

Thesis Abstract

The British Broadcasting Corporation (BBC) is the most famous media worldwide, has won the confidence of millions of viewers, and is considered one of the arms of the British foreign policy since its inception, despite of the repeated announcements of its editorial independence. There is no doubt that the orientation of the Western world to the Arabic mentality and culture through the media, is an important indicator to pay attention to and know its objectives, and to find media outlets that are available in English and other European languages to respond to these messages.

This thesis deals with studying the BBC as a model of the international media (the oriented), especially the Arabic section at the television. This is may be the first study, that do analysis to the television, and the first in Arabic, on the subject of news coverage of the Palestinian - Israeli conflict.

The study assumes that there are different effects on news coverage for the BBC to the Palestinian - Israeli conflict, and therefore the coverage of the news program "The world this evening," is not balanced and non-objective. In addition to trying to answer whether the coverage of the conflict is balanced (objective), and if there are any impacts and any pressure on this coverage.

The study is divided into three chapters; the first one contains the theoretical background, outline and methodology, while the second chapter deals with the media imported into the Arab region, the BBC as a model, and then examine the relationship between the British government and BBC. The third chapter deals with the content analysis of the coverage by watching the program over the period of (8 November -8 December 2008) as being the most important program of the station, where it is considered as the day's news wrap up. The analysis was based

on the content analysis as an deductive tool, and its findings were supported by literature review and many other references.

The thesis adopted the theory of the Moderate Influence of Media – setting the agenda model, which emphasizes that the media contributes to the priorities of the public, and identifies the importance of any subject.

The thesis was based on the elements of objectivity and impartiality of the media message, which are elements that exist in the editorial guidelines of the BBC: Do not distort the news by deletion or addition, separate opinion from fact, to be free from influences and priorities, mention the full the news without deleting and with equal treatment for all parties.

The results of the thesis show that the BBC was not objective and vulnerable to the Zionist lobby and the Israeli pressures exercised on it. That demonstrated by their negative behavior with their editors, who spoke about the realities of conflict that condemns the Israeli side.

In addition, the BBC didn't mention many incidents that contain violation of the international law, neglected the publication of a number of news about the daily lives of Palestinians under occupation, used the Israeli terms and vocabularies, overlooked mentioning the word "occupation", and focused on the issue of the Palestinian factions' missiles to show what is happening in Gaza strip, the siege and closure as a reaction, and as the missiles feasible or viable! The study found that the station using a descriptive neutral language contains an illegitimate "equality" between the victim and the executioner.