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THE PROPAGANDA USED IN ARABIC-SPEAKING ISRAELI WEBSITES TOWARDS JERUSALEM ISSUE: A COMPARATIVE ANALYTICAL STUDY

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Abstract:-

This study aimed at identifying the methods of propaganda in the Israeli Arabic-speaking websites on the issue of Jerusalem, its types and objectives, monitoring the most important contents and sources and the propaganda forms that it uses. The study is based on the descriptive research methodology that used the survey methodology, in which there are the method of content analysis, the method of the study of mutual relations and the method of methodological comparison. The study tool was in the content analysis form for the collection and classification of data and information. The study was applied to a sample of Israeli Arabic website, the Times of Israel website, and Al-masdar website, in the period from 1-7-2017 to 31-12-2017, based on the theory of "prioritization." The study reached several results, most notably: a. The goal of distorting the facts as one of the goals of Israeli propaganda ranked first) 27.4%. In the second place, the goal of beautifying the image of Israel) 23.7%. B. The method of repetition as one of the methods of Israeli propaganda ranked first (23.9%), followed by the method of distracting attention (19.3%)

Key Words: - Propaganda-Websites -Jerusalem Issue

First section

Methodological procedures in the study

Introduction:

Propaganda is one of the media methods by which the world system is directed to determine the form of the international relations according to the law of domination policy adopted by the countries of the world. Technological development has contributed to increasing the influence of propaganda on the masses. The Israeli occupation seeks through its media system to implement its plans and justify its attacks against the Palestinian people. It uses its potentials to adopt its views and to reverse or distort the facts through a propaganda system that uses various methods to guide public opinion according to its concepts and policies. Jerusalem, as the core of the Arab-Israeli conflict, has become a daily scene of events as "Israeli" attacks on the Al-Aqsa Mosque and the targeting of the Jerusalemites have intensified, in addition to the Israeli media utilization of all its capabilities to direct the propaganda, especially the electronic ones. Particularly Arabic-speaking ones, which are the subject of our study

The Israeli media, which is directed to the Palestinians in Arabic, is of great importance as it addresses the Arab and Palestinian masses and practices various propaganda methods. Hence, the idea of the study was conceived to identify the propaganda topics in the Arabic-speaking Israeli websites towards the issue of Jerusalem as well as its methods and objectives, in addition to identify the most important forms of propaganda that those websites use and means of manifestation and strengthening.

First: the most important previous studies:

The researchers reviewed a number of previous studies related to the subject of propaganda, especially the Israeli ones or those that are related to the subject of Jerusalem

1-The study of Al-Masdar (2018)¹: which aimed to identify the official Israeli bodies that are responsible for the phenomenon of propaganda exploration within the context of the events of the Great march of return in the Gaza Strip through the analysis of publications and photos published by some Israeli pages. This study found that the propaganda exploration is up to the level of a cyber-propaganda method, and that the Israeli propaganda on Facebook proceeded in a sequential way, started by collecting all the lapses, and then dealt with them by using the propaganda in order to publish them within a new informational framework that serves its discourse.

2-Abu Amer study (2018)²: which aimed at defining the frameworks and dimensions of the mental image that the Israeli media represents about the Palestinian self. This study found that the content of the Israeli media showed that the Palestinian is the aggressor while the Israeli is the one who suffers from aggression. The Israeli media presents the practices of the Israeli occupation army as a response to the Palestinian "violence"

3-Naim study (2017)³: which aimed to monitor the Israeli propaganda discourse in Arabic on the issue of the Palestinian resistance in the social networks, this study reached the conclusion that the issue of "weapon manufacturing" took the interest of the websites we are studying (15.3%) followed by the subject of "shooting fire" by the Palestinian resistance (14.7%).

4-Kohen study (2015)⁴: which aims to identify the possibility of exploiting the features of "Instagram" and to use them to serve as a propaganda tool aimed at strengthening solidarity with the agendas of the "Israeli state". This study found that there is a convergence in the major contents and concepts of Israeli occupation army on the one hand, and what is published on Instagram on the other hand, which the occupation army seeks to consolidate in the culture of the individuals in the Israeli society

5-Sheikh Ali study (2015)¹: The aim of this study is to identify the use of the Israeli media in the Gaza Strip and the gratifications achieved during the Israeli aggressions against Gaza (2008-2012). This study reveals that the majority of the Palestinian people in Gaza Strip followed the Arabic Israeli media during 2008-2012 aggressions, some followed them in Hebrew and foreign languages, the most followed means are the websites and the TV channels.

