIII. Percentage of Subject Categories in all American and Arab Newspapers Analyzed . . .	73
IX. Percentage of Subject Categories in Individual Newspapers Studied	75
X. Percentage of News Source Categories in all American and Arab Newspapers Studied. . . .	78
XI. Percentage of News Source Categories in Individual Newspapers Studied	79

Chapter 1

INTRODUCTION

As soon as I graduated from Omdurman Islamic University in Sudan in 1977 I joined the editorial board of "Al-Sahafa" a leading daily Arabic newspaper. At that time I had the opportunity to see the performance of the paper at a close hand. According to my own experience, "Al-Sahafa" and most Arabic newspapers pay much attention to international news. They devote a considerable space to foreign news in the front page, editorial, and in the last page.

When I came to America I realized that little attention is given to international news. It is said that the newspapers are locally concerned and crisis-oriented.

With regard to this background, I developed a content analysis and a comparative study about the coverage of international news in American and Arab press.

Within the last few years a considerable attention has been focused upon analysis of the international flow of news, with special emphasis being placed on content. The issue is concerning "imbalances" of news and "domination" of the channels of international news flow by relatively few nations or organizations.

What constitutes adequate news flow and the purposes of such flow have been widely discussed at general sessions of the United Nations Educational, Scientific and

Cultural Organization. The flow of news and information between "developed" and "developing" countries, and between America, Western Europe nations and the "Third World" has also been the subject of many debates and some research.

Practically there is a realization that the American mass media devote a little space and attention to international news. This is reflected in the amount, scope and type of international news being disseminated, particularly from the Third World countries of Africa, Asia and Latin America.

A charge often leveled against the United States mass media by critics is that most of the international news that the media report to America is about Europe and very little is about the developing nations. The critics further charge that the relatively small amount of news about the Third World tends to dwell on sensationalism and stereotyping.

In a study of 60 daily newspapers published in nine countries representing the Capitalist, Socialist and non-aligned worlds, the United States press ranked last in the percentage of total editorial space (excluding advertising) devoted to international news. The data revealed that the United States newspapers surveyed devoted less than one half (11.1 percent) the space to international news than did the sample papers of Western Europe (23.6 percent) and the non-aligned (22.8 percent) countries, and less than one third the space than the East

European papers (37.5 percent) studied.¹

Considering the above finding, there is an increasing criticism to the American press. Charles B. Seib, syndicated columnist on The Washington Post staff, observed that "foreign news is a stepchild in most newspapers and on most news broadcasts, and that coverage overseas is diminishing."² A similar critique was issued by Los Angeles Times Paris correspondent Don Cook, who not only decried the declining number of U. S. correspondents abroad, but also lamented the resultant deterioration in the quality of overseas reporting and the lack of a "renewal of talent" in the field.³

The critics also claim that many American reporters and news media tend to harp upon the negative and unseemly side of life when dealing with developments in young countries. A Daily Times⁴ article claimed that military coups, corruption, poverty and calamities are the staple diet dished out by some United States news agencies in their coverage of Third World countries. The coverage, the

¹George Gerbner and George Marvanyl, "The Many Words of the World's Press," Journal of Communication XXVII (Winter 1977), 52-66.

²Charles B. Seib, "The Dwindling Coverage of Foreign News," The Washington Post, February 3, 1978.

³Don Cook, "Trench Coats for Sale: The Eclipse of the Foreign Correspondents," Saturday Review, June 24, 1978, p. 16.

⁴"Issues that Interest the West," The Daily Times, Monday, August 8, 1977, p. 3.

article continued, is often made more unpalatable by the tendency among some news agencies and newspapers to provide only shallow reporting of major events in developing nations.

In the article's opinion, the type of bias which permeates the United States press was shown by the Newsweek correspondent who covered the Organization of African Unity (OAU) summit in Libreville. "He characterized the ovation given to president Idi Amin as an endorsement of the Ugandan's policies. However, the correspondent failed to mention that as head of state, Amin like every other president who spoke at the conference, received an ovation. The reporter then disparagingly described president Bongo of Gabon as "small" and president Mengistu of Ethiopia as "little."

In the article's judgment, the correspondent failed to take the OAU seriously, to thoroughly interpret the various matters which came before the organization, or to evaluate the success of that particular session of the OAU which many delegates agreed was far more successful than previous ones.

On the other hand, the Middle East, especially since 1967, has been in the forefront of the world news as an international "hot spot," and a place of possible confrontation between the super powers. The news flow from West to East has its importance in as many as the Arab media attempt to shape the images which the Arab world

forms of the international powers and the outside world in general.

According to Dr. Michael W. Kamell the major factors for power and importance in the Middle East are:⁵

First, since most of the peoples of the Middle East share the same language and religion, they are apt to have similar attitudes for the Islamic religion which has very precise rules regarding personal behavior. This bond helps link people together as a unit even though their nationalities may be diverse.

Second, the three major religions of the Western world emanated from this region. The Jews and Christians look upon Palestine and most particularly Jerusalem as the home of their ancient heritage. The Moslems turn to Mecca and Medina as well as to Jerusalem for spiritual guidance and, of course, have a strong desire to make a number of pilgrimages during their lifetime.

Third, the Middle East is strategically located. It may be viewed as a corridor through which trade and commerce between the east and the west must pass. It is not particularly necessary for the Western nations to dominate or control the area; however, it is of utmost importance to develop and retain a spirit of goodwill among all the powers so that the flow of trade can continue

⁵Michael W. Kamell, The Middle East: A Humanistic Approach, Elizabeth, New Jersey: Andrews Publishing Company, 1973, p. 22.

without any impediment.

Fourth, Middle Easterners have found themselves sitting on top of an extremely valuable resource--oil. The presence of tremendous oil reserves carries rights and obligations as well as benefits for those in the Middle East. Not only are the Middle Eastern oil reserves great, but it is produced in this area at a much lower cost than anywhere else in the world despite the additional cost of transportation. And this is due primarily to the lower pay scale for the employees.

I think, along with the area's strategic location between east and west, the polarization of the western powers "democracy" against the Soviet Union "Communism" has increased the significance of the Middle East. Both forces attempt to sway the new Arab world to their own ideology. Since the Arab nations are not yet self-sufficient, it is impossible for them to withstand the constant pressures placed upon them. They do need help but the question is who will supply the assistance and at what cost.

Another problem, the miniscule state of Israel, sharply wedged in the center of the Middle East, is the cause of a further power struggle and conflict. To my opinion, if the United Nations were ideally as strong as it should be, the conflict could have been resolved within that body. Unfortunately, at present it is too ineffectual to bring about a solution.

The direction of Arab press coverage of

international news can be explained by several criteria. The most important of which is a foreign country's attitude to the Arab-Israeli problem. Consequently, some Arab press coverage of U. S. news is negative because they believe that the United States support Israel in its war against them.

A study about foreign news in the Arab press⁶ found that the persistence of cultural affinity established by former colonial ties is borne out to a certain degree by Algerian and Syrian reporting on France, and Kuwait's reporting on Great Britain.

The Arab world consists of eighteen countries which are independent and different, but all share a language, religion, culture, and sense of common destiny. But news media institutions do not exist independently of their environments they usually take on the "form and coloration of the social and political structures" within which they operate."⁷ There is an intimate, organic relationship between the media institutions and society in the way those institutions are organized and controlled. Neither the institution nor the society in which it functions can be understood properly without reference to the other.

⁶Nabil Dajani and John Donohue, "Foreign News in the Arab Press: A Content Analysis of Six Arab Dailies," Gazette Vol. XIX, 1973.

⁷Fred S. Siebent, Theodore Peterson, and Wilbur Schramm, Four Theories of the Press, Urbana: University of Illinois Press, 1963, p. 1.

Arab press has always been closely tied to politics. The first newspapers that appeared in the Arab world were not private but official government publications intended to tell government bureaucrats and the people what the government wanted them to hear. In recent years, differences over policy, changes of regime and changes of political system have helped to focus attention on the value of the press for political purposes. But periods of tension and instability have made government especially concerned about the influence of the press and its control. The Arab journalist, in order to succeed, must be highly sensitive to the political system in his country. In addition, the organization he works for fits into his country's prevailing political system and thus he must take that into account.

William A. Rugh characterized the Arab press into three categories:⁸

First, mobilization system which has emerged in countries where the ruling group is aggressively dedicated to revolutionary change, but requires active support from the media to help achieve its stated goals.

Secondly, the Loyalist press exists in countries where a more traditional political system prevails. In this situation no real organized public opposition exists

⁸William A. Rugh, The Arab Press, Syracuse: Syracuse University Press, 1979, p. 161-62.

and the government does not require the press to generate public action.

The third system, the diverse press, functions in a political environment where the public expression of a variety of opinions including criticism of government is possible. According to this system, the press is private and there are more daily papers than in other countries.

Purpose

The primary purpose of this study was to determine objectively the volume and types of international news published over a 3-month period within the second quarter of 1981 (April-June) in ten American and Arab daily newspapers. The secondary aim was to determine the international news flow with regard to geographic areas around the world. The study also discussed news source and determined how newspapers depend upon staff, news agencies and unspecified sources.

Since it was beyond the scope of this study to cover all media of communication, it was decided to concentrate on international news as presented in the United States and Arab nations newspapers.

The format of this study is: (1) Introduction, (2) Background Information, (3) Research Design, (4) Results, and (5) Summary, Conclusions and Recommendations. Also, there are two supplements of Bibliography and Appendixes.

Chapter II

BACKGROUND INFORMATION

Importance of International News Coverage

As the world has been drawn closer together, the physical realm and the political schisms at any point have taken on importance all around the globe. International news is less "foreign" in its influence on people's lives. Therefore, it presents a greater challenge to the press and assumes more importance than it traditionally possessed.

While nations have their unique and separate being with their own processes of interaction and senses of community within their systems, they are no more completely isolated than are the individuals who dwell in a great city. A constant interplay of activity brings nations as well as individuals into contact with others. Events external to the system or to an organism may have the most important consequences for it, and all living systems have provisions for receiving information concerning external events from the "outside."

The price a living system or organism may pay if it fails to utilize its powers of surveillance of its environment can be death or serious injury to it. Nations, just as biological organisms, must carry out this surveillance of the environment through an exchange of information if they wish to continue existence in the face

of outside hazard. Informational inputs resulting from such surveys of the environment give the controllers and directors of the systems knowledge upon which to base responses appropriate to the maintenance of their system.

Hester believes in the study and research of the international flow of information because such information may be in part the basis upon which national policies in foreign affairs are decided, or upon which domestic policies may in part be based. The direction, volume and content of international information flow is measurable, at least in part. According to Hester, an understanding of how national systems function and their relationships to other systems has implications for the setting of foreign policy, the chance of war or peace, and solving problems of cohesion or division among mankind.¹

Lester Markel, Sunday editor of the New York Times, stated in his opening address at the Third General Assembly of the International Press Institute that:

It is said that the primary job, surely from the circulation point of view, is to print the local news, and that there is not the space to give attention to what we denominate as "foreign news." Yet I ask whether this news is really "foreign?" If war explodes again, local youth will be drafted to fight and to die on foreign soil. If local taxes are high, it is because we are spending to resist foreign aggression. If another local recession comes, it may well be because of the barriers in foreign trade.

No, this news is not foreign, it is near and

¹Al Hester, Theoretical Considerations in Predicting Volume and Directions of International Information Flow, The Gazette, 1973, p. 241.

immediate.

