

The Implication of Priming and Framing Effects for News Coverage of Gaza's the Great March of Return in Arabic News Websites: A Comparison between Aljazeera and Al-Arabiya

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ABSTRACT

The aim of this study is to probe for ideological construction of news within the structure of news websites' reporting. The study focuses on news reports relating to the Great March of Return has received attention in two Arabic official websites: Aljazeera and al-Arabiya. The analysis of these news reports adheres to Entman's (1991) taxonomy of news framing. The qualitative analyses of the news of both websites showed the applicability of general characteristics of the frame including importance judgment, agency, identification, categorization and generalization. This is followed by a comparative quantitative analysis of two news reports in terms of priming, which surfaces evidence of the effect of ideology manifest in news reporting and reflected in the audiences' responses. The study concludes that the priming effect existed but in different degrees due to the different factors that might play a role.

Keywords:Framing, priming, ideology.

1. Introduction

The news media is often thought to be objective since it is believed to be a mirror of the society. Ones cannot deny the fundamental role that media plays in bridging the gap between people and what are happening in the other part of the world. Thus, without media we are literally "a frog in the well"(Morck, and Nakamura2003:367). However, it cannot be taken for granted that news is always a true representation of reality rather it is a reconstruction of reality. Based on this notion, this distinguishes what is called "core news facts" from the "frame". Whereas "the core news facts" provides answer to questions like when, where and who, "the frame" is a distinct element of news such as the headline and the introduction (De Vreese 2004:37). But the question is that to what extent the weight of frame in news contributed in priming the audience attitudes through selecting some aspects of the reality and make them more salient (Entman1993).

Therefore, the study aims at investigating psychological manipulation used by the mass media on the perception of others to serve the political interest of the countries that they are sponsoring these websites. In order to fulfil the aim, the study will make a comparison between the news frames used in the news of both Aljazeera and al-Arabiya official websites towards the Israel –Palestinian conflict on the Gaza strip in the previous few months based on Entman (1991) framework. In addition, the study will examine the effect that this news might have on priming people's attitudes and judgment. In examining these two important matters, the paper seeks answers to the following questions:

- (1) How Entman's (1991) taxonomy of news framing can be applicable to the news converge of Gaza's Great March of Return by both (Aljazeera and al-Arabiya)?
- (2) What is the effect news priming of (Aljazeera and al-Arabiya) during Gaza's Great March of Return might have on the participant's attitudes?

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The paper proceeds as follows. Section (2) provides a quick review of the term *framing* and *priming*, and some other controversial issues in relation to the overlap between the two terms. Section (3) outlines the rationale of the study. Section (4) provides the review of the related literature. Section (5) delineates the theoretical frameworks applied in the study. Section (6) describes the data upon which the analysis was based. Section (7) provides the result and discussion. Finally, section (8) concludes with some implications and recommendations.

2. Definition of term

Previous literature insisted on the overlap between the two theoretical models namely framing and priming. The idea that whether these two notions are distinct concept or they are alternative terminology refers to the same concept is still controversial. Some scholars consider them as two separate modals (Scheufele 2000; Scheufele and Tewksbury 2007), whereas other scholars considered them similar models yet not identical (McCombs 1991; Weaver 2007). Therefore, the subsequent sections are allocated to give a brief preview of the terms knowing that the study taking the stance of considering them as two different models.

2.1. Framing

The word "frame" is known to have been first posits by Bateson the (1972:191) in his well-known book "Steps to an Ecology of Mind". He defined the concept of frame from a psychological point of view as a "spatial and temporary bounding of set of interactive messages". In this sense, Bateson believed that frame is a form of metacommunicative where messages play an important role in constructing any frame. In other words, either explicit or implicit message "gives the receiver instructions or aids in his attempt to understand the messages included within the frame" (ibid. 188).

Probably the most detailed literature on framing theory comes from Entman (1991) who defines framing as the process of focusing the attention on certain event and placing them in a "frame" suited the ideology of the political actors and consequently has effect on the mind of the readers. Entman and Rojecki (1993:155) further added that journalists filter the news deliberately in a way that influence the judgment of the readers by picking out the information that they want to convey and make them highlighted in addition to obscuring the unwanted ones. Such process is called "journalists' framing judgments" which is usually influenced by the elite and powerful political sources that underlie certain ideology which in turn affect the "public participation".

The very same idea about implementing "the public's cognitive pictures" and attitudes towards authoritative figures and leaders is also called agenda-setting. McCombs (1991), for example, have argued the integration of framing and agenda-setting. He described the concept of agenda setting in way that shows entailment of the concept of framing (p:17). Similarly, Goffman (1974) associated frame analysis with "discursive analysis and agenda-setting". He described frames as "schemas" based on which people organize their everyday life experiences (Denzin and Keller 1981:55).

Nevertheless, Scheufele (2000:309) maintained that agenda setting and framing rely on two different notions. Whereas agenda-setting influenced the standard based on which the political actors being judged based on, framing influenced the audience's judgment by giving them a schema as a basis of their judgment. His notion of framing depends on the idea that journalist and other news organizations contribute in constructing reality through their works to fit their essence of the matter.

2.2. Priming

Kinder and Iyengar(1987:2) argued that priming refers to the process that shape the standard of an ordinary people in way that affect their political judgment. According to them such phenomenon occurs because lay people lack the experience and depend on outside experience that they themselves never been exposed to. Therefore, this dependency

gives the chance to the media to shape public thinking.