6-Musalama study (2015)²: The aim of this study is to identify the cognitive and behavioral effects on the Palestinian youth after the exposure to the Israeli media in Arabic. This study found that the cognitive effect of the Israeli media in Arabic on young people regarding giving information about the Palestinian resistance did not exceed (4%).

7-Al-Banna study (2015)³: The aim of this study is to review the historical framework of Israeli control of Jerusalem and to clarify the legal status of the city in the light of the Fourth Geneva Convention and UN resolutions. The most important conclusion of this study is that all Israeli practices towards the right of Jerusalemites are flagrant violations because of the deliberate physical and psychological harm.

8-Salhab study (2015)⁴: which aims to identify the cinematic treatment of the emergence of the city of Jerusalem in the Palestinian and Israeli narrative films. The most important finding of this study is that Israeli films focused on solving social problems rather than conflict problems.

9-SEO study (2014)⁵: The aim of this study is to analyze the images published by the Al-Qassam Brigades and the Israeli occupation army on Twitter during the aggression of 2012 against Gaza in order to determine the dimensions of visual propaganda. It found that the resistance and internal unity were at the top of the topics of "Israeli" Propaganda, while the topics of resistance and victims were at the top of the publications on the websites of Al-Qassam Brigades.

10-Al Agha study (2013)⁶: which aims to identify the roots of right wing Israeli radical thinking, follow its policy towards the city of Jerusalem and to identify its implications. The most important finding of this study is the difference between Israeli classification of its parties, from the left to the right, and the traditional classifications known in the countries of the world. The left and right expressions are often used to describe the attitudes towards the settlement process and the nature of the Arab-Israeli conflict

11-Sabbar study (2011)¹: The aim of this study is to identify the methods of Zionist propaganda directed at Arabs and Muslims after the attacks of September 11, 2001, and ways to confront them. The most important conclusion of this study is that there is a media cybernetic of most of Arab media because it, the Arab media, have been imitating the Zionist media; such as Islamic extremists, suicidal fundamentalists, and others.

12-Rima study (2011)²: The aim of this study is to identify the Israeli propaganda strategy during a war against Gaza in 2008-2009, by analyzing the opinion articles published on the website of the Jerusalem Post newspaper during the war. The most important finding of this study is the diversity of the methods of the Israeli propaganda in the Jerusalem Post; such as repetition, denial, exaggeration, the inducement of anti-Semitic feelings and the distortion of the other

The position of this study among previous studies:

The present study is similar to most of the previous studies, since it has dealt with public propaganda in general or Israeli propaganda in particular. This study was similar to some studies with regard to the handling of the issue of Jerusalem, but it is characterized by handling the methods of the Israel propaganda towards the issue of Jerusalem and it was also characterized by the samples that it examined, The Arabic-speaking Israeli websites.

Second: Study problem:

The problem of this study is to identify the Israeli propaganda in the Israeli Arabic-speaking websites towards the issue of Jerusalem and to identify its methods, objectives, topics, forms that the propaganda uses

Third: The importance of the study

- A. The importance of the study comes from the importance of the issue it addressed, namely, the issue of Jerusalem, which is the core of the Arab-Israeli conflict
- B. The seriousness of Israeli propaganda aimed at Arabs and Palestinians and its role in influencing the Arab-Israeli conflict
- C. To promote the awareness of the Palestinian society about the objectives of Israeli propaganda and its methods in Arabic-speaking webs

Fourth: Objectives and questions of the study:

The study sought to achieve the main objective of identifying the propaganda in the Arabic-speaking Israeli websites towards the issue of Jerusalem and that is through several questions:

- 1-What are the most important issues of propaganda and what are its priorities in the Israeli-Arabic websites towards Jerusalem?
- 2-What are the propaganda methods used by Israeli Arabic-speaking websites on the issue of Jerusalem?
- 3-What are the propaganda objectives used by the Israeli Arabic-speaking websites on the issue of Jerusalem?
- 4-What press releases have Arabic-speaking Israeli websites used to promote against the issue of Jerusalem?
- 5-What are the means of highlighting and the elements of support and interactive services used by Israeli-speaking Arabic websites on the issue of Jerusalem?
- 6-What are the most important aspects of agreement and difference between the sites of the study in the topics of propaganda about the issue of Jerusalem?

