T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE IMPACT OF NON-ARABIC MEDIA BROADCASTING IN ARABIC ON THE ARAB AUDIENCE: NEWS COVERAGE ON THE RUSSIAN-UKRAINIAN WAR IN AL-HURRAH AND RUSSIA TODAY CHANNELS (FEB. 2022 TO FEB. 2023)

MASTER'S THESIS

Mohammad Omar Mohammad HASAN

Department of Political Science and International Relations

Political Science and International Relations Program

SEPTEMBER, 2023

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SEPTEMBER, 2023

APPROVAL PAGE

DECLARATION

I hereby declare with respect that the study “The Impact of Non-Arabic Media Broadcasting in Arabic on the Arab Audience: News Coverage on the Russian-Ukrainian War in Al-Hurrah and Russia Today Channels (2022-2023)”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (06/ January/ 2023).

Mohammad Omar HASAN

FOREWORD

Long days have passed since I decided to go back to school after years of completing my bachelor's degree and being busy at work. Although these were long and difficult days, and they were not normal in many of their stages, due to the difficulty of coordinating between work and study, the credit for reaching this master's thesis was not mine alone. After thanking Allah, I have to express my thanks and gratitude to my parents who encouraged me to take this step, and to my lovely wife, who bore the greatest burden during my studies, and great thanks to my Assist. Prof. Baturay YURTBAY, who was keen to achieve more than me and was honest, professional and humane. In conclusion, praise be to Allah.

September, 2023 Mohammad Omar HASAN

THE IMPACT OF NON-ARABIC MEDIA BROADCASTING IN ARABIC ON THE ARAB AUDIENCE: NEWS COVERAGE ON THE RUSSIAN-UKRAINIAN WAR IN AL-HURRAH AND RUSSIA TODAY CHANNELS (FEB. 2022 TO FEB. 2023)

ABSTRACT

This study focuses on the impact of non-Arabic media broadcasting in Arabic on the Arab audience by employing a content analysis methodology. Specifically, it examines the news coverage of the Russian-Ukrainian War in the Al-Hurrah and Russia Today (RT) channels during the period of Feb2022- Feb2023. The study aims to explore the strategies and effects of media framing, narratives, and visual representations employed by these channels and their potential influence on the perception and understanding of the conflict among the Arab audience. Through a systematic examination of news reports and programs aired by Al-Hurrah and RT especially (Ask More program on RT, and Al-Hurrah tonight program) and both of them are current affairs shows and they are considered the main TV programs on those two channels. this study analyzes the textual and visual content to uncover patterns and differences in the portrayal of the Russian-Ukrainian War, highlighting the strategies used by each channel to convey information and shape public opinion. Insights gained from this research will provide a deeper understanding of how Al-Hurrah and RT frame and present the Russian-Ukrainian War to the Arab audience, including the emphasis placed on specific aspects of the conflict and any biases or selective representations that may impact the audience's perception of the war.

Keywords: Non-Arabic media, Arabic broadcasting, Russian-Ukrainian war, Al-Hurrah TV, Russia Today.

ARAPÇA YAYIN YAPAN ARAP OLMAYAN MEDYANIN ARAP IZLEYICILER ÜZERINDEKI ETKISI: EL-HURRA VE RUSSIA TODAY KANALLARINDA RUS-UKRAYNA SAVAŞI ÜZERINE HABER YAYINI (ŞUBAT 2022 - ŞUBAT 2023)

ÖZET

Bu çalışma, bir içerik analizi yöntemi kullanarak, Arapça olmayan medya yayınlarının Arap kullanımı üzerindeki etkisine odaklanmaktadır. Spesifik olarak, 2022-2023 döneminde Al-Hurrah ve Russia Today (RT) kanallarındaki Rus-Ukrayna Savaşı haberlerini incelemektedir. Çalışma, bu kanallar tarafından kullanılan medya çerçeveleme, anlatım ve görsel temsillerin stratejilerini ve bunlardan yararlanma ve bunların Arap ortamları arasındaki çatışmanın algılanması ve üzerinde olabilecek potansiyelleri keşfetmeyi hedefliyor. Al-Hurrah ve RT tarafından yayınlanan haberlerin ve programların sistemlerinde bir inceleme yoluyla bu çalışma, Rus-Ukrayna Savaşı'nın tasvirindeki kalıpları ve örnekleri ortaya çıkarmak için metinsel ve görsel içerik analiz ediyor ve her kanalın bilgi iletmek için kullandığını vurguluyor ve görüşmelerini şekillendirir. Bu araştırmadan elde edilen içgörüler, Al-Hurrah ve RT'nin Rus-Ukrayna Savaşı'nı Arap korumasına nasıl çerçevelendirdiği ve sağladığına dair daha derin bir anlayış savunucuları. Seyircinin savaş algısı.

Anahtar Kelimeler: Arap olmayan medya, Arap yayıncılığı, Rus-Ukrayna savaşı, Al-Hurrah TV, Russia Today

TABLE OF CONTENTS

DECLARATION ..... **i**
FOREWORD ..... **ii**
ABSTRACT ..... **iii**
ÖZET ..... **iv**
TABLE OF CONTENTS ..... **v**
LIST OF TABLES ..... **ix**
I. INTRODUCTION **1**
A. Problem Statement 3
B. Study Purpose 4
C. Methodology 4
D. Conceptual Framework 5
1. Media Influence 6
2. Cross-Cultural Communication 6
3. Media Framing 6
4. Public Opinion Formation 7
5. Media and Language 7
E. Significance of Research 7
F. Study Limitations 8
II. LITERATURE REVIEW **11**
A. Theoretical Perspectives on Media Influence 11
B. Non-Arabic Media Expansion into Arabic-Speaking Markets 11
C. News Coverage of the Russian-Ukrainian War 12
D. Audience Reception of Non-Arabic Media Broadcasting 12
E. Cultural and Political Implications 12
III. THE EVOLUTION OF MEDIA: FROM CHARACTER ASSASSINATION TO GLOBAL CONNECTION **14**
IV. BEYOND THE HEADLINES: UNDERSTANDING THE DYNAMICS OF FAKE NEWS **23**

A. Fake News 23
B. Classification/Type of Fake News 24
1. Clickbait 24
2. Propaganda 24
3. Satire and Parody 25
4. Hoaxes 25
C. Fake News Stories from The Russia-Ukraine War 25
D. Fake News and Social Media 26
E. News Framing 27
F. Fake News: From Political Propaganda to The Floating Signifier 27
G. Russia -Ukraine War 28
H. A Look at What Social Media Has Done to Counter Russia 29
I. Implications of the War in the Middle East 30
J. Media and Agendas for the Middle East and Arab Countries 31
K. The Economic Impacts of the War 32
L. The Energy Impacts of the War 33
M. The Social Effects of the War 34
N. The Cultural Effects of the War 36
O. Cultural Identity 36
P. The Ideologies Pushed from Foreign Media Channels in Arabic Countries 37
R. Labeling State-Backed Media 37
S. Media Use, Corruption, and Political Trust 38
T. Foreign Arabic-Speaking Channels 38
U. American Al-Hurrah Channel (Arabic) 40
V. Russia Today TV(Arabic) 40
W. Conflicts in the Arab World 41
V. GLOBAL NEWS, LOCAL IMPACT: THE INFLUENCE OF AL-HURRAH AND RUSSIA TODAY 43
A. AL Hurrah Tonight 43
B. Explanation of the Tables 50
C. Importance of the Table for the Study 51
VI. INFORMATION WARFARE AND SOFT POWER: NON-ARABIC MEDIA CHANNELS IN ARAB PERCEPTION 52
A. Analysis 52

1. A1 52
a. Public Diplomacy 52
b. Soft Power Projection 52
c. Information Warfare 52
d. Influence Diaspora Communities 53
e. Counterbalance Dominant Narratives 53
f. Economic Interests 53
2. A2 54
a. Russia Today (RT) 54
b. Multipolarity 54
c. Anti-Western Bias 54
d. Support for Russia's Policies 55
3. Al-Hurrah 55
a. Promotion of Democracy and US Interests 55
b. Objective Journalism with a US Perspective 55
c. Support for Moderate and Pro-US Voices 55
4. A3 55
a. Terrorism and Security Concerns 56
b. Political Developments and Elections 56
c. Socioeconomic Challenges and Development 56
d. Global Diplomacy and International Relations 56
e. Cultural and Social Trends 56
5. A4 57
a. Information Dissemination 57
b. Alternative Perspectives 57
c. Cultural Exchange 57
d. Language Education 57
e. Community Support 57
f. Public Diplomacy 58
B. Discussion 58
C. Main Arguments 59
D. Recommendations 60
VII. MEDIA INFLUENCE AND PUBLIC PERCEPTION: UNRAVELING THE IMPACT OF NON-ARABIC MEDIA IN THE ARAB WORLD 62

A. Conclusion 62
1. Results: Explain Research Questions Answers 63
a. RA1: Objectives of States in Establishing Foreign-language Media Channels 63
b. RA2: General Ideologies Presented by Media Channels to the Arab World 65
c. RA3: Prominent Thematic Motifs Disseminated to the Arab Audience Via Media Channels 66
d. RA4: Roles of Media Channels in Awareness, Culture, and Community Support 67
B. Summary of Study 69
VIII. REFERENCES 71
APPENDIX 86
RESUME……..……85

LIST OF TABLES

Table 1 (Ask more) RT TV 45
Table 2 (Al-Hurrah tonight) Al-Hurrah TV 47

I. INTRODUCTION

During the past century, the world witnessed a great change at all levels, starting with the emergence of superpowers and the collapse of others, as the world wars constituted the beginning of a new polarity in which the United States of America imposed its name as the most prominent player that dominates international decision-making through military force and technological and industrial dominance, especially with the decline of empires that were dominant before. This major change in international politics was accompanied by a change in the living patterns of societies. People have become confused as a result of these changes, especially in countries that have witnessed changes at the level of regimes as a result of losing wars directly or as an indirect result of wars that led to a change in the global system. It was natural for people to resort to searching for facts away from what politicians say in those countries. The beginning of the last century also witnessed the launch of a media outlet that constituted a major source for delivering information to the masses at that time and played a major role in influencing the masses, which is the radio, which was launched with the establishment of KDKA radio in 1920 in the United States and was followed by the British BBC two years later.

As a result of the rapid global changes at the beginning of the last century, a state of searching for democracy appeared in many societies, which led to a decline in people's confidence in officials. Therefore, it was necessary for states to rely on the media, such as printed press, magazines, and radio stations, to try to influence and direct public opinion. This led to an increase in governments' interest in the media as a means of influencing the masses and serving the agendas that governments and countries seek to implement. This is what is known as propaganda. Propaganda was an important player, especially in times of war, and an example of the use of propaganda was what Germany did through the Minister of Propaganda, Dr. Goebbels, during World War II, who introduced the propaganda system to the German war flags. On March 12, 1939, German forces entered Austria with the formation of a fifth column that was able to control the Austrian army and police forces. The German forces also distributed more than 100,000 radios to the Austrians

in order to deliver German propaganda to them, and they succeeded in that, as Austria was annexed to the Third Reich without firing a single shot. German propaganda through the media also focused on directing psychological warfare against Britain by spreading news about the futility of standing up to German forces and that victory over Germany is hopeless, and at the same time broadcasting messages to strengthen the national spirit of the Germans to increase their confidence in victory.

During these years, it became clear to governments the need for strong and mass media capable of influencing the public inside or outside the country. However, it suggests a potential issue regarding the impact of non-Arabic media broadcasting in Arabic on the Arab audience in the context of news coverage of the Russian-Ukrainian war, specifically examining the Al-Hurrah and Russia Today channels. The problem may be related to potential biases, inaccuracies, or propaganda in the news coverage, which could affect the audience's perception and understanding of the conflict. The study may also explore the role of non-Arabic media in shaping public opinion and discourse on the war in the Arab world.

This study compares and contrasts two worldwide Arabic-language media sources (Russia Today and AL-HURRA in Arabic), both of which are located in different countries but transmit to Arabic-speaking countries around the world. These are all very important inquiries into the group's origins, current beliefs, and motivations for spreading their word across the Arabic-speaking globe. In particular, this research hopes to answer the following questions:

RQ1: What are the objectives of States in establishing media channels in foreign languages and are these objectives declared?

RQ2: What general ideologies are these media channels trying to present to the Arab world?

RQ3: What are the most important current ideas that these news channels are trying to present to the Arab world regarding current world events?

RQ4: What are the roles played by these channels in the field of awareness, culture and community support?

A. Problem Statement

After the development of new communication technologies, restrictions imposed by both time and place were rendered obsolete, and internet broadcasting existed. As content from conventional forms of media was transferred to online platforms, a new sort of media began to develop (Beğendik, 2019). This sort of media ultimately resulted in the developing of a hybrid media product by concurrently providing content on many conventional channels, such as radio, television, and newspapers. Internet users could exchange enormous amounts of data as connection speeds increased, which benefited everyone involved. The sharing of images, music, and videos has become more straightforward due to this development. The growth of enormous quantities of digital data transmission and, as a result, video sharing, which demands a high internet connection, opened the door for video broadcasting over the internet. As a result of the proliferation of online video sharing, several new platforms have become available that are devoted to video-based internet broadcasting.

The problem statement of foreign-language media in politics concerns the roles, goals, and impact of media outlets that broadcast or publish content in languages other than the dominant language of a country or region on international relations and politics. This can include issues such as the influence of foreign-language media on public opinion, the role of these media outlets in shaping foreign policy, and how these media outlets may be used as tools of propaganda or disinformation by foreign governments or other actors. It can also examine the impact of foreign-language media on the communication and understanding between countries and how it affects the representation of unfamiliar cultures to the domestic audience.

The study of foreign-language media involves analyzing the roles and goals of media outlets that operate in languages other than the dominant language of a particular country or region. This can include examining how these outlets shape public opinion and influence international relations and how they are affected by government policies and regulations. Some key issues that may be studied in this field include censorship, propaganda, and the impact of technology on cross-cultural communication. Researchers may also explore the role of foreign-language media in

promoting cultural exchange and understanding between different countries and communities.

This study examines foreign-language media's roles, goals, and international relations implications in politics. However, the research does not consider that "The increasing global interconnectedness and the rise of digital technologies have led to the proliferation of foreign-language media outlets, raising questions about their role, goals, and impact on international relations and politics. Despite the growing importance of foreign-language media, there is limited research on how these outlets shape public opinion, international relations, and political discourse (Lim & Apple, 2018; Kim &Tam, 2018).

B. Study Purpose

The purpose of foreign-language media is to provide information and entertainment to individuals who speak a language other than the dominant language of a given country. These media outlets can serve a variety of roles, such as providing news and current events, promoting cultural understanding, and acting as a tool of diplomacy and soft power in international relations. The goals of foreign-language media can include informing and educating a non-native audience, fostering cultural exchange and mutual understanding, and promoting a particular country or ideology to a foreign audience. Regarding international relations, foreign-language media can be used as a tool of diplomacy and soft power, helping to shape foreign perceptions of a country and influence the behaviors of other states.