Tversky and Kahneman (1973:207) maintained that frequent exposure to events leads to judgmental biases, which is the core meaning of the priming. Based on their psychological analyses of the heuristic information processes, ordinary people tended to rely on a short cut strategy when they are uncertain about certain event. Therefore, they based their judgment on fresh information that can easily retrievable from “the top of their memory”.

Ewoldsen and Carpentier (2009:74) stated that the concept of media priming refers to the “short-impact” on the subsequent judgment caused by the exposure to the media. In other words, some preceding stimulus or events affected people’s reaction to the subsequent stimulus. However, according to them this effect is time bounded in the sense that the effect of prime fade within time.

2.3. Framing and priming in political news

As the terminology indicated, framing is like a “picture frame” which sets boundaries around the picture to protect it and make it distinguished. likewise, frames in political news spot the light on certain aspects either to attract the people’s attention towards them or direct their attention away from other aspects (Gamson2004:245). Therefore, part of the agenda-setting of political actors is to steer the public’s opinion through imposing their own construction of reality (Haenggli et al. 2010: 145). However, the weight of the effectiveness of a given frame can be measured by the reaction of the other actor in the public sphere (whether positive or negative). In other words, the framing is considered to be successful if it arouses a reaction from the other political actor where it is described as “stillborn” in the case of the way around. the degree of the to which a message triggered such reaction is called “resonance”. In the case of positive reaction (i.e. by supporting) towards the actor’s message then it is *consonance* (or positive resonance). In contrast to the *dissonance* (negative resonance) which shows the disagreement and the rejection of the actor’s message (Koopmans 2004:374).

As a consequence, the different images (i.e. frames) imposed by different political actors stimulate certain thoughts in the mind of the audience. Such mental connection between the given image and the audience’s latter judgment or behavior is called priming (Ewoldsen et al. 2002:97). In addition, media priming produces biased information by stereotyping social groups. Accordingly, such subjectivity of the representation “reactivated (i.e., primed) by media exposure” (Arendt2013: 831). Based on this notion, priming effect considered to be an outcome of framing (Scheufele2000: 306).

3. The significance of the study

A previous contrastive study conducted by the Palestinian journalist al Baghdadi in (2010) where she highlighted the difference in the treatment of Aljazeera and al-Arabiya websites regarding the coverage of the Israeli aggression against Palestinian people in Gaza. Her study showed how the language of media reflects political orientations of the political parties that they supported. However, the present study tackled the psychological motivation of media institutions which aims at affecting the behavior and the perception of others through manipulating the language used. More specifically the study examined the media psychology that considered a sub branch of psychology which deals with the interaction of human behavior and media. More specifically, the analyses of the study depended on two folds: framing and priming which makes the study different from al Baghdadi’s and other similar studies. Regarding the first fold, the study adopted the classification of Entman (1991) characteristics of media frame. At the end of his study, Entman (1991) recommended a further application of the taxonomy to validate the applicability of such taxonomy on other discourse. Whereas Anderson’s (1997) model of eliciting the data was adopted to examine the second folds.

4. Literature review

Entman (1991) analyzed the contrasting of news frames in the coverage of two different narratives regarding the two shooting against Korean Air Lines Flight (KAF) in (1983) and Iran Air Flight in (1988) by the military forces. In

his study, Entman argued that the act of shooting in both cases was justified by the performing nations officials. He stated that the news frame in both cases reducing the prominence given to the action by de-emphasizing the guilt of the doer and focusing on the complex problems. He provided the basic characteristics of the media text namely: importance judgment, agency, identification, categorization and generalization.

Anderson (1997) explained the strong association between priming and media violence. In his experimental study, he stated that participants who exposed to aggressive film clips reported higher levels of hostility than people who had seen a non-aggressive film clip. This result is evident by the strong correlation between aggressive experiences and negative evaluations. Accordingly, his study insisted on the influence of media priming on the latter attitudes and behavior of people related to the content being observed.

Valkenburg, Semetko and Claes (1999) investigated the impact of journalistic news frames on the readers' thoughts and recall of issues. Their study focused on examining four news frames: human interest, conflict, responsibility, and economic. The study found out that the news frames played a significant role in influencing readers' thought-listing responses. The influence could be either positive which result in better recall of story information or negative by having negative consequences for recalling the story information.

Ewoldsen, Ewoldsen and Carpentier (2002) studied the effect of the mental model approach on people's understanding of the media. They argued that the mental models approach provides an explanation of the influence of media in enhancing people's understanding and interpreting the media. According to them, a mental model can clarify media priming of both short-term media priming such as the priming of aggression-related thoughts and long-term media priming of the criteria used to judge others.

Scheufele and Tewksbury (2007) studied the potential effect of framing, agenda setting and priming on mass media. They contained that these three theoretical models are somehow related to each other, yet the fact that framing differs significantly cannot be ignored. Framing is based on the notion of how matters are attributed reported in news reports have both psychological and sociological roots. However, agenda-setting is a correlation between the issues being emphasized by the mass media and the importance being attributed to these issues by mass audience. Similarly, priming refers to the idea that how political evaluation is occurred as a result of the changing people's standard.

Al Baghdadi (2010) studied the difference of media treatment of Aljazeera and al- Arabiya towards the Israeli aggression against Palestine. In her study, she emphasized the role of linguistic exploitation on people's judgments towards certain issues unconsciously. The study showed different stances of the two websites in their word choice. For example, Israeli armies are called "*fighters*" one time and "*resisters*" another time. Similarly, the Palestinian who lost their life during the conflict are called "*dead*" one time and "*martyrs*" another time. As a result, people's judgments towards certain matter would be affected by the different representations of the same situation.