The theoretical framework of the study:

The two researchers relied on the theory of setting priorities (Agenda-setting theory), which is concerned with studying the reciprocal relationship between the media and the masses exposed to these methods, and thus helping them to develop perceptions of problem solving. Hence, the role of the media in setting the agenda is important because they influence the emergence of issues in the minds of individuals². These issues represent a relatively greater importance to the public than issues not raised by the media

Sixth: Type of study, Methodology and Tools

1. **Type of study:** The study adopts the descriptive approach, which aims at "portraying, analyzing and evaluating the characteristics of a specific group or position and examining the current facts regarding the nature of the phenomenon or a situation or group of events in order to obtain sufficient and accurate information about it

2. Study Methodology: this study is based on two approaches: a. Survey Methodology: "which is a systematic and scientific effort to study the phenomena of the research and to obtain the data required in a particular field¹. In this regard, the two researchers used the method of analyzing the content that describes the explicit content of the media material in terms of form and content². This is in order to reveal what the media intends to tell its audience and study its impact and priorities and to analyze the propaganda methods in the Arabic-speaking Israeli websites towards the issue of Jerusalem.

b. Correlation Approach:

"This approach seeks to study the relationships between facts that have been reached in order to identify the reasons behind some phenomena and come up with conclusions"³. The two researchers used the method of 'Methodical Comparison,' which is used to "balance two or more essentially different situations which happen in the natural context"⁴ in order to compare the propaganda methods in the Israeli Arabic-speaking websites towards the issue of Jerusalem, whether within each site or to balance the sites of the study

3. Study Tool:

The study uses the Content Analysis Tool, which is a category used in the media to describe the explicit content of the media material in terms of form and content, in order to meet the research needs and queries⁵. The study used several categories of content analysis categories (what was said) including: (Propaganda Topics, Propaganda Styles, Propaganda Goals) and form analysis category (How it was said) including: (Press Releases, Manifestation Elements, Elements of Reinforcement).

Seventh: The Study Sample and Population

a. Population of the study: It involves the Arabic-speaking Israeli news websites, such as the Times of Israel, Al-Masdar, the website of the Israeli radio station 'Radio Makan', and Israel in Arabic website). b. Sample of the study: a sample was chosen from the Arabic-speaking Israeli news websites, including

1-Sites Sample:

1/1 Times of Israel:

The site was founded in 2012 and is based in Jerusalem. The Arabic language is used to document developments in Israel, the Middle East and the Jewish community around the world. The Israeli-British David Horowitz is the editor-in-chief and the founder of the site

1/2 Al-Masdar Website:

It is a news website working from inside Israel and uses the Arabic language. The website's founding staff consists of Israelis, Jews and Arabs. The website is particularly concerned with Israeli news because the website is convinced that no news about Israel reaches the Arab reader. However, it does not ignore the hot regional issues in the Middle East. The website also presents the "Israeli" view of various issues; it is mainly directed at Arabs and Palestinians

2-Time Sample:

A sample was selected using complete census, a date collection method, for six months with both websites. The sample began from 1-7-2017 to 31-12-2017, with a total of 242 news articles for both websites, 200 press articles for Times of Israel, and 42 press articles for Al-masdar website. This time period was chosen because its beginning witnessed the installation of electronic gates in Al-Aqsa Mosque and the ensuing confrontations. At the end of this period, it was also President Donald Trump's decision to recognize Jerusalem as the capital of the Israeli state and the transfer of the US Embassy to occupied Jerusalem and the subsequent political and field events

Eighth: units of analysis, measurement and counting

A. Analysis:

The study used the following units

1-Natural unity of media material: It is the integrated media unit analyzed by the researchers, represented by all the press arts³. It is also published in Arabic-speaking Israeli websites.

2-The unity of subject or idea: It includes the idea of the subject of analysis⁴. It is the topics included in the press material focused on Israeli Arabic-speaking websites towards the issue of Jerusalem.