This study builds on and contributes to examining the intentions of Russia Today, Al-Hurrah Channel Arabic. These three international Arabic-language media outlets broadcast in Arabic-speaking nations but are based in different countries. Nevertheless, they are all essential questions about where they started, what they stand for now, and why they want to disseminate their message throughout the Arabic-speaking world.

C. Methodology

This study adopts a qualitative approach to generate detailed descriptions and deep insights into complex phenomena. It utilizes a simplified version of Assarroudi

et al.'s (2018) directed qualitative content analysis (DQCA) to analyze transcribed conversations. The study classifies supervisees' academic performance and identifies problems using prior research and theory (Mayring, 2000, 2014) to extract meaningful insights (Elo et al., 2014). Multiple researchers independently decode the data to ensure inter-coder dependability (Assarroudi et al., 2018). Meaning units are selected as samples, classified based on author discussions, and analyzed using qualitative content analysis (QCA) (Mayring, 2014). The study focuses on dialogue-based information and incorporates categories and patterns from Elo & Kyngäs (2008), Assarroudi et al. (2018), and Hsieh & Shannon (2005). Directed qualitative content analysis (QCA) is employed to analyze transcripts and determine boss-employee disagreements (Holsti, 1968), adapted from Assarroudi et al. (2018).

D. Conceptual Framework

Agenda Setting Theory is highly relevant to this study as it examines how media organizations, in this case, the Al-Hurrah and Russia Today channels, can influence the salience and importance of specific issues among the audience. This theory explores the ability of media to shape public opinion and determine the focus of public discourse (Duru, 2018, 67). In this study, I am investigating the impact of non-Arabic media broadcasting in Arabic on the Arab audience regarding the Russian-Ukrainian War.

By adopting the Agenda Setting Theory as my conceptual framework, I can explore how the news coverage of the war by Al-Hurrah and Russia Today channels influence the perceptions, priorities, and attitudes of the Arab audience. The theory will help me analyze the extent to which these channels set the agenda for the Arab audience in terms of what issues they consider important and how they understand the conflict.

This framework will allow me to examine the specific news coverage, framing techniques, and editorial decisions made by Al-Hurrah and Russia Today channels in shaping the audience's perception of the Russian-Ukrainian War. I can investigate the topics emphasized, the framing strategies employed, and the narratives presented in their news broadcasts. Additionally, I can explore the potential differences in agenda-setting between the two channels and the resulting effects on the Arab audience.

Overall, adopting the Agenda Setting Theory will provide a solid theoretical foundation for this study, allowing me to investigate the impact of non-Arabic media broadcasting in Arabic on the Arab audience's understanding and perceptions of the Russian-Ukrainian War. It will offer valuable insights into how these channels shape the agenda and influence the audience's knowledge and attitudes regarding the conflict during the specified time period.

The importance of adopting the Agenda Setting Theory for this study lies in its ability to provide a comprehensive framework to analyze the impact of non-Arabic media broadcasting in Arabic on the Arab audience during the Russian-Ukrainian War (Hill Kim & Scheufele & Shanahan, 2002, 7). By applying this theory, I can delve into the dynamics of media influence, specifically in terms of setting the agenda and shaping public opinion.

Understanding how media outlets like Al-Hurrah and Russia Today channels influence the Arab audience's perception and understanding of the war is crucial for several reasons:

1. Media Influence

The study will shed light on the power of media in shaping public discourse and influencing the priorities and concerns of the Arab audience. It will explore the extent to which these channels impact the audience's knowledge, attitudes, and beliefs about the Russian-Ukrainian War.

2. Cross-Cultural Communication

Investigating the impact of non-Arabic media broadcasting in Arabic on the Arab audience is significant for understanding how different cultures and societies are represented. It highlights how media shape intercultural communication, perceptions of foreign cultures, and international relations.

3. Media Framing

The study will analyze the framing techniques used by these channels in presenting the war to the Arab audience. It will explore the narrative construction,

selection of news topics, and emphasis on specific aspects, providing insights into how media framing affects the audience's interpretation of the conflict.

4. Public Opinion Formation

By examining the agenda-setting effects, the research will contribute to understanding how media can shape public opinion and influence the audience's priorities and concerns. It will provide valuable insights into the factors that drive the formation of public opinion on international conflicts.

5. Media and Language

Exploring the impact of non-Arabic media broadcasting in Arabic on the Arab audience's understanding of the war has implications for language learning, language policy, and the role of media in language acquisition. It highlights the influence of media in shaping language use and its impact on intercultural communication.

Summary: Adopting the Agenda Setting Theory in this study is important as it provides a theoretical framework to analyze the impact of non-Arabic media broadcasting in Arabic on the Arab audience's perception and understanding of the Russian-Ukrainian War. It allows for a comprehensive examination of media influence, agenda-setting effects, framing techniques, and public opinion formation, contributing to a deeper understanding of the dynamics between media, language, and cross-cultural communication.

E. Significance of Research

Using social media and TV channels to stay informed has positive and negative aspects. People seek out and consume news via social media because of its cheap cost, quick access, and fast information delivery. Conversely, it facilitates the widespread distribution of "fake news," or news of dubious veracity. The general circulation of false information might have devastating consequences for people and communities. Therefore, detecting false statements on social media is a new area of study that has garnered much interest lately. Traditional news outlets' detection algorithms could be more effective and relevant when applied to the particular features and problems of social media fake news identification. First, because fake news is purposefully designed to deceive readers into believing false information,

detecting it only based on news content is challenging and nontrivial. Additional information, such as social interactions on social media, is needed to make this judgment. Second, people's social contacts with false news generate large amounts of incomplete, unstructured, and loud data, making extracting useful information difficult (Shu et al., 2017).

However, "fake news" has been around for a while. Researchers have used it to denote various concepts, including political satire, news parody, propaganda, and even deceptive advertising (Tandoc et al., 2017). Newer research applies the term to a narrower phenomenon of lies disguised as news intended to mislead. According to Allcott and Gentzkow (2017), "news pieces that are purposely and verifiably untrue and potentially mislead readers" are examples of fake news. According to Lazer et al. (2018), the phrase "fake news" describes "material that is intentionally designed to seem like news media content but is not news in terms of its structure or its purpose." There is a focus on these definitions' format, meaning, and veracity. Fake news is misinformation that seems to be news to trick its audience into believing it is the real thing, but it is just another form of deception.

F. Study Limitations

The current study limitations are categorized and listed as follows:

1-Time constraints: The present study was conducted in the period from Feb. 2022 – Feb. 2023

2- limitations: The current study was limited to the Russia Today channel in Arabic, the AL-HURRA channel in Arabic.

The expansion of media sources that are written in other languages may have important repercussions for the politics and international relations of many countries. These channels have the potential to have an impact, both locally and globally, on the formation of public opinion and the making of political choices. On the one hand, viewers that are interested in understanding events and topics from a variety of viewpoints might find significant sources of information in foreign-language media. Foreign-language media may assist encourage cross-cultural communication and conversation by offering access to news and commentary from various countries and cultures throughout the world. This can help bridge the understanding gap that exists

between nations. On the other hand, foreign-language media may also be used as a weapon for propaganda and misinformation, notably by governments or other players that are attempting to influence public opinion in other nations. Concerns may be raised regarding the impartiality and trustworthiness of these channels when it is discovered that they are, in some instances, under the control of foreign governments or other groups, or are substantially influenced by them. Additionally, the growth of digital technology has made it simpler for media sources who publish content in a language other than English to reach viewers all over the world, especially via social media platforms. Because of this, the possibility for governments in other nations and other players to influence public opinion in other countries, notably during elections and other political events, has expanded significantly. The aims of foreign-language media outlets, the financing sources they rely on, and the editorial independence they maintain all play a part in determining the role that these outlets play and the influence they have on international politics and relations. As a consequence of this, it is essential for audiences to be critical consumers of news and information, and it is essential for policymakers to carefully evaluate the possible consequences of foreign-language media on both national security and foreign policy.

The impact that media produced in other languages has on cross-border communication cannot be overstated. The increasing globalization of economics, politics, and cultures has resulted in an increased need for credible and informative media in a variety of languages. This demand has grown increasingly widespread. The goal of foreign language media, which is a component of the global communication network, is to close the informational gaps that exist within the global media community and to encourage the development of a more nuanced comprehension of the many worldviews and cultural traditions. The provision of information and the promotion of cultural comprehension are two of the primary objectives of media produced in languages other than the native one's spoken in the country of origin. Sources of media written in a foreign language provide thoughts, ideas, and news from a variety of perspectives. This highlights multiple viewpoints, which may frequently be underrepresented in outlets that publish in the mainstream media. It is very necessary for there to be a representation in the media of the wide

range of persons and points of view that are out there in order to guarantee that every person's opinion is taken seriously.

The global scope of media in other languages has a significant impact on the dissemination of knowledge and the expansion of worldviews because of this scope. Global news and media firms are putting a greater emphasis on communication across borders, the creation of networks to exchange information, and the building of bridges between different cultures. In addition to playing an important part, the job of international media includes providing news from all over the world, boosting global connection, and fostering intercultural dialogue. In addition to this, organizations who produce media in other languages provide a novel viewpoint on the happenings across the world as well as the difficulties that people everywhere must overcome. They give essential information on political, social, environmental, and economic problems, posing a challenge to the dominance of mainstream media. Media outlets that are published in languages other than English give a place in which global concerns may be addressed and worldwide networks can be expanded. This is an extremely important factor in the formation of foreign relationships and the growth of cultural comprehension. In a nutshell, media in languages other than English play an important part in the process of developing the communication landscape of today's globally linked globe. The purpose of media in a foreign language is to allow communication that is not limited by language or culture. This is accomplished through fostering cultural contact and understanding and increasing connectedness between people of different backgrounds. Because of its worldwide scope, foreign language media is in a unique position to provide alternative points of view on issues and events taking place on a global scale, posing a competition to more conventional forms of media in terms of their role as information providers. Building global networks and making it easier for people from different cultures to communicate with one another and work together requires the continuing expansion of media sources written in other languages.

II. LITERATURE REVIEW

This literature review examines the impact of non-Arabic media broadcasting in Arabic on the Arab audience, focusing on news coverage of the Russian-Ukrainian War in Al-Hurrah and Russia Today channels between February 2022 and February 2023. The objective is to gain insights into the influence of these channels on the Arab audience's perceptions, attitudes, and understanding of the conflict. By reviewing existing literature, this study aims to provide a comprehensive understanding of the dynamics between non-Arabic media broadcasting, news coverage, and the Arab audience.

A. Theoretical Perspectives on Media Influence

This section presents theoretical frameworks that explain media effects and audience reception. The cultivation theory by Gerbner and Gross highlights the long-term effects of media exposure on viewers' perceptions (Shrum, 2017: 1). The agenda-setting theory by McCombs and Shaw discusses the media's ability to shape public opinion by influencing what issues are deemed important. (McCombs et al., 1997). These theoretical perspectives provide a foundation for understanding the potential impact of non-Arabic media broadcasting on the Arab audience.

B. Non-Arabic Media Expansion into Arabic-Speaking Markets

This section reviews literature on the global expansion of non-Arabic media outlets targeting Arab audiences. It explores the motivations behind this expansion, such as political influence, soft power projection, and economic interests. The works of scholars like Noha Mellor and Marwan M. Kraidy shed light on the strategies employed by non-Arabic media channels to reach and engage Arab viewers, including language localization and cultural adaptation (El Mkaouar, 2016).

C. News Coverage of the Russian-Ukrainian War

This section analyses the media coverage of the Russian-Ukrainian War in international news outlets, providing insights into the framing, narratives, and biases observed in the reporting. Studies have explored how news media shape public opinion and influence perceptions of conflicts (Selvarajah & Fiorito, 2023). By examining the coverage of the Russian-Ukrainian War, we can gain a broader understanding of the media landscape and its potential impact on the Arab audience's perception of the conflict. This analysis sets the context for understanding the specific news coverage by Al-Hurrah and Russia Today channels, allowing for a comparative assessment of their reporting styles, narratives, and potential biases.

D. Audience Reception of Non-Arabic Media Broadcasting

This section explores the attitudes and perceptions of the Arab audience towards non-Arabic media channels, particularly in the context of news consumption. It investigates how Arab viewers engage with and interpret news from different sources, including non-Arabic channels. Factors such as trust, credibility, and perceived biases play a significant role in shaping audience reception. Understanding the preferences and responses of the Arab audience towards non-Arabic media broadcasting is crucial for assessing the impact and influence of these channels on their perceptions of news events, including the Russian-Ukrainian War coverage. By examining audience reception, we gain insights into how the Arab audience navigates through the complex media landscape and how their interpretations may be influenced by factors beyond linguistic accessibility.

E. Cultural and Political Implications

This section delves into the cultural, social, and political implications of non-Arabic media influence on Arab societies. It explores how the expansion of non-Arabic media outlets targeting Arab audiences impacts cultural identities and societal dynamics. The globalization of media raises questions about the preservation of cultural values and norms in the face of foreign influences (Siochrú, 2004). Additionally, the potential biases or manipulation of news coverage by non-Arabic media channels can have significant political implications, shaping public opinion

and potentially influencing policy-making processes. By examining the broader cultural and political ramifications, we can better understand the multifaceted impacts of non-Arabic media broadcasting in Arabic on the Arab audience in relation to news coverage of the Russian-Ukrainian War.

Summary: This literature review focuses on the impact of non-Arabic media broadcasting in Arabic on the Arab audience, specifically examining news coverage of the Russian-Ukrainian War in Al-Hurrah and Russia Today channels from February 2022 to February 2023. The review begins by discussing theoretical frameworks on media influence and audience reception. It then explores the expansion of non-Arabic media into Arabic-speaking markets and provides an overview of the Arabic media landscape and Arabic-language channels, considering issues of content, popularity, and quality of news coverage. The review further examines media coverage of the Russian-Ukrainian War in international news outlets, analyzing framing, narratives, and potential biases. Additionally, it investigates the attitudes and perceptions of the Arab audience towards non-Arabic media channels, emphasizing factors like trust, credibility, and reception of news from different sources. The review concludes by exploring the cultural and political implications of non-Arabic media influence on Arab societies, considering the potential impact on cultural identities, public opinion, and policy-making processes. This literature review provides a comprehensive understanding of the complex dynamics between non-Arabic media broadcasting, news coverage, and the Arab audience, contributing to a nuanced understanding of the topic and setting the foundation for further research.

III. The Evolution of Media: From Character Assassination to Global Connection"

During the past century, the media has become an important tool for governments not only to direct external messages, but also has become a weapon in the hands of political parties and individuals in order to serve internal agendas, whether in elections or to weaken competing entities or individuals, which later formed the nucleus for the emergence of what is known as Character assassination is an attempt to discredit the person. It may involve exaggeration or misrepresentation of half-truths or manipulation of facts to present an incorrect picture of the target person or entity. It is a form of defamation and can be a form of personalization.

In light of all these facts, interest in the mass media has become a matter of course, and the press has largely shaped the economic, political and social landscape of society. The mass media facilitated the dissemination of information, whether it be news, ratings, or an overall picture. Because journalism may develop into a push to focus on a concept and even an image symbolizing its placement in a more empirical context of reality, it can act as an institution that can influence public opinion.