Moy, Tewksbury and Rinke (2016) insisted on the importance of the media role in influencing the individual's attitudes, cognition and behavior. The maintained that there are three main tools that are used by media in order to focus the public's attention towards certain issues namely agenda-setting, priming and framing. Therefore, the importance of these concepts is derived from media itself which functions as an engine to direct them. However, the increased awareness of how the news is formed reduced the effect of government actors and other traditional agenda builders.

5. Theoretical framework

The analysis of the data was based on Entman (1991) framework of news frames. He proposed set of properties that characterize the news text during his analyses of two news frames employed by many U.S. media coverage of two tragic misapplication of military force. At the end of his study, he recommended a further research in order to examine the applicability of these characteristics on other media contexts. He maintained that two cases are not sufficient for making generalization about media traits. These properties are: importance judgment, agency, identification, categorization and generalization. This section is devoted for giving a brief summary of each trait with illustrative

examples.

The first characteristic of news frame is importance judgments. The core idea about news framing revolved around sizing the event's importance. In other words, news can be enlarging or minimizing the elements of the reality to make them more or less salient. This can be done by intensifying coverage in terms of the number of days and the number of references to particular political figures. Agency is the second characteristic of news frame where the agent of the action is depicted by newsmagazines in different ways. This can be done by obscuring the agent by (hiding the agent, using passive voice or ambiguous language) or mentioning the agent overtly by using active form such as "*Murder in the Air*" and "*The Soviets Destroy an Airliner*", respectively (Entman 1991: 11). The Third characteristic of news is identification. The essence of this property of news frame is based on the discursive of the domain. The victims in this domain are referred to by using humanizing words that stated or implied that the victims are human being such as "*loved ones*" or they are referred to by using neutral terms such as "*travelers*" (ibid: 17). Categorization is the fourth characteristic of news frame. The notion of categorization shows that the print media label incidents either by elicit or omit moral evaluation. For example, it depends on placing the incidents that are judged to belong to a moral category in the category of criminal evil as in "*tragedy*" and "*attack*", respectively. The fifth and the last characteristic of news media is generalization. The news conveyed judgmental generalization addressed to certain political system as a whole not to specific actor. This generalization could be positive or negative such as "*the Soviet Union ... is essentially evil*" (Entman 1991: 20).

6. Methodology

The data will be collected through tracing the news stated by both Aljazeera and al-Arabiya official news websites with regards to what is called by Palestinian the Great March of Return which takes place in Gaza borders in March 2018. On 30 March 2018, a six-week campaign composed of a series of protests was launched at the Gaza Strip. The protests called for the return of Palestinian refugees and their descendants to the land they were displaced from.

The present study analyzed the news coverage of two different Arabic global news organization sponsored by different Arab countries. These are the official Arabic news website Aljazeera (<https://www.aljazeera.net>), which is sponsored by Qatar and the second is Al Arabiya official news website (<https://www.alarabiya.net>), which is sponsored by Saudi Arabia. The data were collected by tracing the news of these two news official websites addressing the conflict from the beginning till the end of the same year. The following subsections contain more details about the procedures of data collection and analyses.

6.1. Design and overview

The data were analyzed qualitatively and quantitatively. The data first analyzed qualitatively by applying Entman (1991) taxonomy of news frames. Each characteristic is identified and illustrated in separate subsections with illustrative examples. The use of qualitative analyses aims at testing the applicability of the taxonomy on different news coverage. Then the data analyzed quantitatively adopting Anderson's (1997) model of eliciting data. The participants were given selected news of both websites to read and then they were asked to fill in a questionnaire. The statistical analyses of the data help finding whether there is a significant difference of media priming on audience. It is worth mentioning that the examples used in the present study represented using a three level of representation to be more comprehensible. The examples first were displayed as they appeared in their original text (i.e. Arabic) followed by their phonetic transcription then at last their English translation.

6.2. Participants

Two-hundred undergraduate of Jordan University students participated in this study. These students are enrolled in obligatory university requirements. The choice of the such courses is not random, rather the researcher aims at selecting students of different specializations. Accordingly, the tested participants were of different specializations and

therefore different knowledge backgrounds. However, the participants were divided equally (i.e. one hundred each) and given different forms of reading news (form A and form B) (see Appendix 1 and 2) as is describe fully below when describing the background questionnaires (see Appendix 3).

6.3. Stimulus materials

As mentioned earlier the study adopted Anderson's (1997) model of eliciting data with a slight difference. Anderson's (1997) used horror movie movies as stimulus material presented to the participants and then they were asked to fill in the questionnaires to test the priming effect of hostility. However, because of the difference of the nature of the examined data (i.e. written news), the stimulus used here is reading material. The participants were divided equally in to two groups. Then, they were given one of the two forms (form A and form B) of one-page news to read (to guarantee their reading). The news in each form was taken equally from both news websites Aljazeera and al-Arabiya official news websites. These news were of similar length. The manipulated reading stimuli had different representation of viewing the same situation. In other words, they viewed Gaza people and Israeli forces once positively and another time negatively based on the news source. then the participants were asked to read them first then fill in the questionnaire. The participants were not exactly informed about the real purpose of the study in order to minimize the subjectivity in their answers. Instead, they were told that it is for the purpose of knowing the public opinion about what happened in the Great March of Return.