B. Counting and Measurement

It is a system of organized quantitative registration of content units, categories and variables, so that the content can be reconstructed in the form of numbers which help to reach quantitative results and contribute to interpretation, reasoning and achieving the objectives of the study¹. The method of counting and measurement used in this study is the frequency in which the units or classes appear

Eleventh:

Validity and Reliability Procedures a. Validity: It is related to the procedures taken in the analysis clearly and accurately such as sample selection, categorization and identification². To achieve validity, the researchers specifically

identified the categories and tools of content analysis, which fit with the nature of the study in order to achieve its objectives, and answer its questions. Then the researchers presented the content analysis form to a number of expert referees³, some media professors, where their observations were taken into consideration

b. Reliability:

The researchers re-analyzed the content for a simple and random sample of the original one⁴ within 30 (thirty) days, three months after the end of the analysis of the original sample. Then the reliability rate of the two analyses was measured using Holsti⁵. (13) The reliability rate in the Times of Israel website for all categories of analysis was 92.1%, and the rate at the source site was 92.8%, i.e. the reliability of the site analysis was 92.5%, which is high in media research

Basic Study Concepts:

1. Israeli propaganda:
2. "It is the propaganda that has been able to find out how to address people according to their social and economic levels, or according to their intellectual and doctrinal attitudes, using various methods to achieve its goals such as: maneuvering, dodging, threatening, cheating, Forgery, maximizing, repetition, imitating, sinning, addressing centers of influence, exploiting accidents"¹. The two researchers define it technically: The Israeli propaganda that the occupying state has mobilized for its success in influencing, relying on several methods, including lying, distortion, exaggeration, repetition and justification
3. Arabic-speaking Israeli websites: These are websites designed by specialists in the occupation state, and supervised directly by the Israeli military body, which aims to penetrate the Palestinian and Arab society and falsify facts and hide and beautify the image of "Israel" globally.
4. Jerusalem: It is one of the oldest historical cities in the world, more than 45 centuries old. It is also the cradle of the three heavenly religions and to which Prophet Mohammed (PBUH) was sent during the Isra and Maraj, then ascended into heaven. And Al-Aqsa Mosque, located in Jerusalem, was the first of the two Qiblaes for Muslims and the third mosque. Jerusalem was known by several names throughout the ages. The most important of these were: "Ibus, Orsalem, Elijah, Bayt al-Maqdis, Al-Quds

Second section

Findings and analysis of the analytical study

This section presents the findings of the analytical study on the topics of propaganda and its methods and objectives in the Arabic-speaking Israeli websites on the issue of Jerusalem

First: The extent of interest of the websites examined in this study towards the issue of Jerusalem:

Table (1): The extent of interest of the websites examined in this study towards the issue of Jerusalem

Times of Israel		Al-Masdar		Mainstream	
%	Recurrences	%	Recurrences	%	Recurrences
100	242	17.4%	42	82.6%	200

The data of the previous table indicate that the Times of Israel's interest in propaganda topics towards Jerusalem was much greater than Al-masdar website. The topics received 200 recurrences by 82.6% of the total number of topics in the websites examined in this study, while Al-masdar website received 42 recurrences by % 17.4

Second: The priorities of propaganda in the websites examined in this study towards the issue of Jerusalem

Table (2): The priorities of propaganda in the websites examined in this study towards the issue of Jerusalem

Websites Topics of Israeli propaganda	Times of Israel		Al-Masdar		Mainstream	
	Recurrences	%	Recurrences	%	Recurrences	%
Positions rejecting violations of the occupation	75	14.6	17	17.5	92	15.1
Moving of the embassy	55	10.7	15	15.5	70	11.5
Electronic gates	60	11.7	7	7.3	67	11
Prevent entry of worshippers	49	9.6	5	5.1	54	8.9
Arrests of Jerusalemites	46	9	5	5.1	51	8.4
Positions supportive of the Israeli occupation	35	6.8	12	12.4	47	7.7
Settlement	29	5.7	10	10.3	39	6.4
Confiscation of property and real estate	28	5.5	5	5.1	33	5.4
Protests and marches	22	4.3	8	8.2	30	4.9
Intrusions of Al-Aqsa	25	4.9	3	3.1	28	4.6
Resistance Acts	25	4.9	2	2.1	27	4.4
Martyrs and wounded	24	4.7	3	3.1	27	4.4
Demolitions	16	3.1	1	1	17	2.8
excavation	9	1.7	2	2.1	11	1.8
Expel and withdraw identities	8	1.6	0	0	8	1.3
Other	5	1	2	2.1	7	1.2
Expulsion from Jerusalem	1	0.2	0	0	1	0.2
Total	512	100	97	100	609	100