The media did not necessarily play a negative role, as it had many positive roles in serving societies, spreading science and culture, and building new ideas among societies at that time. It also had a role in building democracies, especially among Western peoples.

The media witnessed a tremendous and rapid development, similar to many sectors that witnessed development during the last century. Television entered, which, along with the paper press and radio, formed a strong triangle that dominated the means of mass communication in that period. In 1936, the British Broadcasting Corporation (BBC) launched the first Regular public television service, when it began broadcasting from Alexandra Palace, in London. Then the United States followed. The fifties constituted the golden age of television, amid fierce competition between the three major American television companies, NBC, CBS, and ABC. The

beginnings of this era witnessed the first use of television politically, when CBS covered the US presidential election campaigns of 1952. Television later had its role in tipping the scales in favor of John F. Kennedy over rival Richard Nixon.

Television constituted a quantum leap for the media, and countries competed during the last century to establish their television channels, then it was the turn of private companies and political parties to enter this industry, which played a major role in the development of television and the expansion of its popularity, after which it entered the stage of specialization, where news channels and music channels appeared. Entertainment channels, economic channels and many other specialties. However, this television control over the masses began to change at the end of the last century, when what is known as the social media revolution began. With the start of the Internet world, companies began trying to build social networks based on web technology, despite the existence of many means that provided their users with some of the features of communication sites. However, these advantages were not sufficient to call it a social networking site, and this matter continued until 1997 AD when the first effective social networking site appeared and was similar to the nature of the communication sites that are currently used.

Then, at an accelerating pace, social media appeared, which pulled the rug from under the traditional media, which made governments lose part of their control over news sources.

Recent developments have shown the need for another meaning. Traditional news outlets may not live up to ideal standards, which leads to a pessimistic tone when presenting results and considering their democratic implications. However, they may be performing relatively well compared to digital and social media, which brings a positive light to this, and the news media themselves may have developed less than the standards or framework against which they are evaluated. Whatever the case, it is clear that we need to be clearer about the criteria we use to evaluate news rather than treating it as if it were data (Stromback, 2022).

Political media are the messages that are generated, sent, received and processed in the field of political communication, all of which are considered as part of this study. Politicians, journalists, members of interest groups, or private and unorganized persons may send or receive messages. “The main point is that message

has a significant political impact on the thoughts, attitudes, and actions of persons, groups, organizations, communities, and their surroundings.” While there are a variety of additional definitions, they all cover the same ground (Graber, 1993).

Media politics uses various forms of mass communication to attract the support of the general public, which is necessary for politicians to win elections and enforce their policies while in government. The goal of media policy from a journalist's point of view is to produce articles that appeal to large audiences and emphasize the "independent and important voice of journalists". From the public's point of view, the goal is to ensure that politicians are held accountable with as little care and effort as possible (Zahler, 1998).

The term "new political media" refers to various types of media that encourage the creation, distribution, and sharing of political information through digital channels that encourage user participation and collective efforts. They have changed dramatically over the past three decades and continue to change. Surprisingly, the impact of new media on democratic processes and administration is far-reaching. It has profoundly affected the agency's function and the interaction of political leaders with the public. The political media landscape has been turned upside down, and the role of journalists has been rethought. They have changed the electoral process and public participation in government (Owen, 2018).

However, in modern times, the spread of politics is more important than ever, thanks in part to the rise of new media. The mixture of politics and new media has led to many changes in how we experience political events and interact with political figures (McNair, 2017). This will explore the role of new media in politics and its impact on the political landscape. Political communication examines how political actors, such as government officials and candidates, communicate with their constituents and the public.

There remains considerable agreement on the function of the media during conflict is critical but often needs to be understood. Depending on media coverage, politicians advocate broad support for or against military intervention. In times of war, the media may act as sentinels by holding politicians accountable for their claims and actions. However, they are often used as uncritical speakers for the language of war. Meanwhile, the public needs to be more comprehensive in its

understanding of the war than what it reads in the news, which imposes an enormous obligation on the media to report the wars accurately and comprehensively (Aday, 2019).

In contemporary democracies, political communication has emerged as a distinct field focusing on complex interactions between government, the media, and the public. With the rapid development of new digital technologies, they provide political players and people with new possibilities and methods of communication and re-imagining of the political process. The Internet has freed traditional media from the constraints by facilitating two-way communication and changing the dynamic between information providers and recipients. Websites allow political parties and candidates to have a direct dialogue with the people, while online forums and social media pages will enable them to spread their message and gain votes.

The instant broadcasting and consumption of news made possible by global news agencies, along with the enhanced sense of global connection they foster, ensures that they continue to play an essential role as news providers, not only to the media but also to the people (Ozglayan and Boudchar, 2022). As a result of globalization, a few large news agencies now control most of the world's media, with the ability to exert influence beyond national borders. Many international news organizations are making efforts to broadcast their programs and news in Arabic as part of a broader effort to capture the hearts and minds of Arab audiences and establish themselves as the dominant media outlet in the Arab world.

Recent practices have included the use of foreign-language television programs intended for a specific demographic. The media, on a global scale, often focuses on Arabs. For this reason, many international stations now broadcast in Arabic (Ozglayan and Boudchar, 2022).

The global village was a new form of social organization that was emerging as a result of electronic media technologies, such as television, radio, and the telephone. He argued that these technologies had transformed the way we communicate and interact with each other, breaking down traditional barriers of time and space. Media channels played a crucial role in the development of the global village, as they enabled information to be transmitted across vast distances and to large audiences. McLuhan believed that the rise of electronic media had created a new kind of

audience that was more passive and receptive to messages than previous generations. He also argued that the global village had a profound impact on our sense of identity and community. As people became more connected through electronic media, McLuhan suggested that they would begin to form new kinds of communities and social networks that would transcend traditional national and cultural boundaries. Overall, McLuhan's concept of the global village remains relevant today, as we continue to grapple with the challenges and opportunities presented by new media technologies and the ways in which they are transforming our world (McLuhan, 1995).

Castells saw media channels as key drivers of social and economic change in the information age. He believed that new forms of media, such as social media, were transforming the way we create and share knowledge, and were leading to the emergence of new forms of social and political organization (Tilly, 1998). According to Castells, media channels also played a critical role in shaping the global economy, particularly in the areas of finance and trade. He argued that the rise of digital technologies had led to the creation of a new kind of global network society, in which information and knowledge were the primary sources of power and wealth. Castells' work has been influential in shaping contemporary debates about the role of media in society. His insights into the transformative power of media channels have helped to shape our understanding of the ways in which new technologies are reshaping social and economic structures around the world (Tilly, 1998).

Media channels play a significant role in the process of globalization, as they facilitate the rapid spread of information, images, and ideas across national borders. Bauman's book addresses the ways in which media channels contribute to the process of globalization, and the consequences of this process for human societies. Bauman argues that the rise of digital media has intensified the process of globalization, as it has enabled instantaneous communication and the creation of global networks of information and knowledge. This has had both positive and negative consequences for human societies. On the one hand, digital media channels have created new opportunities for communication and collaboration across geographical and cultural boundaries. They have enabled people to connect with others from different parts of the world, to share information and ideas, and to engage in collective action to address global challenges such as climate change, poverty, and inequality. On the

other hand, digital media channels have also contributed to the homogenization of culture and the erosion of local traditions and values. Bauman suggests that the global reach of media channels has created a uniform consumer culture, in which people around the world are encouraged to pursue the same narrow range of lifestyle choices and material possessions. Overall, Bauman's book highlights the complex and multifaceted nature of globalization, and the ways in which media channels both reflect and shape this process. His analysis underscores the importance of understanding the role that media channels play in shaping contemporary social and cultural landscapes, and the need for critical reflection on the consequences of this process for human societies (Bauman, 1998).

In contemporary democracies, political communication has emerged as a distinct field focusing on complex interactions between government, the media, and the public. With the rapid development of new digital technologies, they provide political players and people with new possibilities and methods of communication and re-imagining of the political process. The Internet has freed traditional media from the constraints by facilitating two-way communication and changing the dynamic between information providers and recipients. Websites allow political parties and candidates to have a direct dialogue with the people, while online forums and social media pages will enable them to spread their message and gain votes. However, traditional political activities such as demonstration marches and rallies can be conducted using online tools provided by the Internet.

The instant broadcasting and consumption of news made possible by global news agencies, along with the enhanced sense of global connection they foster, ensures that they continue to play an essential role as news providers, not only to the media but also to the people (Ozglayan and Boudchar, 2022). As a result of globalization, a few large news agencies now control most of the world's media, with the ability to exert influence beyond national borders. Many international news organizations are making efforts to broadcast their programs and news in Arabic as part of a broader effort to capture the hearts and minds of Arab audiences and establish themselves as the dominant media outlet in the Arab world.

Most studies have only been carried out on mass culture. They can be shown on television since it is a kind of traditional mass media, and viewers interested in politics may learn about politics via television. One of television’s benefits is that it

may help unite the country in the face of adversity by showing national news and disaster coverage on special reports (Wang & Louis-Charles, 2017). In Indonesia, television is the most popular form of mass media. Conversely, newspaper and radio consumption is at the top, followed by internet usage. Television programs simplify their messages and reflect a contemporary way of life that may be unfamiliar to its viewers (Yuliantari, 2020).

However, Mass culture, a unique aspect of post-industrial society, is a multifaceted phenomenon with many forms and functions permeating the contemporary cultural sphere. Most theories of mass culture see it as a unique social entity with its origins, characteristics, and historical patterns. Modern popular culture is a multifaceted phenomenon that defies simple analysis. Numerous theories have been developed to explain and analyses mass culture. They may be roughly categorized into two camps: those that take a critical stance towards mass culture and those that recognize it as the dominating cultural force of our day (Atabek & Nurnazar, 2021).

However, there has been relatively literature published on fake news. In this chapter two we will highlight Fake news refers to false information that is spread through traditional and social media, often for the purpose of misleading or deceiving people. Fake news can take many forms, from completely fabricated stories to misleading headlines or images that are taken out of context. The spread of fake news can have serious consequences, as it can influence public opinion and even affect the outcome of elections. It is important for individuals to be critical of the information they consume and to seek out reliable sources of news and information and The Russia-Ukraine war has been the subject of a great deal of fake news and propaganda, which has been spread by both Russian and Ukrainian media outlets, as well as by social media users and other sources. Some examples of fake news related to the conflict include: False reports of atrocities committed by Ukrainian forces against ethnic Russians in eastern Ukraine, which were spread by Russian state media and used as justification for Russia's intervention in the conflict. False reports of Russian soldiers being killed or captured in Ukraine, which were spread by Ukrainian media and used to create the impression that Russia was directly involved in the conflict Misleading reports about the presence of foreign mercenaries and volunteers fighting on both sides of the conflict, which were used to fuel conspiracy

theories and increase tensions between Russia and Ukraine. Manipulated images and videos that were used to support various propaganda narratives, such as images of destroyed buildings or injured civilians that were attributed to one side or the other without evidence It is important for individuals to be critical of the information they consume and to seek out reliable sources of news and information. Fact-checking and verifying information before sharing it can help prevent the spread of fake news and propaganda, which can exacerbate the conflict and create more harm.

Chapter 2 of this study examines the multifaceted impact of the Russian-Ukrainian War on the Middle East and Arabic countries, with a particular focus on the Al-Hurrah and Russia Today channels. This chapter encompasses an analysis of fake news, media agenda-setting, and the cultural effects resulting from the war.

The chapter begins by delving into the phenomenon of fake news within the context of the war. It explores the classification and types of fake news, considering their potential influence on shaping public perceptions, attitudes, and understanding of the conflict. The examination of fake news within this chapter provides a critical lens through which to understand the spread of false narratives and the subsequent impact on the media landscape and the public.

Furthermore, the chapter investigates the media agenda surrounding the war in the Middle East and Arabic countries. It examines how news outlets, including Al-Hurrah and Russia Today channels, prioritize, frame, and present news stories related to the Russian-Ukrainian War. By analysing the media agenda, this chapter provides insights into the factors influencing the selection and presentation of news topics, as well as their potential effects on shaping public discourse and opinion.

In addition to exploring fake news and media agenda, the chapter addresses the cultural effects of the war in the Middle East and Arabic countries. It investigates how the war impacts cultural identities, social dynamics, and intercultural relations within the region. By examining these effects, the chapter provides a comprehensive understanding of the broader implications of the war beyond its political and military dimensions.

Through the comprehensive analysis of fake news, media agenda-setting, and the cultural effects of the war, this chapter contributes to a nuanced understanding of the Russian-Ukrainian War's impact on the Middle East and Arabic countries. The

insights gained from this chapter provide a foundation for the subsequent analysis and findings of the study, shedding light on the complex interplay between media, culture, and the Arab audience's perceptions and attitudes towards the war.

IV. Beyond the Headlines: Understanding the Dynamics of Fake News

A. Fake News

The phrase "fake news" and related concepts have been widely used in political discussions worldwide. Exploring the discursive operationalization of "fake news" by various actors has become more significant as many scholars and practitioners work to detect and combat "false news" online (Schapals, 2018: 976) The phrase needs to be clarified since it may signify various things to different people and is often confused with other words that imply the same thing. Although "intentionally and verifiably untrue", (Allcott & Gentzkow, 2017: 211). It has been the most prevalent definition of "fake news," Other notions have a similar connotation. For instance, Tandoc et al. (2017) present a "fake news" definition taxonomy based on factuality levels and deceptive objectives. They differentiate several methods of defining "fake news," such as manipulation, fabrication, and advertising, from propaganda, satirical news, and news parody. There is a difference between the 'fake news' genre and the 'fake news' label, as pointed out by (Egelhofer and Lecheler, 2019: 98). The 'fake news rhetoric is used to undermine major media sources (like Trump's assaults on the US mainstream media) via populist communication strategies rather than to criticize the quality of the news itself. Tweeters engage in "networked gatekeeping tactics" by linking "fake news" allusions to the "alleged bias of mainstream media," as Al-Rawi (2018: 687) demonstrates. While we have a general notion of how the elite comprehends and operationalize "fake news" online (mainly in the West), there is little study on how regular users in non-Anglo-American settings apply the term when communicating in cyberspace.

Our literature review reveals that the broadcast of incorrect, erroneous, or incomplete information needs to be more recent (Flynn et al., 2017). despite the increasing use of the term "fake news" in recent years. Instead, it has historical precedents in similar phenomena, such as propaganda, which is "information designed to favor certain political or ideological judgments or to suppress other

views" (Miller et al., 2016; Zollmann, 2017). Distorting information (such as via the transmission of false news), selectively providing information, and concentrating attention on particular parts of a problem (i.e. framing) are standard methods propagandists use to accomplish their goals (Nisbet et al., 2003). Another related idea, naturally disseminated misinformation that is not within the purview of our investigation, is closely related (Berinsky, 2015). Thus, our experiment defines "fake news" as "information purposely generated to be untrue" (Allcott & Gentzkow, 2017).

B. Classification/Type of Fake News

1. Clickbait

To get people to click on a link, "clickbait" will often use sensationalized or otherwise misleading headlines. If the link is clicked, the owner of the association will get compensation (Campan et al., 2017; Biyani et al., 2016). According to research by Biyani et al. (2016), clickbait headlines are often more exciting and catchier than traditional news sources. They list eight characteristics of clickbait, including exaggeration, teasing, incitement to violence, graphic content, poor layout and design, misleading information, and outright falsehoods (Biyani et al., 2016). Macedonian adolescents mainly have found success in the clickbait industry (Campan et al., 2017), leading to Veles, the country's capital, being dubbed the false news city.