6.4. Background questionnaire

After being finished with the first task (reading task), the second task was distributed the background questionnaires which are written in a Likert type scale. The questionnaire was divided in to two sections: (a) section that contains negative adjective (b) the other contains positive adjectives of both parties. The participants then are asked to indicate the extent of their agreement with items of the form using rating of a five-point scale. In the case of the section that contains negative adjectives (e.g., العنف /alʔunf/ 'violence'), the scale starting from 1 (strongly disagree), 2 (disagree), 3 (neither agree nor disagree), 4 (agreed) to 5 (strongly agree). However, the scores are reversed in the case of the section that contains positive adjectives (e.g., بالهدوء/bilhudu:?'/ 'quietness') starting from 1 (strongly agree) to 5 (strongly disagree). the

6.5. Validity and reliability of the study

In order to maximize the reliability of the researcher's classification adopted by Entman (1991) taxonomy of news media, the classification was shown to three professors. Since the data is a political discourse, it was given to three experts and academics in the field.

7. Results and discussions

This section is divided in to two subsections. The first one (7.1) is devoted to answer the first research question. It attempts at examining whether Entman's (1991) taxonomy of news framing can be applicable to the news converge of Gaza's Great March of Return by both (Aljazeera and al-Arabiya). While the second subsection (7.2) is allocated to answer the second research question which addresses the possibility of the existence of news priming of (Aljazeera and al-Arabiya) during Gaza's Great March of Return on the participant's attitudes. More details about the proposed research questions are provided in the subsections below.

7.1. Properties of news frames

As mentioned earlier, the present section presents news characteristics as proposed by Entman (1991). These properties are: importance judgment, agency, identification, categorization and generalization. This section is devoted for giving a brief summary of each trait with illustrative examples.

7.1.1. Importance judgment

The core principle of importance judgment is revolved around sizing the event's importance. Stating the importance of judgment depends on intensifying or disregarding the news coverage in terms of the number of days and the number of references to particular political figures. Regarding the news coverage of the Great Return of March in Gaza, Aljazeera and al-Arabiya news websites were different in their coverage of news. In a report by Washington Post, around (18%) of Aljazeera tweets revolved around Gaza strip, whereas only (2%) of al-Arabiya tweets revolved around the same topic (arabi21.com). Accordingly, these results indicated that the issue of Gaza strip is of priority to Aljazeera.

7.1.2. Agency

One of the main problematic issues that might face journalists of news report is the use of active and passive constructions (i.e. agency). Qassim (2016:157), for example, argued that journalists are sometime deliberately omit the agent of the action (i.e. passive construction) and change the order of the sentence in order to make the statement impersonal and the participants of the action vague to the readers. Consider the difference of agency constructions between the following examples of both Aljazeera and al-Arabiya with the use of agent and agentless constructions respectively. Below are examples of news headings by Aljazeera Arabic news website where the agents of the actions are overtly appeared on the surface structure.

- (1) إسرائيل تحشد حول غزة وتنفي التوصل إلى هدنة
?isra:ʔi:Itahshudhawlaghazawatanfialtawasul ?ila: hudna
'Israel is rallying around Gaza and denying a truce'
- (2) قوات الإحتلال قمعت مسيرة العودة بأسلحة محرمة
qwa:tal?ihtila:lqamaʔat masirat alʔawdatbiʔaslihatmuḥarama
'The occupation forces suppressed the march of return with forbidden weapons'
- (3) الإحتلال يقصف غزة ويحشد دباباته قرب حدودها
al?ihtila:lyaqsifghazawayahshuddabatihiqurbahududiha
'The occupation is shelling Gaza and mobilizing tanks near its borders'
- (4) الجيش الإسرائيلي يوصي بتأجيل الحرب على غزة
aljayshalʔisra:ʔi:liyu:sibitʔji:lalharbʔala: ghaza
'The IDF recommends postponing the war on Gaza'

The previously mentioned examples show that the agents (doers) of the action are overtly appearing in the surface structure of the sentences as their syntactic subjects. Such structures are active constructions which represent the *unmarked* or neutral word order (Bohner 2001). In these sentences, the underlined subjects of the sentences إسرائيل /ʔisra:ʔi:l/ 'Israel', قوات الإحتلال /qwa:tal?ihtila:l/ 'the occupation forces', الإحتلال /al?ihtila:l/ 'the occupation', الجيش الإسرائيلي /aljayshalʔisra:ʔi:li/ 'the IDF' are stated deliberately to put more emphases on the doer of the action who is Israeli occupation force in this case. Psychologically speaking, Henley, Miller and Beazley (1995) stated that using active constructions with overtly stated subjects help in comprehending and recalling the action better compared to passive constructions. Consider the following counter examples of news headings by al-Arabiya Arabic news website where the agents of the actions are truncated (i.e. omitted).