The data in the previous table indicate the following 1: The general orientation of the two websites examined in this study:

The topics of “Positions rejecting violations of the occupation forces “ ranked first by (15.1%) , followed by the topic of “Moving the embassy” in second by (11.5). The topic of “electronic gates “ranked third by (11%), followed by the rest of the topics. The issues related to the occupation measures against Jerusalem and its inhabitants were of the lowest interest (excavations by 1.8%, expulsion of Jerusalemites, withdrawal of their identities by 13% and removal of Jerusalemites from Jerusalem by (0.2%)

On a site-by-site basis

A.The Times of IsraelThe topics of positions rejecting violations of the occupation forces “ ranked first by (14.6%), followed by the topic of “electronic gates “ by (11.7%), and then came the topic of “moving of the US Embassy to Jerusalem “ in the third place by(10.7%), and then the rest of the topics

B. Al-Masdar

The topics of “ positions rejecting violations of the occupation forces “ ranked first by (17.5%), followed by the topic of “moving of the US Embassy to Jerusalem “ in second and then came the topic of “Positions supportive of the Israeli occupation” in third by (12.4%) , and then the rest of the topics.The two websites examined in this study agreed to prioritize that the topic of “positions rejecting the occupation “, while The topic of “ Acts of resistance” ranked ninth in both of the two websites examined in this study.The priorities of the two websites examined in this study differed in the topics of Israeli propaganda towards the city of Jerusalem.The topic of “ the electronic gates “ came in second place in the Times of Israel, while it came at the sixth in Al-masdar. The topic of “ the moving of the US Embassy to Jerusalem was ranked third in the Times of Israel, while ranked second in Al-masdar.The researchers find that the stand out of the positions rejecting the occupation and the moving of the US Embassy to Jerusalem in the Arabic-speakingIsraelisites reflects the interest and focus of the sites on these two issues since they are the most prominent in the Palestinian arena, coinciding with the escalation of Israeli violations towards the city of Jerusalem, , and the moving of the US Embassy and some European consulates

Third: The propaganda methods used by the Israeli Arabic-speaking websites towardsthe issue of Jerusalem

Table (3): The propaganda methods used by the two websites examined in this study towards the issue of Jerusalem

Websites Methods of Israeli propaganda	Times of Israel		Al-Masdar		Mainstream	
	Recurrences	%	Recurrences	%	Recurrences	%
Repetition	128	25	17	17.9	145	23.9
deflect attention	91	17.8	26	27.4	117	19.3
justification	78	15.2	17	17.9	95	15.6
Lying and fabrication	66	12.9	14	14.7	80	13.2
Vulnerability and sympathy	60	11.7	7	7.4	67	11
Amplification and distortion	51	9.9	7	7.4	58	9.5
Religious method	27	5.3	4	4.2	31	5.2
Humor	7	1.4	2	2.1	9	1.5
Other	4	0.8	1	1	5	0.8
Total	512	100	95	100	607	100

The data in the previous table indicate the following1:

The general orientation of the two websites examined in this study:The method of repetition as one of the methods of the Israeli propaganda ranked first by (23.9%), followed by the method of deflect attention by (19.3%), the method of justification came in third place (15.6%), and then the rest of the methods ,with the method of Humor in last Only by (1.5%.

On a site-by-site basisa.

Times of Israel:The method of repetition as one of the methods of Israeli propaganda ranked first by (25%). It was followed by the method of deflect attention by 17.8%. The method of justification followed in third place by 15.2% and then the other methods

B. Al-Masdar

The method of deflect attention ranked first by (27.4%),followed by the methods of(repetition and justification) by (17.9%) for each, and the method of lying and fabrication ranked third by (14.7%), then came the rest of the methods.The researchers find that the reason why the method of repetition is superior to the other propaganda methods is because Israel uses it to remind the world public opinion that the occupation state is fighting and

oppressed by the martyrdom operations in the city of Jerusalem, and that it is in the position of defending itself. This method was used by the occupation against the Arabs after the defeat of 1967 and the invasion of Beirut in 1982

Fourth: The objectives of the Israeli propaganda through the Arab-Israeli websites towards the issue of Jerusalem

Table (4): The objectives of the propagandain the websites examined in this study towards the issue of Jerusalem