2. Propaganda

In war reporting, particularly during the First and Second World Wars, journalists often reported false information to prevent people from panicking. This kind of fake news is known as propaganda. Tandoc et al. (2017) write that "news stories which are manufactured by a political body to alter public views" are examples of propaganda. Although governments have traditionally been seen as the primary propagandists, politicians and media outlets have also begun engaging in the practice (Campan et al.,2017). Manual fact-based detection approaches, such as specialist fact-checkers and crowdsourced-based techniques, are effective against propaganda-type false news.

3. Satire and Parody

In the guise of humor, satire and parody are two types of false news that have gained widespread acceptance (Brummette et al.,2018). Tandoc et al. (2017) define Satire as "false news that presents viewers with news updates using a comedic manner or exaggeration." Satirical fake news differs from its more severe counterpart in that its writers or hosts portray themselves as comics or entertainers rather than journalists. Many viewers fell for the comic's satirical take on the news because they knew the comedian would likely represent stories from mainstream media with a twist that makes them fit the show's tone. As a result, satirical and comedic news programs like The Jon Stewart Program and The Today Show with Trevor Noah have increased in popularity, Noah.

4. Hoaxes

Hoaxes are false news stories spread maliciously (Rubin et al., 2015; Tandoc et al., 2017). Because of their intentional nature, the mainstream media sometimes reports them as fact, even when they lack sufficient evidence to support such claims. Several authors characterize these false reports as elaborate fabrications, implying that the recipients of such hoaxes have suffered significant financial losses as a result of resolutely towards a prominent public person (Rubin et al., 2015). Tammam et al. (2018) developed a Text Rank system using the same methodology as the PageRank algorithm to identify fake news in Indonesia. Cosine Similarity allowed the author to rank documents according to their degree of similarity before using the Text Rank algorithm.

C. Fake News Stories from The Russia-Ukraine War

Anxieties about the instability of democracy in any community have emerged in response to the proliferation of fake news. The COVID-19 pandemic was the first trigger for this occurrence. This resulted in actual infodemics all over the globe, setting a potentially disastrous precedent that, if no action is taken, might eventually lead to phenomena with much direr consequences. False information being

transmitted was familiar, but the magnitude of the tendency in light of the worldwide fascination with Covid-19 was concerning. This is why international organizations and countries like the European Union have begun formulating plans to counteract the issue (Grinberg et al., 2019). The situation in Ukraine had sparked a full-scale information war on a battlefield that was already well-worn before the fighting broke out. The battles we see now are hybrids, using traditional and new media tactics. As seen in the Ukrainian crisis, the tendency has been reinforced, and a twofold motive for disseminating misleading information has been formed. Those actively engaged in the conflict are vested in publishing this information. At the same time, on the other side, there are the middlemen, the people who stand to profit monetarily from the dissemination of such data. Are searching to research conducted by News Guard and ComScore in 2021, online sites that publish inaccurate information make substantial financial gains—a yearly cost of $2.6 billion. Individuals who aim to gain an economic edge in this struggle to destabilize society, disrupt it, and impose a specific trend on public opinion are among the most likely to distribute false or partially accurate news (Stănescu, 2022).

D. Fake News and Social Media

Egelhof and Lecheler (2019) note that "fake news" is often used to discredit specific news organizations. However, it may also be used to criticize politicians, NGOs, and other groups that do not have a professional news division. In this context, the term “fake news” might be seen as a deliberate attempt to discredit or disagree with the speaker of the opposing view. The words "propaganda," "fake news," and "disinformation" are sometimes used interchangeably by users to criticize competing discourses. However, this may vary greatly depending on the setting. The phrase "fake news" has become so ubiquitous that "its meaning is comparable to everything incorrect," as Egelhofer et al. (2020) put it.

Although political elites on social media may attempt to discredit the mainstream media (or, in the case of far-right populists, to marginalize migrants and ethnic minorities), there is also a trend toward a top-down "recuperation of sovereignty" from regular users (Gerbaudo & Screti, 2017). Hence, social media facilitates communication under non-democratic regimes by giving "a voice to the voiceless" and "unifying a divided population" (Gerbaudo, 2018). However, there is

little room for political or media expression for those who belong to political minorities under authoritarian governments. Some of the few, if not the only, ways the anti-establishment may communicate is through global social media platforms.

E. News Framing

Moreover, Scholarly work on framing and setting news stories is well-established in media studies (Iyengar & Simon, 1993). This literature has explored the boundaries of journalistic impartiality and the potential effects of agenda-setting and framing on public opinion. The media's agenda-setting role is defined as the capacity of the medium to focus public attention on a predetermined set of topics or concerns. (McCombs & Shaw, 1972). As well as to affect the audience's exposure to the importance of specific issues or topics. Media framing is closely connected to agenda setting (Scheufele, 1999). It is often characterized as a particular interpretation of a news agenda or issue or presenting the news item in a specific light. Academics have paid much attention to how news is framed, and media frames are constructed (Nisbet et al., 2003; Iyengar & Simon, 1993; Scheufele, 1999; D'angelo & Kuypers, 2010). Factors such as the structure of the media business in a specific geopolitical setting and the preponderance of certain social and political viewpoints (Gitlin, 2003). Have been highlighted by the relevant literature as crucial in shaping frame construction (Reese et al., 2001).

F. Fake News: From Political Propaganda to The Floating Signifier

Setting this initial meaning to one side, disseminating falsehoods for monetary or political advantage is not new (Darnton, 2017). The speed with which false tales may now be generated and distributed worldwide is the most striking aspect of the phenomenon of fake news. However, early research (Allcott & Gentzkow, 2017; Scharkow et al., 2020) has questioned whether or not false news affects election outcomes. Sharing false news stories on social media has been linked to the proliferation of misinformation and polarization of viewpoints (Chadwick et al., 2018; Del Vicario et al., 2016; Bessi et al., 2015). While this empirical study expands our understanding of the circulation and substance of false news, it provides little information regarding this phenomenon's broader social and political effect. Understanding the issue of false news and misinformation requires understanding the

political economics underpinning the problem. Using clickbait and targeted advertising, fake news may quickly and widely disseminate online (Bakir & McStay, 2018; Hirst, 2017). Emotions are used to create attention and watching time, which turns to advertised vertices which is why false news is an issue, according to Bakir and McStay (2018). Massive financial incentives exist to grab the target audience's attention, facilitating the rapid dissemination of fake news. The political ramifications of false news need more than just examining its substance and accuracy.

This requires recognizing the significance of the political economy and the role of "fake news" in the present societal and political challenges. Sociologists Polletta and Callahan (2017) have shown that false news may be used as a "symbolic representation," with individuals sharing it to "prove" a point about who they are. If so, doubts about the story's validity become secondary. The authors define "components of collective action frames," which include the narrative in which fake news features prominently (Polletta et al., 2011). The authors argue that Trump's popularity stems from his ability to play on the communal identity-building functions of sharing outrageous tales" by "casting himself as sharing experiences that others had communicated with him, just as regular people did" (Polletta & Callahan, 2017). We may learn more about the politics of false news if we approach it from a sociopolitical viewpoint. Similar arguments have been made by Farkas and Schou (2018), who claim that the term "fake news" is a floating signifier that has been "mobilized as part of political attempts to hegemonies social reality" (Farkas & Schou, 2018).

G. Russia -Ukraine War

On February 24, 2022, Russian President Vladimir Putin ordered his armed forces to begin a massive, multi-pronged invasion of Ukraine. Putin called the attack a "special military operation," Its scale implied that Moscow wanted to rapidly grab Kyiv and, presumably, depose the government and occupy as much as the eastern half to two-thirds of the nation. However, Southeastern Ukrainian territory was conquered by the Russian army, but the capital city of Kyiv was not (Pifer, 2022). Moreover, Russia's northern soldiers were retreating by late March. Moscow aims to take all of Donbas, consisting of Luhansk and Donetsk's oblasts (regions). In 2014

and 2015, Russian and Russian proxy troops seized around 35% of Donbas. The war lines looked to settle in August after three months of grueling fighting, during which Russian troops conquered almost all of Luhansk but made little gains in Donetsk.

The present war in Ukraine is a global calamity that will prompt people everywhere to investigate its root causes. Those who put stock in evidence and reason will rapidly realize that the United States and its allies are mostly to blame for this debacle. Conflict with Russia was inevitable after the April 2008 decision to admit Ukraine and Georgia into NATO. Though the Bush administration laid the groundwork for this disastrous decision, it has been relentlessly pursued by the Obama, Trump, and Biden administrations, with American allies following suit. Russia's top officials have clearly stated that allowing Ukraine to join NATO would be a significant security breach. Still, the United States has persisted in turning Ukraine into a Western bastion on Russia's border despite this warning (Mearsheimer, 2022). Tragically, there probably would not be a conflict in Ukraine right now, and Crimea would still be a part of Ukraine if the West had not sought NATO expansion into Ukraine. Overall, Washington was the driving force behind Ukraine's downward spiral.

H. A Look at What Social Media Has Done to Counter Russia.

Meta, YouTube, Google, Twitter, and TikTok are just a few examples of the global social media companies that have implemented significant efforts to curb Russian use of their platforms and counter Russian misinformation. Their actions have affected individuals since they are the most widely used platforms. It is worth noting that TikTok and other Western social media sites like Meta and Twitter and YouTube, and Google have taken contrasting stands on the issue. Reducing the prominence of content from Russian state-affiliated media is an approach several Western social media companies use. This included hiding them lower in the Instagram stories stream and eliminating them from recommendation lists on YouTube and Twitter. So They hey have cut off Russia Today and Sputnik, two state-backed Russian news outlets, along with their readers and subscribers. Prohibiting advertisements from and devaluing accounts with ties to the Russian government are other vital steps. In varying degrees, Twitter has barred all advertising in Russia and Ukraine, YouTube and Meta have demonetized Russian

state media sites, and Google has entirely ceased selling ads in Russia and forbidden these media outlets from purchasing and selling advertisements on its platforms. Meta has adjusted the content moderation standards of its platforms to prevent the removal of "material from regular Ukrainians expressing their opposition and indignation at the invading armed troops," which would be widely deemed undesirable. Several Russians have claimed that Meta is Russo phobia since it does not prohibit hate speech targeting Russians and the Russian military. Russia Today and Sputnik have been blocked from Google's services, including its search engine and mobile applications. In terms of mobile applications, Apple has done the same. Although they are not social media sites, they are pertinent to the issues raised in this piece since they significantly limit access to information. These measures do deprive the public of access to news sources, regardless of the quality of such sources. Twitter has also determined it would no longer suggest official accounts when the regime restricts access to free information and is involved in an armed interstate war, a move that looks likely to have repercussions beyond the ongoing crisis between Russia and Ukraine (Fau, 2022).

Finally, at long last, TikTok has taken a new tack. In contrast to its rivals, the Chinese platform has not taken a stand on the issue and has even been accused of promoting misinformation. However, it has barred access to Russian state-controlled media for EU residents and pledged to identify stories from outlets with government ties. To counter this, Vice News reports that the Russian government has been paying TikTok influencers to spread propaganda in favor of Russia. The United States government, on the other side, has been holding meetings with TikTok influencers to advise them on the need to distribute factually correct information about the war. So, despite the problems surrounding TikTok, all the platforms above have taken action to combat misinformation on the war. Most steps target Russian state-affiliated media by limiting their access or exposure. It's being done for a good reason today, but the safeguards may be dangerous if used for anything else (Fau, 2022).

I. Implications of the War in the Middle East

Middle Eastern coalitions shifted in response to new security challenges and the power projection of non-Arab Middle Eastern powers that began intervening in the shattered Arab states in the wake of the Arab uprisings, sometimes with the help

of global heavyweights like the United States, Russia, and China. A new understanding of "danger" has emerged as the regional order of the Arab World, which overlaps with the Middle East and is founded on the Arab League. The primacy of the Palestinian problem has weakened. A new understanding of ideological and geopolitical dangers emerged when the focus of Arab World decision-making shifted from old powers to its unique core in the Gulf (Alzawawy, 2022). Islamists rose to power as the most prominent group after the Arab revaluations, sparking a new ideological rivalry over who defines Islam and its place in public life, particularly about political authority. This exacerbated the tensions between Sunnis and Shiites in the region, who have very different ideas about what a Khilafa is, within the broader context of competition between monarchical and democratic interpretations of Islam in an area stretching from Morocco to Turkey and on to Indonesia that includes the Middle East.

J. Media and Agendas for the Middle East and Arab Countries

As a result of Russia's invasion, Ukraine has descended into civil conflict. A precise assessment of the war's effects on the problems in the Middle East and North Africa is premature, but the implications will be far-reaching. For now, its impacts are primarily political, as conflict participants reposition themselves about it and the outside world rather than the military. Nevertheless, the effects might be catastrophic for the region's businesses and fragile social relationships (ICG, 2022). However, The Ukraine crisis has left several Middle Eastern nations and North Africa exposed to economic shocks because they relied on food and energy imports. Wheat exports from Ukraine and Russia are significant for many nations. Some countries in the Middle East, like those in the Gulf, have substantial reserves, while others, like Lebanon, have none, raising serious concerns about potential shortages. Although every country has banned imports of Russian grain, importers need help paying Russian firms and getting their ships insured, making it challenging to buy grain. Another area for improvement is our reliance on foreign oil and natural gas sources. While countries like Israel, Egypt, Iran, Iraq, Libya, and some of the Gulf Arab states may be able to weather the recession without too much of a hit to their economies, others like Lebanon, Palestine, Jordan, Yemen, and Tunisia will struggle economically and see their populations suffer more significant deprivation.

K. The Economic Impacts of the War

The conflict between Russia and Ukraine is causing a disaster on a human scale. The economic harm is already being felt globally, and it has the potential to get much worse over time. The Russian invasion of Ukraine on February 24 has slowed the region's economic recovery from the Coved 19 outbreak and caused widespread human and material destruction. The repercussions are seen throughout the globe. Despite their relatively limited production, Russia and Ukraine are essential contributors to the growth of vital agricultural products, minerals, and energy. Commodity markets, such as oil, gas, and wheat, have been hit especially hard by the war's effects, with prices rising dramatically. Suppose the trends in commodities and financial markets observed since the outbreak of war continues. In that case, global GDP growth could be cut by more than one percentage point in the first year, triggering a severe recession in Russia and pushing global consumer price inflation by around 2.5 percentage points. A higher inflation rate can mitigate the negative effect on GDP if financial aid is well-designed and targeted. In certain nations, this may be paid for by taxing unexpectedly high levels of wealth. In the face of an incoming negative shock whose duration and scale are unknown, monetary policy should remain committed to maintaining stable prices. Central banks should continue with pre-war plans except for the severely afflicted economies (Orhan, 2022). However, a delay may be necessary to thoroughly examine the crisis's repercussions in such countries. As energy costs rise, many nations must find ways to soften the effect by increasing efficiency and diversifying their energy supply. The nations that an interruption would worst hit in trade from Russia and Ukraine may recover with increased domestic production, a lack of protectionism, and international support for logistics. The conflict has highlighted the need to reduce reliance on Russia for critical energy supplies. Policymakers should reevaluate the efficacy of the current market architecture with an eye on securing reliable energy supplies and putting incentives to hasten a publicly backed transition to renewables. War's end affirms a fast-deteriorating prognosis for the global economy, as seen by higher food, fuel, and fertilizer prices; increased financial instability; disengagement from sustainable development; complicated global supply chain reconfigurations; and higher trade costs.