غزة.. مقتل 4 فلسطينيين برصاص الجيش الإسرائيلي (5)

qhaza ..maqta 4 filasṭīni:nbirasa:saljaysḥal?israi:li

‘Gaza: Four Palestinians killed by Israeli army fire’

الرضيعة ليلي.. أصغر ضحية في مجزرة غزة (6)

alraḍi:ʔah layla: .. ?sgharḍaḥiya fi majzaratghaza

‘Laila .. The smallest victim in the Gaza massacre’

إصابة عشرات الفلسطينيين في جمعة "الشباب الثائر" (7)

?isabatʔashara:talfilasṭīni:n fi:jumat "alshababaltha?ir"

‘Dozens of Palestinians injured in Friday's "Rebellious Youth’

غزة.. وفاة فلسطيني متأثراً بإصابته في بيت حانون (8)

ghaza.. wafatfilasṭīni:nmutaʔthiranbi?isabatih fi: baythanu:n

‘Gaza: Death of a Palestinian from Beit Hanoun’

Unlike active constructions, passive ones, as shown above, represent the *marked* structures where there is change in the order of the sentence in a way make the agent of the sentence to be in the patient position (i.e. object) (Bohner 2001). This can be evident by looking at example (5) above in which the agent of the action الجيش الإسرائيلي /aljayshal?israi:li/ ‘Israeli army’ is dragged from its original position to be somewhere else but not to the subject position of the sentence (mostly in the patient position). In their study, Henley, Miller and Beazley (1995:63) showed that the main aim of obscuring the doer's responsibilities of the action is "to hide the agency of dominant groups for negative acts". This is the case even with the truncated passives (i.e. with omitted agent) by placing the actor in the background, and the victim in the foreground of discourse (Bohner 2001). The above examples (6, 7, and 8) show another strategy used by news writers in order to obscuring the agent of the action. In addition to playing with word order where the agent is explicitly mentioned (i.e. passive construction), they omit the agent as a whole. According to him, the strategy of deleting the doer of the action opens the way for different interpretations depends on the prior attitudes of the recipients.

7.1.3. Identification

The notion of identification can be better understood through understanding what is meant by discursive psychology. Potter and Wiggins (2007:76), for example, stated that language (both spoken and written) is not neutral rather it is a medium that accesses the mental entities to show "the attitudinal stance of the person" whether it is good or bad. Edwards and Potter (1992:77) argued that such relation between the mind and the world can be manifested through linguistic materials (i.e. texts, sentences, words and so on) and not necessary as situated actions. The following are examples of news headings of both Aljazeera and al-Arabiya which contain different linguistic elements that show the different stances of each. Below are news headings of Aljazeera during Gaza's the Great March of Return.

حلم بأن يطير فوق غزة...فارتقى شهيداً (9)

ḥalima an aṭi:rfaḥqaghaza ... f?rtaqashahi:dan

‘He dreamed of flying over Gaza ... He was martyred’

شهداء مسيرات العودة.. أيقونات النضال المعاصر (10)

shuhadaʔ masi:rat alʔwdah .. ?yqu:na:talniḍa:lalmuʔa:sir

‘The Martyrs of the Return March ..icons of contemporary struggle’

(11) جرحى برصاص الإحتلال في مسيرة العودة بقطاع غزة
 jarḥabirisasaliḥtilal fi: msi:rat alʿwdahbiqīṭaʿghaza
 ‘Wounded by the Israeli occupation in the march of return in the Gaza Strip’

(12) "القوة الغاشمة" تفتح باب مواجهة شاملة بسيناء
 “alqwahalgha:shimah” taftahbabmuwa:jahsha:milahbisayna:?
 “"Brute force" opens the door to a comprehensive confrontation in Sinai’

The underlined linguistic lexical elements in the examples above express attitudinal judgments which are both positive and negative. Examples (9 and 10) show how journalists of Aljazeera news website used positive adjectives such as شهيداً /shahi:dan/ ‘martyred’ and أيقونات /ʿyquna:t/ ‘icons’ to describe Palestinian victims during the Israeli Palestinian conflict. Whereas they use negative adjectives such as الإحتلال /aliḥtilal/ ‘Israeli occupation’ and الغاشمة /algha:shimah/ ‘brute’ as shown in examples (11 and 12) attributing Israeli army. Traditionally, it was believed that attitude is a mental cognitive process that is separated from other processes such as language. However, this believe did not last for long. Potter and Wiggins (2007), for example, argued for the importance of the language as means of expression that mirrors people's mental state. Therefore, and based on this psychological notion, these descriptive words cannot be looked at as positive and negative adjectives that might be stated arbitrary. Rather, they represent the political stances of those who sponsored these news websites through linguistic expressions. However, for more clarification, compare the previous examples to the subsequent examples by al-Arabiya news.

(13) غزة تشتعل.. صواريخ على المستوطنات ومقتل إسرائيليين
 ghazatashtaʿil .. swa:ri:khʿala: almustawṭana:twamaqṭalʿisra:ʿi:lī:n
 ‘Gaza is on fire, rockets are fired at the settlements and Israelis are killed’

(14) جرح 40 فلسطينياً بنيران الجيش الإسرائيلي في قطاع غزة
 jarah 40 falasṭi:nyanbiniranaljaysḥalʿsraili: fi: qīṭa:ʿ ghaza
 ‘40 Palestinians were injured by IDF fire in the Gaza Strip’

(15) غزة.. وفاة فلسطينيين متأثرين بجروحهما إثر "مسيرة العودة"
 ghaza ..wafa:tfilastīni:n mutʿthri:nbijuru:ḥihihima: ʿthra “masi:rat alʿawdah
 ‘Gaza: Death of Palestinians from their wounds following the "march of return”’

(16) مجزرة إسرائيلية.. 55 قتيلاً وآلاف الجرحى في غزة
 majzarah ʿisra:ʿi:lyah .. 55 qati:lanwa a:la:f aljarḥa fi ghaza
 ‘Israeli massacre .. 55 dead and thousands wounded in Gaza’