I am confident that the reader will not neglect such news, if it is made understandable to him and if its urgency is indicated. This, it seems to me, is the great and immediate task of journalism; to translate international news into the language of the main streets everywhere.²

Other journalists agree with Markel.

Merrill, Bryan and Alisky stress that:

The flow of international news in the modern world is not only highly important to the international press picture; it is actually the starting point, the basic requisite, of a communications system geared to better understanding among races, nationalities and cultures.³

Another importance of international news coverage--it can and does influence public opinion when it involved with interpretation and international understanding.

In 1964 Merrill, Bryan and Alisky stated:

An informed public opinion is needed throughout the world if judicious decisions are to be made; a free-flowing and intelligent supply of news and interpretation must nourish this public opinion.⁴

In Markham's 1961 study, "Foreign News in the United States and South American Press," he contends that:

Those who believe that peace and security depend upon world public opinion based on international

²Lester Markel, quoted by Theodore Edward Kruglak, The Foreign Correspondents: A Study of the Men and Women Reporting for the American Information Media in Western Europe, Geneva, Switzerland: Librairie E. Droz, 1955, pp. 119-20.

³John C. Merrill, Capter R. Bryan and Marvin Alisky, The Foreign Press, Baton Rouge: Louisiana State University Press, 1964, p. 5.

⁴Merrill, Bryan, and Alisky, op. cit., p. 3.

understanding recognize the growing importance of an adequate and meaningful flow of information among peoples as one main means of achieving such goals. They expect the socially responsible mass communication media to provide comprehensive coverage. This country's position as a leader of the free world makes it imperative that American above all, should become reasonably well informed about foreign affairs, if our leadership is to be effective--or, indeed, if we are to continue to lead.⁵

In 1977 president Anwar Al Sadat of Egypt on the occasion of the People's Assembly to discuss a new press law, he stressed the role of the press in creating public opinion.

The fourth authority which we have created is the press. This is because the press has a great influence on public opinion . . . We cannot allow our press, which shapes public opinion, to be controlled by an individual or by an opinionated and temperamental newspaper publisher, nor for that matter by a group of people who want to impose their will on the people. No, the press is the property of the people and it will remain so.⁶

It is conventional wisdom that world peace can exist only in an atmosphere of adequate international communication. The United States has been abundantly covered in Arab newspapers. It may be speculated that such coverage added to more knowledge of the United States. On the other hand, in order for Americans to learn about foreign lands, they need to be enlightened about such places. Because of America's decisive role

⁵James W. Markham, "Foreign News in the United States and South American Press," Public Opinion Quarterly, Vo. 25, p. 249.

⁶Anwar A. Sadat, Quoted by William A. Rugh, The Arab Press, Syracuse, New York: Syracuse University Press, 1970, p. 48

in the world, it is important for its people to be accurately informed. They need the facts to help them formulate intelligent opinions because "what any person knows, or thinks he knows, determine how he behaves. His opinion and his behavior, multiplied by the opinions and behavior of all those of his fellow men . . . determine the history of the world.⁷

From this short discussion it is evident that international news is important in the world communication. It helps to create public opinion and to bring about international understanding. But while the importance of international news may not be denied, several factors combine to create problems in the press' coverage of such news as well as in the public's understanding of what is presented.

Problems of International News Coverage

The Political Problem

The greatest obstacle to improving information on world affairs is the disintegration of lines of communication between segments of a politically divided world. It is recognized that it is now almost impossible for the other nations of the world to obtain trustworthy news from authoritarian countries under communist control.

⁷Robert U. Brown, "Shop Talk at Thirty," Editor and Publisher, XCIII (1960), p. 112.

And the fact is that it is seriously undermining the reliability of international news regardless of what steps individual editors may take. The International Press Institute conducted a survey and drew up a questionnaire entitled "What is Needed to Improve Information on World Affairs?" and sent it to editors in every part of the globe where the press is relatively free from government control. Replies to the questionnaire had come from 248 editors in 41 countries.

The editors had few recommendations as how to deal with the political problem. Most of them believe that the only answer to this difficulty lies in the final settlement of political differences with the Soviet Union. But a few newspapermen, notably the editor of the Chicago Sun Times, directly dissented from this point of view. His recommendation:

A much more determined effort on the part of news gathering agencies and newspapers to penetrate the Iron Curtain. This effort must be accompanied by a much more courageous editorial attitude, i.e., to transmit news about Communist-run countries even when it isn't unfavorable to them. In short, to try for a balanced, truthful news report from the "other half" of the world.⁸

Another problem which exists is the government attitudes. According to the International Press Institute, a large number of editors are uneasy about the attitudes of their own public officials toward "news," and are particularly

⁸The International Press Institute Surveys, No. 1-6, Improvement of Information, Zurich, 1952, p. 9.

sensitive to a government's use of "security" considerations to justify its restrictions on the release of information. The editor of the Tel-Aviv Yedioth Chadashot declares that censorship is "upheld mostly under the pretext of security reasons--'security' meaning, in reality, the wish of governments to sit more securely and be able to govern without the interference of a free press." Sydney Sunday Sun editor makes this observation about the growth of the security complex:

In the democracies some controls on information which were instituted during World War II still remain. Worse still, security practices which were no doubt necessary during the war created a state of mind among bureaucrats. These men now believe that agencies of news dissemination should rely on the handout. They discourage and avoid on-the-record interviews, actively resent inquiry by newsmen who are seeking after the truth.⁹

The International Press Institute gives some recommendations to solve the political problem of international flow of news. It proposes:

1. An international press organization to fight against government restrictions wherever they may occur.
2. News agencies and journalists might refuse to serve papers in countries where governments consistently suppress or censor news.
3. An international press organization under the guidance of the United Nations which would have as

⁹Ibid., p. 10.

a mission to promote vigorous action against abuses aimed at the press.

4. A Canadian editor offers this rule of thumb: "See that newspapermen handle the news and the politicians handle the politics."¹⁰

On the other hand, some critics accuse United States foreign correspondents of "wishful guessing on many vital international issues."¹¹ According to Hechinger:

The public is more sincerely interested in world affairs than ever before. Events in distant places affect the American reader more directly than at any previous time in history. But there is every indication that the newspapers and magazines are trying to fit news reports into preconceived trends and theories instead of covering the news the hard and thorough way; that they are intent on proving certain facts, and consequently are no longer able to see that the facts they prove are no longer facts at all.¹²

Among the reasons which may account for the existence of such conditions are: (1) lack of foreign news interpretation, (2) overemphasis on political news, and (3) sparseness of United States press reporters abroad.

In several cases, however, the correspondents are beset by problems beyond their control. For example, while they may not have trouble filing stories from most developed nations, they do sometimes experience difficulties in obtaining information sufficient enough to

¹⁰Ibid., pp. 14-15.

¹¹Fred M. Hechinger, "All the News That Fits the Pattern," Harper's, CXCVII, 1949, p. 42.

¹²Ibid., pp. 35-63.

file an accurate report from developing countries.

Reporting from the Middle East

A foreign correspondent when reporting from the Middle East faces several problems. A survey conducted by the International Press Institute, "The News From the Middle East," found that these problems are:

1. The correspondent suffers from the low esteem in which journalism, as a profession, is held in some parts of the Arab World.

2. The correspondent is handicapped by the special drawback of belonging to a particular foreign nation and the failure of that nation to give support to the cause of a particular Middle East country often reacts on the individual representative. An American correspondent reported: "In the Middle East the correspondent is constantly confronted with suspicion. Arabs, too well aware of the bad press they have in America, are loath to give out information for fear it may be used against them in some way." Of the position of British correspondents a contributor wrote: "Even before the severance of official relations, British journalists in Iran were under increasingly close surveillance and were not allowed to visit Abadan or, in fact any part of Khuzistan. For news of this vital area the British press had to rely on the rare interview with other foreign correspondents and on rumors crossing the border to Baghdad or the Persian Gulf

to Kuwait."

3. The Arab authorities try to limit the view of the foreign correspondent to as narrow a field of events as possible because they regard the reporting of their area as often unfair. A British correspondent said, "The picture of Iraq, for example, has been so badly presented to the world because the authorities are afraid of what the foreign press will do to them next."

4. There was agreement that there were frequently administrative delays in arranging appointments.¹³

Wire Services and International News

The two major American news agencies, Associated Press and United Press International, helped break the Anglo-French monopoly in the years after World War I. They play an important role in the American press system." They furnish American newspapers and broadcasters all across the country with a comprehensive summary of national and world news."¹⁴

Some studies have determined the percentage of international news in the two wire agencies. In his 1961 study Hart mentioned that, "The principal sources were found to be the AP and UPI which supplied nearly two-thirds

¹³International Press Institute Survey No. III, "The News from the Middle East," Zurich, 1954, pp. 36-37.

¹⁴Merrill, Bryan, and Alisky, op. cit., p. 44.

of the foreign news used by the papers during the three weeks under study."¹⁵ Cutlip adds that, "American newspapers use proportionately more available Washington and foreign copy via the wire services than they do from other sources."¹⁶

While many may agree that the international news agencies provided much of the foreign news published, some disagree about the consequences of the barrage of such news. According to the International Press Institute Survey, the editors' main objections to the presentation of news agencies are:

1. Agencies tend to sensationalize their copy in an effort to outdo their rivals.
2. They put too great emphasis on spot news, particularly in the political field.
3. They do not supply enough background and interpretation in their news reports.
4. Their copy too often lacks human interest and local color.
5. In particular cases, their news coverage is too restricted geographically.
6. Their daily reports are too "nationalistic" in

¹⁵Jim A. Hart, "The Flow of International News Into Ohio," Journalism Quarterly, XXXVIII, 1961, p. 542.

¹⁶Scott M. Cutlip, "Content and Flow of AP News--From Trunk to TTS to Reader," Journalism Quarterly, XXXI, 1954, pp. 434-46.

approach to suit the tastes of editors in some parts of the world.¹⁷

Now we turn to discuss the criticism of the international news agencies with regard to the International Press Institute Survey and some studies.

According to the IPI survey, the remarks of two newspapermen, one an American and the other a Swiss, fairly well sum up the editor's point of view on the Sensationalism change. The editor of the Zurich Neue Zurcher Zeitung declares:

The quality of news we get from the agencies is unsatisfactory and subject to great fluctuations. This is due to the fact that most agencies show a tendency to present news in a sensational form. This tendency has increased with the desire of agencies to beat competitors and has led to the creation of artificial sensations, such as the puffing up of purely hypothetical declarations by official departments.

From Pittsburgh (USA) the editor of the Post Gazette says:

News services tend to evaluate correspondents by the number of exclusive stories they get. . . . Knowing this, correspondents tend to over-dramatize their news accounts, knowing that the "color" and "drama" of a story will result in a better display than the lack of such elements, although the story lacking them may be more rounded out and more objective.¹⁸

In their criticism of overemphasis on "spot" news, a number of editors say the agencies fail to give readers a comprehensive and properly evaluated picture of

¹⁷"Improvement of Information," International Press Institute, Survey No. I, Zurich, 1952, p. 20.

¹⁸Ibid., p. 20.

miscellaneous world happenings, and that the readers are often left in the dark about important international trends taking place below the surface of the current events. The editor of Chattanooga Times (Tennessee, USA) says:

We let great and important trends in international affairs develop without being reported until or unless a cork blows out of a bottle somewhere and makes a story on which a more or less exciting news lead can be made. The next great genius in the newspaper world will be someone who can give more continuity to the greatest continued story ever told . . . the day's news¹⁹

The same attitude is expressed from a slightly different angle by the editor of Ce Matin-LePays (Paris)

Emphasis on chronology impresses the reader always Events of very different dimensions are presented in the same manner so the reader often misunderstands their relative importance. Likewise, the reader is often unaware of whether or not the attitudes or statements of a foreign individual or group are simply a platitude or the reflection of an important current of public opinion. . . . A constant effort to classify and observe a scale of relative values in all news stories would be a valuable reform.²⁰

Background and interpretation are useful and necessary. Critics often charge international news agencies for the lack of both.