Objectives of Israeli propaganda	Times of Israel		Al-Masdar		Mainstream	
	Recurrences	%	Recurrences	%	Recurrences	%
Distorting facts	96	27.5	20	27	116	27.4
Improving the image of Israel	79	22.6	21	28.4	100	23.6
Threat and intimidation	59	16.9	7	9.5	66	15.6
Questioning capabilities	42	12	7	9.5	49	11.6
Peaceful coexistence	24	6.8	15	20.3	39	9.2
Other	25	7.1	3	4.1	28	6.5
Sow confusion	25	7.1	1	1.2	26	6.1
Total	350	100	74	100	424	100

The data in the previous table indicate the following:

The general orientation of the two websites examined in this study

The objective to distort the facts, as one of the objectives of the Israeli propaganda, ranked in first place by (27.4%), followed by the objective to improve the image of Israel in second place by (23.6%), and the objective of threat and intimidation came in third place by (15.6%) Therest of the objectives followed, with the objective of sow confusion came in last by 6.1%

Site by site basis:A.

Times of Israel The objective to distort the facts, as one of the objectives of the Israeli propaganda, ranked in first place by (27.5%), followed by the objective to improve the image of Israel in second place by (22.6%). the objective to threat and intimidation ranked in third place by (16.9%), and the rest of the objectives followed

B. Al-Masdar:

The objective to improve the image of Israel ranked in the first place by (28.4), followed by the objective to distort the facts by (27%) and the objective of peaceful coexistence came in third place, followed by the rest of the objectives. The two websites examined in this study differed in the order of the propaganda objectives, with the objective of distorting the facts ranked first in the Times of Israel, while it came second in Al-Masdar. The objective to improve the image of Israel came in second in the Times of Israel, ranking first Al-Masdar. The researchers believe that the objective of distorting the facts confirms the occupation's exploitation of its various media in distorting facts about the Palestinian right in the city of Jerusalem and the right to defend it, using several methods to change its political, geographical and historical reality, and using Hebrew names to convince the world that it is purely Jewish. This result is in line with the findings of the study of Al-Masdar (2016)¹. The study showed that distorting the reputation of Hama's was a top priority to the Israeli propaganda. The result is also in line with the findings of the study of Wahib (2009), which showed that the United States led a misinformation campaign in Newsweek magazine to distort the picture of Iraq and its leader

Fifth: Forms of journalism used by the Arabic-speaking Israeli websites in their propaganda towards the issue of Jerusalem:

Table (5): Forms of journalism used by the websites examined in this study in its propaganda on the issue of Jerusalem

Forms of journalism	Times of Israel		Al-Masdar		Mainstream	
	Recurrences	%	Recurrences	%	Recurrences	%
Press release	97	48.5	28	66.7	125	51.6
News	81	40.5	12	28.5	93	38.4
News analysis	15	7.5	1	2.4	16	6.6
Press article	4	2	1	2.4	5	2.2
Reportage	3	1.5	0	0	3	1.2
Total	200	100	42	100	242	100

The data in the previous table indicate the following

The general orientation of the two websites examined in this study:

The press release as one of the propaganda forms of journalism used by the two websites examined in the study, ranked in the first place by (51.6%) , followed by the news by (38.4%%) and news analysis came by far in third place by (6.6%) while Reportage received only (1.2)%

Site by site basis:

A. Times of Israel:

The press release ranked first with (48.5%), followed by the news by (40.5%), the third was by far the news analysis by (7.5%), the news article ranked fourth by only (2%), and finally came the reportage by only 1.5

B. Al-Masdar:

The press report ranked first by (66.7%), followed by the news in second place by (28.5%). The news analysis and the news article evenly placed in third place by (2.4%) . The reportage did not receive any attentionThe two websites of thisstudy differed in their interest in the newspaper article, which ranked fourth in the Times of Israel while it was in the third place (bis) in Al-masdarThe researchers believe that the evolve of the art of the press release in particular and at the expense of other arts indicates that thesewebsites are paying a great attention to this (Art of interpretation) that allows its writer to express his/her opinion and give him/her the opportunity to exercise the propaganda over the audience

Sixth: Elements of manifestation used by Israeli-speaking Arabic sites with the propaganda topics on the issue of Jerusalem

Table (6): Elements of manifestation used by the study site with the issues of Jerusalem