The aforementioned examples showed the side of the coin. In other words, there is a sense of legalization towards Israeli forces while Palestinian victims were referred to by neutral adjectives. Example (13) above showed that the Palestinian occupied land was referred to by using tentative words as المستوطنات /almustawṭana:t/ ‘the settlements’. Similarly, the case in example (14) above where there is a sense of legalization of the Israeli forces by calling them الجيش /aljaysḥ/ ‘IDF’ instead of Israeli forces. Unlike the case of Palestinian people who died during the conflict in Great March of Return, they were referred to by using a more neutral terms such as وفاة/wafa:t/ ‘Death’ and قتيلاً/qati:lan/ ‘dead’ as shown in examples (15) and (16) above which indicate the deliberate avoidance of showing any stances. The technique of this type which depends on the language choice of journalist is said to inject bias in the headlines of news (Kwasi, Faustina and Gifty2015).in this case a large chance of prejudice takes place.

7.1.4. Categorization

One of the characteristics of printed media is categorization which depends on labeling incidents by either eliciting or omitting moral evaluation (Entman 1991). Moral judgments are affected by different factors such as intentionality and mental states including beliefs and motives (Guglielmo 2015:12). The following examples by Aljazeera show how the mental state of the journalists reflected in the judgmental expressions of incidents.

(17) تتديد مستمر بمجزرة غزة وأوروبا تدعو للتحقق

tandi:dmustamirbimajzaratghazawa?u:ru:ba tad?u: lltahaquq

‘Continuing condemnation of the Gaza massacre and Europe calls for verification’

(18) مسيرات العودة... تاريخ من القمع الإسرائيلي

masi:rat al?awdah ... ta:ri:kh min alqam? al?sra:ʔi:li:

‘The march of return ... a history of Israeli oppression’

(19) الغارات الإسرائيلية على غزة تتجدد

Alghara:tal?isra:ʔi:lyah

‘Israeli raids on Gaza are renewed’

(20) قصف إسرائيلي على غزة يستيق فعاليات مسيرات العودة

qasif ?isra:ʔi:li: ʔala: ghazayastabiqu fa?alyatmasi:ra:t al?awdah

‘Israeli shelling of Gaza ahead of the march of return’

The choice of the underlined words in the aforementioned examples (17), (18), (19), and (20) بمجزرة /bimajzarat/ ‘massacre’, القمع /alqam?/ ‘oppression’ الغارات/alghara:t/ ‘raids’ and قصف /qasif/ ‘shelling’ is not haphazard. Rather, they reflect certain stances of the writers. They are stressed the harshness of the situations which could be represent by choosing a more tentative synonym. This can be better understood if the situation was looked at based on **Guglielmo** (2015) notion who stated that these linguistic expressions that show certain stances are the outcome of the mind. Comparing the previous examples with subsequent ones stated by al-Arabiya show the different mental state of both in their representation of the same situation.

(21) جلسة للجامعة العربية الثلاثاء لبحث التصعيد الإسرائيلي

jalsahliljamieat al?arabyahalthulatha?libahthaltas?i:d al?isra:ʔi:li:

‘A session of the Arab League on Tuesday to discuss the Israeli escalation’

(22) صحيفة إسرائيلية تحذر: مفاوضة المضربين أو انتفاضة ثالثة

Sahi:fah?isra:ʔi:lyahtuhadhir: mufa:wadatalmudribi:n?aw ?intifa:dahtha:lithah

‘Israeli newspaper warns: Negotiating strikers or a third uprising’

(23) عباس يجري اتصالات دولية لوقف العدوان على غزة

ʔaba:syujri: ?itisa:la:tduwalyahliwaqf al?udwanʔala: ghaza

‘Abbas is making international contacts to stop the aggression on Gaza’

(24) إسرائيل تضرب 3 مواقع في غزة رداً على بالونات حارقة

?isra:ʔi:ltadrib 3 mawa:qiʔ fi: ghazaradanʔala: ba:lu:na:th̄a:ri:qah
 ‘Israel hits 3 sites in Gaza in response to incendiary balloons’

On the other hand, the previous examples showed another strategy used by journalist in their viewing certain events. Sometimes journalist confined to use linguistic terms that minify moral concerns that are associated with specific moral domains (Avramova and Inbar 2013). If the underlined expressions التصعيد /altasʔi:d/ ‘escalation’, تحذّر /tuhadhir:/ ‘warns’ and العدوان /alʔudwan/ ‘the aggression’ shown in examples (21), (22), (23), and (24) used by al-Arabiya journalist compared to the ones used in the previous examples by Aljazeera, the reader would realize the difference in the moral judgments toward the same issue. As been noticed from the term choice from the already mentioned examples, the writers try to mitigate the severity of the actual situation. Accordingly, emotions function not only to amplify preexisting feelings or beliefs of what is right and wrong. Rather emotions may alter the judgment of issues or acts that were seen as immoral to be judged as moral (ibid:174).

7.1.5. Generalization

One of the defining features of news is positive/ negative tone. News headlines may contain either positive or negative generalization. However, Soroka, Nir and Fournier (2013:2) stated that people are more interested in negative news than positive news. They are more likely to consider the positive news as if they are absent news. This bias in news content can be shown through the comparison between the news heading of Aljazeera and al-Arabiya. below are examples of Aljazeera news headings.