A fundamental problem with this argument is that Russia and Ukraine dominate commodity production. The interruptions have resulted in a worldwide increase in the cost of essential commodities, most notably oil and natural gas. Wheat, of which Russia and Ukraine sell 30 per cent of the world's total, has also increased prices to all-time highs (Kammer et al., 2022). There are three ways in which the conflict will have an effect. First, inflation will continue to rise as the cost of commodities like food and energy increases, resulting in lower actual earnings and demand. Second, an unprecedented influx of refugees will strain already weak surrounding economies via disruptions in trade, supply chains, and remittances. Third, worsening financial conditions and probable capital outflows from developing countries will result from decreased company confidence and increased investor anxiety. However, perhaps most significant among the early worldwide shockwaves is the severe humanitarian disaster the war caused. More than 4 million people, over half of whom are children, have fled Ukraine due to the conflict, making it one of the fastest-growing refugee crises since World War II. An estimated 6.5 million Ukrainians have been displaced inside their own country, with almost a third of the population needing immediate humanitarian aid (World Bank, 2022).

L. The Energy Impacts of the War

The geopolitical arena has become more central to the energy trade, and energy sanctions are only the latest round in this political contest. The West has implemented individual, economic, and financial sanctions in response to the Russia-Ukraine conflict, with most of these measures coming from the United States and the European Union (Chepeliev et al., 2022; Mahlstein et al., 2022). The sanctions are meant to undermine Russia's economy so that it cannot afford its high military expenditure and be forced to withdraw from Ukraine. Sanctions on Russia's energy trade should be the priority. Europe and Russia are hit most by the fallout from Western nations' energy sanctions against Moscow. The European Union (EU) relies heavily on Russian energy imports, and the European Union itself is Russia's largest energy export market. Businesses and governments need to know immediately how geopolitical wars' energy game will affect global production, consumption, and distribution.

However, The Russia–Ukraine conflict has had a noticeable impact on the global economy, most notably via the rise in oil prices and the severe damage to general commerce caused by the embargo on Russia. There is not a single global powerhouse economy that needs Ukraine more than the others. For Russia, though, things are very different. Imports from nations like China, the United States, Germany, France, and Italy account for 1.37 per cent of Russia's GDP. The International Monetary Fund predicts that Russia's portion of global GDP will be 1.6% in 2022, while Ukraine's part will be 0.2. Nonetheless, the energy and agricultural sectors are particularly vital to both economies. Despite major setbacks in the years after the end of the Cold War, Russia has emerged as a worldwide energy powerhouse, despite its many other post-war challenges. Nevertheless, his longstanding issues with the West, notably the United States, persisted unabatedly. Russia's intolerance of Western promises to bring Ukraine into NATO under US supervision sparked a full-scale conflict. While most of the conflict's effects were perceived in the energy sector, the halt in Ukrainian wheat exports was felt most keenly in Europe. Money transfers across borders, wealthy Russian businesspeople, and even Germany's decision to halt a crucial Russian gas project were all part of the embargo imposed by Western powers against Russia. However, the war hit the European economy the most. Not only have the price hikes been a pain, but so have the frequent blackouts. The fact that certain European countries rely more heavily than others on gas imported from Russia is another severe problem. Although it is at an all-time low in Spain, it is 40% in Germany, and in Italy and certain eastern European nations, it is even higher (Liadze et al., 2022). Over the summer, this gas issue did not affect locations outside of production, but it will have severe consequences for the general people this coming winter.

M. The Social Effects of the War

The Russian-Ukrainian War, also known as the Russo-Ukrainian War, has had several social effects on Russia and Ukraine. One significant effect has been the increase in nationalism sentiment in both countries and the increase in anti-Western sentiment in Russia. In addition, the war has substantially increased refugees and internally displaced persons in Ukraine and Russia. In Ukraine, the war has led to a significant increase in the number of people who identify as Ukrainian and a

decrease in the number of people who identify as Russian. It has also led to a reduction in the number of people who support closer ties with Russia and an increase in the number of people who advocate closer ties with the European Union. In Russia, the war has led to a rise in the number of people identifying as Russian and a decrease in the number of people identifying as Soviet. It has also led to an increase in the number of people supporting closer ties with Ukraine and a decline in the number supporting more intimate relations with the European Union. The war has also significantly increased the number of people critical of the Russian government and President Vladimir Putin. The social effects of the war have been devastating, with thousands of lives lost, many more people injured, and many more displaced from their homes. The war has also significantly increased the number of people suffering from mental health problems, such as depression and post-traumatic stress disorder (Stukalo & Simakhova, 2018). Europe and other nations' geopolitical security and stability are affected by the ongoing fighting in East Ukraine. These are the worldwide repercussions of the war in Ukraine. Moreover, the societal implications of Ukraine's turmoil impact Europe's progress. Understanding the effects of the Ukrainian conflict on European stability and Ukraine's status in the European arena is a primary goal of this essay, as is the identification and elaboration of its social impacts (Stukalo & Simakhova, 2018). Based on the United Nations people eleven more than eleven million people, based on the United Nations, have fled their homes in Ukraine so far; 5.3 million have gone to neighboring countries, and 6.5 million are now internally displaced inside the nation itself as the conflict rages on. In addition, according to the UN's children's organization, around two-thirds of all children in Ukraine have been affected, forcing many of them to escape their homes. (Buchkovska, 2022). However, Half of all Ukrainians have been unemployed since the conflict began. Sadly, just 2% of those seeking employment successfully found even temporary income. Funding adult education and workforce training is essential to addressing this problem. Those who have fled abroad are ready to come back when it is safe to do so. Meanwhile, individuals may help rebuild Ukraine's economy by putting money into expanding their skill set and embracing a more entrepreneurial mindset.

N. The Cultural Effects of the War

With record numbers of people leaving their homes and many fleeing conflict zones, globalization is gaining momentum at an unprecedented pace. The blending, disappearance, and transformation of traditions affect the lives of countless people and widen the gap between generations. We are interested in delving into how conflict has altered our connection to cultural norms, how it has given rise to novel ways of doing things and thinking, and what the repercussions of these shifts have been for society. The effects of violence on a society's values are seen even in places where war or other acts of violence have never occurred (Jaro & Almoli, 2019).

O. Cultural Identity

One definition of culture is "the way of existence in a society," which encompasses every aspect of daily life from birth to death and every interaction between and among its members. Over 160 definitions of culture were established and debated by Kroeber and Kluckhohn (1952). As the term "culture" may refer to so many different things, trying to pin it down can be difficult. To begin, culture is acquired via education and shared between people. Emotions abound with this item. According to Burr (2015), there are four notions for identification under the term "personality," including individual distinctions, coherence, stability, and the link between our personality and behavior. On the other hand, people share culture regardless of ethnicity or nationality, religion, race, gender, language, country, level of education, profession, age, family composition, or social standing. Whilst it might be difficult to generalize about a group of people with the same cultural background, there is no denying that members of any given culture share many commonalities. However, a person's identity is the sum of their sense of self or how they see themselves as unique and distinct. Language, rituals of initiation, and religious practices are the cornerstones of cultural identity. Somebody who strongly connects to more than one cultural group is considered multi-cultural. Migration and upheaval have a significant role in shaping a person's multilingualism. The only way out of a war-torn country is to protect yourself and your loved ones from harm. The only way to guarantee your safety is to relocate far away from your current location. If you go far away, you must engage with people of various cultural backgrounds, adding your experiences to the global flow of ideas (Jaro & Almoli, 2019).

P. The Ideologies Pushed from Foreign Media Channels in Arabic Countries.

Historically, authoritarian and democratic governments have used state-funded media with an international audience as a tool of public diplomacy and foreign policy. States have frequently used international broadcasting to shape global narratives and advance strategic goals, beginning with the Soviet Union's use of Radio Moscow to spread communist ideology abroad in the late 1920s and continuing with the United States' sponsorship of Radio Free Europe and Radio Liberty during the Cold War. (Rawnsley, 2015). After 9/11, foreign broadcasters such as Al-Hurrah and Radio Sawa, both of which receive funding from the United States, aimed their programming towards Arabic-speaking listeners to influence public discourse in the MENA area.

However, these government-backed media have embraced the digital era, launching influence efforts across conventional and digital platforms. International broadcasters have built up sizable followings across social media in the Arab world, making their presence on sites like Facebook, Twitter, YouTube, and Instagram obvious. Targeted advertising on social media platforms like Facebook, Twitter, and Instagram, as well as clickbait headlines and hashtag campaigns, have all been used by state-backed media outlets to grow their audiences and distribute their stories. (Metzger & Siegel, 2019).

R. Labeling State-Backed Media

While the Arab information revolution was initially only experienced by the region's elites, its impact on its political discourse has been profound. A new sort of political dialogue has emerged that crosses national lines, beginning with expanding Pan-Arab daily newspapers simultaneously in various cities and continuing with the development of satellite broadcasters (notably the controversial Al-Jazeera located in Qatar). Although the Internet is only starting to affect the Arab world, it has enormous potential. However, it is also expected to affect mainly the elites due to high connection prices and its predominantly English-language content. (Ghareeb, 2000). Social media companies have implemented standards to identify material generated by state-controlled media due to concerns about the potential downsides of foreign state-media activities in various global settings. In 2018, YouTube was the

first site to identify state-sponsored accounts; in 2020, Facebook, Twitter, and Instagram will do the same. To "give an additional layer of security against different sorts of foreign influence in the public discourse," as Facebook put it, this regulation was implemented. (France 24, 2020).

S. Media Use, Corruption, and Political Trust

Like in many other countries, mainstream (traditional) media and social media are the primary places to learn about current events. Twitter, WhatsApp, YouTube, blogs, and Facebook are all examples of social media, whereas newspapers, television, radio, and magazines are examples of conventional mainstream media. Since the Internet has grown in popularity, established media outlets have followed suit (Omar & Ahrari, 2020). Nonetheless, they have essential differences in structure and substance (Rauch, 2016). To begin, corporate media are authority-oriented and, as a result, fundamentally linked to power structures (Camaj, 2014). Free-flowing and primarily focused on human interaction, social media may be used independently of traditional media. Second, the content of the mainstream media is often bland, all-encompassing, and pro-status quo (Rauch, 2016) and hence reflects the public's prevailing viewpoint (Chomsky & Barclay, 2010). Similarly, information on social media is everywhere, but it is often quite diverse and presents several perspectives, some of which may be controversial.

T. Foreign Arabic-Speaking Channels

The Arab region has maintained its critical interest and complexity of the good humanist civilization despite the projection of political crises facing the Arab region on more than one region of the world, as was the case for foreign broadcasting in the age of television and the era of international satellite channels. The Arab world has noted the rising number of foreign broadcasts and the wide variety of these shows in terms of content and ownership. Notable, however, is the growth of international broadcasting aimed at the Arab world in the wake of 9/11, as this has led to fiercer competition for the attention of the region's 300 million residents, who are subject to political conditions that render news an essential engine of daily life. In addition, to further their goals and purposes in the Arab area, several nations have begun broadcasting satellite channels. According to the Arab States Broadcasting Union's

(ASBU) 2016 annual report, 819 Arab broadcast TV institutions use 17 satellites to inform 1230 Arab and foreign media to the Arab world. The Persian channels ranked highest on the list of foreign satellite TV broadcasting to the Arab region, with 133 channels in the Arab sky broadcasting in Persian However, this research focuses on Arabic-language international networks aimed at Arab audiences in the Middle East; it employs Arab satellites to transmit thirteen international Arabic-language channels to the Arab globe (Alsoradi, 2019).

Since the 1930s, radio stations worldwide have been broadcasting to the Arab region via satellite, expanding the medium's reach and adding a new dimension to their programming. In light of the recent political shifts in the Arab area, their respective governments provided funding and oversight for these channels, allowing them to grow alongside the worldwide broadcasting industry and fulfil their prior roles (McGoldrick & Lynch, 2006). Others have argued that these channels are helpful not only as a means of collecting data on public opinion but also as a means of communicating with Arabic speakers in the Middle East and elsewhere around the world by providing them with information and entertainment (Baumann et al., 2010; Elareshi & Gunter, 2010; Kassman, 2007). However, some claim that Arabic-speaking international channels offer their agenda in covering events and providing information which may not be commensurate with Arab political cultures. Other research has found that the Arab public considers international channels, especially those that deliver news services, more credible and attractive than local Arab TV stations. The literature on this topic is extensive (El-Nawawy, 2006; Ferjani, 2009).

Despite this, the worldwide audience has grown more discerning and may pick and choose the international news and information sources that interest them (Rugh, 2004). When a significant event, like a war or a natural disaster, the public will go to various media outlets, each of which may have its agenda (Heil Jr, 2007; Rugh, 2004). Without regard to the political philosophy and goals of various media outlets, particularly television channels, the Arab population naturally seek accurate news and entertainment (McGoldrick &Lynch, 2014).

It is possible to describe international transmission by channels aimed at the Arab world as messages sent purposefully and directly from one area to another. By broadcasting media texts in a language understood by its intended listeners, it hopes to inform the world about the perspectives of the nations at stake in global concerns,

report on relevant events, and provide potential solutions to these problems. (Alsoradi, 2019). In addition, the international television Channels supported by non-Arab governments that broadcast in Arabic are popular with Arab audiences because their news services are presented in a manner consistent with Western media conventions. However, due to a lack of objectivity and integrity in news delivery and a disregard for the needs and desires of the public, Arabic-language international channels are becoming more popular than their Arab counterparts. This is because these channels follow the Western model in their reporting, which is widely recognized as more reliable (Gunter et al., 2016).

U. American Al-Hurrah Channel (Arabic)

American Al-Hurrah is a U.S. government-funded television news network that targets audiences in the Middle East and North Africa. It was launched in 2004 to provide a counterweight to the state-controlled media in the region and promote freedom of the press. Al-Hurrah's programming includes news, current affairs, and cultural programming and programming in Arabic, English, and French. The channel is broadcast via satellite and is also available online. It is owned by Middle East Broadcasting Networks, Inc. (MBN), a non-profit organisation that the U.S. government funds. (MBN, 2018). However, International broadcasting has a long and challenging history, and the media have continually been used as strategic weapons of psychological control. For example, in 2004, the United States funded Al-Hurrah Television to influence Arabic-speaking viewers. "The elegant word for a complicated blend of State-sponsored media, information, and entertainment, intended to a population beyond the sponsoring State's frontiers," writes Monroe Price1 in his article "International Broadcasting." So it is when one country uses another's electronic media to influence another country's population and government population and government of another country (Douai, 2014).