Website		Times of Israel		Almasddar		General Trend		
		(T)	%	(T)	%	(T)	%	
Manifestation Elements	Pictures	News	168	49.3	23	41.8	191	50.3
		Personal	80	23.5	11	20	91	23.9
		Objective	59	17.3	10	18.2	69	18.1
		Aesthetic	22	6.4	7	12.7	29	7.6
		Total	329	96.5	51	92.7	380	95.9
Graphics and maps		11	3.2	3	5.5	14	3.6	
Website		Times of Israel		Almasddar		General Trend		
Manifestation Elements		(T)	%	(T)	%	(T)	%	
Graphic		1	0.3	1	1.8	2	0.5	
Total		341	100	55	100	396	100	

The data in the previous table refer to the following1: General trend

As a result of the survey, the images were ranked first (95.9%), the news images (50.3%), personal images (23.9%), the drawings and maps ranked second, %, And finally GPU by only 0.5%

On a site-by-site basis

:a. Times of Israel:

The images were ranked first with 96.5%, followed by news images (49.3%), followed by personal images (23.5%), drawings and maps came in second place with a very large difference with 3.2% Only 0.3%

.b. Al-masdar:

The images ranked first with 92.7%, the news images topped 41.8%, followed by the personal images by 20%. The drawings and maps came in second place with a very large difference with 5.5% only 1.8%.The study site agreed that the element of images ranked first, in the framework of "news images, personal, thematic, and aesthetic."The researchers believe that the study websites are very interested in the presence of the images associated with the published press materials, in view of the importance of the image in highlighting the issue of propaganda to readers and distinguish it from other subjects. This high percentage of pictures indicate the awareness of the study sites of the importance of the press image

Seventh: The reinforcement elements used by Israeli Arabic-speaking websites on the issue of Jerusalem

Table (7) elements of the reinforcement used by the study site with the propaganda topics on the issue of Jerusalem

Website Elements of reinforcement	Times of Israel		Al masdar		General Trend	
	(T)	%	(T)	%	(T)	%
Save and print	200	100	42	100	242	100
(Related Items)	200	100	42	100	242	100
(Referral Links)	200	100	7	16.7	207	85.5
Video file	45	22.5	5	11.9	50	20.7
(Shortcut)	0	0	42	100	42	17.4
Others	0	0	42	100	42	17.4
Flash	17	8.5	1	2.4	18	7.4
Infographic	5	2.5	4	9.5	9	3.7
	200	100	42	100	242	100

*Clarification: The percentage of total frequency of subjects per site as well as total was calculated.

The data in the previous table refer to the following

1: General trend:

The study sites provided elements (saving, printing, and related items) as the reinforcement elements used in the study sites with all their subjects on Jerusalem. They were ranked first by 100% each. Referral links came in second place with 85.5% of all propaganda topics in Jerusalem, 20.7% in video, 17.4% in shortcut, 7.4% in flash and 3.7% in Infographic.

On a site-by-site basis:

a. Times of Israel: The site provided elements (saving, printing, other related items, and reference links) with all its subjects about Jerusalem, and ranked first (100%) each. The video came second with 22%, Flash 8.5% and finally Infographic by 2.5%, while the short cut did not receive any attention

b. Almasdar:

The website provided elements (preservation, printing, related items, (shortcut) , and other elements) with all its subjects around Jerusalem, and ranked first (100%) each. Referral links came second with 16.7%, followed by video files (11.9%), followed by Infographic (9.5%) and Flash (2.4%). It is noted that the websites being studied are not interested in some important elements of reinforcement, such as: Infographic, (shortcut), flash and video," indicating the weakness of study sites in the use of these important elements that distinguish and highlight the topics.

Recommendations

1. Not to be affected by the suspicious terms used by the Israeli media regarding the city of Jerusalem or dealing with the Israeli terms and the adoption of the Palestinian names themselves
2. To create websites in Hebrew to encounter the danger of Israeli propaganda towards the Palestinian principles, especially Jerusalem, and provide a cadre proficient in the Hebrew language which can penetrate Israeli public opinion and the failure of their propaganda goals and confront their hostile deeds
3. To be properly aware of the strategies of the Israeli occupation government, and to draw conclusions that help to confront them or limit their impact.
4. To develop the capacity of the local and Arab media to be able to confront the Israeli propaganda against Palestinian and Arab issues, especially with regard to the Palestinian principles, especially the city of Jerusalem

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