Most U.S. newspapers remain dependent for their reports of foreign events, whether requiring crash coverage or not, exclusively upon the services of the news agencies. Admirable as these may be, most newspapers and their

¹⁹Ibid., p. 21.

²⁰Ibid., p. 22.

millions of readers are left without supplementary reports and interpretation.²¹

Until this situation is remedied, the report continued, readers may continue to be left inadequately prepared to understand complex crises when they arise, no matter how brilliant the reporting may be.

According to IPI survey, the editor of the Natal Witness (South Africa) declares:

The average news agency message, though factually accurate, does not give enough background information to make the events reported intelligible in their contexts. Emphasis is placed on the event and the cause frequently neglected--for example, a political crisis may be reported without reference to the social and economic factors that have produced it. Consequently, the impression is too often given of a series of violent, disconnected happenings without any apparent cause.²²

Another controversial aspect of international news reporting is the uniformity of wire content. However, in his 1959 study of the wire content of six Michigan dailies, Stempel found that, "It does not seem that the agreement among the six papers in the study constitutes a degree of conformity that is likely to standardize information and opinions of readers of these papers."²³ Again in another

²¹Theodore E. Kruglak, "'Crash' Coverage of U.S. Media in Hungary and the Middle East," Journalism Quarterly, XXXV, 1958, p. 25.

²²Kruglak, "Improvement of Information," IPI Survey No. 1, Zurich, 1952, p. 22.

²³Guido H. Stempel III, "Uniformity of Wire Content of Six Michigan Dailies," Journalism Quarterly, XXXVI, 1959, p. 48.

study, Stempel concluded that, "The wire does not impose its standards on a newspaper."²⁴

The subject matter of international news, as well as its treatment, arouses remarkable dissatisfaction. Many of us would like to see a greater proportion of human interest material. Now the emphasis is heavily on the news of diplomatic negotiations, military activity and economic problems. We know little of the problems which confront the average individual in foreign countries. In the IPI survey, the managing editor of the Hartford Times, Connecticut, states the problem:

There are many legitimate and important news fields which are untouched by foreign correspondents, in some cases perhaps due to their lack of qualification for covering them. There is big news in the field of culture which is not given to us by any of the regular news services. The premiere of a Stravinsky opera in Venice was big news, but the three major wire services passed it up completely. I do not believe that the field of medical science or science in general is combed abroad. I feel the same doubts regarding religion and literature.²⁵

Now after the discussion of the role and the problems of the international news agencies, we turn to talk about Arab news agencies.

Arab News Agencies and International News

By the mid-1970s, news agencies had been

²⁴Guido H. Stempel III, "How Newspapers Use the Associated Press Afternoon A-Wire," Journalism Quarterly, XXXI, 1964, pp. 380-4.

²⁵Guido H. Stempel III, "Improvement of Information," IPI, Survey No. 1, Zurich, 1952, p. 23.

established by each of eighteen Arab countries. But they were quite different from the international news agencies just discussed. They differ both in purpose and in actual function. (Table I)

Table I

National News Agencies in the Arab Countries

The Sudan	1946	Sudan News Agency (SUNA)*
Egypt	1956	Middle East News Agency (MENA)
Morocco	1959	Maghreb Arab Presse (MAP)
Iraq	1959	Iraqi News Agency (INA)
Tunisia	1961	Tunis Afrique Presse (TAP)
Algeria	1961	Algerie Presse Service (APS)
Jordan	1965	Jordanian News Agency (JNA)
Syria	1965	Syrian Arab News Agency (SANA)
Libya	1966	Jamahiriah News Agency (JANA)§
Lebanon	1966	Lebanese News Agency (LNA)
South Yemen	1968	Aden News Agency (ANA)
Saudi Arabia	1971	Saudi News Agency (SNA)
Yemen Republic	1971	SABA News Agency (SABA)
Qatar	1975	Qatar News Agency (QNA)
Oman	1975	Omani News Agency (ONA)
UAE	1976	Emirates News Agency (ENA)
Bahrain	1976	Al-Khalij News Agency (KNA)
Kuwait	1976	Kuwaiti News Agency (KUNA)

*The Sudan Press Agency was established in 1945 and replaced in 1960 by SUNA.

§The Libyan News Agency was created in 1966, and the name was changed to Arab Revolutionary News Agency in 1975, then to JANA.

The real primary purposes of these organizations are:

1. To improve the dissemination of information about the national government and the country
2. To improve the government's control over the acquisition of incoming foreign news.²⁶

All of the eighteen agencies are organized as departments of their national governments and directly responsive to official policy guidance. Thus they were intended primarily to disseminate and control domestic information, and were not created to collect international news. Some of them developed networks and exchanges which got them secondarily into foreign news agencies.

The first underlying motivation for establishment of these eighteen government-run news agencies was a desire to improve the dissemination of news about the nation and the government. There was a feeling in all of these countries that misunderstanding and distortions existed, and that things needed to be set straight.

The second purpose of these agencies is to help to improve the government's control and influence over incoming foreign news. According to William A. Rugh study about the Arab press there are three different approaches to carrying out this function:

²⁶William A. Rugh, The Arab Press, Syracuse: Syracuse University Press, 1979, p. 140.

In eight Arab countries--Algeria, Iraq, Libya, Oman, Sudan, Tunisia, and the two Yemens--the national news agency is the only organization in the country which is permitted to subscribe to foreign wire services. All incoming foreign news must go through the national news agency, which selects and sometimes edits the items which are passed on to the press. The arrangement gives the national agency editors, and the government for whom they work, considerable potential for controlling foreign news. They are, in effect, powerful gatekeepers who can screen out some stories and enhance the importance of others to suit their political purposes.

In a second group of nine Arab Countries--Bahrain, Egypt, Jordan, Morocco, Kuwait, Qatan, Saudi Arabia, Syria and UAE--the national news agency does not have a monopoly on the acquisition of foreign news, because the media are permitted to subscribe directly to international news agencies. But if the story has any political implications, the newspaper editor will see what the government thinks about it.

Finally, there is a third system at work in Lebanon. The Lebanese News Agency (LNA) is a government organization like its counterparts in the rest of the Arab world. But it does not have a monopoly and its influence on incoming foreign news is quite weak.²⁷

²⁷Ibid., pp. 143-46.

There has been an Arab attempt to increase the flow of news between the east and the west. A recent meeting of the news agencies division of the Euro-Arab dialouge ended with the possibility to improve information flow between Europe and the Arab world. They agreed to treat each other's news with greater respect and to aim for more balanced coverage.²⁸

Discussion about how to improve the news flow balance took place at various international conferences. And several conferences were called for the formation of national communications policies and for the initiation of a non-aligned news agencies pool to most acountries to exchange news with one another.

Statements and actions such as these by Third World and non-aligned countries resulted in ideological disagreements with the west. The Third World say that news flow is in fact only following a one-way from the developed to the developing countries. And that freedom would be meaningless if only certain people have the finances and facilities to exercise that freedom. But few Third World nations have the economic strength to give them world power status. "Therefore, most Third World news agencies appeared unable to afford expansion and, without this, would continue to depend on the perspective of news

²⁸News Information Flow Improved, Saudi Report, Vol. 2, No. 38, Saudi Research and Marketing Inc., Houston, Texas, June 29, 1981.

agencies from the developed world."²⁹

Newspapers Circulation and International News

Various studies have found a correlation between newspaper circulation and the amount of international news published. According to Frank L. Kaplan, a Harris Survey which conducted in 1978 and reported widely in the press, compared attitudes of reporters, editors and news directors with those of media consumers on the question of what people look for in their newspapers. The survey indicated that media personnel underestimate the public's interest in international news, for while 41 percent of the public surveyed expressed great interest in foreign news, only 5 percent of the sample of media practitioners believed media consumers to be concerned with this news category.³⁰ The above data, therefore, would suggest that editors and news directors may not be as familiar with the public's news interests as they are suppose to be.

Actually, one can say that most U.S. news executives setting policy are rather provincial and short-sighted when it comes to estimating the public's interest in foreign affairs. Today, the study continued,

²⁹Marlene Cuthbert, "Reaction to International News Agencies: 1930s and 1970s Compared," The Gazette, Vol. 26, 1980, p. 108.

³⁰Frank L. Kaplan, "The Plight of Foreign News in the U.S. Mass Media: An Assessment," The Gazette, Vol. XXV, No. 4, 1979, p. 239.

more people than ever before have either lived or traveled abroad. Besides, vast segments of the population have roots in foreign lands and are not that far removed in years from their ancestors who were born and raised there. Such ties tend to remain strong. Interest in foreign affairs is especially pronounced among the educated, although the general public is becoming increasingly aware of the potential impact foreign events can have on the U.S. domestic scene. The financial and commercial community also represents a wide market for foreign news due to the extensive ties the nation's business and industries have with foreign countries. Thus, all these factors serve as convincing evidence that people should not be only concerned with local events and a need exists for including more substantive international news in the nation's daily news diet.

On the other hand, one finding revealed that, "As circulation size of U.S. papers increased, their volume of foreign news increased."³¹ A study by Casey and Copeland provided yet another verification that newspaper circulation varies directly with the amount of international news. They reported a rank correlation of .39 between circulation size and number of foreign stores--indicating a moderate relationship between the two variables.³²

³¹Markham, op. cit., p. 261.

³²Casey and Copeland, op. cit., p. 89.

Apart from circulation size another variable which may affect the volume of international news is overseas staff. A study which compared the foreign news content of two sets of papers--one group with and another group without an overseas staff--found that, "the papers with foreign correspondents had more foreign news stories than did those papers without overseas correspondents."³³

The next section is devoted to the discussion of the volume of international news in Arab and American newspapers.

Volume of International News in Arab Papers

No systematic analysis of the mass media in the Arab world exists. Authors have not yet dealt with Arab media as a subject in itself. At the time of carrying this research not many studies were available about the content analysis of the Arab mass media. However, Nabil Dajani and John Donohue in their study about foreign news in the Arab press found that Arab newspapers devote much of their space to international affairs. (Table II). In their justification of this phenomenon they stated "Any attempt to understand the relative coverage of foreign, local and Arab news must take into account the development or lack of development of local news services. In the absence of a

³³John B. Adams, "What the Foreign Correspondent Does for A Newspaper's Readers," Journalism Quarterly, XLIII, 1966, pp. 300-4.

