

Abstract

This study deals with how the editorial policy of mass media sometimes overlaps with the foreign policy of the state by adhering to the content of two mass media which are financed by the American Congress and they are: Al-Hurra (the free) satellite channel and Sawa (together) broadcasting station and analyzing their media content presented to the Arab public through their media messages, their news covering and the ideas, terminologies and implications contained in this, and the extent to which this coincides and complies with the American foreign policy and its discourse which is directed at the Arab individual.

What this study actually deals with is the relationship arising between the head in a certain state and the base in another state in order to achieve the same aims which are achieved by traditional diplomacy but in different methods and mechanisms through which the masses and the public opinion are addressed taking into consideration that the public opinion is the source of influence and power and the maker and the formulator of policies.

Media were chosen as an aspect of this "popular" or "public" diplomacy directed at the masses taking into consideration that media are the most influencing modern means in the public by virtue of the technological progress and the revolution attained by media techniques and conveying the messages which include ideas and ideologies with speed, ease and lucidity which the world has not witnessed before.

The two mass media, Al-Hurra and Sawa were chosen as they are financed by the American Congress which claims the neutrality and objective coverage of these two mass media which serve in the first place the interest of the Arab public and realize its demands and information needs. This is evident through the mottos sent by these two channels and which I want to refute through this study.

This study wants also to prove the extent to which the content presented by these two mass media is connected to the aims of American foreign policy and the American conceptualization of events, things and ideas.

The methodology of analyzing the content of the media discourse was adopted in what the two mass media present in order to prove this by choosing the two months of October and November to form the research sample whereby the contents and the ideas are extracted and supplied with examples in order to answer the research questions and proving the research hypothesis of the existence of a connection between what is presented by Al-Hurra and Sawa and the bases of the interests of the American foreign policy ,its aims and its supports.