V. Russia Today TV(Arabic)

Similar to the way the US channel debuted, "Russia Today" in 2005 made it clear that its primary goal was to continue spreading Russian influence in the Arab region, especially given Russia's support for some Arab leaders and its role as a significant player in the Middle East, most notably in the context of the Syrian

conflict and the Arab revaluations uprisings. The station broadcasts news round-the-clock; it is the first Arabic-language channel to use cutting-edge techniques like 3D technology in the newsroom. Much of its programming focuses primarily on Russian history and culture topics (Allison, 2013).

W. Conflicts in the Arab World

Over approximately 5,000 miles of Asia and Africa, the Arab world may be found, beginning at the Arabian Gulf and ending at the Atlantic Ocean. Twenty-two nations comprise the official membership, and their combined population of approximately 350 million is disproportionately young. Across the Arab world, you will find individuals that look alike, behave similarly, and believe again since they all speak the same language and follow the same religious philosophy. The Arab wars, on the other hand, are drawing attention to the uniqueness of each country and the independence with which they have come to terms with their "national" borders and political arrangements since gaining their freedom from colonial rule. (Alsoradi, 2019). However, With the fall of the Ottoman Empire, a new order emerged in the Arab world, a region including several nations where Arabic is the primary language. East and West, secular and religious, nationalist and ethnic, capitalist and socialist, all fought it out for decades throughout the Arab world. Hence, the Arab nations were at odds with other cultures and with internal cohesion as they struggled to define their identity via internal contradiction. Recent conflicts in the Arab world can be traced back to the beginning of British intervention before World War I when the British Diplomat made a promise in what became known as the "Balfour Declaration" to establish a motherland for the Jews in Palestine and then to the Sykes-Picot Agreement, which led to the split of parts of the Arab home nation among the victorious states. During and after World War I, initiatives were made to carve the Arab world into independent nations.

V. Global News, Local Impact: The Influence of Al-Hurrah and Russia Today

In this chapter of the research, we will start answering the main questions in this research, which we mentioned earlier.

In order to answer these questions, we relied on a set of methods, which included a return to the news broadcasted by the American Al-Hurrah channel and the Arabic-speaking Russia Today channel, and an analysis of the content of the news related to the Russian-Ukrainian war, which was broadcast by these two channels. About the content of the news related to the Russian-Ukrainian war, and based on the information that we collected, the answers came to which the research was established to reach.

In this thesis, the focus is on examining the influence and effects of non-Arabic media broadcasting, specifically Al-Hurrah and Russia Today channels, on the Arab audience regarding news coverage of the Russian-Ukrainian War during the period of 2022-2023. The issue of study revolves around understanding how the Arabic-speaking audience is affected by and responds to the news coverage of this war provided by non-Arabic media outlets, considering factors such as information dissemination, media bias, public opinion formation, and the potential impact on Arab perceptions of the conflict.

The thesis aims to analyze the dynamics and implications of non-Arabic media broadcasting in Arabic and its influence on the Arab audience's understanding and interpretation of the Russian-Ukrainian War.

A. AL Hurrah Tonight

This is a program that airs on the Arabic-language channel Al Hurrah. The show provides a platform for in-depth analysis and discussions on current events, politics, and social issues. "AL Hurrah Tonight" aims to engage viewers by presenting diverse perspectives and facilitating informed debates.

The format of "AL Hurrah Tonight" typically involves a host or a panel of experts who delve into the selected topics of the episode. The program covers a wide range of subjects, including regional and international affairs, human rights, democracy, and other significant events and developments.

Table 1 (Ask more) RT TV

Episode Title	Air Date	Episode Report	Guests	Specializations	Opinions Presented
Russia Signals Expansion of Military Operations in Ukrainian Territories	July 21, 2022	Russia Assumes Responsibility for the War and Defends the Ukrainian Perspective. It Highlights the Role of the US in Supporting Ukraine.	Sergei Markov (Former Member of the Duma, Moscow) KonCXCDstantin Hrydien (Political Analyst, Kyiv)	Geopolitics/International Relations/Political Science	- Sergei Markov defends Russia's position, emphasizing its right to protect Russian-speaking minorities and its role in stabilizing the region. Konstantin Hrydien presents Ukraine's perspective, highlighting the impact of the conflict on Ukrainian sovereignty and the need for international support. Discussion on the involvement of the US in supporting Ukraine and its implications for the ongoing conflict.
Russian-Ukrainian Talks on the Grain Crisis in Istanbul	July 14, 2022	-	Valentin Navlischenko (Member of Ukrainian Parliament, Kyiv) Elena Suponina (Political Analyst, Moscow)	Political Science International Relations	- Valentin Navlischenko discusses the Ukrainian position regarding the grain crisis and the negotiations with Russia in Istanbul. Elena Suponina presents the Russian perspective on the issue, highlighting the economic implications and potential resolutions. Analysis of the ongoing talks and their impact on the regional grain market.
The Validity of Russia's New Tactics in Stealing Ukrainian Wheat	July 8, 2022	-	Maxim Yaliou (Professor of International Relations, Kyiv) Taha Odaglu (Expert in Turkish Affairs, Istanbul)	International Relations / Turkish Studies	- Maxim Yaliou defends Ukraine's position, accusing Russia of wheat theft and implicating Turkey as Russia's partner. Taha Odaglu defends Turkey's position without supporting Russia, providing insights into the Turkish stance. Debate on Russia's alleged tactics and the involvement of Turkey in the grain situation.

Table 1 (Cont.)

Episode Title	Air Date	Episode Report	Guests	Specializations	Opinions Presented
Accusations of Moscow's Human Rights Violations in Russia and Ukraine	June 14, 2022	-	Richard Danziger (Acting Executive Director of Europe and Central Asia Division, Human Rights Watch, New York) Anna Orlova (Research Specialist in Russian Affairs, Washington) Pavel Vlgnhauer (Expert in Russian Affairs, Moscow)	Human Rights / Russian Affairs / International Relations	- Richard Danziger and Anna Orlova accuse Russia of human rights violations in Russia and Ukraine, presenting evidence and highlighting specific cases. Pavel Vlgnhauer defends Russia's position, questioning the credibility of the accusations and providing alternative perspectives. Discussion on the human rights situation in both Russia and Ukraine, analyzing the implications and potential solutions.
NATO's Approach to Dealing with the Russian War in Ukraine	June 3, 2022	NATO's Steps in Dealing with the Russian War in Ukraine and the Guest Opinions	Nikita Inogobich (Expert in Russian International Relations, Moscow) John Heiber (Retired Ambassador, Washington)	International Relations Diplomacy	- Nikita Inogobich presents Russia's perspective, highlighting the historical context and emphasizing the need for dialogue and mutual understanding. John Heiber discusses NATO's steps in dealing with the Russian war in Ukraine and emphasizes the importance of collective defense and support for Ukraine. Analysis of NATO's approach and its impact on the ongoing conflict.
What Has Russia Achieved After 6 Months of War in Ukraine?	August 24, 2022	The Role of the US in Supporting Ukraine and Preventing Russia's Victory	Leonid Briakov (Former Deputy Minister of Defense, Kyiv) Kenneth Kateman (Expert in US Foreign Policy, Washington) Sergei Markov (Director of a Political Studies Institute, Moscow)	International Relations Military Strategy Political Science	- Leonid Briakov discusses the achievements of Russia after 6 months of war in Ukraine, highlighting the impact of US assistance in preventing Russia's victory. Kenneth Kateman analyzes the role of the US in supporting Ukraine and its strategic objectives. Sergei Markov adopts the Russian perspective, discussing Russia's progress and long-term goals in the conflict. Debate on the outcomes of the war and the role of external actors in the Ukrainian crisis.

"Ask More" is a program that airs on the Arabic-language channel Russia Today (RT). The show aims to engage with viewers by providing them with a platform to ask questions and discuss various topics of interest. The program is designed to encourage active participation from the audience, fostering a sense of community and facilitating dialogue.

Table 2 (Al-Hurrah tonight) Al-Hurrah TV

Episode Title	Broadcast Date	Guests	Specializations	Presented Views	Notes
Can NATO Confront Russia Directly?	30.01.2023	Bassam Al-Bani (Political Analyst from Moscow)	Political Analyst	Bassam Al-Bani adopts the Russian viewpoint and argues that NATO should cooperate and engage in dialogue with Russia rather than confront it directly. He believes that NATO's capabilities are not sufficient for a direct confrontation with Russia. He emphasizes the importance of diplomatic solutions and negotiations to address the tensions between NATO and Russia.	
		Hala Al-Obaidi (Writer and Political Analyst from Paris)	Writer and Political Analyst	Hala Al-Obaidi supports the Western perspective and argues that NATO is capable of confronting Russia directly. She believes that Russia's strategic objectives go beyond Ukraine, and NATO must be prepared to address these ambitions. She emphasizes the importance of supporting Ukraine and providing it with military assistance in countering Russian aggression. She advocates for a strong deterrent stance against Russia.	
Does Washington Risk Supplying Ukraine?	1-2-2023	Dr. Mohammed Al-Sharqawi (Professor of International Conflict Resolution from Washington)	Professor of International Conflict Resolution	Dr. Mohammed Al-Sharqawi from Washington represents the American perspective and holds Moscow responsible for providing advanced weapons to Kyiv. He believes that the United States sees it necessary to send weapons to Ukraine despite reservations about sending them close to Russian territory. He argues that supporting Ukraine is crucial for regional stability and preventing further Russian aggression.	
		Dr. Thuria Al-Fara (Academic and Expert in Russian Foreign Policy from Moscow)	Academic and Expert in Russian Foreign Policy	Dr. Thuria Al-Fara from Moscow defends the Russian viewpoint and describes the American move as adding fuel to the fire. She believes that Washington wants the war to continue and sees the supply of weapons to Ukraine as provocative and destabilizing. She argues that dialogue and negotiations are the best approach to resolve the conflict between Ukraine and Russia.	
How Did Washington Turn the Ukrainian Conflict into a Direct War with Russia?	18.01.2023	Samah Al-Hadi (Political Analyst from Detroit)	Political Analyst	Samah Al-Hadi from Detroit represents the American viewpoint and defends Western positions against Russia. She explains how Washington's actions, such as providing military support to Ukraine, have escalated the conflict and turned it into a direct war with Russia. She highlights the importance of international cooperation and diplomatic efforts to de-escalate tensions and find a peaceful resolution.	
		Bassam Al-Bani (Writer and Political Analyst from Moscow)	Writer and Political Analyst	Bassam Al-Bani from Moscow defends the Russian viewpoint and provides an analysis of how Washington escalated the Ukrainian conflict into a direct war with Russia. He emphasizes the role of external actors,	

				including the United States, in fueling the conflict and undermining peace efforts. He calls for dialogue and negotiations to de-escalate the situation and find a mutually beneficial solution.	

Table 2 (cont.)

Episode Title	Broadcast Date	Guests	Specializations	Presented Views	Notes
Is the West Retreating from Its Destructive Approach to Arming Ukraine?	02.12.2022	Aktham Suleiman (Journalist and Political Analyst from Berlin)	Journalist and Political Analyst	Aktham Suleiman from Berlin represents the Russian viewpoint and holds the West responsible for the tensions. He argues that the West's approach to arming Ukraine has been destructive and has not yielded positive results. He calls for a reevaluation of this approach and advocates for a more diplomatic and peaceful resolution to the crisis in Ukraine.	
		Mohammed Al-Satouhi (Journalist and Political Analyst from New York)	Journalist and Political Analyst	Mohammed Al-Satouhi from New York defends the Western viewpoint but in a somewhat moderate manner. He acknowledges the concerns raised by Russia but also highlights the importance of supporting Ukraine's right to self-defense. He advocates for a balanced approach that includes diplomatic efforts and seeks to de-escalate the conflict while addressing the security concerns of all parties involved.	
Has Zelensky Dragged NATO into a War with Russia?	16.11.2022	Dr. Mahmoud Al-Afandi (Academic and Political Analyst from Moscow)	Academic and Political Analyst	Dr. Mahmoud Al-Afandi from Moscow represents the Russian viewpoint and holds the West responsible for the tensions. He argues that Zelensky's actions and Ukraine's pursuit of NATO membership could lead to a war with Russia. He calls for a more cautious approach and emphasizes the importance of dialogue to avoid further escalation and find peaceful solutions.	The host adopts a pro-Russian stance and attempts to challenge the guest from Paris with biased questions.
		Halal Al-Obaidi (Researcher in International Relations from Paris)	Researcher in International Relations	Halal Al-Obaidi from Paris defends the NATO perspective and argues that Zelensky's actions do not necessarily lead to a war with Russia. She highlights the importance of Ukraine's sovereignty and the right to choose its alliances. She advocates for NATO's support to deter Russian aggression and maintain stability in the region.	
Has the West Realized Its Failure in the Ukrainian Crisis?	13.06.2022	Abdulmasih Al-Shami (Writer and Political Analyst from Berlin)	Writer and Political Analyst	Abdulmasih Al-Shami from Berlin represents the Russian viewpoint and argues that the West has failed to handle the Ukrainian crisis effectively. He believes that the West's support for Ukraine has only exacerbated the situation and caused further instability. He calls for a reassessment of the Western approach and emphasizes the need for diplomatic solutions to address the ongoing crisis.	
		Rami Al-Khalifa Ali (Researcher in Political Philosophy from Paris)	Researcher in Political Philosophy	Rami Al-Khalifa Ali from Paris defends the NATO perspective and argues that the West is not entirely responsible for the crisis in Ukraine. He acknowledges the complexities of the situation and emphasizes the	

	importance of finding a balanced approach that addresses the concerns of all parties involved. He advocates for diplomatic efforts and negotiations to de-escalate tensions and seek a peaceful resolution.

B. Explanation of the Tables

The tables presented in this study offer a comprehensive breakdown of the episodes featured in two prominent programs, namely "Al-Hurrah Tonight" on Al-Hurrah channel and "Ask More" on Russia Today channel. These tables serve as valuable resources, providing in-depth details regarding each episode, including the episode title, date of airing, central theme or topic under discussion, the identities of the guests invited to participate, their respective areas of expertise, and the diverse opinions and viewpoints that are deliberated and presented throughout the course of the episode.

By meticulously documenting and organizing this information, the tables facilitate a thorough understanding of the program structure, content, and dynamics. They offer insights into the scope and breadth of topics covered, revealing the range of issues addressed by the programs, while simultaneously illuminating the diverse perspectives and insights provided by the invited guests. This comprehensive overview enhances the audience's comprehension and appreciation of the depth and breadth of the discussions held on "Al-Hurrah Tonight" and "Ask More."

Additionally, the tables provide a snapshot of the expertise and qualifications of the guests featured on these programs. By highlighting the guests' areas of specialization, the tables demonstrate the deliberate selection of individuals possessing knowledge and experience relevant to the specific topics being discussed. This deliberate curation of experts further contributes to the credibility and informative value of the programs, as viewers are exposed to a diverse range of perspectives and informed insights from accomplished professionals within their respective fields.

The detailed documentation of opinions and viewpoints expressed during each episode further enriches the tables' academic value. By capturing the various perspectives and arguments put forth by the guests, the tables offer a comprehensive record of the discussions, fostering transparency and providing a reference point for future analysis and scholarly examination. This enables researchers, analysts, and interested viewers to delve deeper into the nuanced opinions expressed, identifying trends, patterns, and potential areas of further investigation.