Table II
 Daily Average Coverage Of Foreign Versus Local-Arab News In The Six Arab Dailies

	Press of					
	Lebanon	Kuwait	Saudi Arabia	Egypt	Algeria	Syria
Newspaper size (in col. inch)						
Average of pages per issue	12	12.28	9.88	11.71	11	8
Average total space per issue	1992.00	2045.50	1660.25	2014.00	1791.50	1312.00
Total size in standardized units	151.80	156.10	126.50	153.50	136.50	100.00
Distribution of news coverage						
In standard units						
Foreign	13.77	32.89	12.95	12.30	28.06	21.37
Local	47.06	40.92	46.09	69.26	65.12	40.39
Arab	11.20	21.70	5.43	3.63	6.00	8.57
In percent of total space:						
Foreign	9.07	20.42	10.23	8.01	20.55	21.37
Local	30.99	26.21	36.42	45.12	47.69	40.39
Arab	7.37	13.90	4.29	2.37	4.39	8.57
Rank order of foreign coverage	4	1	5	6	2	3

development of local news services. In the absence of a corps of well-trained journalists, the news provided by agencies is readily available."³⁴

In the study they found also that Kuwait is highest in its coverage of foreign news, highest in its coverage of Arab news, and offers the lowest percentage of local news. They believe that Kuwait concern for international news can be explained both by the absence of a well developed staff of reporters which makes the use of foreign wire services attractive and by the greater sensitivity which a small country like Kuwait has to foreign developments. Syria and Algeria rank next in space devoted to foreign news. The authors attributed this finding to the lack of a well developed press corps and the consequent availability of international news.

On the other hand, the study found that the lower ranking papers in coverage of international news are Saudi Arabia, Lebanon and Egypt. The researchers think the high standard of Journalism in Lebanon and Egypt explains the volume and standard of local and Arab coverage. Both papers studied--Al-Nahar and Al-Ahram--cover as much foreign news as the papers of the other Arab countries but their coverage is concise.

³⁴Nabil Dajani and John Donohue, "Foreign News in the Arab Press: A Content Analysis of Six Arab Dailies," The Gazette, Vol. XIX, No. 3, 1973, p. 159.

Volume of International News in American Papers

As explained by Woodward, the amount of foreign news printed by a newspaper per day can be viewed as an index of the impact of the paper upon that part of the public mind which is concerned with foreign affairs. The index, he continued, does not tell the amount of news that is actually read or its effect upon the stereoptyes and attitudes of the reader. Nevertheless, a case can be made for the utility of such an index on the ground simply that foreign news availability is of importance in itself.³⁵

Studies by Markham, Adams, and others presented the volume of international news in terms of column inches. In 1961, Markham reported that:

The average daily column inches of foreign news for the following papers were: Washington Star, 86.6; Chicago Daily News, 76.9; St. Louis Post-Dispatch, 65.3; Los Angeles Times, 64.2; Denver Post, 43.7; Philadelphia Evening Bulletin, 57.7; Louisville Courier-Journal, 38.2; and New York Times, 219.0.20.

In 1966, Adams measured the volume of foreign news according to datelines and compiled the following averages: Minneapolis Tribune, 138.8; St. Louis Post-Dispatch, 149.3; Toledo Blade, 116.2; Kansas City Star, 102.2; Des Moines

³⁵Julian L. Woodward, Foreign News in American Morning Newspapers, New York: Columbia University Press, 1930, p. 68.

Register, 77.6; and Akron Beacon Journal, 98.1.³⁶

In his 1930 analysis of 40 United States newspapers, Woodward found the average foreign news column inches for the following papers: New York Times, 238.3; Los Angeles Times, 75.1; and Louisville Courier-Journal, 34.6.³⁷

These results indicate that from 1930 (Woodward) to 1961 (Markham) the volume of foreign news declined for some papers. For example, the New York Times experienced a drop of about 19 column inches, on the average.

On the other hand, some studies have shown that the United States enjoyed tremendous coverage in foreign newspapers. In an article comparing news coverage in 17 countries, Kaysen (1953) indicated that the United States was relatively isolated with regard to its newspaper coverage of other parts of the world. Comparing the Times (of London), Le Monde, New York Times and Izvestia, he found that the New York Times--which is credited among United States papers with publishing a relatively large volume of foreign news--had the smallest percentage of its news hole devoted to foreign news, 16 percent. In comparison, the Times (of London) allocated 25 percent of its news hole to foreign news. The figures for Le Monde and Izvestia were 50 percent and 51 percent, respectively.

³⁶Adams, op. cit., p. 303.

³⁷Woodward, op. cit., p. 70.

Illustrating the imbalance of news flow, Hart reported the United States news isolation even toward its biggest trading partner--Canada. His finding revealed that Canadian newspapers devoted 13 percent of their news holes to the United States. However, the United States papers analyzed allocated only 0.5 percent of their news to Canadian news.³⁸ In another study, Sparkes found that the space devoted to foreign news in Canadian papers was 27.6 percent of all news carried, while the American foreign newshole was 11.9 percent.³⁹ In his study about the coverage of foreign news in U.S. and English daily newspapers, Hart found that British papers gave more space to foreign news than did United States papers.⁴⁰

About the coverage of South America, two studies examined the isolation of United States newspaper's coverage of international news. In his 1961 study in which he compared South American paper's foreign news coverage, Markham found that the former's papers published much more foreign news than their United States counterparts. In general, they printed twice the volume of foreign news in

³⁸Jim A. Hart, "The Flow of News Between the U.S. and Canada," Journalism Quarterly, XXXX, 1963, pp. 70-4.

³⁹Vernone M. Sparks, "The Flow of News Between Canada and the United States," Journalism Quarterly, 1978, p. 363.

⁴⁰Jim A. Hart, "Foreign News in the U.S. and English Daily Newspapers: A Comparison," Journalism Quarterly, 1974, p. 644.

one half the foreign news space of United States papers. Also, South American papers gave 37.7 percent of their news holes to the United States, but the latter's newspapers devoted only 4.3 percent of their news holes to South American affairs.⁴¹

A study⁴² in 1974 by Hicks and Gordon, about foreign news content in Israeli and U.S. newspapers found that:

- physical distance was found to have little significant association with foreign news content in Israeli and American newspapers studied.

- Israeli papers are more foreign-news-minded than are American papers. They devote a larger proportion of their space to foreign news.

Hester did, "An Analysis of News Flow from Developed and Developing Nations" by using 15 Wisconsin dailies as his data base. The study found that news of the developing two-thirds of the globe receives relatively little space on the Associated Press' U.S. domestic trunk and state wires and that there is relatively little news of developing countries used by the dailies studied. And what is used tends to emphasize very heavily war news and U.S. involvement and to minimize stories of social and economic

⁴¹Markham, op. cit., pp. 245-62.

⁴²Ronald G. Hicks and Avishag Gordon, "Foreign News Content in Israeli and U.S. Newspapers," Journalism Quarterly, 1974, p. 644.

development.⁴³

The preceding findings indicate that while it was widely covered in the newspapers of other nations, the United States seem to have only little interest in other countries affairs.

Trends in International News Coverage

The press of the Middle East both reflects and shapes Arab public opinion. It not only responds to its readers' interests but also stimulates and conditions their knowledge of international affairs. An analysis of its content can indicate the degree to which the reading public is being oriented toward the outside.

The Arab press is relatively young in history and traditions. Its beginning date back only to the Napoleonic occupation of Egypt and Syria at the turn of the nineteenth century. Throughout the first half-century of existence, and furthermore, it remained an official gazette whose sole function was to communicate governmental announcements. It therefore lacked the diversified content associated with present-day mass media, playing no role in the formation of public opinion and only a minimal one in disseminating information.

It was not until the 1870's that the popular press

⁴³Al Hester, "An Analysis of News Flow From Developed and Developing Nations," The Gazette, XVII, 1971, p. 439.

familiar to us today made its appearance. And it began to play a dominant role in the formation of public opinion and in the transmission of information about the outside world.

Ever since its true beginning in the 1870's, the Arab press has paid an unusual amount of attention to international events. This early orientation set a precedent and established a tradition which has resisted objective changes in the relative positions of the powers.⁴⁴

Abu-Lughod stated in his study about international news in the Arab press that the major criteria of news coverage in the Arabic press appear to be three:⁴⁵

1. the objective power status of a country in the world community determines, to a large extent, how well its events and involvements will be covered in the Arabic press.
2. the subjective orientation of a particular country modifies to some extent its foreign coverage.
3. geographic proximity differentially sensitizes the press to regional events.

The same study found that:⁴⁶

⁴⁴Tom McFarland, The Daily Press of the Arab States, Columbus, Ohio, Ohio State University Press, 1953 pp. 1-27.

⁴⁵Ibrahim Abu-Lughod, "International News in the Arabic Press: A Comparative Content Analysis," Public Opinion Quarterly, Winter 1962, pp. 600-12.

⁴⁶Ibid.

1. Arab newspapers in general devote a higher percentage of their overall space - and their most important front page space - to the coverage of foreign news than do comparable newspapers in American and Europe because outside events are considered to have direct bearing on internal developments in the Arab States. Furthermore, low literacy rates in the Middle East make newspaper readers a more select group than elsewhere. Since this group has been educated, on the whole, in the Western tradition, the press provides them with news to meet their conditioned needs.

2. Within the Arab world itself, countries more deeply involved in governmental programs of internal reconstruction have newspapers that devote somewhat less space to international events than countries whose economic and political future is seen as more dependent upon the West.

3. International events which in one way or another involve the big powers receive a disproportionate share of attention in the Arab press. Of the five big powers, the United States was covered most extensively, followed by Britain and then the U.S.S.R. France and China received only minimal coverage. Subjective values modify the objective rankings of the powers.

In another study about the Arab press, the findings of Nabil Dajani and John Donohue support all their hypotheses. The quantity and direction of coverage of a

foreign country was found to be in function of that country's position vis a vis the Arab-Isareli crisis. And the intensity of that coverage was found to be greater in Arab countries where legal constitutional restrains on the freedom of the press are greater.

They also found that the persistence of cultural affinity established by former colonial ties is borne out to a certain degree by Algerian and Syrian reporting on France, and Kuwait's reporting on Great Britain. However, these cultural ties appear to be less a determinant of news coverage than does ideological basis, for Algeria and Syria give relatively more attention to the Socialist countries.⁴⁷

Before examining the latest trend in United States international news, it seems appropriate to provide a brief historical background of the phenomenon.

According to Emery, the first attempt to gather foreign news while it was still fresh was carried out by Samuel Gilbert in 1811--although foreign news taken from European papers had previously been used in American newspapers. Gilbert and his Exchange Coffee House in Boston, supplied foreign news to interested newspapers. Later, Samuel Topliff Jr. hired correspondents in Europe to prepare dispatches he received from incoming ship

⁴⁷Nabil Dajani, and John Donohue, "Foreign News in the Arab Press: A Content Analysis of Six Arab Dailies," The Gazette, Fall 1973, pp. 155-70.

captains.⁴⁸

By 1928, Emery added, New York held the lead in foreign news gathering with David Hale, manager of the Journal of Commerce as its most enterprising new merchant.

Based on figures supplied by Mott,⁴⁹ Table III presents foreign news trend in United States papers from 1910 to 1940. While the table indicates that in general the amount of international news in the United States maintained a steady increase during the four decades examined, other studies revealed that since then United States foreign news coverage had not been impressive.

Ellison and French stated in their study of 1958 that the United States international news was not as good as it was supposed to be. They found that most foreign students felt the need for home news and that such news was not well presented and interpreted.⁵⁰

Another study reported the following weaknesses in United States newspaper's reporting of international news:

- Foreign news does not appeal to American unless it is sensational or sensationalized.

⁴⁸Edwin Emery, The Press and America, Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1962, pp. 249-51.

⁴⁹Frank L. Mott, in Wilbur Schramm, (ed.), Mass Communication, Urbana: University of Illinois Press, 1940, p. 373.

⁵⁰Jerome Ellison and Philip French, "What Foreign Students Think of Our Press," Journalism Quarterly, XXXV, 1958, pp. 184-85.