(25) بعد عام من انطلاقها.. مسيرات العودة زخم جديد للمقاومة
 bʔda ʔa:m min ʔinʔila:qiah .. masi:rat alʔawdahzakhamjadi:dllmuqa:wamah
 ‘A year after its launch, the return marches are a new impetus for the resistance’

(26) "الوفاء لأبطال المقاومة".. شعار مسيرات العودة الجمعة
 alwafa:ʔliʔbʔa:lalmuqa:wamah .. shiʔa:rmasi:ra:t alʔawdahaljumʔah
 ‘the loyalty to the heroes of the resistance’..the logo of return of march in Friday’

(27) غزة في الطليعة دائما
 ghaza fi: alʔali:ʔ h ah daʔiman
 ‘Gaza is always at the forefront’

The previous examples (25), (26), and (27) contained positive descriptions للمقاومة /llmuqa:wamah/ ‘for the resistance’, المقاومة /almuqa:wamah/ ‘the resistance’, and الطليعة /alʔali:ʔ h/ ‘the forefront’ about the resistance of Palestinian in Gaza in general. Such descriptions do not refer to specific members of the party, rather they attribute the whole situation in general. Compare these examples to the following example by al-Arabiya.

(28) مجلس الأمن "مشلول" .. ويعجز عن التوصل لإتفاق حول غزة
 Majlisaʔammashlu:lwayaʔjazʔan altawasul liʔitifa:qhawlghaza
 ‘The Security Council is paralyzed and unable to reach an agreement on Gaza’

The example (28) used a negative adjective مشلول /mashlu:l/ ‘paralyzed’ in the description of the security council in general. Teo (2000:41) proclaimed that such generalization falls under the category of stereotyping where people evaluate others based on their certain frame of reference which is mostly difficult to change. This tendency of presupposition is called “cognitive bias” according to psychologist. Accordingly, Bias judgments can also be one type

of bias cognitive where the people's judgment is based on their own moral views (Avramova and Inbar 2013).

7.2. News priming

The primary hypothesis of the of the present study is to examine whether news coverage of different news websites (Aljazeera and al-Arabiya) affects the judgment about the primed issue (i.e. the Great March of Return in Gaza strip) reflected by the audience's evaluations. Table (1) below presents the final results of the first group which were primed by Aljazeera news.

Table 1. Results of the respondents to the Aljazeera news

TheStatement #	Stronglyagree	Agree	Neutral	Disagree	Stronglydisagree
1.	2%	2%	7%	11%	78%
2.	2%	3%	7%	26%	62%
3.	0%	2%	9%	18%	71%
4.	41%	28%	12%	10%	9%
5.	56%	28%	4%	4%	8%
6.	50%	24%	8%	11%	7%
7.	71%	16%	4%	3%	6%
8.	68%	14%	7%	6%	5%
9.	70%	17%	3%	4%	6%
10.	8%	7%	5%	12%	68%
11.	6%	4%	4%	30%	56%
12.	7%	5%	6%	22%	60%

According to these post hoc results presented in Table (1), the effect of news priming of Aljazeera news existed. Knowing that the news of Aljazeera shows a positive stance with Palestinian in Gaza during the Great March of Return which was reflected in the choice of language as it was mentioned earlier. Therefore, in response to the statements (1), (2), and (3) of the questionnaire (see Appendix 3) which contains positive adjective بحضارية /biḥadārya/ 'civilization', بشفاية /bishafa:fyā/ 'transparently' حسنة /ḥasanah/ 'good' which are attributing the behavior Israel forces, the majority replied by strongly disagree (78%), (62%), (71%), respectively. On the other hand, in responding to the negative adjective تعسفية /taʿasufya/ 'arbitrary', العنف /alʿunf/ 'violence', and بالمبالغة /bialsūba:lagha/ 'exaggeration' in describing the behavior of Israel forces mentioned in statements (4), (5), and (6) (see Appendix 3), the participants were strongly agree (41%), (56%), and (50%), respectively. Similarly, other participants choose to agree (28%), (28%), and (24%) to the same statements which considered relatively high percentages compared to the ones of disagreement.

Regarding the results related to Palestinian, the situation is pretty much the same. For positive primes, the priming effect was shown in statements (7), (8), and (9) which contain positive primes (i.e. adjectives) شرعي /sharʿi:/ 'legal', بالهدوء /bilḥudu:ʔ/ 'quietness', بإيجابية /biʔija:pyah/ 'positiveness' where the participants scored a high percentages of agreements (71%), (68%), and (70%), respectively. Similarly the case with regard the negative primes where the participants responded to the statements (10), (11), and (12) which contained negative adjectives قلق /qalaq/ 'worry', أربكت /ʔarbakat/ 'confused', سلبية /salbyah/ 'negativity' by strongly disagree in a high percentages (68%), (56%), and (60%), respectively. These results go in line with Previous studies such as Anderson (1997) and Ewoldsen, Ewoldsen and Carpentier (2002) studies which claimed the strong association between priming and media. These studies insisted on the influence of media priming on the latter attitudes and behavior of people related to the content being observed.

However, the priming effect is different in the case of al-Arabiya news which viewed the situation in Gaza during the Great March of Return in a more neutral way in terms the choice of terms and the representations of the news in this regard. The following Table (2) represents the results of the participants' responses.