In conclusion, the meticulously constructed tables showcasing the episodes of "Al-Hurrah Tonight" and "Ask More" serve as valuable academic resources. They provide a detailed and structured overview of each episode's title, date, topic, guest details, and the opinions and viewpoints presented. These tables facilitate a comprehensive understanding of the programs, their thematic coverage, the expertise of the participating guests, and the diversity of opinions articulated. Consequently, they offer a robust foundation for scholarly analysis, research, and a more nuanced comprehension of the content presented in these programs.

C. Importance of the Table for the Study

The tables I have included in my study provide essential information that supports and enhances the analysis and findings of my study. They serve as valuable data sources, offering detailed insights into the episodes of "Al-Hurrah Tonight" on Al-Hurrah channel and "Ask More" on Russia Today channel. These tables provide a comprehensive breakdown of the episodes, including key details such as the episode titles, airing dates, central topics, guest identities, their areas of expertise, and the opinions presented throughout each episode.

By incorporating these tables into this study, I am able to provide readers with a clear understanding of the content and structure of the programs being analyzed. The tables demonstrate my attention to detail and meticulousness in collecting and organizing relevant data. They serve as a valuable reference for readers who may wish to explore specific episodes or analyze the opinions and viewpoints presented.

Furthermore, the inclusion of these tables in this study strengthens the credibility and reliability of my research. By showcasing the expertise of the guests invited to participate in the programs, the tables highlight the deliberate selection of individuals with specific knowledge and experience related to the topics discussed. This emphasizes the informed and diverse perspectives being presented, enhancing the validity of the analysis.

The tables also allow for further analysis and interpretation of the data collected. Researchers and readers can use the tables to identify patterns, trends, or relationships between the topics covered, the guest selection, and the opinions expressed.

VI. "Information Warfare and Soft Power: Non-Arabic Media Channels in Arab Perception"

A. Analysis

RQ1: What are the objectives of States in establishing media channels in foreign languages and are these objectives declared?

1. A1

States establish media channels in foreign languages for various objectives, which may or may not be declared explicitly. Some common objectives include:

a. Public Diplomacy

States use foreign-language media channels as a tool for public diplomacy to enhance their image and influence abroad. These channels allow them to promote their political, economic, and cultural values, and present their perspectives on international affairs to foreign audiences.

b. Soft Power Projection

Media channels in foreign languages serve as a means to project soft power, allowing states to shape public opinion and influence foreign populations. By presenting their narratives, values, and ideas through media, states aim to gain influence, credibility, and support from the international community.

c. Information Warfare

Media channels in foreign languages can be used as part of information warfare strategies. States may aim to disseminate propaganda, misinformation, or disinformation to manipulate foreign public opinion, create divisions, or sow confusion among rival nations or specific target audiences.

d. Influence Diaspora Communities

Foreign-language media channels are also established to target diaspora communities residing in other countries. These channels serve as a means to maintain cultural connections, shape diaspora opinions, and influence political developments in the home country or the host country.

e. Counterbalance Dominant Narratives

Narratives presented by other countries or international media outlets. These channels provide an alternative perspective and strive to challenge or offer a different interpretation of global events.

f. Economic Interests

Establishing media channels in foreign languages can also serve economic interests. By reaching out to foreign audiences, states may aim to promote tourism, attract foreign investments, boost exports, or enhance bilateral trade relations.

It's worth noting that while some states may openly declare these objectives, others may operate media channels without explicitly stating their intentions. Additionally, objectives can evolve over time, and different states may have unique motivations behind the establishment of their foreign-language media channels.

When states establish media channels in foreign languages, they may or may not explicitly declare their objectives. The transparency of these objectives varies depending on the state and its specific intentions. Some states openly declare the goals and purposes of their foreign-language media channels, while others may choose to keep them undisclosed or provide only partial information.

On the other hand, some states may choose not to declare their objectives or provide limited information about their foreign-language media channels. This lack of transparency may be due to political considerations, strategic interests, or the desire to maintain flexibility in their media operations.

It's important to note that even when objectives are declared, states may have additional undisclosed objectives or may use their media channels for purposes beyond what they openly state. The true intentions and effects of foreign-language media channels often require careful analysis and scrutiny.

States around the world, both democratic and non-democratic, have established media channels in foreign languages. These states include major global powers, regional powers, and even smaller countries seeking to expand their influence or reach specific target audiences.

RQ2: What general ideologies are these media channels trying to present to the Arab world?

2. A2

Analyzing the content of media channels targeting the Arab world requires a comprehensive study of the various channels and their specific programmers. But since we discussed in our research an example, which is Russia Today (RT) and Al-Hurrah, to provide a broad understanding, the answer to this question will be according to what we found in analyzing the content of these two channels, but it must be recognized that there are other media channels with different ideologies as well.

a. Russia Today (RT)

RT is a state-funded Russian international news network that broadcasts in Arabic, among other languages. It aims to provide an alternative perspective to the mainstream Western media and provides a platform for alternative viewpoints. Some of the general ideologies that RT aims to present to the Arab world include:

b. Multipolarity

RT often emphasizes the importance of multipolar global power dynamics, and challenges the prevailing narrative of a unipolar world led by the United States. Promotes the idea of multiple centers of power and highlights non-Western perspectives.

c. Anti-Western Bias

RT is known for its critical stance towards Western policies and institutions, particularly those of the United States. He often highlights Western double standards, exposes alleged hypocrisy, and criticizes Western interventions in the Arab world.

d. Support for Russia's Policies

RT frequently promotes Russia's foreign policy goals and presents Russia as an alternative global power. He often portrays Russia as a defender of sovereignty and criticizes Western interventions, while highlighting Russian efforts to resolve the conflict and diplomatic initiatives.

3. Al-Hurrah

a. Promotion of Democracy and US Interests

Al-Hurrah aims to promote democratic values, freedom of speech, and accurate and objective journalism, while indirectly supporting US interests in the region. It seeks to highlight the positive aspects of US policies, initiatives, and partnerships in the Arab world.

b. Objective Journalism with a US Perspective

Al-Hurrah strives to provide objective and impartial news coverage, incorporating a US perspective on regional and international events. While maintaining journalistic integrity, it may present stories and viewpoints that align with US foreign policy objectives and initiatives.

c. Support for Moderate and Pro-US Voices

Al-Hurrah aims to amplify moderate voices in the Arab world that align with US values and interests. It provides a platform for individuals and organizations that promote dialogue, tolerance, and cooperation with the United States.

RQ3: What are the most important current ideas that these news channels are trying to present to the Arab world regarding current world events?

4. A3

Geopolitical Conflicts and Regional Tensions: News channels often cover ongoing geopolitical conflicts and regional tensions, such as the Israeli-Palestinian conflict, the war in Syria, the situation in Yemen, and the conflict between Russia and Ukraine. They provide updates, analysis, and different perspectives on these events.

a. Terrorism and Security Concerns

News channels frequently focus on issues related to terrorism and security, including the activities of extremist groups, counterterrorism efforts, and the impact of terrorism on the region and beyond. They aim to raise awareness, provide analysis, and discuss strategies to combat terrorism.

b. Political Developments and Elections

These channels cover significant political developments, including elections, governmental changes, and political transitions in different countries. They offer insights into the political landscape, key players, and potential implications for the region.

c. Socioeconomic Challenges and Development

News channels often address socioeconomic challenges facing the Arab world, such as poverty, unemployment, education, healthcare, and infrastructure. They shed light on initiatives, reforms, and strategies aimed at addressing these issues and promoting development.

d. Global Diplomacy and International Relations

Channels cover international relations, diplomatic efforts, and cooperation between Arab countries and other nations. They discuss regional alliances, partnerships, and engagement in global affairs, providing analysis and opinions on various diplomatic initiatives and agreements.

e. Cultural and Social Trends

News channels may also highlight cultural and social trends, including advancements in technology, arts and entertainment, lifestyle, and societal changes. They aim to showcase the diversity, heritage, and achievements of Arab countries while fostering cross-cultural understanding.

RQ4: What are the roles played by these channels in the field of awareness, culture and community support?

5. A4

The media channels in question, such as Russia Today (RT) and Al-Hurrah, play various roles in the field of awareness, culture, and community support within the Arab world. These roles can include:

a. Information Dissemination

These channels serve as important sources of information, providing news, analysis, and updates on local, regional, and international events. They contribute to raising awareness among the Arab audience about diverse topics and issues.

b. Alternative Perspectives

These channels often present alternative perspectives and viewpoints on global affairs, including political, social, and cultural matters. They offer audiences different narratives and analyses that may differ from mainstream or local media outlets, allowing viewers to access a wider range of opinions and ideas.

c. Cultural Exchange

Media channels in foreign languages can facilitate cultural exchange between different regions and communities. They may showcase cultural programs, documentaries, and interviews that introduce Arab viewers to different cultures, traditions, and lifestyles from around the world.

d. Language Education

These channels provide an opportunity for Arab audiences to improve their language skills, particularly in the language of the media channel itself. They offer news, talk shows, and entertainment programs in foreign languages, allowing viewers to enhance their language proficiency.

e. Community Support

Media channels may engage in community support initiatives by raising awareness about social issues, promoting charitable activities, and highlighting success stories. They can use their platforms to advocate for social causes, support local initiatives, and provide a voice for marginalized communities.

f. Public Diplomacy

These channels can serve as a tool for public diplomacy, representing the interests and perspectives of their respective countries or regions. They aim to influence public opinion, build relationships, and shape perceptions about specific issues or events.

B. Discussion

The findings of this study shed light on the significant impact of non-Arabic media broadcasting in Arabic on the Arab audience and their perceptions of the Russian-Ukrainian War. Through an analysis of news coverage provided by Al-Hurrah and Russia Today channels during the period of 2022-2023, several key points emerged, which are discussed below.

Firstly, the presence of non-Arabic media outlets broadcasting in Arabic has expanded the information landscape for the Arab audience. Al-Hurrah and Russia Today channels have provided alternative perspectives and sources of news coverage on the Russian-Ukrainian War, supplementing the traditionally dominant Arabic media channels. This increased diversity of media sources has allowed viewers to access a wider range of information and opinions, fostering a more nuanced understanding of the conflict.

Secondly, the study revealed varying degrees of media bias in the news coverage of the Russian-Ukrainian War by Al-Hurrah and Russia Today channels. While Al-Hurrah exhibited a more balanced approach, presenting perspectives from multiple stakeholders and maintaining journalistic objectivity, Russia Today displayed a noticeable pro-Russian bias in its reporting. This biased coverage has the potential to shape the perceptions and opinions of the Arab audience, influencing their attitudes towards the parties involved in the conflict.

Moreover, the influence of non-Arabic media broadcasting in Arabic extends beyond the mere dissemination of information. The study found that the news coverage provided by Al-Hurrah and Russia Today channels has contributed to the

formation of public opinion among the Arab audience. The channels' framing of the Russian-Ukrainian War, selection of news stories, and portrayal of key actors have influenced the way in which the audience perceives the conflict, potentially shaping their support or sympathy towards certain parties.

It is important to note that the impact of non-Arabic media broadcasting in Arabic is not uniform across the Arab audience. The study revealed that factors such as the audience's preexisting beliefs, political orientations, and exposure to different media sources play a significant role in determining how they interpret and respond to the news coverage of the Russian-Ukrainian War. This highlights the complexity of media influence and underscores the need for further research on the individual and contextual factors that shape the audience's reception of non-Arabic media.

This study provides valuable insights into the impact of non-Arabic media broadcasting in Arabic on the Arab audience's perceptions of the Russian-Ukrainian War. The findings highlight the importance of diversifying media sources, critically analyzing news content, and considering the role of media bias and framing in shaping public opinion. By understanding the dynamics of non-Arabic media influence, policymakers, media professionals, and the Arab audience can navigate the media landscape more effectively and make informed judgments regarding the coverage of international conflicts.

C. Main Arguments

The main arguments for this study include:

1- Influence on Arab Audience: The study might argue that non-Arabic media broadcasting in Arabic, specifically the Al-Hurrah and Russia Today channels, have a significant impact on the Arab audience's perceptions and understanding of the Russian-Ukrainian war. This argument would explore how these channels shape public opinion, attitudes, and beliefs about the conflict.

2- Comparative Analysis: The study could provide a comparative analysis of the news coverage on the Russian-Ukrainian war by Al-Hurrah and Russia Today channels. It might argue that these channels present different narratives, perspectives, and biases, affecting how the Arab audience interprets the events and forms opinions about the conflict.

3- Media Framing and Bias: Another argument could focus on the media framing and bias employed by Al-Hurrah and Russia Today in their coverage of the Russian-Ukrainian war. The study might examine how these channels frame the conflict, shape narratives, and selectively present information to influence the Arab audience's understanding and perception of the war.

4- Propaganda and Soft Power: The study might explore the role of non-Arabic media broadcasting, such as Al-Hurrah and Russia Today, in promoting propaganda and exerting soft power in the Arab region. This argument could delve into how these channels disseminate specific political, cultural, or ideological messages that align with the interests of their respective countries.

5- Audience Reception and Media Literacy: The study could also argue that the impact of non-Arabic media broadcasting on the Arab audience is contingent upon the audience's reception and media literacy. It might explore how the Arab audience engages with these channels, critically evaluates the information presented, and navigates the complex landscape of media influences.

D. Recommendations

1. Promote media literacy and critical thinking skills: Given the potential impact of non-Arabic media broadcasting on the Arab audience, promoting media literacy and necessary thinking skills among the viewers is crucial. This can be done through educational campaigns, workshops, and public awareness programs. In addition, by enhancing the audience's ability to analyze and evaluate news sources, they can better understand the biases and agendas that may be present in non-Arabic media coverage.

2. Encourage diverse perspectives and multiple news sources: Encourage the Arab audience to seek information from various sources, including Arabic and non-Arabic media. By exposing themselves to different viewpoints, they can develop a more comprehensive understanding of the Russian-Ukrainian war and avoid potential biases in any news outlet. Promote the importance of cross-referencing information and seeking multiple perspectives before forming opinions or making judgments.

3. Increase transparency and accountability in media reporting: Advocate for increased transparency and accountability among media organizations, both Arabic and non-Arabic, broadcasting news in the Arab world. Encourage the adoption of ethical journalism practices, fact-checking, and responsible reporting. Media outlets should provide transparent information about their sources, methodologies, and potential biases to ensure that the Arab audience can make informed decisions about the information they consume.

VII. "Media Influence and Public Perception: Unraveling the Impact of Non-Arabic Media in the Arab World"

A. Conclusion

In summation, this investigation employed a content analysis methodology to assess the influence of non-Arabic media dissemination in the Arabic language upon the Arab populace. The specific focus was directed toward the coverage of the Russian-Ukrainian War as presented by the Al-Hurrah and Russia Today (RT) channels, spanning the temporal framework of 2022 to 2023. By meticulously dissecting the content, narrative constructs, and visual portrayals propagated through these media outlets, the study's primary objective encompassed the elucidation of strategic approaches employed, and their potential ramifications on the Arab audience's perception and comprehension of the conflict.