TABLE III
Foreign News and Features in 10 U.S. Papers
from 1910 to 1940

Year	Average number of column inches	Percentage of news hole
1910	50.4	3.1
1920	130.2	8.8
1930	142.8	4.8
1940	294.0	7.9

- The United States press must divide coverage among many countries.
- Most United States newspapers sell on local news.
- In general, the foreign news reported by the wire services is factual and accurate but negative, uninformed and lacking in significance and human interest.⁵¹

After conducting a pilot study in 1961, Gerbner reached the following conclusion:

Our perspective of emphasis appears at best irrelevant, at worst running counter to a tidal wave or pent-up aspirations bursting the dams of the old power structure. Our vantage point appears to be that of a grim holding operation based on remnants of the established order, preoccupied with the mechanics of a fascinating--if deadly--game of power and using the scoreboard for an agenda.⁵²

As was stated earlier, the stationing of United States reporters abroad and the content of wire services may influence international news.

A recent report about the distribution of United States overseas news staff was made by Kliesch. In his 1975 survey he found that:

- 429 full-time Americans and their foreign colleagues gathering news abroad for their American

⁵¹Kruglak, op. cit., p. 107.

⁵²George Gerbner, "Press Perspective in World Communication: A Pilot Study," Journalism Quarterly, XXXVII, 1961, p. 322.

⁵³Ralph E. Kliesch, "A Vanishing Species: The American Newsmen Abroad," Directory of the Overseas Press Club of America, New York: Overseas Press Club of America, 1975, p. 18.

employers.

- Regarding the distribution of correspondents, Europe ranked first; accounting for 54 percent of the Americans and 51 percent of all correspondents. Asia had a total of 160 journalists of which 56 percent were Americans.

- The Middle East accounted for 8 percent of United States press corps overseas. About 70 correspondents were counted in South America. Only four African countries had full-time American newsmen.

- News from Africa suffers not only from being the product of 2 percent of the full-time press corps (and 3 percent of the American correspondents), but also from the fact that the limited staffing is maldistributed.

Another way Dr. Kliesch looked at the staffing patterns was by surveying major countries covered. Table 4 summarizes the results of the 10 top countries with full-time American newsmen.

Surprisingly, from all the Arab countries only Lebanon was included. In addition, while each major region of the world was represented, no African country appeared in the lists.

TABLE IV

Top 10 Countries with American Correspondents
in 1975, 1972, and 1969

Country	1975	Country	1972	Country	1969
England	76	England	98	France	101
France	57	France	66	England	82
Japan	30	S. Vietnam	49	S. Vietnam	57
Hong Kong	27	Italy	38	Italy	39
W. Germany	27	W. Germany	37	W. Germany	36
Italy	27	Japan	26	Japan	30
USSR	18	USSR	23	Hong Kong	28
Lebanon	17	Hong Kong	18	Mexico	24
Canada	15	Mexico	17	USSR	22
Israel	15	Austria	12	Austria	17
Total	309		384		436

The Arab-Israeli Conflict and the U.S. Mass Media

The Arab-Israeli conflict actually began after the First World War, but it started to attract the attention of the U.S. media after the Second World War. In 1948 Israel was proclaimed as a Jewish state and was recognized as such by President Harry Truman. These developments occurred against the will of the Palestinian people and against the acceptance of the Arab masses.

One of many attempts to bring a solution to the Arab-Israeli conflict, was the efforts of president Anwar Al-Sadat who argued that the United States should seize the initiative through direct contacts with the P L O as well as Israel. But the Administration's hands are still tied by Henry Kissinger's 1975 pledge not to negotiate with the P L O unless the P L O recognizes Israel's right to exist. Reagan himself tends to share Prime Minister Menachem Begin's view that the P L O is a "terrorist" organization. Administration officials maintain that dealing with P L O leader Yasin Arafat at this stage would only lead to a crisis of confidence between Washington and Jerusalem and perhaps give Begin an excuse to abort the Camp David agreement to hand the Sinai back to Egypt by next year.⁵⁴

There have been several studies of the attitudes of the U.S. press toward the Middle East.

⁵⁴ _____, "Enter Professor Sadat," Newsweek, August 17, 1981, p. 33.

Asi in his study of how TV networks reported Arabs and Israelis news between 1970-79, stated that:

- On all three networks, coverage of Isarel was substantially greater than that which was received by any single Arab state.

- Israel also enjoyed much more favorable coverage than all the Arab states together. Israeli leaders enjoyed more positive coverage on the U.S. television networks than their Arab counterparts. In terms of news balance, stories about Israel were judged to be more balanced than those about the Arab states.

- Throughout the 1970s there seemed to be a slight increase in the number of stories coming from the Arab states and Israel; this occurred especially after such events as the 1973 War and president Sadat's visit to Israel in 1977. Such volume increase was uniform on all three television networks.

- Egypt emerged as the favorite among the networks compared to the other Arab states.⁵⁵

Another study of the atitutdes of three United States newspapers--the New York Times, the Washington Post, and the Detroit Free Press--over a twenty-year period with regard to the Arab-Israeli conflict was done by Janice

⁵⁵Morad Asi, "Arabs, Israelis and U.S. TV Networks: A Content Analysis of How ABC, CBS, NBC Reported the News Between 1970-79," Ph.D. Dissertation, School of Journalism, Ohio University, March 1981, p. 69.

Terry.⁵⁶

The results of this study revealed a rather consistent pro-Israeli and anti-Arab bias in the three newspapers studied. This bias had been particularly clear in editorials, cartoons and in feature stories. The study indicated that the New York Times coverage in 1968, compared with that in 1948, shows a definite drop in the total number of articles--from 735 to 211. According to this study, in 1948, 126 of the 735 articles were either pro-Israeli or anti-Arab, making a total of 17.1 percent of the Time's coverage in 1948 clearly biased in favor of Israel. In 1968 the Times published 211 articles, of which 20 were either pro-Israeli or anti-Arab, making a total of 9.5 percent of the coverage favorable to Israel. Statistics on the Washington Post were similar. However, the Detroit Free Press, while not publishing the same volume of material as the Times, tended to give much less biased coverage to the conflict.

It is important to note that much of the U.S. biased press coverage was anti-Arab in nature. Terry says⁵⁷ much of this was purely racist in tone, as a word-coding study would reveal statistically. This becomes

⁵⁶Janice Terry, "A Content Analysis of American Newspapers," The Arab World From Nationalism To Revolution, The Medina University Press International, Wilmette, Illinois, 1971, pp. 99-100.

⁵⁷Ibid.

particularly evident in the coverage and descriptions of Nasser during and after 1956. It is also clear that the press ignored the existence of the Palestinians until 1968, when the commando movement emerged.

The findings of this study show that bias does exist, even in those papers which rather consistently maintain that they present objective accounts. Since the survey covered a twenty-year period, the author believes that this bias "is not a temporary one and that it is apparent not only in times of open hostility."⁵⁸

After giving this background information, we will turn now to Research Design, Results, Summary, Conclusions and Recommendations.

⁵⁸Ibid.

Chapter 3

RESEARCH DESIGN

Selection of Papers

In this study ten American and Arabian newspapers were chosen. The selection was based on the theory that they are among those representing the best international news coverage. The major criteria for selection were: (1) geographical distribution, and (2) prestige--based on reputation and circulation. The American newspapers chosen include the New York Times, The Washington Post, the Los Angeles Times, the Chicago Tribune, all of which syndicate their own international news, and the Columbus Dispatch as a representative of American local newspapers.

On the other hand, five Arabian newspapers were chosen. They include Al-Sharg-Alawsat, Al-Ahram, Al-Safir, Al-Anba and Al-fager Algadeed. It's worthwhile to give some background about these papers.

- Al-Sharg-Alawsat, is a Saudi famous international daily which is published in London and distributed all over the world.

- Al-Ahram is the famous and the oldest daily newspaper published in Cairo, Egypt. It also has a great circulation compared to other Egyptian newspapers. It started private, but is owned now by government.

- Al-Safir is a Lebanese daily political newspaper

published in Beirut. It becomes a major source of information especially after the Israeli-Arab conflict in Lebanon.

- Al-Anba is the largest Kuwait daily newspaper. It is chosen to provide a better geographic representation in the Gulf area.

- Al-fager Algadeed is a daily political Libian newspaper. It is owned by the state and it is very much oriented toward government news.

Selection of Content

Twelve issues of each newspaper were selected randomly within the second quarter of 1981 (April-June). The rationale for this sample stemmed from the assumption that: (1) 12 issues covering the three month period seemed much more valid than, say, a 12-day cluster sample, and (2) the 12 days can be divided evenly among the three months.

A table of random numbers was used to select the issues--Monday through Saturday--with respect to American newspapers and Saturday through Thursday with respect to Arab ones. Sundays for American papers and Fridays for Arab newspapers were excluded because some newspapers have special editions. According to Stempel, Sundays are a whole separate problem, partly because Sunday papers are much larger and partly because many papers do not have

Sunday editions.¹

For the purpose of this study, the sample size-- 12 issues for each newspaper was considered as adequate. A study by Stempel found that, "increasing the sample size beyond 12 does not produce marked differences in the results."²

Operational Definition of International News

For the purpose of this study, international news was defined as materials about foreign countries and that includes straight news reports, articles, features and editorials. The study excluded cartoons and advertisements.

Selection of the Unit of Analysis

The study dealt with entire articles as the unit of analysis for international news. Stempel states that what we are asking here is simply whether we are going to consider words, statements, paragraphs, or entire articles. The answer must be related to the purpose of the study. If our objective is to find out how much coverage newspapers give to South America, it would be silly to use the word as the unit of analysis and count each mention of

¹Guido H. Stempel III and Bruce Westley, Research Methods in Mass Communication, New Jersey, Prentice-Hall, Inc., 1981, p. 125.

²Guido H. Stempel III, "Sample Size for Classifying Subject Matter in Dailies," Journalism Quarterly, 39:333-4 (1952).

South America or a South American country. We would learn as much by counting articles as by counting words, and it obviously would take considerably less work.³

The contents were analyzed on microfilm--reader screens at Ohio University. With regard to Arab newspapers, the study used the collection of daily papers at Ohio University Library as a representative sample.

Category Construction

As stated by Budd, Thorp, and Donohew:

No content analysis is better than its categories, for a system of categories is, in essence, a conceptual scheme. Further, categories differentiate and describe the content being investigated and form a crucial link between the actual counting on measuring and the larger fields of theory and concept. Also, categories are compartments with explicitly defined boundaries into which material is grouped for analysis. In addition, they are mutually exclusive if there is only one proper for each item. This means that every subject category must be completely and thoroughly defined, indicating what type of material is to be included.⁴

Stempel believes that as we set out to create a

³Stempel in Stempel and Westley op. cit., p. 122.

⁴Richard W. Budd, Robert K. Thorp, and Lewis Donohew, Content Analysis of Communication, New York: The Macmillan Company, 1967, p. 68.

set of categories, we should keep three things in mind:

1. Categories must be pertinent to the objectives of our study.
2. Categories should be functional.
3. The system of categories must be manageable. These three concepts are interrelated, he continued, and when a set of categories falls short on one of these, it is likely to fall short on all of them.⁵

With regard to the use of a category system that has been used in other studies, Stempel indicates that there are real advantages. First, you will know that it is a workable system. By looking at the results of other studies that have used the system, you will get some notion of the kinds of results that are likely. Validity and reliability will be lesser concerns. Yet, granting all this, you still may find that you need to create your own set of categories.⁶

In accordance with the above mentioned statements, each international news story was placed in one of the following three categories.

- A. Subject categories
- B. Geographic categories
- C. News source categories

⁵Stempel in Stempel and Westley, op. cit., p. 123.