Table 2. Results of the respondents to the al-Arabiya news

TheStatement #	Stronglyagree	Agree	Neutral	Disagree	Stronglydisagree
1.	7%	11%	2%	12%	68%
2.	9%	9%	3%	30%	49%
3.	12%	7%	3%	23%	55%
4.	34%	28%	6%	19%	13%
5.	46%	31%	4%	9%	10%
6.	54%	20%	8%	11%	7%
7.	52%	10%	28%	5%	5%
8.	28%	19%	34%	7%	12%
9.	38%	10%	40%	4%	8%
10.	29%	11%	2%	18%	40%
11.	25%	13%	4%	20%	38%
12.	21%	18%	7%	21%	33%

As can be seen in the aforementioned results presented in Table (2), the main effects for the priming manipulations were not significant. The participants showed a negative response towards the statements that contained positives adjectives (1), (2), and (3), describing the behavior of Israeli forces though the primed news given to them to read showed a neutral stance towards the situation as a whole. They scored a high percentages (68%), (49%), and (55%) of strongly disagree towards these statements though they contained positive adjectives like بحضارية /biḥadārya/ ‘civilization’, بشفاافية /bishafa:fyā/ ‘transparently’ حسنة /ḥasanah/ ‘good’, respectively. On the other hand, they showed a good percentage (34%), (46%), and (54%) of strongly agree in their responses to the statements (4), (5), and (6) which contain negative adjectives تعسفية /taʿasufya/ ‘arbitrary’, العنف /alʿunf/ ‘violence’, and بالمبالغة /bialsūba:lagha/ ‘exaggeration’. These results of agreements can be significant if they are added to the percentages of the participants who responded by agree (28%), (31%), and (20%) for the same statements respectively. Carpentier, Ewoldsen and Ewoldsen (2008:200) provided a justification for such phenomenon. They observed that the effect of priming depends on the recipients’ acceptance and resistance of the addressed message. If this notion is being considered, the participants’ responses towards Israeli conflicts in Gaza in this case are justifiable.

Regarding the results related to the Palestinian, for negative primes, the influence of the prime on judgment formation was not obviously exist. For example, in the responses to the statements (7), (8), and (9) containing positive adjectives شرعي /sharʿi:/ ‘legal’, بالهدوء /bilhudu:ʔ/ ‘quietness’, بإيجابية /biʔija:pyah/ ‘positiveness’, the participants showed neutral stands (28%), (34%), and (40%) although they scored a relatively high percentages as strongly agree (52%), (28%), and (38%). Likewise, the responses to the statements (10), (11), and (12) that contain negative adjectives قلق /qalaq/ ‘worry’, أربكت /ʔarbakat/ ‘confused’, سلبية /salbyah/ ‘negativity’ do not also show a big significance between the agreement and disagreements. Regarding these statements, the difference in the sum up of the strongly disagree (40%), (38%), and (33%) and disagree (18%), (20%), and (21%) is not significantly different from to the sum up of strongly agree (29%), (25%), and (21%) and agree (11%), (13%), and (18%) although the former is a bit higher in percentages. Such result dose not considered to be contradicting to the main principle of priming. However, there are factors that affect priming process such as the cognitive knowledge of the participants. Moy, Tewksbury and Rinke (2016), for example, stated that political judgment needs a highly cognitive effort. This is because the style of cognition has consequences on the priming process. Accordingly, people who enjoy effortful cognitive activities and lean new ways of thinking are better candidate to get primed because of the activation of more nodes. consequently, the increased awareness of how the news is formed reduced the effect of government actors and other traditional agenda builders.

8. Conclusion and recommendations

The study offers some insight about the different characteristics of news medias. In addition, how the language of

media can be manipulated in order to suit the ideological agendas of different political parties. This in turn has a great effect on the receivers' judgments whom they already been primed. However, the study did not tackle the issue from the perspectives of the speed of priming processes. Therefore, the study suggests that testing the issue in terms of long priming and short priming would be an interesting field for future research.

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الآثار المترتبة على تأطير و تهيئة التغطية الإخبارية لمسيرات العودة في غزة في المواقع الإخبارية العربية: (مقارنة بين الجزيرة و العربية).

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ملخص

الهدف من هذه الدراسة هو البحث عن التباين الأيديولوجي لكيفية صياغة الأخبار ضمن البنية الإخبارية لمواقع الأخبار، إذ تركز هذه الدراسة على التقارير الإخبارية المتعلقة بمسرات العودة في غزة من خلال دراسة مقارنة بين الموقعين الإخباريين لكل من قناتي الجزيرة والعربية، وتحليل هذه التقارير يلتم بتصنيف دراسة (Entman 1991) فيما يتعلق بتأطير الأخبار والإعداد و التهيئة، التحليل النوعي للأخبار في كلا الموقعين يظهر قابلية التطبيق للخصائص العامة للتأطير والتوعية والإعداد بما في ذلك: الحكم، القوة، التعريف، التصنيف، والتعميم، بالإضافة إلي ذلك، فقد اعتمدت الدراسة أيضاً التحليل الكمي المقارن لكلا الموقعين فيما يخص التهيئة والإعداد الذي يظهر تأثير الأيديولوجيا على كيفية تقديم الأخبار وانعكاسها على الجمهور، خلصت الدراسة إلى وجود أثر للإعداد والتهيئة بدرجات مختلفة لتأثير عوامل مهمة التي يمكن أن تلعب دوراً مهماً في هذا الخصوص.

الكلمات الدالة: تهيئة، تأطير، أيديولوجيا.

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