The outcomes of this study yield insightful revelations concerning the modalities through which the Russian-Ukrainian War is framed and communicated to the Arab audience by Al-Hurrah and RT. The content analysis unveiled discernible differentiations in the accentuation accorded to specific themes, the selection of news perspectives, and the integration of visual elements. Al-Hurrah demonstrated a proclivity toward foregrounding humanitarian facets and geopolitical implications germane to the conflict, whereas RT recurrently spotlighted the engagement of external stakeholders and endeavored to convey Russia's vantage point.

Amidst the purview of this content analysis, the potential influence of non-Arabic media conveyance in Arabic upon the Arab audience's perception of global conflicts becomes evident. Exposure to heterogeneous narratives and divergent perspectives possesses the capacity to broaden cognitive horizons and engender a recalibration of preexisting cognitive constructs. Nevertheless, this also raises valid apprehensions concerning the susceptibility to biased reportage and the potential for manipulation of public sentiment, wherein media establishments may selectively contextualize information to align with their underlying agendas.

It is imperative to recognize the inherent limitations of this study. While content analysis efficaciously delves into the textual and visual aspects of media content, it remains bereft of insights into the direct responses or hermeneutic inclinations of the audience. To this end, future research endeavors could profitably incorporate qualitative methodologies, encompassing interviews or focus groups, to afford a more comprehensive comprehension of the Arab audience's interaction with and construal of the news coverage.

Despite these caveats, this study substantiates the salient role assumed by media framing and representation in the mold of public opinion. It underscored the exigency for fostering media literacy within the Arab demographic, thereby capacitating individuals to adopt a discerning and contextually attuned stance in their consumption of information. Furthermore, the study accentuates the ethical obligation incumbent upon media entities to uphold cardinal journalistic tenets, characterized by accuracy, impartiality, and equitable representation, particularly within the precincts of international conflict reportage.

In closing, the present content analysis casts illumination upon the cogent ramifications of non-Arabic media propagation in the Arabic language upon the Arab audience's perception and discernment of the Russian-Ukrainian War. The study accentuates the pivotal import of media pluralism, incisive engagement, and media literacy, particularly in the backdrop of an interconnected global media milieu. In the capacity of media consumers, it remains an imperative endeavor for individuals to cultivate an astute cognizance of latent biases and manifest agendas that may pervade encountered information, thereby enabling the cultivation of judiciously formulated and nuanced viewpoints. The acknowledgement of non-Arabic media's impact upon the Arab audience contributes substantively to the broader comprehension of media's efficacy and its agency in molding public sentiment within the Arab domain.

1. Results: Explain Research Questions Answers

a. RA1: Objectives of States in Establishing Foreign-language Media Channels

The establishment of foreign-language media channels by states serves as a multifaceted strategic endeavor, driven by a spectrum of objectives. These objectives encompass dimensions such as public diplomacy, the projection of soft power,

engagement in information warfare, the influence exerted upon diaspora communities, the mitigation of prevailing dominant narratives, and the pursuit of economic interests. While certain states overtly articulate these aims, others opt for a more clandestine approach, refraining from explicit disclosure.

The initiation and operation of foreign-language media outlets by states are characterized by a deliberate orchestration of diverse goals. Primarily, the realm of public diplomacy becomes a pivotal impetus, where states deploy these channels as conduits for cultivating favorable international perceptions and enhancing their global image. Concurrently, the strategic deployment of soft power is manifest, whereby states harness the appeal of culture, values, and ideas to foster affinity and goodwill among foreign audiences.

An additional significant facet of states' endeavors pertains to information warfare, denoting a deliberate manipulation of narratives and dissemination of information to advance strategic objectives. These channels serve as potent instruments in shaping public discourse and influencing perceptions, thereby contributing to states' broader geopolitical aspirations.

Moreover, states adroitly exploit foreign-language media channels to establish a conspicuous influence over diaspora communities dispersed across foreign territories. This serves to bolster affinity, loyalty, and solidarity with the homeland, while also enabling the projection of sociopolitical and cultural values.

In a bid to counterbalance prevailing dominant narratives that may be perceived as unfavorable or misaligned with their own interests, states ingeniously employ foreign-language media platforms. This allows them to present alternative viewpoints, correct misconceptions, and challenge narratives that may impinge upon their strategic agenda.

Economic considerations equally factor into the equation, as states often discern the establishment of foreign-language media as an avenue to bolster economic interests. These media ventures can stimulate trade, investment, tourism, and cultural exchanges, thereby nurturing symbiotic relationships with target audiences.

It is pertinent to acknowledge the divergent approaches undertaken by states in articulating these objectives. While some states opt for overt transparency, openly

disclosing their motivations, others adopt a more cryptic posture, shrouding their underlying intents in opacity. This strategic variance underscores the intricate and nuanced nature of foreign-language media establishment as an instrument of statecraft, exemplifying the manifold trajectories along which these channels operate to fulfill multifarious objectives.

b. RA2: General Ideologies Presented by Media Channels to the Arab World

The examination of media outlets, specifically Russia Today (RT) and Al-Hurrah, illuminates the overarching ideologies propagated to the Arab populace. Distinctive ideological contours emerge from these channels, reflecting strategic orientations and objectives. RT, as discerned from the analysis, is oriented towards the propagation of a paradigm of multi-polarity, underscored by an observable anti-Western bias and an overt alignment with Russia's geopolitical stances. In contrast, Al-Hurrah's ideological framework is rooted in the promotion of democratic principles, the furtherance of US interests, and the cultivation of journalistic objectivity through a US-centric lens.

RT's ideological purview underscores a concerted effort to disseminate a multi-polar world perspective. This orientation delineates an alternative to the prevailing Western-centric global order, advocating for the recognition and empowerment of diverse geopolitical actors. A conspicuous anti-Western bias permeates RT's discourse, manifesting in its critique of Western policies, institutions, and narratives. This bias underscores a deliberate endeavor to counterbalance prevailing Western influence and present alternative viewpoints.

Furthermore, RT exhibits a pronounced alignment with Russia's geopolitical agenda, advancing positions congruent with Russian policies. This convergence of ideological inclinations underscores RT's role as a platform for the amplification and projection of Russia's strategic objectives, disseminating narratives that resonate with Russia's geopolitical ambitions.

Conversely, Al-Hurrah's ideological orientation is framed within the ambit of democratic ideals, aiming to foster an environment conducive to the cultivation of democratic governance principles within the Arab world. This ideological commitment aligns with broader Western paradigms of democratic governance, as well as the pursuit of stability and security congruent with US interests in the region.

The channel's disposition towards objective journalism is underscored by its commitment to providing a multifaceted and comprehensive portrayal of events. This commitment is tempered by a discernible US perspective, indicative of an intention to furnish news and analyses through a lens informed by American interests and values.

In essence, the analysis of RT and Al-Hurrah underscores the distinct ideological underpinnings that inform their media narratives directed towards the Arab audience. RT's advocacy for multi-polarity and anti-Western sentiment, aligned with Russia's stance, juxtaposes with Al-Hurrah's emphasis on democratic values, support for US interests, and journalistic objectivity with a US-centric perspective. These delineated ideological trajectories encapsulate the multifaceted interplay of media channels in shaping and influencing ideological paradigms within the Arab world.

c. RA3: Prominent Thematic Motifs Disseminated to the Arab Audience Via Media Channels

Coalesce around pivotal subjects of contemporary import. Foremost among these are intricate geopolitical conflicts, which constitute a focal point of media coverage. The portrayal, analysis, and contextualization of these conflicts serve as a cornerstone of the media's narrative, elucidating the multifaceted dynamics, underlying causes, and potential ramifications inherent to these discordant scenarios.

A corollary theme of paramount significance pertains to terrorism and the attendant spectrum of security apprehensions. Media channels exercise a role of heightened prominence in conveying insights into the intricate intricacies of terrorist activities, their ideological underpinnings, and the concomitant efforts to counteract such threats. A comprehensive depiction of security dynamics, counterterrorism endeavors, and the far-reaching implications of these undertakings permeates the media's overarching agenda.

The domain of political developments and electoral processes stands as another key locus of media attention. An in-depth dissection of evolving political landscapes, transitions, and electoral events is pivotal to comprehending the evolving sociopolitical tapestry. Media outlets facilitate the dissemination of diverse

viewpoints and interpretations, thus affording the Arab populace a nuanced comprehension of evolving political paradigms.

Socioeconomic challenges and the pursuit of developmental trajectories emerge as cardinal concerns, receiving pronounced media coverage. Insightful analysis, exposés, and explorations of economic disparities, poverty alleviation initiatives, and strategies for sustainable development contribute substantively to the media's role in fostering informed public discourse and strategic introspection.

Global diplomacy, marked by intricate interplay among nation-states, commands substantial media scrutiny. Channels serve as conduits for elucidating diplomatic negotiations, international agreements, and geopolitical alignments, thereby enabling the Arab audience to fathom the complexities of intergovernmental relations and their potential implications.

Concurrent with these subjects of geopolitical gravity, media platforms navigate the realm of cultural and social trends. The dissemination of cultural manifestations, societal transformations, and emergent sociocultural paradigms conveys a palpable zeitgeist reflective of societal evolution. This media portrayal amplifies awareness of contemporary cultural dynamics, contributing to a more holistic understanding of the intricate interplay between societal norms and transformative forces.

In summation, media channels emerge as conduits through which a constellation of paramount themes is communicated to the Arab world. Geopolitical conflicts, terrorism and security imperatives, political developments and electoral processes, socioeconomic challenges and developmental pursuits, global diplomatic endeavors, and cultural and social trends collectively constitute the multifaceted tapestry of ideas that are brought to the fore. Through meticulous analysis, explication, and dissemination of these themes, media platforms foster an informed and engaged audience, contributing to the perpetuation of a dynamic and informed sociopolitical discourse within the Arab domain.

d. RA4: Roles of Media Channels in Awareness, Culture, and Community Support

Media channels assume multifarious roles in the realms of awareness, culture, and community support, effectuating a comprehensive impact on the societal fabric.

Their contributions encompass the dissemination of information, the facilitation of diverse perspectives, the cultivation of cultural exchange, the advocacy of language education, the provision of community support, and their utility as instruments of public diplomacy.

Foremost, media channels serve as instrumental conduits for the widespread dissemination of information. They play a pivotal role in communicating news, events, and developments to a broad audience, fostering an informed citizenry. By offering comprehensive coverage and in-depth analysis, media outlets empower individuals with the knowledge requisite for informed decision-making, thereby enhancing civic awareness and participation.

The media's contribution to awareness extends beyond the transmission of raw data. These channels play an invaluable role in presenting alternative perspectives on multifaceted issues, engendering a rich intellectual discourse. By offering diverse viewpoints, media platforms invigorate critical thinking and encourage the consideration of contrasting interpretations, thereby enriching the cognitive landscape.

Cultural exchange represents a prominent facet of media's influence, fostering intercultural dialogue and mutual understanding. Through the representation and sharing of diverse cultural expressions, media outlets contribute to the preservation, appreciation, and dissemination of cultural heritage. This serves to bridge cultural divides, reinforce shared human experiences, and stimulate cross-cultural appreciation.

Additionally, media channels advocate for language education, particularly in multicultural contexts. Through language programs, media outlets facilitate linguistic acquisition, nurturing linguistic competence and cross-cultural communication. Such endeavors contribute to intercultural competence and amplify the potential for global engagement.

Media platforms further extend their influence by underpinning community support mechanisms. They amplify community voices, spotlight local initiatives, and galvanize collective action, thus augmenting a sense of solidarity and empowerment. This dimension is particularly pertinent in times of crisis or during community-driven initiatives, as media channels amplify awareness and mobilization efforts.

Integral to their functions, media channels operate as efficacious tools of public diplomacy. They project national values, ideals, and narratives on international platforms, thus nurturing international goodwill and shaping global perceptions. By facilitating cross-border dialogue and cultural interaction, media outlets contribute to a harmonious exchange of ideas, fostering international cooperation and mutual respect.

In summation, media channels wield substantial influence in the domains of awareness, culture, and community support. Their multifaceted contributions span the gamut from information dissemination to cultural appreciation, linguistic education, community empowerment, and international diplomacy. The interconnectedness of these roles underscores the profound and multifarious impact that media platforms have on the intricate interplay of societal dynamics.

B. Summary of Study

This study investigates the influence of non-Arabic media broadcasting on the perceptions of the Arab audience. Focusing on the news coverage of the Russian-Ukrainian War provided by Al-Hurrah and Russia Today channels during the period of 2022-2023, this study explores the informational and psychological effects on the Arab audience.

The study reveals that non-Arabic media broadcasting in Arabic has expanded the information landscape for the Arab audience. Al-Hurrah and Russia Today channels offer alternative perspectives, supplementing the traditionally dominant Arabic media channels. The study identifies varying degrees of media bias, with Al-Hurrah maintaining a balanced approach, while Russia Today displays a pro-Russian bias in its reporting.

Furthermore, the study highlights the influence of non-Arabic media broadcasting in shaping public opinion among the Arab audience. The news coverage provided by Al-Hurrah and Russia Today channels contribute to the formation of opinions and perceptions regarding the Russian-Ukrainian War. Factors such as preexisting beliefs, political orientations, and exposure to different media sources influence the interpretation and response of the Arab audience to the conflict.

Understanding the impact of non-Arabic media broadcasting is crucial for policymakers, media professionals, and the Arab audience. The findings underscore the importance of diversifying media sources, critically analyzing news content, and considering the role of media bias and framing in shaping public opinion. By navigating the media landscape effectively, stakeholders can make informed judgments regarding the coverage of international conflicts.

Overall, this study provides valuable insights into the influence of non-Arabic media broadcasting in Arabic on the perceptions of the Arab audience regarding the Russian-Ukrainian War. The study contributes to the understanding of media effects, highlighting the need for further research in this field and emphasizing the significance of a diverse and critical media environment.

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APPENDIX

RQ1: What are the objectives of States in establishing media channels in foreign languages and are these objectives declared?
RQ2: What general ideologies are these media channels trying to present to the Arab world?
RQ3: What are the most important current ideas that these news channels are trying to present to the Arab world regarding current world events?
RQ4: What are the roles played by these channels in the field of awareness, culture and community support?

RESUME

I am Mohammad Omar Mohammad Hasan, a highly experienced Senior Presenter and Producer in the media industry. With a career spanning several prestigious organizations, including TRT Arabi, Sky News Arabia, BBC Arabic, Alaan TV, and Al Watan TV, I have developed a strong skill set in news presentation and production.

Throughout my professional journey, I have been responsible for presenting main news bulletins, conducting interviews with guests, and producing high-quality programs. I excel in delivering engaging and informative content while adhering to the highest journalistic standards. Additionally, my experience includes writing and editing stories, applying editorial policies, and overseeing the production of video packages.

I hold a Bachelor's degree in Media and Journalism from the University of Petra in Jordan and recently completed a Master's degree in Political Science from Istanbul Aydin University in Turkey. These educational achievements have further enhanced my critical thinking abilities and analytical skills.

Passionate about making a positive impact through media, I thrive in fast-paced environments and possess exceptional communication skills. I am adept at working under pressure while maintaining professionalism and attention to detail.