⁶Stempel in Stempel and Westley, op. cit., pp. 122-23.

A. Subject Categories

Since the study dealt with subject matter coverage about the international news, Deutschmann's categories were appropriate. Only seven out of his eleven were taken into account:

1. war and defense
2. general human interests
3. economic activity
4. politics and government
5. crime
6. accident and disaster
7. and education, arts and science.

Three out of the remaining four--popular amusements, public health and welfare, and public moral problems--seemed not relevant to international news. The fourth item, science and invention, was combined into the education and classic art category.

B. Geographic Categories

In order to cover the world geographically, the study designed an appropriate category division. World areas covered were: Europe, U.S.S.R., Africa, Asia, Latin America, Australia, Canada and Mexico, U.S.A., Arab World, and Israel.

What follows is a definition of each area:⁷

⁷John Bartholomew, The Times Atlas of the World: Comprehensive Edition, New York: The New York Book Company,

Africa: All countries on the African continent and accompanying islands.

Asia: All countries on the Asian continent from Afghanistan and Pakistan through China, Japan, Indonesia and those islands that go with the continent. However, the study excluded Israel and the Soviet Union.

Canada: This embodies Canada and its islands. The study included Mexico.

U.S.A.: All countries on the South American continent and accompanying islands.

Europe: All countries on the European continent and its islands.

The Middle East, Arab World: This consists of countries from Turkey in the north to Yemen in the south. Iran in the east to Lebanon in the west.

U.S.S.R.: This comprises the Union of Soviet Socialist Republics and its islands. It's worthwhile to mention that some of these areas were separated because of their important political events (such as the Middle East, Israel and the U.S.S.R.)..

C. News Source Categories

News source categories were defined into three sources:

1. Staff
2. News Agency
3. Or Unspecified

Reliability of Coding

In content analysis two or more coders code the same material and the results are compared to determine reliability. As defined by Stempel, reliability means "Consistency of Classification."⁸ He also added that "The researcher's primary concern needs to be with what he can do to increase reliability. The first step is to work out precise definitions of categories. The second is to go over these definitions and the coding procedure generally with the coders before they begin. Trial runs should be conducted, and the responses of coders should be compared item by item. This will contribute a great deal to the development of a common frame of reference among coders."⁹

In addition to the researcher, one coder was selected for this study. The coder--a graduate student at Ohio University School of Journalism--had some experience in coding communication content. After detailed instructions, he coded selected items that were earlier coded by the researcher. The two results were compared to determine inter-coder reliability. The test yielded a 92 percent reliability, which was considered adequate for the purpose of this study. Stempel states what percent is acceptable is entirely a matter of judgment. Nevertheless, percentage

⁸Stempel in Stempel and Westley, op. cit., p. 127.

⁹Ibid.

of agreement is an accepted way of reporting reliability.¹⁰

Study Hypotheses

As indicated by Tichenor, "a primary requirement of any scientific discipline is ultimate dependence on observation and experience. This requirement holds for the reductionist and holistic perspectives as well."¹¹ He added also "The importance principle here is that regardless of one's overall perspective, one's theory must be grounded in observation at some point. Findings must stand the test of interobserver agreement and reproducibility, meaning that observers using the same procedures should get the same result.

From the background information reported earlier in this study--insufficient backgrounding of international news, the small percentage of international news reported in most American newspaper, the shortage of training and fund for Arab paper, all these factors call for the following hypotheses:

1. Arab newspapers devote much space for international than American ones.
2. Percentage of international news is less in American local papers than in national ones.
3. European news will dominate the international news

¹⁰Tichenor in Stempel and Westley, op. cit.

¹¹Ibid.

published by American and Arab press.

4. Arab newspapers rely heavily on news agencies as a major source for international news.

5. The American leading newspapers syndicate their own foreign news.

6. War and defense, politics and government will account for high percentage than other subject categories.

Chapter IV

RESULTS

International News Volume

The findings of this study support all hypotheses stated in Chapter III. Table V shows that Arab newspapers devoted larger space to international news (31.2%) than American ones (11.2%). Al-Shang-Alwasat as the "Arab International Newspaper" which is published in London and distributed all over the world, accounted for the highest percentage of all papers studied (49.6%). This finding is not surprising if we got to know that Al-Shang-Alwasat primary concern is the international news and its function is to serve as a link between Arabian and Western culture. On the other hand, Al-Ahram of Egypt obtained the least volume of foreign news with regard to Arab press and this due to its being the first newspaper in Egypt and its service to local issues. Also, the high standard of journalism in Egypt explains the volume and standard of local coverage, without affecting substantially the international news coverage. Al-fager Algadeed (Libia) accounted for 36.4%, Al-Safir (Lebanon) 27.2% and Al-Anba 25.7%.

Any attempt to understand the coverage of international news in Arab press must take into the account the following:

TABLE V
 Percentage of International News in All American and Arab Newspapers Studied

	Newspaper									
	Al-Iraq Al-Awsat	Al-Safir	Al-Fajr Al-Ghadid	Al-Nahrain	Al-Azba	The New York Times	The Washington Post	The Los Angeles Times	The Chicago Tribune	The Columbia Dispatch
Total Average Items	130.6	128.6	63.0	100.3	157.5	104.0	126.1	172.3	132.6	155.0
International News Average Items	64.8	35.0	30.2	17.8	40.5	25.6	19.2	18.3	13.0	10.0
Percentage of International News	49.6	27.2	36.4	17.1	25.7	13.9	15.2	10.6	9.8	6.5

1. The lack of well-developed local news services and trained journalists.
2. The availability of news by agencies, make journalists rely heavily on news releases without doing sincere efforts to gather their own materials.
3. Since most Arab newspapers lack freedom, to some extent, and are owned by governments, it is difficult for a paper to express its own point of view on local or foreign issues, especially if the subject opposes the government.
4. The objective international power status of a country.
5. Former cultural ties developed during the "colonial" period.
6. Present economic and political ties with foreign powers.
7. The political interests of the Arab world as a whole (the Arab-Israeli conflict).

On the other hand, The Washington Post, being very much oriented toward the federal government news and because it is located in the capital and has its own foreign correspondents, got the highest percentage in international news coverage with regard to American newspapers (15.2%). The Columbus Dispatch as a local news paper obtained the least percentage (6.5%). The New York Times accounted for (13.9%), the Los Angeles Times (10.6%)

and the Chicago Tribune (9.8%).

To understand the American newspapers international news coverage, we have to take the following into account:

1. Local monopolies and cross media ownerships and their concentration on profit-making may be a threat to the free flow of information.
2. Based upon the idea that the American readers are community oriented, newspapers try to enhance readership and to increase circulation by emphasizing local issues. Thus, many publishers have changed the content and appearance of their papers in an effort to attract new readers.
3. The U.S. news is much more thoroughly covered in the press abroad than news on foreign countries is reported in the U.S. press because the United States is seen as a super power and a major news source.
4. Editors assume their readers are not interested in international news unless a crisis concerning the United States is involved abroad. And they continue to think in terms of providing what they think readers want, rather than what they should know or might need for a full account of a day's happenings. The latest example for that was the assassination of President Anwar Al-Sadat on October 6, 1981. Immediately after the assassination the American newspapers gave intensive coverage and wide discussion about the future of American

foreign policy in the Middle East.

5. World inflationary economies and difficulties of funding in American newspapers led to a decrease in correspondents stationed in foreign countries.

In view of the fact that the five Arab newspapers devoted more of their available news space to international news than did the five American dailies, a Standard Error of Proportion test was applied to the results in order to determine the statistical significance of this study.

31.2% volume of international news in Arab
newspapers

11.2% volume of international news in American
newspapers

Difference: 20%

The difference is real (or statistically significant) if it is more than twice the standard error of the difference.

Standard Error of Difference =

$$\sqrt{\frac{(P_1)(q_1)}{D_1} + \frac{(P_2)(q_2)}{D_2}}$$

Standard Error of Difference =

$$\sqrt{\frac{(11.2)(88.8)}{60} + \frac{(31.2)(68.8)}{60}}$$

Standard Error of Difference =

$$\sqrt{\frac{994.56}{60} + \frac{2146.56}{60}}$$

Standard Error of Difference =

$$\sqrt{16.576 + 35.776}$$

Standard Error of Difference =

$$\sqrt{52.352} = 7.24$$

S.E.D. = 7.24, 2 S.E.D. = 14.48

The difference (20%) is larger than 14.48. Therefore the difference is real. Arab newspapers devote more space to international news than American papers do.

After this brief discussion and interpretation of the volume of international news in American and Arab newspapers, we turn now to talk about the Geographical distribution of the foreign news.

Geographical Distribution of International News

Breaking up foreign countries into ten regions, it could be found that both Arab and American newspapers gave more importance to news from Europe. 39.2% of international news in Arab papers came from Europe, 34.4% accounted to American press (Table VI). With regard to American

TABLE VI

Percentage of Geographical News Distribution
In All American And Arab Newspapers Analyzed

Geographical Categories	American Newspapers	Arab Newspapers
Europe	34.4	39.2
U.S.S.R.	8.1	7.3
Africa	8.9	6.5
Asia (except USSR & M.E.)	12.4	9.8
Latin America	7.6	4.3
Australia	0.6	0.5
Canada and Mexico	3.9	2.1
U.S.A.	-	20.7
Arab World	17.8	-
Israel	6.3	9.6
Total	100	100

newspapers, this finding can be explained by the close cultural, language and blood ties which must account for this great interest in news from Europe. "Colonial" and educational ties must have influenced Arab newspaper the most when covering Europe.

Taking newspapers individually, (Table VIIL) Al-Shang Al Awsat obtained the highest percentage of news from Europe and this because it is published in London and it has great interest in British news (46.2%). Al-Safir accounted for (31%) and got the least percentage with regard to Arab papers and this because it is a leftest paper in Lebenon and it has great ties with the Soviet Union. Al-Anba gave (43.2%) of its space to news from Europe. Alfager Algadeed (40.8%) and Al-Ahram (34.6%).

As reported earlier, American papers devoted much of their space to news from Europe for some considerations mentioned above. The Washington Post accounted for (43.8%), the New York Times (34.4%), the Chicago Tribune (33.3%), the Columbus Dispatch (33.3%) and the Los Angeles Times (27.3%).

Arab papers devoted less space to news from the Soviet Union and this could be explained by ideological differences, Russian position from the Arab Israeli dispute and political ties with the United States. But as a leftest paper and due to its ties with the Soviet Union, Al-Safir (Lebanon) devoted more than 14% of its foreign news space to the U.S.S.R.

TABLE VII
 Percentages of Geographical News Distribution in Individual Newspapers Studied

Newspaper

Geographical Categorization	Albany Al-Albany	Al-Suff	Al-Fajr Al-Fajr	Al-Munir Al-Munir	Al-Jumh Al-Jumh	The Star York Times	The Washington Post	The Los Angeles Times	The Chicago Tribune	The Columbia Dispatch
Europe	46.2	31.0	40.8	14.6	41.2	34.4	43.0	27.3	11.1	11.1
U.S.S.R.	3.6	14.0	5.1	5.6	7.4	6.3	5.2	1.7	15.4	10.0
Africa	4.1	0.6	7.7	2.4	2.2	7.0	5.2	12.0	2.1	14.0
Asia except U.S.S.R. and M.E.	7.5	8.1	12.7	0.4	12.3	16.4	10.6	20.0	2.1	10.0
Latin America	2.6	2.4	6.1	5.6	4.2	0.6	7.2	7.0	12.8	2.6
Australia	1.8	—	6	—	—	—	—	1.0	—	—
Canada and Mexico	2.8	2.7	2.2	—	2.2	1.2	2.1	2.2	2.6	2.6
U.S.A.	52.5	19.2	14.9	22.2	18.2	—	—	—	—	—
Arab World	—	—	—	—	—	15.6	13.0	16.4	21.1	20.0
Europe	2.9	12.2	2.2	12.2	8.7	7.0	0.2	5.5	2.6	6.7

The Arab world received a fair coverage from the American press (17.8%) and this is due to the involvement of the U.S. in the Middle East, especially as a great power in the Arab-Israeli conflict. In the same time, Arab newspapers devoted an adequate proportion for news from America (20.7%) because of its influence in cultural and political affairs (Table VI).

Asia also received a fair amount of coverage in American and Arab newspapers studied. It got (9.8%), (12.4) respectively. It may be speculated that there were more news from countries such as Japan, China or India, than there were from, say, Nepal or Burma.

While the amount of coverage might have been inadequate, South America enjoyed an increase in volume of news reported in U.S. papers (7.6%). This might be due to the involvement of the U.S. in El Salvador early this year. An early study in 1961 by Markham found that the United States newspapers devoted only 4.3% of their news holes to South American affairs. In this study, due to the lack of considerable ties between the Middle East and South America, the Arab press devoted only 4.3% of its foreign news space to this region.

Illustrating the imbalance of news flow, this study reported the United States news isolation even toward its biggest trading partner--Canada. The findings revealed that the United States papers analyzed allocated only 3.9% of their news holes to Canadian and Mexican news. In

addition, the Arab press devoted only 2.1% of its news to Canada and Mexico.

Australia is considered the least region to be covered by both American and Arab press. It was accounted only for 0.6%, 0.5% respectively. This finding indicates its isolation from the international politics.

While the percentage of news from each area may suggest the amount of coverage that region received, an analysis of the news subject categories may shed some light on the type of news that was covered.

Subject Categories

The results for all American and Arab newspapers analyzed indicate that politics and government to be the most dominant news category which accounted for 45.5% in American papers and 34.8% in the Arab ones (Table VIII). This finding should not be surprising for the following reasons:

(1) There are potentially explosive situations existing between and among many nations around the world, and (2) attempts to defuse some of these situations are made through governments' foreign relations policies which in turn generates plenty of publicity. (3) Another reason why the politics and government category was the most covered may be attributed, in the case of American papers, to the fact that the united States is involved in almost every major political crisis in the world. As such, the

Table VIII

Percentage of Subject Categories in all
American and Arab Newspapers Analyzed

Subject Categories	American Newspapers	Arab Newspapers
Politics and Government	45.5	34.8
General Human Interest	10.8	19.7
War and Defense	18.4	13.3
Economic	11.4	11.4
Crime	6.8	5.0
Accident and Disaster	4.2	5.1
Education, Arts and Science	2.9	10.7
Total	100.0	100.0

American newspapers may have attempted to keep readers informed about the United States positions regarding such international issues. In this news subject category Al-Ahram accounted for 43.1%, Alfager-Algadeed 41.4%, Al Safir 35.7%, Al Sharg Al-Awsat 28%, and Al Anba 26%. With regard to American newspapers, the New York Times obtained 53.1%, the Columbus Dispatch 50%, the Chicago Tribune 46.1%, The Washington Post 41%, and the Los Angeles Times 37.2% (Table IX).

Turning to the result about the War and Defense Category, American newspapers accounted for 18.4% while Arab papers obtained 13.3%. It is believed that War and Defense Category had gained an increasing interest among the newspapers studied. Several factors contributed to this interest--the defense competition between the U.S. and the U.S.S.R., the invasion of Afghanistan, the situation in El Salvador, and the Arab Israeli Conflict in the Middle East.

The third category, General Human Interest, accounted for higher percentage in Arab papers (19.7%) than in American ones (10.8%). The justification of this fact is that the Arab world is interested in news from the U.S., especially after the rapid growth in cultural, political and communication activities in America.

As had been hypothesized earlier, Crime, Accident and Disaster obtained the least percentage in news subject categories. This might be due to the fact that crime,

accident and disaster are not day-by-day happenings. In addition, they might be considered of a local concern.

A striking pattern emerged in the Economic News Category. Both American and Arab newspapers accounted for the same percentage 11.4%. The percentage for these two areas takes a different meaning, however, when it is realized that most of the economic news from Europe and the U.S. in the Arab press related to business and big industries. In contrast, economic news from the Arab world concerned some form of United States aid to that region.

Surprisingly, the American papers tend to give a very little attention to Education, Arts and Science news from abroad. In the same time the Arab media are giving an increasing interest to cultural news. Again, it might be the influence of American culture abroad through movies, TV and publications. In this category, the Americans seem to be satisfied with their own cultural and social life and there is no tendency from them to explore other cultures. The New York Times devoted only 3.9% of its foreign news holes to Education, Arts and Science The Washington Post 2.6% (Table IX).

Appendixes at the end of Chapter V are the summary of the all reported news categories by American and Arab newspapers studied.

The international news that was published by the newspapers analyzed was obviously reported by some source. The following section is a discussion of findings regarding

that topic.

News Source Categories

The sources of international news are perhaps the most important part of the process because without them there may not be foreign news.

Table X shows that American news papers staff contributed with 38.7% of all international news reported. Only 16.6% was the contribution of the Arab papers staff. This indicates: (1) the absence of well-trained journalists in the Arab media, (2) the heavy reliance upon news agencies (40.3%) and (3) the lack of foreign correspondents in Arab papers with regard to funding problem.

Another aspect illustrate the development of American newspapers, while Arab papers devoted more than 43.% of their foreign news to unspecified category the American's reported only 12.1%.

The New York Times and The Washington Post overseas staff supplied 60.9% and 57.3% respectively (Table XI). In all Arab newspapers studied, the contribution of the staff is reported for less than 17%.

Individual news source categories for each newspaper analyzed are found in the Appendixes.

TABLE X

Percentage Of News Source Categories
In All American And Arab Newspapers Studied

News Source Categories	American Newspapers	Arab Newspapers
Staff	38.7	16.6
News Agency	49.2	40.3
Unspecified	12.1	43.1
Total	100	100

TABLE XI
 Percentage of News Source Categories in Individual Newspapers Studied

		Newspaper									
Alabama Al-Anual	Al-Suffic	Al-Pager Al-Week	Al-Burien	Al-Ansa	The New York Times	The Washington Post	The Los Angeles Times	The Chicago Tribune	The Columbus Dispatch		
13.6	19.5	11.8	17.0	18.5	60.2	27.3	20.3	20.2	16.7		
96.0	31.8	21.4	64.6	35.8	32.0	52.8	96.5	76.2	51.2		
99.4	96.7	68.0	17.6	95.7	6.3	16.2	2.2	2.6	29.4		

Chapter V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that:

Arab newspapers, in general, devote a higher percentage of their overall space to the coverage of international news than do comparable newspapers in America. With regard to the Arab press, several reasons contribute to this finding:

- lack of developed local news services and absence of trained journalists
- reliance on wire services
- lack of freedom because most papers are government-owned or directed
- the effect of Arab-Israeli conflict
- effect of country's power status
- colonial cultural ties
- present foreign economic and political relations.

While in American newspapers other factors operate; namely:

- monopoly interests threaten free flow of information
- American readers are community oriented
- disparity of coverage of U.S. news and foreign news
- trained journalists rely less on the wire services
- American editor's underestimation of readers' interest in international news
- decrease of foreign correspondents.

The three most covered news categories in this study were: (1) Politics and Government, (2) General Human Interest, and (3) War and Defense. The Politics and Government category was the most reported in Arab and American press. The reason for that category's dominant position in this study may be aligned to the abundant reporting of diplomatic news by the newspapers analyzed. In addition, the political situation, the involvements of governments, and the conflict around the world in areas such as the Middle East, El Salvador, Afghanistan, the Far East, Poland, Ireland, and South Africa may be a contributing factor for the highest percentage accounted for this category.

Perhaps one of the major findings regarding the geographical distribution of the international news in this study is that despite a variety of political and economic engagement between the United States and many strategic regions around the world, news from Europe still dominated the foreign news that was reported by the newspapers analyzed. While the tremendous exposure that was given to European news may be related to the Commercial, Military and Cultural ties shared by that region and the United States, it seemed important that other regions should also have been given adequate coverage. Ironically, the regions that received less attention from the American newspapers analyzed were those that are in proximity to the United States.

One encouraging finding in this study was that the data analyzed debunked the hypothesis that most of the news from the Third World will be about conflicts. Further, the result probably meant that although there was relatively unbalanced coverage regarding news categories from the developing nations, news from those areas was not dominated by the reporting of negative events such as conflicts.

On the other hand, international events which in one way or another involve the big powers received a great attention in the Arab press. Europe was covered most extensively, followed by the United States in all Arab newspapers analyzed. This indicates that these countries are deeply involved in international relations and their economic and political future is seen more dependent upon the West.

In the news source phase of this study it was discovered that the Arab press rely heavily on wire services as a major source of foreign news. This might be due to the lack of developed local news services, the absence of well-trained journalists and the need for foreign correspondents in the Arab media. In the same time, the American newspapers staff had a significant contribution to all foreign news reported.

Recommendations

This study suggests the path for a more intensive future research in the field of international flow of

information. Only the percentage and news categories concerning stories from world areas were analyzed. While the volume of news from a given area may indicate the amount of coverage that area received, it may not reveal the meaning of the content such as an analysis of key phrases or sentences might. Another limitation was that this study did not specify pages. Based on the notion that only important stories get published on the front page, a separate classification of foreign stories that appear on the front pages of newspapers under analysis might be of great help.

Content analytical studies can not be understated without a link with other research methods to present a full picture of the happenings. For example, a link-up of content analysis with policy research might give us a glimpse of who is making decisions on media content (governments, vested business interests, publishers, editors) and for what purpose. Content analysis research must also be combined with political systems analyses to determine the relationship between media content and the degree of autonomy allowed by governments especially in the Third World. With the help of international organizations as UNESCO, I think, attempts should be made to complete a worldwide content analysis of newspapers to determine the international flow of information between nations.

Finally, what is most needed to promote world understanding is the elimination of existing government

barriers to the free flow of news in totalitarian countries. Of almost equal importance is the improvement of information on world affairs by providing more background material in the presentation of news. Other ways to improve flow of information may exist: (1) greater objectivity, (2) an increase in the supply of news by international wire services, (3) the exchange of journalists between newspapers of different countries, and (4) better training of journalists.

As the world is getting closer due to the revolution in the communication system and the increasing ties among among countries, we hope to see well-balanced and free information flow between nations.

BIBLIOGRAPHY

BIBLIOGRAPHY

A. Books

- Content Analysis of Communication, Richard W. Budd, Robert K. Thorp, and Lewis Donohew, New York: The Macmillan Company, 1967.
- Four Theories of the Press, Fred S. Siebert, Theodore Peterson, and Wilbur Schramm, Urbana: University of Illinois Press, 1963.
- The Arab Press, William A. Rugh, Syracuse: Syracuse University Press, 1979.
- The Arab World from Nationalism to Revolution, "A Content Analysis of American Newspapers," Janice Terry. The Medina University Press International, 1971.
- The Daily Press of the Arab States, Tom McFarland, Columbus: Ohio State University, 1953.
- Mass Communication, Wilbur Schramm, Urbana: University of Illinois Press, 1940.
- The Foreign News in American Morning Newspapers, Julian L. Woodward, New York: Columbia University Press, 1930.
- Foreign News in American Morning Newspapers, Julian L. Woodward, New York: Columbia University Press, 1930.
- The Times Atlas of the World: Comprehensive Edition, John Bartholomew, New York: The New York Book Company, 1975.
- The Middle East: A Humanistic Approach, Michael W. Kamell, Elizabeth, New Jersey: Andrews Publishing Company, 1973.
- The Press and America, Edwin Emery, New Jersey: Prentice-Hall, Inc., 1962.
- Research Methods in Mass Communication, Guido Stempel and Bruce Westley, New Jersey: Prentice-Hall Inc., 1981.

B. Articles

- Al Hester, "An Analysis of News Flow from Developed and Developing Nations," The Gazette, XVII, 1971.
- Al Hester, "Theoretical Considerations in Predicting Volume and Directions of International Information Flow," The Gazette, 1973.
- Frank L. Kaplan, "The Plight of Foreign News in the U.S. Mass Media: An Assessment," The Gazette, Vol. XXV, No. 4, 1979.
- Fred M. Heckinger, "All the News that Fits the Pattern," Harper's, CXCVIII, 1949.
- George Gerbner and George Manvanyl, "The Many Words of World's Press," Journal of Communication, XXVII, 1977.
- Gerbner, George, "Press Perspective in World Communication: A Pilot Study," Journalism Quarterly, XXXVII, 1961.
- Guido H. Stempel III, "How Newspapers Use the Associated Press Afternoon A-Wire," Journalism Quarterly, XXXXI, 1964.
- Guido H. Stempel III, "Uniformity of Wire Content of Six Michigan Dailies," Journalism Quarterly, XXXVI, 1959.
- Guido Stempel III, "Sample Size for Classifying Subject Matter in Dailies," Journalism Quarterly, 1952.
- Ibrahim Abu-Lughod, "International News in the Arabic Press: A Comparative Content Analysis," Public Opinion Quarterly, 1962.
- James W. Markham, "Foreign News in the United States and South American Press," Public Opinion Quarterly, Vol. 25, 1975. Robert U. Brown, "Shop Talk at Thirty," Editor and publisher, XCIII, 1960.
- Jerome Ellisohn and Philip French, "What Foreign Students Think of Our Press," Journalism Quarterly, XXXV, 1958.
- Jim A. Hart, "The Flow of International News Into Ohio," Journalism Quarterly, XXXVIII, 1961.
- John B. Adams, "What the Foreign Correspondent Does for A Newspaper's Readers," Journalism Quarterly, XLIII, 1966.
- Jim A. Hart, "The Flow of News between the U.S. and Canada," Journalism Quarterly, XXXX, 1963.

Jim A. Hart, "Foreign News in the U.S. and English Daily Newspapers: A Comparison," Journalism Quarterly, 1974.

"Improvement of Information, The International Press Institute Surveys, No. 1-6, Zurich, 1952.

Marlene Cuthbert, "Reaction to International News Agencies: 1930s and 1970s Compared," The Gazette, Vol. 26, 1980.

Nabil Dajani and John Donohue, "Foreign News in the Arab Press: A Content Analysis of Six Arab Dailies," The Gazette, Vol. XIX, 1973.

Nabil Dajani and John Donohue, "News Information Flow Improved," Saudi Report, Vol. 2, No. 38, Saudi Research and Marketing Inc., Houston, Texas, 1981.

Ralph E. Kliesch, "A Vanishing Species: The American Newsmen Abroad," Directory of the Overseas Press Club of America, 1975.

Ronald G. Hicks and Avishag Gordon, "Foreign News Content in Israeli and U.S. Newspapers," Journalism Quarterly, 1974.

Scott M. Cutlip, "Content and Flow of AP News - From Trunk to TTS to Reader," Journalism Quarterly, XXXI, 1954.

Theodore E. Kruglak, "'Crash' Coverage of U.S. Media in Hungary and the Middle East," Journalism Quarterly, XXXXI, 1964.

"The News from the Middle East," IPI Survey No. III, Zurich, 1954.

Verone M. Sparks, "The Flow of News Between Canada and the United States," Journalism Quarterly, 1978.

C. Newspapers

"Enter Professor Sadat," Newsweek, August 17, 1981.

"Issues that Interest the West," The Daily Times, August 8, 1977.

"The Dwindling Coverage of Foreign News," Charles B. Seib, The Washington Post, February 3, 1978.

"Trench Coats for Sale: The Eclipse of the Foreign Correspondents," Don Cook, The Saturday Review, June 24, 1978.

APPENDIXES

Percentage of Geographical, Subject and
News Source Categories of All Newspapers Studied

Appendix I

Percentage of Geographical, Subject and News Source Categories of the International News in AlSharq Al-Awsat

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	46.2	Politics & Government	28	Staff	13.6
U.S.S.R.	3.6	War & Defense	12	News Agency	46
Africa	4.1	Human Interest	24.7	Unspecified	40.4
Asia (except USSR and M.E.)	7.5	Economic	16.2	Total	100
Latin America	2.6	Crime	6.5		
Australia	1.8	Accident & Disaster	4.1		
Canada and Mexico	2.8	Education, Arts & Science	8.5		
U.S.A.	25.5	Total	100		
Arab World	-				
Israel	5.9				
Total	100				

Appendix 2
 Percentage of Geographical, Subject and News Source
 Categories of the International News in Al-Safir

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	31.	Politics & Government	35.7	Staff	19.5
U.S.S.R.	14.8	War & Defense	14.8	News Agency	33.8
Africa	8.6	Human Interest	27.1	Unspecified	46.7
Asia (except USSR and M.E.)	8.1	Economic	3.4	Total	100
Latin America	2.4	Crime	1.4		
Australia	-	Accident & Disaster	1.9		
Canada and Mexico	2.7	Education, Arts & Science	15.7		
U.S.A.	19.5	Total	100		
Arab World	-				
Isarel	12.9				
Total	100				

Appendix 3

Percentage of Geographical, Subject and News Source Categories of the International News in Alfager Algaadeed

Categories of Geographical Distribution	%
Europe	40.8
U.S.S.R.	5.1
Africa	7.7
Asia (except USSR and M.E.)	12.7
Latin America	6.1
Australia	0.6
Canada and Mexico	2.2
U.S.A.	14.9
Arab World	-
Israel	9.9
Total	100

Categories of Subjects	%
Politics & Government	41.4
War & Defense	9.9
Human Interest	7.4
Economic	14.9
Crime	9.9
Accident & Disaster	12.1
Education, Arts & Science	4.4
Total	100

News Source Categories	%
Staff	13.8
News Agency	21.4
Unspecified	64.8
Total	100

Appendix 4
 Percentage of Geographical, Subject and News Source
 Categories of the International News in Al-Ahram

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	34.6	Politics & Government	43.1	Staff	17.8
U.S.S.R.	5.6	War & Defense	13.8	News Agency	64.6
Africa	9.4	Human Interest	15.9	Unspecified	17.6
Asia (except USSR and M.E.)	8.4	Economic	9.4	Total	100
Latin America	5.6	Crime	4.7		
Australia	-	Accident & Disaster	0.9		
Canada and Mexico	-	Education, Arts & Science	12.2		
U.S.A.	25.2	Total	100		
Arab World	-				
Europe)	12.2				
Total	100				

Appendix 5
 Percentage of Geographical, Subject and News Source
 Categories of the International News in Al-Anba

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	43.2	Politics & Government	26.0	Staff	18.5
U.S.S.R.	7.4	War & Defense	16.1	News Agency	35.8
Africa	2.5	Human Interest	23.5	Unspecified	45.7
Asia (except USSR and M.E.)	12.3	Economic	13.3	Total	100
Latin America	4.9	Crime	2.5		
Australia	-	Accident & Disaster	6.2		
Canada and Mexico	2.5	Education, Arts & Science	12.4		
U.S.A.	18.5	Total	100		
Arab World	-				
Israel	8.7				
Total	100				

Appendix 6
 Percentage of Geographical, Subject and News Source
 Categories of the International News in the New York Times

<u>Categories of Geographical Distribution</u>	<u>%</u>	<u>Categories of Subjects</u>	<u>%</u>	<u>News Source Categories</u>	<u>%</u>
Europe	34.4	Politics & Government	53.1	Staff	60.9
U.S.S.R.	6.3	War & Defense	17.2	News Agency	32.8
Africa	7.0	Human Interest	11.7	Unspecified	6.3
Asia (except USSR and M.E.)	16.4	Economic	8.7	Total	100
Latin America	8.6	Crime	2.3		
Australia	-	Accident & Disaster	2.6		
Canada and Mexico	3.9	Education, Arts & Science	2.6		
U.S.A.	-	Total	100		
Arab World	15.6				
Isreal	7.8				
Total	100				

Appendix 7
 Percentage of Geographical, Subject and News Source
 Categories of the International News in The Washington Post

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	43.8	Politics & Government	41.0	Staff	57.3
U.S.S.R.	5.2	War & Defense	28.0	News Agency	25.8
Africa	5.2	Human Interest	5.2	Unspecified	16.9
Asia (except USSR and M.E.)	10.6	Economic	15.4	Total	100
Latin America	7.2	Crime	5.2		
Australia	0.9	Accident & Disaster	2.6		
Canada and Mexico	5.1	Education, Arts & Science	2.6		
U.S.A.	-	Total	100		
Arab World	13.8				
Israel	8.2				
Total	100				

Appendix 8

Percentage of Geographical, Subject and News Source Categories of the International News in The Los Angeles Times

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	27.3	Politics & Government	37.2	Staff	38.3
U.S.S.R.	3.7	War & Defense	20.0	News Agency	56.5
Africa	12.8	Human Interest	11.0	Unspecified	5.2
Asia (except USSR and M.E.)	20.0	Economic	12.8	Total	100
Latin America	7.0	Crime	9.0		
Australia	1.8	Accident & Disaster	6.3		
Canada and Mexico	5.5	Education, Arts & Science	3.7		
U.S.A.	-	Total	100		
Arab World	16.4				
Israel	5.5				
Total	100				

Appendix 9
 Percentage of Geographical, Subject and News Source
 Categories of the International News in The Chicago Tribune

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	33.3	Politics & Government	46.1	Staff	20.5
U.S.S.R.	15.4	War & Defense	20.0	News Agency	76.9
Africa	5.1	Human Interest	12.8	Unspecified	2.6
Asia (except USSR and M.E.)	5.1	Economic	8.1	Total	100
Latin America	12.8	Crime	7.7		
Australia	-	Accident & Disaster	2.6		
Canada and Mexico	2.6	Education, Arts & Science	2.7		
U.S.A.	-	Total	100		
Arab World	23.1				
Israel	2.6				
Total	100				

Appendix 10

Percentage of Geographical, Subject and News Source
Categories of the International News in The Columbus Dispatch

Categories of Geographical Distribution	%	Categories of Subjects	%	News Source Categories	%
Europe	33.3	Politics & Government	50.0	Staff	16.7
U.S.S.R.	10.0	War & Defense	6.7	News Agency	53.9
Africa	14.8	Human Interest	13.3	Unspecified	29.4
Asia (except USSR and M.E.)	10.0	Economic	10.0	Total	100
Latin America	2.6	Crime	10.0		
Australia	-	Accident & Disaster	6.4		
Canada and Mexico	2.6	Education, Arts & Science	4.6		
U.S.A.	-	Total	100		
Arab World	20.0				
Israel	6.7				
Total	100				